

Yatsyk / Makarychev

Mega Events in Post-Soviet Eurasia

Shifting Borderlines of Inclusion and Exclusion

The edited volume explains why sport mega events can be discussed from the viewpoint of politics and power, and what this discussion can add to the existing scholarship on political regimes, international norms, national identities, and cultural narratives. The book collects case studies written by insiders from different countries of post-Soviet Eurasia that have recently hosted— or intend to host in the future —sporting events of a global scale. Contributing authors discuss cultural, political, and economic strategies of host governments, examining them from the vantage point of an increasing shift of the global sport industry to non-Western countries. Mega-events often draw domestic lines of cultural and social exclusion within host's polities. It is these ruptures and gaps this volume explores, contributing to a better understanding of the intricate interconnections between global institutions and national identities.



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