

The analysis of indicators of information illumination of capital cities in mass media as a factor of their appeal

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. Article is devoted to processes of management of a brand of the million-plus cities of Russia on the basis of the analysis of indicators of popularity of the cities for increase of their popularity. The analysis of positioning of the cities by external mass media in comparison to perception of the city it consumers is carried out. As a result of the analysis conclusions are drawn on success of a municipal government in different spheres of development of each million-plus city of Russia and recommendations about elimination of their weaknesses are made.

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Keywords

Appeal of the territory, Branding, City, Image of the territory, Information illumination, Mass media