

I have chosen the topic of my thesis – music festivals promotion on social networks and the Internet – for one simple reason. I have been interested in the activities and events on the music scene for a long time, I am a team member of the band Wahnout and in the summer festivals are my daily bread.

As soon as the weather gets warmer, the music business begins producing different events in large quantities. Every week dozens of various concerts and music events take place all around the country, ranging from small local ones to large cultural events of nationwide importance.

The aim of my thesis is not only to describe the way a festival “ gets to people” in general, but to show how cultural events and the media may be interconnected and how /or if they can profit from this cooperation.

I was also trying to find out how the media partnership between a festival and a medium affects the content of the news related to the topic presented in the medium, and if there exist some unwritten rules that the two “partners” keep to and that could be problematic from the point of view of journalism ethics.