

4. Lima, Fábila P. *MIDIATIZAÇÃO EMPRESARIAL: estratégias de legitimação e interlocução a partir de um canal televisivo de marca*. Belo Horizonte, 2009. 199f. Dissertação (Mestrado) - Pontifícia Universidade Católica de Minas Gerais. Programa de Pós-Graduação em Comunicação Social
5. Olivera, Ivone de Lourdes. *Comunicação Organizacional e relações públicas: caminhos que se cruzam, entrecruzam ou sobrepõem? ESTUDOS DE JORNALISMO E RELAÇÕES PÚBLICAS*, v. 1. – 2005. – P. 17-27.
6. Recuero, Raquel. *REDES SOCIAIS NA INTERNET*. 1. ed. Porto Alegre: Sulina, 2009.
7. Requena, Jesús González. *El discurso televisivo: espectáculo de la posmodernidad*, Madri, Catedra. – 1988.
8. Van Riel, C.B.M.; Fombrun, C. J. *ESSENTIALS OF CORPORATE COMMUNICATION: implementing practices for effective reputation management*. Londres, Routledge. – 2007.
9. Weber, M.H. 1999. Política, refém da imagem pública. In: M. PIMENTA; S. CAPARELLI; R.R. LONGHI; J.L. de C. RECKZIEGEL; M. ROCHA; M.H. WEBER; M. BACIM; F. RÜDIGER; G.P. GOMES; J.M. da SILVA; A.C. GRUSZYNSKI; M.L.C. BAPTISTA; J.G.B.R. e SILVA, *TENDÊNCIAS NA COMUNICAÇÃO 2*. Porto Alegre, L&PM. – P. 70-82.
10. Opera Shop company Instagram account [Electronic resource]. Access mode: https://www.instagram.com/operaekb_shop/
11. Donna Olivia restaurant Instagram account [Electronic resource]. Access mode: <https://www.instagram.com/donnaoliviaekb/>
12. Read Rabbit Crew Instagram account [Electronic resource]. Access mode: <https://www.instagram.com/redrabbitscrew/>

UDC 659.4.

Fabrice Saturnin Netché Fosso,
MA in Place branding,
Ural Federal University,
Yekaterinburg, Russia

LARGE-SCALE EVENTS: THE BEAUTIFICATION OF AN APPARENT UTOPIA

Abstract. The mechanism behind nation's development and sustainability has evolved and received lots of attention latterly, and almost everything entitled with a source on which it is possible to capitalize on, without affecting the social, environmental and governmental aspects, is going through a commodification. To qualify the phenomenon *Karl Marx* used the expression “*fetishism*” of commodities; or respectively for *Ricardo* and *Smith*, a way to retain or to gain new forms of *comparative advantage* or *absolute advantage*. Moreover, capitalism enhanced many areas such as technology, lifestyle and health via the supply and demand of goods from one country to another, but the involvement of politics, via *elite powers* has sometimes led to *monopoly capitalism* and some flaws, engendering economic issues and social inequalities, therefore altering the process of sustainable development. However, some powers with the aim to stand at the prestigious seat of developed countries or for some ideologies, are willing to undertake any initiatives for the quest of such utopia. These initiatives are numerous and can take any form, either via the political, sociocultural, economic, technological or environmental facets; thus from those perspectives large-scale events are often seen as a good platform for exhibition encompassing all of the previously cited facets. Therefore, following the same lens, without giving a detailed discourse or undertaking a dialectical method on the notions of capitalism, economy, fetishism or other concepts, I plan in this paper to highlight the foggy side of sportive large-scale events, with Russia as an example in that they will host the next edition of the FIFA World Cup 2018; and the reasons behind the attempt by large-scale promoters to beautify their legacy that, in many cases, I consider to be a dystopia.

Keywords: Large-scale events, Utopia.

What are large-scale events?

