

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**ART MANAGEMENT IN THE REPUBLIC OF BELARUS: FEATURES AND
TRENDS OF DEVELOPMENT**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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ABSTRACT

The aim of this master's thesis is the examination of specifics of the art market as an environment for the promotion of Belarusian artists. The basic methodological principles include following scientific methods: induction and deduction, historical reconstruction, as well as interview.

The main focus of research presented this master thesis is the art management in the Republic of Belarus. Subject of research includes the ways and methods of promoting Belarusian artists on the Belarusian art market.

In the process of completing this master thesis the following main results were obtained by a candidate: isolation of characteristics of the art market, identification of specifics of the Belarusian art market, identification of key methods of promotion under the conditions of the art market, unraveling of issues with forming a marketing system in the art-business, a comprehensive analysis of Belarusian art market, examination of the evolution of the Belarusian art market, summary of challenges for the development of the art market in the Republic of Belarus, as well recommendations to address those challenges.

Keywords: art management, art marketing, art market, artists, promotion methods on the art market, the belarusian art, marketing on the art market, formation prices on the art market, players of the art market, infrastructure of the belarusian art market,swot-analysis of the belarusian art market.