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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**PROMOTION OF CULTURAL PROJECTS
AS SOCIAL TECHNOLOGY**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of the master work is to search for the best model of social technologies and connect it with practice.

The object this master work is research of cultural projects, in the implementation of which the author of the scientific work took an active part. The subject of this master work is the phenomenon of social technology, manifested simultaneously in theory and practice.

In the process of writing a master's thesis, the following results were obtained: the theoretical basis of the concept of «social technology» was studied; typology of social technologies is described; the relationship between the theory of social technologies and practice in the field of culture is revealed; the optimal social technology for cultural projects that are being implemented in Belarus has been identified.

The novelty of the research obtained in determining and identifying the connections between the practice of implementing cultural projects and the corresponding social technologies. The thesis will help to approach the planning and implementation of cultural projects scientifically soundly and get an increased efficiency.

Key words: social system, synergy, social technologies, social action, social design, cultural project, cultural product, thinking, activity, stabilization of society.