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EVENT COMMUNICATION IN THE SPHERE OF HIGHER EDUCATION

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of the thesis is an event-driven communication. The subject – the features and importance of event communication in higher education. The purpose of the thesis is to identify the features and determine the value of event communication in higher education. The methodological basis of the thesis made the works of Russian and foreign authors: W. Holzbaur, A. V. Votintsev, M. Y. Samakaova etc. Problems of event marketing in General was discussed in the works of N. In Borushko, E. R. Kasimova, E. V. Kuznetsova.

In the process of writing the thesis the following results were obtained: disclosed the phenomenon of event communication in the historical and cultural context; correlated the concept of "event communication" and "special events"; identified and described the General principles and rules of preparation and organization of special events; disclosed the essence of the special event as an element of corporate communications of the University; described the practice of event communication faculty of philosophy and social Sciences of BSU; the role of event communication in higher education on the example of the faculty of philosophy and social Sciences is shown. As part of the thesis was a study on "the Attitude of students of the faculty of philosophy and social Sciences to the activities carried out at the faculty." The obtained data are analyzed and can be used in the organization of special events both at the faculty of philosophy and social Sciences, and in the field of higher education in General.

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

Key words: event communication, special event, sphere of higher education, corporate communications of the University.