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**PROMOTION OF MODERN MUSICAL ARTISTS
IN THE ART MARKET UIS
(on the example of music project «Sertolovo Toxic»
by the rap artist Boulevard Depo)**

Graduate Thesis
ABSTRACT
Qualification 1-23 01 15 Social Communications

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ABSTRACT

The subject of the thesis is musical projects. The subject of research of the thesis is the formation and promotion of musical projects in the art market UIS. The purpose of the thesis is to describe the promotion of a music project within the UIS music industry. The main methods used in writing this thesis are the theoretical analysis of the literature on the topic, the project method and the method of expert interview. Based on the application of these methods, an analysis was carried and interpretation of the obtained data was carried out.

In the process of writing the thesis, the specifics of the music industry UIS were explicated. The modern music market was characterized, the stages of its formation and functions were identified, the stages of the process of creating a musical project and the ways of its promotion were identified, the tools and means of promotion were considered.

Based on the studied theoretical material, work was done to promote the musical project "Sertolovsky Toxic" (Sertolovo Toxic) by the rap artist Boulevard Depo in the music market UIS.

The novelty of the results is due to a lack of data on the current situation of the music industry in the UIS. There are no scientific works devoted to this topic describe all the techniques, stages and strategies that a performer can use when creating and promoting his musical project.

The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as in the formation and promotion of a musical project.

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

Keywords: music market, music marketing, music industry, streaming, label, music project, tools and promotion channels.