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**DIGITALIZATION OF STAND-UP COMEDY: THE IMPACT OF ONLINE  
PLATFORMS ON GENRE TRANSFORMATION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis comprises three chapters. The first chapter is dedicated to the theoretical foundations of digitalization in the creative space, the second chapter provides a theoretical review of the transformation of stand-up comedy in the digital age, and the third chapter presents a narrative analysis of stand-up comedy in a digital environment.

This master's thesis has 79 pages. The work includes 39 sources.

*Keywords:* digitalization, stand-up comedy, online platforms, genre transformation, interactivity, multimediality, narrative construction, archetypes, emotional connection, creative industries, perception of humor, digital technologies.

*The object* of the master's thesis is the digitalization of stand-up comedy.

*The subject* of the research is the role of online platforms in the digitalization of stand-up comedy.

*The purpose* of the master's thesis is to identify the specifics of the influence of online platforms on the transformation of stand-up comedy.

*Methods of research* in the master's thesis is a narrative analysis of the digitalization of stand-up comedy.

The following results of this master's thesis were obtained: a general characterization of the phenomenon of digitalization was provided, and the influence of online platforms on the creative industry was identified, which allowed for an analysis of the transformation of the cultural space. In addition, the key characteristics of stand-up comedy that confirm its creative potential under modern media conditions were determined. The peculiarities of humor perception in the digital space were identified and the influence of digital technologies on the methods of creating and presenting comedy materials was characterized. An analysis of the narratives defining the place of stand-up comedy in the online space was conducted, which clarified the role of the genre in digital communication. Finally, the work identified the main trends and patterns in the transformation of the genre, confirming the impact of the online industry on modern forms of humor.

*The novelty* of this research is due to the fact that, despite the widespread use of digital technologies, the theoretical framework dedicated to the transformation of stand-up comedy remains virtually undeveloped.

The materials of the master's thesis can be used as a manual for practitioners in the creative industry since they offer recommendations for optimizing content strategies and increasing audience engagement. Furthermore, the acquired knowledge can be applied to the development of innovative marketing campaigns and interactive media projects within the humorous genre.