

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 Wohnout 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 to describe the way a festival “ gets to people” in general, but concentrate also to how new media (especially internet and social sites) changed the way of promotion of music festival a their communication with their visitors.