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IMAGE AS THE TOOL FOR CREATING THE POET'S PERSONAL BRAND

Graduate Thesis
ABSTRACT
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ABSTRACT

The object of the study is the problem of image as a tool for creating a personal brand of the poet. The subject of the research is the mechanisms of creating a personal image of the poet A. Sys, functioning in the public consciousness as a brand. The purpose is to identify the mechanisms of image formation, the creation of a personal brand of A. Sys, to outline the conceptual foundations of the image of A. Sys as a social and communicative phenomenon. Methods: socio-cultural method, psychological-biographical and structural-semantic.

Conclusions: the concepts and issues related to the problem of the formation of the image and the creation of the personal brand of the poet are considered, the evolution of the socio-philosophical problems of the image, personal brand is systematized; the key characteristics of the personal image of the poet A. Sys are outlined, the mechanisms of the formation of the personal brand of the poet are identified; the specificity of the identification of the author's identity of A. Sys in the perspective of the interaction of the texts of works and the text of life is determined. Recommendations are given regarding the practical use of the results obtained.

The novelty of the results obtained is due to the lack of works devoted to the problem of the formation of the image of A. Sys in the public consciousness, the functioning of the image of A. Sys as a brand. The work of A. Sys in this aspect is being investigated for the first time.

Practical significance of the results obtained: the main conclusions and results of the work can be used: when teaching special courses on advertising, image science, branding, theory of social communication, PR and other socio-cultural practices; in special courses of an interdisciplinary nature, including both literary material and materials on advertising, image science, branding; in advertising agencies and personal branding studios; in cultural institutions in order to form a trend of cultural relations towards the uniqueness of each individual and the disclosure of her creative potential.

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

Keywords: image, personal brand, reputation, cultural myth, charisma, branding, advertising, marketing.