

Russia FIFA World Cup 2018 Online Media Coverage: Between Parade and Controversy

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Abstract

Another dawn in the Russian history is about to be engraved, by what people consider the most popular parade in the world, the FIFA World Cup. Moreover, the fervor and the uniqueness to scrutinize this mega event, taking place in 2018 in the land of Peter the Great, are motivated by the exclusivity in terms of location and host. Indeed, it will be the first time in the whole history of football that such event is organized in two continents during the same period; notably considering the position of Russia on the world map, both located in Europe and Asia. Furthermore, being a huge and prestigious event, the parade's aura goes beyond the sport aspect; as politically the event might serve in the act of a platform for diplomatic ties ameliorations, by reinforcing trust and cooperation with other countries; and portrays a different international leadership image which Russia currently seems to not have when looking at critics from the international community. Economically the organization of such mega event could help the host to improve its stagnant growth burdened by economic sanctions. Also contribute to local businesses development, benefit to local population and heighten entrepreneurial reputation; additionally, the multiplier effect of hosting the mega event might extend on the human capital and cultural aspects with the possibility for the host country to show its technological competences and cultural richness; and boost the tourism sector just to name few aspects. Thusly, in my presentation I will look upon the online media coverage of the event and identify the reasons behind the fact that, not many online publications show support to the host as compared to Germany in 2006, and why the mega event has not created the foreknown enthusiasm such ceremony usually concocts; peculiarly in a running-up upbeat atmosphere tarnished by doping scandal, along with socio-economic issues and Russian foreign policy which combined altogether are stealing the show from the 2018 World Cup.

Keywords: Mega events, Online media Coverage.