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**COMMUNICATION STRATEGIES FOR THE PROMOTION OF
BELARUSIAN ARTISTS: THE GROUNDED THEORY**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

Communication strategies for promotion are an important strategic element in achieving the economic and socio-cultural goals of Belarusian artists. The realization of their creative potential is essential for the creation of the country's spiritual wealth. Therefore, not only their personal fulfilment, but also the cultural heritage of Belarus for future generations depends on their success in mastering this task.

The object of the master's thesis is Belarusian artists. The subject of the research is communication promotion strategies.

The following results of this master's thesis were obtained: theoretical analysis of communication strategies for artists' promotion; analysis of the art-market system and current situation in the global and Belarusian art-market; clarification of the methodological features of research by grounded theory method for communication strategies of artists' promotion; suggested with the emphasis on communication strategies paradigm for the promotion of Belarusian artists by grounded theory method; identified hindering factors and problem areas of communication strategies for the promotion of Belarusian artists.

The scientific novelty of the results obtained is due to the insufficient knowledge of the specificity of communication strategies for the promotion of Belarusian artists. The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the master's thesis can be used in the educational process, as well as in further research of communication strategies for the promotion of Belarusian artists, including in the formation and implementation of a communication strategy for the promotion of a Belarusian artist.

The structure of the master's thesis includes three chapters. The first chapter is devoted to the theoretical foundations of communication strategies for promoting Belarusian artists. The second chapter provides a theoretical examination of the phenomenon of the art market. The third chapter presents the research methodology and the grounded theory paradigm with the results of the research analysis.

Key words: communication strategies, promotion, art market, artist, fine arts, grounded theory.