

SUMMARY

Topic of the graduate qualification paper:
Specificity of information and analytical
support XXII Olympic Winter Games Sochi
2014

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Actuality of this research, first of all, is that the choice of the topic is determined by increased attention from media around the world for the Winter Olympic Games in Sochi. Information support of any event in the 21st century should be done flawlessly and also provide comprehensive data about the participants and special events. Especially created all conditions for comfortable living and working conditions of all members of the media who were in Sochi..

Key words: public relations (PR), PR in sport, PR-campaigns, media relations, information support of sporting events.

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. Theoretical conclusions and practical recommendations of this study may have a fairly wide range of applications. Data obtained by analysis of the Russian and foreign media allow to generate about their wishes within the coverage of the sporting event. These findings help to avoid repeating the mistakes of the organization and sporting events, as well as the dissemination of information. In this work is summarized news coverage of XXII Olympic Winter Games Sochi 2014. 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 features information support mass sports activities were studied Objectives and results of the Winter Olympic Games "Sochi-2014" in the context of promoting the image of Russia.