

## SUMMARY

Topic of the graduate qualification paper:  
Specificity of public relations in organization of  
mass sport events (on the example of Sochi 2014  
Olympic Games)

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**Actuality of this research** is proved by massive popularization of healthy and active lifestyle of the population, especially after Sochi 2014 Olympic Games in Russia. In the modern world the trend has been toward the enhancement of the social and cultural role of sport as a social institution, as a phenomenon of culture and a sphere of human activities.

**Key words:** public relations (PR), PR in sport, PR-campaigns, media relations, effective cooperation, sport as product.

**The purpose** of this final qualification work is the research on the information promotion strategy of Sochi 2014 Olympic Games.

**The theoretical and practical significance of the study** lies in the possibility of putting into use the findings and results of this study in organization of mass sport events. For the first time ever the information promotion strategy of Sochi 2014 Olympic Games is summarized in this paper.

Following **tasks** were stated during the research: to study PR activities in the sphere of sport, to identify the communicative peculiarities in organizing mass sport events, to analyze communicative tasks of Sochi 2014 Olympic Games and PR-means of their implementation, to identify the influence of the Sochi 2014 Olympic Games' legacy on the image of Russia.

**The structure of the work** reflects its aims and objectives and is determined by the logic of the research. Structurally the paper consists of Introduction, two Research Chapters with four subsections, Conclusion and Bibliography.

**Results of the research:** specificity of PR in the sphere of sport and peculiarities of public relations in organization of mass sport events were studied profoundly, PR-campaign of Sochi Olympic Games and the influence of their legacy on the image of Russia were analyzed in this paper.