Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.03.01 - Advertising and Public Relations (Commercial Advertising)

**Subject matter:** FIFA World Cup 2018 as an advertising text

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**Topicality of the research:**

The 2018 FIFA World Cup is the largest sporting event in the world, with an audience of 5-7 billion people around the world. Russia will host the FIFA World Cup for the first time in the summer of 2018, and on how the tournament will be organized the image of the country will seriously depend.

**(Objective):** Consider the 2018 FIFA World Cup as an advertising text and develop author's recommendations on the organization of advertising support for this mega-event

**Tasks:**
1. Describe the symbolic and symbolic nature of sports;
2. Consider sports competition as a visual text and identify its advertising opportunities;
3. To conduct a retrospective analysis of the World Cup;
4. Identify the problems of the organization and the cultural and political context of the 2018 World Cup in Russia;
5. To analyze the World Cup-2018 as an object of advertising and as a platform for the organization of advertising communications;
6. To identify problems and prospects of advertising and communication support of the World Cup-2018;
7. Develop recommendations on the organization of advertising communications in the World Cup 2018.

**Theoretical and practical significance of the research:**

The theoretical significance of the work lies in the broad possibility of using its theoretical conclusions with further research in the field of organizing and conducting sports mega events in Russia.

Practical significance is that the materials and conclusions of the research can be used in practical activities, when developing advertising campaigns and organizing advertising and information coverage of sports mega events.

**Results of the research:**

1. The complex of advertising communications accompanying the organization of the World Cup 2018, allows you to view this event as a visual sports text, which includes various symbolic and imaginative components.

2. The representation of the upcoming World Cup in Russian and foreign media is ambiguous.

3. According to the results of monitoring the media environment, it is established that the advertising communications of the FM-2018 are not organized efficiently. Among the weaknesses of this activity, it is necessary to note the
spontaneity of the formation of information flows, a large number of factoids, insufficiently active activity in the Internet.