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**PROMOTION OF THE MUSIC PROJECT:  
(on the example of music project «NEZABUDKI»)**

Graduate Thesis  
ABSTRACT

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## ABSTRACT

The subject of the thesis is musical projects. The subject of research of the thesis is the formation and promotion of musical projects, as well as their management. The purpose of the thesis is to create a project and promote it within the framework of the Belarusian music industry. The main methods used in writing this thesis are theoretical analysis of the literature on the topic, the project method and the methods of the focus group and semi-structured interview. Based on the application of these methods, an analysis was carried out and interpretation of the obtained data was carried out.

In the process of writing a thesis, the specifics of the music industry were explicated, its history was reconstructed. The modern music market was characterized, the stages of its formation and functions were identified, the stages of the process of creating a musical project and the ways of its promotion were identified, the tools and means of promotion were considered.

Based on the studied theoretical material, work was done to create the Belarusian music project "Niezabudki" (Forget-Me-Not Flowers), which is being promoted to the music market. Social studies have been conducted on the effectiveness of promoting the music project "Niezabudki".

The novelty of the results is due to a lack of data on the current situation of the music industry in the Republic of Belarus. There are no scientific works devoted to this topic that describe all the techniques, stages and strategies that a performer can use when creating and promoting his musical project.

The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as in the formation and promotion of a musical project.

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

*Key words: music market, music industry, show business brand, label, music project, tools and promotion channels.*