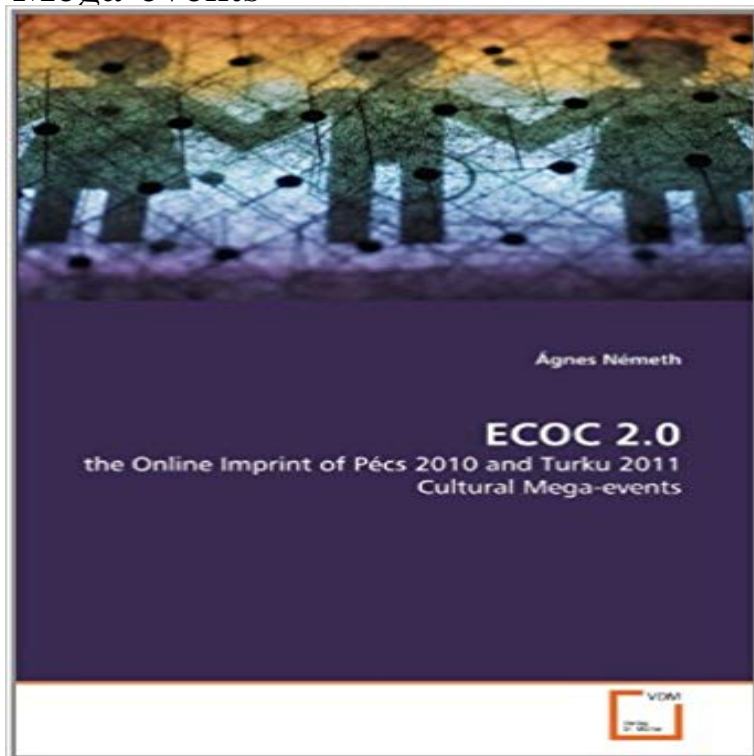


ECOC 2.0: the Online Imprint of Pecs 2010 and Turku 2011 Cultural Mega-events



The European Capital of Culture title is considered a valuable brand for the hosting cities, therefore, its wide promotion is a significant element of the planning and preparatory years. The theme of promotion around the ECOC event is studied from multiple angles; starting with the so-called traditional tools and methods which have been present since the beginning of the initiative, followed by the more in-depth analysis of the web-phenomena surrounding the ECOC projects. Furthermore, the advancement of on-line technologies has had a strong effect on the publicity of these projects; therefore, the investigation spreads beyond the appearance and functions of the official websites and includes the related web 2.0 manifestations. Interactivity and forms of on-line publicity is studied in connection with two particular ECOC projects, Pecs 2010 and Turku 2011. This book contributes to former studies related to the ECOC programmes symbolic capacity, and in some respect, goes beyond them by applying also different methods of webometrics, such as blog searching, link impact assessment and link relationship mapping.

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