Building upon the previous work done by Hobsbawm[7] and Roche[13], the two authors portray mega event as a leading way to exhibit “inventions of a tradition” via the sport channel in a context of capitalist nations building and industrialization such as the United States and Western Europe during the 19th century. Despite the interests in terms of politics, economy or sociocultural that mega events can raise the battle to host such event can be justified by the *hegemonic impacts* such event has on the organizing country. Consequently, I would exemplify the previous explanations, by saying that those large-scale events act as a battleground for politics; statement that I am going to elaborate later in this paper.

1.Aspects at stake

Economy and large-scale events

Pundits from one hand reckon that, the organization of mega events such as the FIFA World Cup has a negative economic impact on non-developed countries. Especially those hosting such gigantesque enactments; in that, the money used to make the giant parades successful, are often at the public expenses. For instance, taxes collected from individuals, businesses and other kind of institutions via corporate taxes, salaries, consumer goods, housing and so on, are used while the majority of the population (low class - middle class) is struggling to satisfy basic needs. Reasons why some questions emerge about the impact that large-scale events have in general over the long-term. Yet, a paradox emerges at this level: how nations use this sportive platform without sacrificing the wellbeing of their citizens, especially without inward private investments justified by international sanctions, in this case Russia; or by a decreasing oil price affecting in turn the currency, ergo and their purchasing power. However, from another hand many believe that the benefits resulting from mega events outweigh the earlier mentioned drawbacks. which is often emphasized by the FIFA (Federation Internationale de Football Association), IAAF (International Association of Athletics Federations) or IOC (International Olympic Committee), all claiming that these mega events have more positive impact than negative ones; for example, tourism, positive perception in terms of security, infrastructure and incentives for foreign investors; and to some extent an increase in value of host's citizens *cultural, economic* and *symbolic* capitals. However, the benefits of the world cup are both tangible and intangible, and varying among event-hosts; as the political, economic, sociocultural, technological and environmental aspects differ among, and from developing to developed countries. For example, Germany did not really need the World Cup 2006 to improve its economy or infrastructures, but mainly as a way to rebrand the country and create a feeling of national unity among Germans. Thus, inducing the disbelief that such mega events might have tangible and long-term benefits such as increasing employment rate, better quality of life, development and permanent re-utilization of sport-infrastructure or sustainable urbanism strategies, is more resented when struggling economies place their bids for mega events. In other words, developing or emerging economies issues [corruption, struggling middle class growth, totalitarian institutions, regional and international conflicts, war etc...], reinforce a little bit more the doubt around large-scale event economic benefits.

Politics and large-scale events

Indeed, mega events have been for many years implicitly or explicitly associated with the political facet, and used as a platform by nations to defend their ideologies. For example South Africa from the early 1960s up to 1992 has been banned from the Olympics because of the Apartheid, which at that time, was condemned by the international community; another example is the boycott of the United States against the summer games of 1980 organized in Moscow, which was seen as a strike against the invasion of The Soviet Union in bordering Afghanistan; similarly, four years later Russia (Soviet Union at that time) did the same for the Los Angeles Olympics; and North Korea also boycotted the Summer Olympics held in South Korea in 1988. Additionally,

dreadful cases have been noticed around mega events, such as the Munich Olympics in 1972 where a terrorist Palestinian group killed five athletes of the Israeli team. Therefore, looking at the absence of sustainable economic benefits from large-scale events, besides the examples from nations which used mega events for non-sportive reasons, the question is: *are politics feigning to ignore the economic burden from large-scale event? And why there are always bidders for such gigantesque events despite evidences that economically they are not sustainable? Is the “feel good factor” enough to cover apparent flaws within the society?* Before answering these questions link to this phenomenon among politics, it is important to look at social theories such as the *habitus* concept of *Pierre Bourdieu*, that he defines as “*a way through which members of society, perceive, understand, appreciate and evaluate the social world, and this lens influences the way people both produce their practices and perceive and evaluate them*”; even though the argument was only applicable to the Algerian and French societies, the latter statement might help to explain the phenomenon or the reasons highly linking politics to sport, especially in a context of power development; meaning that some nations for grandeur image, usually use mega events as a way to get noticed their power or their presence as key players on the international scene.

