

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

SUN Xiaomin

CHANNELS OF FASHION COMMUNICATION IN THE DIGITAL AGE

Master's Thesis

ABSTRACT

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ABSTRACT

The master's thesis of the master's student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Sun Xiaomin «Channels of Fashion Communication in the Digital Age» is devoted to features of digital communication channels used in the marketing communication by fashion brands in Mianyang City. The paper presents a model of fashion communication channels in the digital age; the characteristics of fashion communication digital channels and their relationship with fashion consumption of Mianyang residents; recommendations for the developing an innovative fashion marketing model in the digital age.

The master's thesis aims to reveal the trends and prospects for innovations in the field of using digital communication channels by fashion brands.

Keywords: fashion, fashion consumption, digital age, digital marketing, communication channels, fashion communication, online shopping, e-commerce platforms, social media.