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**PROMOTION OF FOLK GROUPS
IN THE REPUBLIC OF BELARUS**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the research work is Belarusian folk groups and their audience. The subject of the research paper is the promotion of Belarusian folk groups in the domestic market. The purpose of the work is to identify ways to promote folk groups in the Republic of Belarus. The methodological basis of the thesis is based on general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method and comparison method, as well as the particular scientific methods used in social sciences (focus group method, semi-structured interview method, expert interview method).

In the process of writing the thesis, the following results were obtained: the nature and specifics of folklore and folk culture were determined, a comparative analysis of mass and popular culture was carried out, the features of the functioning of folk groups in popular culture were identified, the specifics and level of development of music industry and the art market were determined, as well as collected and analyzed data on the specifics of the audience of Belarusian folk and on the features of the promotion of folk groups in Belarus.

The novelty of the results is due to the lack of data on the specifics of the Belarusian audience of folk music and the peculiarities of promoting folk groups in the domestic market. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis work can be used by Belarusian folk groups for promotion on the territory of the Republic of Belarus.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: folklore, folk music, folk culture, popular culture, subculture, scene, music industry, art market, promotion.