

**Strategic Communication on Belorussian crowd-platform Talaka.org: How to improve its effectiveness?**

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In our scientific article, the problem of inefficient fundraising on the Belarusian crowd platform Talaka.org is considered as the problem of inefficient communication of project authors with the target audience of donors through a text presentation by the authors of their project on the site. We have conducted an analysis of three text presentations of Belarusian crowd projects using the method of functional stylistic analysis. The textual features and technological parameters of the presentation of Belarusian crowd projects are considered in the aspect of a comparative benchmark study (benchmarking) with three Russian crowd projects of similar subjects with higher efficiency. As a result of the analysis, recommendations were formulated to the authors of Belarusian crowd projects on improving the effectiveness of crowd communication of authors and donors.

The main research methods: 1) text analysis in the functional-stylistic aspect; 2) a comparative benchmark analysis (benchmarking) of text parameters and technologies for the presentation of crowd projects on the Belarusian and Russian crowd platforms.

At the first stage of the study, a functional and stylistic analysis of text presentations of the three most successful projects of 2018-2019 was carried out on the Talaka.org platform (100% or more funds collected) in the following parameters: belonging to a functional style; subject (message subject); idea of the text; functional-semantic type of speech (description, narration, reasoning, instruction); style inherent in the text, etc. [1]. These are thematically similar charitable projects supporting the national cultural heritage (church repair, publication of a book, celebration of Freedom Day [2]).

As a result of the analysis, we identified the following features of text presentations: 1) message topics relate to local problems; 2) official-business and newspaper-journalistic styles prevail in project descriptions; 3) the main idea of the texts - a call to support them financially - are framed as an open request; 4) the predominant type of speech is description.

At the second stage of the study, benchmarking was carried out with three successful crowd projects (more than 100% of the funds raised) of similar charity topics on the Russian Planeta.ru website.

As a result of the benchmark comparison, we revealed differences in the text parameters of the presentation of crowd projects on the Russian platform: 1) message topics are related to a problem that concerns not individual groups of people, but most concerned citizens; 2) conversational and artistic styles prevail in the project descriptions, figurative vocabulary and informative photographs are actively used; 3) the main idea of the text is presented in the form of a direct appeal to support; 4) the predominant type of speech is narration (plot - climax - denouement).

We have identified some differences from the Belarusian platform of technological parameters for communication between authors and donors in these projects: 1) more diverse ways of thanks to donors are used (photos from the event; opportunity to participate in the preparation of the event; public thanks on social networks; invitation to the event; video message, etc. .P.); 3) on

the project page, users can comment on the project, which allows the authors of the project to follow the audience's attitude to the idea of the project.

Based on the textual and technological parameters obtained during the study, we can formulate a number of recommendations on the presentation of crowd projects for the Belarusian platform to increase its communication and economic efficiency.

**1. Textual parameters:** 1) Belarusian authors should formulate topics more broadly, so as not to touch narrow, but wide circles of the public; 2) in the presentation of the project on the site, it is necessary to more actively use the conversational and artistic styles of speech, avoiding clichés and clericalism; 3) draw up a project idea as a call to action; 4) use the type of speech narration.

**2. Technological parameters:** 1) use more diverse intangible thanks to donors for donations; 2) actively maintain a "Pulse" tab with notes on the project to provide the public with up-to-date information on the progress of fundraising and reporting on the costs of donations.

### Источники и литература

- 1) Artamonov V. N. Functional and stylistic analysis of the text: A manual for students of the specialties "Publishing and Editing", "Public Relations" and other related specialties. Ulyanovsk, 2004.
- 2) Talaka.org: <https://www.talaka.org>.