2.Legacy: an apparent utopia

Large-scale events are said to be propitious for the host country, but it is important to differentiate the expected event's propitiousness either it is tangible or intangible, because the said promise that large-scale events have on organizing country, especially on the economic aspect, is questionable and being the main reason, leading me to qualify it as an apparent utopia for bidders. In other words, when carrying large-scale projects, it is crucial to determine its feasibility along with the return on investment (ROI); moreover, hosting large-scale events is not as similar as projects carried within organizations, thus, many complex factors are at stake, such as economic factors [government spending in relation to income; inflation, currency strength, income inequalities, lower and middle class growth, taxation, purchasing power, etc...], and therefore need some stiff scrutiny. Additionally, regardless the reasons behind the bid of such event it is important to look at the post event, which despite the changes [landscape, infrastructures, advanced systems, etc...] it brings, becomes a very burden for the nation, which prior to the event was already dragging another one; this mostly applies for developing and emerging economies, which often lack long term resources for the maintenance of the large-scale event developed infrastructures, as results deteriorate, stay empty or get maintained at the expenses of taxpayers, with the *feel good* factor left in memories as a consolation towards a rigid recession post-event.

Tourism

It is believed that one of the main benefits from hosting mega events is the increase in tourists visiting rate; but this is predictable, with no guarantee for increasing tourism figures in the future, as the pick in tourism number is temporary. Especially if the country has a good foreign policy and it is not involved in any issues such as civil war, human right violation and so on; even though one might argue about some countries still visited despite the previous issues, I would say the argument lies in human psychology extremely complex and difficult to predict. However, some observed patterns in behavior towards countries involved in such issues allow me to reinforce that opinion [11]; also if the country image positively resonates in tourists' minds, in else safety and value for money; for example, a European backpacker is likely to choose Paris in France as holidays destination rather than Pyongyang in North Korea. Predictable because, in most cases, tourists arriving in mega events hosting countries come to support their teams or for experiences around the event, and for many once their teams are knocked out of the competition, they usually leave the country. Moreover, projected cash flows and expected returns on investment tend to be inaccurate and designated as speculative investments. This was the case of South Africa, which ends up spending more than forecasted and gains less than expected; it went for Russia with the

Sochi Olympics of 2014 with high maintenance costs post-event and left with almost no commercial activities balancing the profit and loss account. Reasons why there are doubts permanently imprinted on pundits' minds regarding the economical legacy.

Infrastructures, Urbanism and Nation branding

Surely, one of the most tangible benefits from hosting mega events is the development of high quality infrastructures to make the staying of teams, officials and tourists comfortable and secured. Such infrastructures involve hospitals, hotels, stadiums, roads, commuting facilities, security, logistics and new technologies; other benefits could be the development of new activity hubs around the city centers; the expansion and homogeneity of "concentric zones Burgess (1923)", in else more interactions among social classes and ethnic groups than usual, and the nation branding along with. Nation branding is important in some cases to revamping the country image, in order to clear stereotypes such as communist image, totalitarian country, racist, discriminatory country, unfriendly people not to forget bears and vodka in Russia as an example; or please some potential investors; therefore, I believe that large-scale events play a great role in doing so. However, in an era where de-industrialization and post-Fordism are taking place, heavy industrial products depending countries might observe a shift into industries that are more creative which is not the case right now for those countries characterized as developing or emerging.

