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PHOTOGRAPHY AS A BRANDING TOOL

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of research of the thesis is photography and its possibilities in the system of country branding. The subject of research of the thesis is military photography as a tool of country branding in memorializing historical memory, preserving family values and personal stories. The purpose of the thesis is to identify the possibilities of photography in country branding, in memorializing historical memory, preserving family values and personal stories. The interview method was chosen to obtain the research data.

In the process of writing the thesis, the following results were obtained: the structure and basic principles of including photography in the process of branding the territory; the role and place of photography, in particular, the war period, in promoting the material and intangible heritage of the country; the importance of photography in memorializing historical memory, preserving family values and personal stories; the study of military photography: its potential, significance, as well as its impact on communication practices in intergenerational relations.

The novelty of the results obtained is due to the lack of knowledge of the specifics of memorializing historical heritage, as well as personal stories using photographs. The results obtained are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in the development of the image strategy of the Republic of Belarus, as well as for the creation of thematic social projects and actions. The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Keywords: photography, branding, country branding, territory image, military photography, military photo chronicle, material value, intangible value, memorialization, preservation of historical memory, memorialization of personal stories using photos.