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**STRATEGIES FOR PROMOTING THE BEAUTY SPHERE ON THE
SOCIAL NETWORK INSTAGRAM**

Graduate Thesis

ABSTRACT

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ABSTRACT

The object of the study is the promotion of the beauty industry, its features and components. The subject of the study is the strategy for promoting the beauty industry in the social network Instagram. The purpose of the work is to identify strategies for promoting beauty masters in the social network Instagram using the example of a master eyebrow specialist. The methodological basis of the thesis work was the method of expert interviews, the project method.

In the process of writing the thesis, the following results were obtained: the specifics and dynamics of the construction of corporality were determined, the social network Instagram was studied as a means of promotion, and the main promotion strategies in the beauty sphere were identified.

As a result of the study, the features of the promotion of the beauty sphere in the social network Instagram were revealed. To identify the demand for promotion of beauty masters in the Instagram social network and the specifics of such promotion, a series of expert interviews were conducted with specialists working in the beauty industry. Analysis of the results of these interviews made it possible to develop the main strategies for promoting the beauty industry on the Instagram social network. These strategies were implemented in the project of promotion of the master browist. The project, created as part of the thesis, made it possible to demonstrate on a practical example the wide possibilities of the social network Instagram as a means of promoting a beauty master.

The scientific novelty of the study lies in the demand for a social network as a means of promotion. Effective promotion on Instagram is impossible without knowledge about the features of promotion on the network.

Key words: social network, promotion strategy, instagram, body construction, beauty sphere.