Socio cultural impact: an example with Russia

Russia is one of the most culturally diversified country in Eurasia, with over 180 ethnic groups usually identified as nationalities. The country also has an impressive historical heritage. Russian is the language largely spoken in the country, and Russians in general are not keen or too timid to speak language such as English. I emphasize on the language aspect because the FIFA World Cup 2018 considered as one of the most prestigious large-scale event, is taking place soon in the land of Peter the Great. Thus language barrier might be a problem for tourists with no technical background (Google or Yandex online maps) or Russian language knowledge to find their ways in the streets during the World Cup. Point emphasized by *Gianni Infantino* the new elected FIFA President "*The only thing I can say now is 'Ya govoryu po Russki' but that is about it,*" he said adding that "*It means 'I speak Russian' - for the non-Russian speakers*"[2]. Thus, culturally I expect a language alienation both from hosts and visitors during the 2018 World Cup signboards; similarly, about auto-services, directions and other World Cup hosting-services to be upgraded to make the visitors journey convenient, reciprocally visitors might leave Russia with some Russian vocabulary in their bag of souvenirs.

3.Conclusion

It appears at the end of this discourse that the legacy of large-scale events are arguable depending on who is hosting and the reasons behind the bid; nevertheless despite the crummy impact its hosting might have on a nation development, and the vacuum created in the nation's economy, it is essential to mention, to some extent, and disregarding the feel good factor, apparent utopia [building, improved systems, roads, etc...]and the rationalization of some practices, that large-scale events remain a big question for many practitioners in the field of giant event management; and maybe for the sake of the world as an ecosystem and its sustainable development, to think in the future of those who should receive its organization, even though this might raise some issue such as nation *power elite* that *Wright Mills* characterized as a stratification of the society, where corporations direct all economic decisions without the consultation of, or without giving the chance to others, considered as normal individuals or countries [in this large-scale event bid context] to have a say or be a clog to modernity for emerging and developing countries, yet hosting this event for emerging or developing countries might also be seen as power elites decision from inside as a prestige or a 'must'.

Bibliography

1. FIFA official website [Electronic resource]. Access mode: <http://m.fifa.com/>
2. News Agency "TASS" [Electronic resource]. Access mode: <http://tass.ru/en/sport/863526>
3. Public universal multilingual Internet encyclopedia «Wikipedia» [Electronic resource]. Access mode: <https://en.wikipedia.org/>
4. Statistics Internet portal «Worldometers» [Electronic resource]. Access mode: <http://www.worldometers.info/>
5. Bourdieu, Pierre. Practical Reason: On the Theory of Action, Stanford University Press. – 1998. – P. 153.
6. Ferguson, Niall. Colossus: The Price of America's Empire. New York: Penguin Press. Intro. – 2004. – P. 384.
7. Hobsbawm, Eric J. Nations and Nationalism since 1780. Second edition. Cambridge University Press. – 2012. – P. 211.
8. Kaplan, Louise J. Cultures of fetishism. New York: Palgrave Macmillan, 2006. 240 pp.
9. Mills, C. Wright. The Power Elite. Oxford University Press. – 2000. – P. 448.
10. Richard H. Robbins. Global Problems and the Culture of Capitalism. New York: Pearson. – 2013. – P. 432.
11. Papadopoulos, Nicolas (2004) "Place branding: evolution, meaning and implications." Place Branding, 1 (1): 36–49.
12. Ransohoff, David F. "Sensationalism in the media: when scientists and journalists may be complicit collaborators." (2001). Effective Clinical Practice, 4 (4): 185-188.
13. Roche, Maurice. Mega-Events and Modernity: Olympics and Expos in the Growth of Global. Oxford: Routledge. – 2000. – P. 296.
14. Webster's College Dictionary. Random House Reference; Indexed edition. – 1999. – P. 1600.

UDC 659.4.

Jaymee Cui,
MA Geobranding,
Ural Federal University,
Olga Ergunova,
Cand., associated professor,
Department of integral marketing technologies and branding
Ural Federal University
Yekaterinburg, Russia

HISTORICAL CULTURE AND CITY BRAND IN CASE OF XI'AN CITY

Abstract : City management is a concept of rich connotations. In view of the practical condition of Xi'an, the paper reveals the importance of historical culture to the development of the city. By analyzing the nature of city management models, it is pointed out that the model of environmental economy should be adopted for the management of Xi'an City. The aspects to be focused on when building Xi'an's city brand with its historical culture are also proposed to promote the development of the whole city.

Keywords: city management, management model, brand