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**COMMUNICATIVE PRACTICES
IN THE PROMOTION OF COMPUTER GAMES
(on the example of Wargaming)**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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Minsk, 2022

ABSTRACT

The object of the thesis is the promotion of computer games.

The subject of the thesis is communication practices in the promotion of computer games.

The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, comparison, as well as private scientific methods used in conducting social research (analysis of expert interviews by the method of rich description, audit and content analysis).

In the process of writing the thesis, the following results were obtained: the current state and global trends of the computer games market were studied; a portrait of the target audience of computer game consumers was described; the specifics of computer game marketing based on the product development stage were considered; approaches to understanding communicative practice were considered; communicative practices of promoting computer games from Wargaming were investigated and highlighted by the example of communities World of Tanks and World of Warships social network "Vkontakte".

The results of the audit of social networks and the frequency analysis of the publications of the Vkontakte social network of the World of Tanks and World of Warships communities made it possible to identify categories for content analytical research. The results of the content analysis made it possible to identify the communicative practices used in the promotion of Wargaming computer games.

The novelty of the results obtained is due to the lack of data on the communicative practices used in the promotion of computer games. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, in the development of strategies for promoting a computer game and analyzing the effectiveness of the marketing tools used. The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: communication practices, marketing of computer games, promotion of computer games, video games.