

## **Expert analysis of mass media operation during the period of preparation and performance of great sports events**

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### **Abstract**

Study of the image constructing of Russian cities is becoming increasingly popular among domestic researchers. This indicates that the understanding of the possibility of image analysis of the different territories (countries, regions, cities as brands, which can increase the loyalty of the local population, attract tourists and investors. The media are active subject and at the same time object of informatization processes of the modern urban space. The ability to quickly attract the greatest audiences, possession of a technological approach to designing makes the media as an important factor transforming the entire system of cultural production, including branding of territories. In this article, readers can get to know some results of the author's research regarding the social and economic legacy of sports mega-events for host cities by the example of Universiade 2013 in Kazan. One of the research objectives was the identification and analysis of expert judgement regarding the efficiency of media activities in the period of the Universiade, in connection with which number of expert interviews was held. According to the obtained results, the majority of interviewed experts noted the successful work of Kazan and the national media, however there were some problems in their activities related to the coverage of sports mega-events held in the Republic of Tatarstan and Kazan. The main criticism of experts is connected with low professionalism in the field of sports journalism, the lack of expressiveness and emotionality publications. The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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### **Keywords**

Event marketing, Expert evaluation, Great events, Marketing of places, The Republic of Tatarstan, Tourist attraction