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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**PROMOTION OF MUSICIANS IN CRISIS SITUATIONS**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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## ABSTRACT

The object of the graduation thesis is the promotion of musicians. The subject is the features of the promotion of musicians in crisis situations. The purpose of the work is to study the promotion of musicians in crisis situations, in particular, to consider how Belarusian music performers are advancing in crisis situations that have arisen in 2020: the coronavirus epidemic, political unrest. The methodological basis of the thesis was formed by such methods as analysis, generalization, content analysis, classification, analogy, comparison.

In the process of writing the thesis, the following results were obtained: the features of promotion in the music field were studied, its main trends were determined, the characteristics and definition of crisis situations, the specifics of the promotion of musicians in crisis situations were considered, the promotion of Belarusian musicians in crisis situations in 2020 was analysed and characterized.

The novelty of the results obtained lies in the systematic presentation of the main approaches to determining the promotion of a musician, crisis situations and their impact on the promotion of musicians, as well as in the stated results of the conducted content analysis, which describes the features and characteristics of the promotion of Belarusian music performers in the crisis situations of 2020. The materials of the thesis can find their application in the field of art, music and show business to build a promotion process in crisis situations, in particular, as well as in the educational process.

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

*Key words: promotion of musicians, crisis situations, promotion tools for musicians, a musician, internet marketing, music sphere, sphere of culture and arts, content analysis.*