

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

KOLESNIKOVA Olga Vladimirovna

PROMOTIONAL STRATEGIES OF INDIE MUSICIANS IN BELARUS

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Senior Lecturer
Maria S. Tereschenko

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ANNOTATION

The diploma work titled "Promotion Strategies for Indie Musicians in Belarus" has the following structure: an introduction, two chapters, and a conclusion.

The first chapter and the first section of the second chapter are theoretical. They explore the concepts of indie music and DIY culture, investigate the formation and development of the indie scene worldwide and the specific features of Belarusian independent music, examine current development trends in the independent music industry in Belarus, and analyze general opportunities and promotion tools for musicians. The second section of the second chapter is practical and is dedicated to a detailed analysis of specific promotion strategies used by Belarusian indie musicians, based on the case study method.

The diploma work is 53 pages long and includes 7 appendices and 29 cited sources.

Keywords: indie music, indie musicians, promotion strategies, DIY culture, Belarus, social media, digital promotion, case study, online promotion, offline promotion.

The aim of the diploma work is to analyze the promotion strategies of indie musicians in the Belarusian music industry.

The object of the study is indie musicians in the Belarusian music industry.

The subject of the study is the promotion strategies of indie musicians in the Belarusian music industry.

The methodological basis of the diploma work consists of general scientific methods (analysis and synthesis, comparison, induction, and deduction), as well as a case study research strategy, which includes an analysis of musicians' online activity, their social media, and conducting and analyzing in-depth interviews with indie musicians.

The following results obtained during the writing of the diploma work: the concept of indie music and its evolution explored; the formation and development of the indie scene worldwide and the specific features of Belarusian indie music investigated; key trends and challenges in the development of the contemporary indie music industry in Belarus identified.

As part of the research, an analysis of five case studies of Belarusian indie musicians was conducted to identify and describe the types of promotion strategies they employ.