

## **Abstract**

The following thesis analyses the role of the organization of the XXII. Winter Olympic Games in Sochi in the process of consolidation of the Russian authoritarian regime and the formation of national identity between 2007 and 2014. The preparations for the Sochi Olympics and their implementation coincided with the transformation of the Russian political system, which was rapidly adapting to the consequences of Vladimir Putin's unconstitutional return to the presidency. This paper is based on the hypothesis that hosting a global sport mega-event (SME) such as the Olympic Games provides authoritarian regimes with the means to reinforce existing official discourses of identity and ideology, suppress domestic and foreign criticism, and create an environment for corruption to flourish. In this way, it contributes to the consolidation of the regime's power structures and the legitimacy of its rule. Systematic state support for national professional athletes, highlighting their achievements in international competition, and unprecedented economic and political investment in the success of the Olympics have the potential to reinforce patriotic sentiments and build positive links between the state and the citizen. An analysis of these mechanisms can contribute to the debate on the relationship between sport, power consolidation and national identity building in the context of authoritarian states in the post-Soviet space.