

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

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NARRATIVE NATURE OF THE PROMOTION OF STAND-UP COMEDIAN

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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ANNOTATION

The object of the graduate thesis research is the promotion of stand-up comedians. *The subject* of the research is the use of narratives in the promotion of stand-up comedians.

The purpose of the graduate thesis is to identify the specifics of the narrative nature of the promotion of stand-up comedians. *Methodological basis* of the graduate thesis was constituted by the narrative analysis of the promotion of stand-up comedians. In the process of writing the thesis, the following results were obtained: the specifics of the narrative as a cultural phenomenon are characterized; the features of using storytelling as a promotion technology are revealed; the characteristics of stand-up are defined, which allow us to talk about the genre as a social phenomenon; the main genre features of stand-up comedy are outlined; the features of the promotion of stand-up comedians are characterized; the place of narratives in the formation of a strategy for the promotion of stand-up comedians is determined; the possibilities of narrative analysis in the study of the specifics of the promotion of a stand-up comedians; the main narratives of stand-up comedians are determined.

The scientific novelty of the results of graduate thesis is due to the lack of research on the promotion of stand-up comedians in the modern art market.

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

KEY WORDS: *NARRATIVE, STORYTELLING, TECHNOLOGY IN THE PROMOTION, STAND UP, HUMOR, ARCHETYPE.*