

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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SOCIOLOGY OF ART: THEORETICAL AND APPLIED ASPECTS

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter is dedicated to the theoretical foundations of the sociology of art, exploring the historical evolution of art within sociological theory and the guiding role of theory in artistic practice. The second chapter focuses on the features of the sociological study of art, examining its value in education, commerce, the sociocultural sphere, and healing applications. The third chapter discusses new trends and panoramic views on the sociology of art in the age of artificial intelligence, addressing theoretical innovations, the modernization of art education, market restructuring, and future prospects for the sociology of art.

The master's thesis includes 60 pages, 1 appendix and 49 sources used.

Keywords: sociology of art, theoretical foundation, art and society, artificial intelligence in art, modernization of art education, art market restructuring, cultural identity, social change, art therapy, interdisciplinary integration.

The object is the sociology of art.

The subject is art's multifaceted roles in contemporary society.

The purpose of the master's thesis is to analyze sociological theories and applications of art, revealing its evolving social roles.

A multifaceted research approach was used, combining literature review, case studies, qualitative and quantitative research, and interdisciplinary analysis.

The thesis presents: Theoretical foundations of sociological art. Applications of art in education, commerce, culture, and mental health. Impact of AI and digital technology on art.

Results provide a comprehensive understanding of art's roles in promoting creativity, critical thinking, emotional expression, cultural identity, and social change.

The study contributes to interdisciplinary research and supports policies and artistic practices.