

## Master Thesis Abstract

**Title:** Entertainment management in the system of sociocultural activities: ways of efficient implementation.

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**Topicality:** In the recent years, a new set of requirements to qualifications has emerged for specialists employed in the field of entertainment management, such as optimization and modernization of the sociocultural services and events to name just a few. Being a key regulator in sociocultural activities, entertainment management unequivocally needs serious studying and rigorous analysis.

**Goals:** The paper is aimed at profound research of the peculiarities of entertainment management and the principles of its efficient implementation within sociocultural activities.

**Tasks:** In order to accomplish the goal of the paper, the following tasks were performed:

- characterize the essence of the notion of entertainment taking into account its social and functional aspects;
- identify types and forms of entertainment events and services;
- characterize the essence of the notion of entertainment management focusing on its strategic and technological aspects;
- disclose the peculiarities in constructing entertainment programmes;
- analyse the activities of a particular creative group;
- provide a complex of general and specific recommendations aimed at improving entertainment activities in the course of entertainment management.

**Research Hypothesis** encompasses the idea that entertainment management, being a type of specialized management in the system of sociocultural activities, reaches its peak effectiveness provided the following are present: a conception of the entertainment activity itself and the events included, proper and sufficient facilities, efficient entertainer employees, and a solid entertainment product.

**Scientific Novelty:** The author of the paper has undertaken an effort to systematize various beliefs about sociocultural activity in general and its entertainment constituent from historical perspective, paying special attention to evolutionary changes in the terminology.

## **Fundamental propositions:**

1. Entertainment activity at its modern stage is an integral part of sociocultural activities system and may be regarded as a sum of elements and institutions, activities and events.
2. Taking into account such criteria as place and form of entertainment programmes, as well as their aims reflecting basic needs of the participants, is the optimal classification principal.
3. Entertainment management is a type of specified management that demonstrates both general features and peculiarities, such as type of institutions involved, time limits etc.
4. Entertainment programmes design has its specifics, namely meeting a range of requirements, taking into account relevant principles and implementation stages. Entertainment activity as any process requires not only systematic realization, but also assessment from the specified management perspective.

**Theoretical and Practical Value:** the system of sociocultural activities and entertainment management have been theoretically substantiated which widens the scope of modern entertainment management study.

**Results:** The research results may be applied to design of conceptions and programmes of development for institutions in sociocultural field.

**Recommendations:** The suggested recommendations for improving entertainment management (matrix assessment system, the algorithm of entertainment product design, the scheme of staged entertainment activity implementation) may enhance the practice of institutions involved in entertainment management while the theoretical generalizations may be useful for educational activities of various types.