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**PUBLIC COMMUNICATION IN THE CITY ENVIRONMENT
(on the example of Minsk)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of research of the thesis is the social relations of the residents of Minsk, regularly interacting with cultural and leisure facilities. The subject of research of the thesis is the features of public communication in the space of cultural and leisure facilities. The purpose of the thesis is to identify the current state, development trends and development prospects of the infrastructure of creative cultural and leisure facilities in the context of the formation of public communication in the urban environment (for example, Minsk). The methodological basis of the thesis compiled by general scientific methods: analysis, synthesis, induction, deduction, comparison, classification, as well as the private sciences used in the social sciences (conducting expert interviews).

In the process of writing a thesis, the following results were obtained: a historical analysis of public communication was made, various theories of public communication were considered, the features of public urban space, the features of cultural production and consumption, characteristic of urban public places, were identified; The communicative requests of citizens to cultural objects and creative industries, in particular, are characterized.

The novelty of the results is due to the initial incompleteness of knowledge about the specifics of public communication in the urban environment in Belarus and, in particular, in the city of Minsk. The materials of the thesis can be used for further theoretical research in this area, to ensure the activities of business, local government and self-government, as well as for potential participants in cultural and leisure activities as a source of information about the cultural climate in the city.

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

Key words: public communication, city environment, publicity, creative industry, privacy, urbanism, revitalization, public spaces in the modern world.