



 Research Article

## DEVELOPMENT TENDENCIES IN THE EVOLUTION OF SPORTS JOURNALISM

**Submission Date:** November 04, 2024, **Accepted Date:** November 09, 2024,

**Published Date:** November 14, 2024

**Crossref doi:** <https://doi.org/10.37547/social-fsshj-04-11-07>

**Journal Website:**  
<https://frontlinejournal.s.org/journals/index.php/fsshj>

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**Ergash Boborajabov**

**Doctor of Philosophy in Philology (PhD), Uzbekistan**

### ABSTRACT

This article analyzes the specialization, genre transformation, development trends and evolution of sports journalism.

### KEYWORDS

Sports journalism, online journalism, genre transformation, trend, evolution, editorials, journalists, managers.

### INTRODUCTION

In today's globalization, the increasing formation of the information society and the mediatization of social relations increases the need to expand the scope of electronic platforms for the rapid distribution of information and the influence of public opinion on a global scale. There are

problems with introducing new formats and trends on the Internet, as well as the role and position of sports journalism in other areas. In such a situation, the issue of developing sports journalism, increasing its position in the global network, and introducing a system of news

transmission based on interactive methods in the activity of sports sites is emerging as an urgent task.

Sports journalism, the most significant propaganda tool in the sports policy of our country, reached a comprehensive stage of development through sports sites and social network applications, which are a platform of unlimited opportunities by the beginning of the 21st century. However, moderators dealing with the content of this new field, demanding experts who feel the burden of the field and cannot transmit interactive information in necessary cases, emerged as a problem. Therefore, as the President noted, "Uzbekistan journalism, like all political and social institutions in our country, is undergoing a new formation process in the current era of digital technologies. Generations, creative schools, traditions, concepts, and imaginations are being renewed today. The Internet age is advancing its requirements and rules. In such a complex transition period, we should recognize that our national journalism faces various trials and difficulties that have not been observed before and think about overcoming them together" (Mirziyoyev Sh., 2021). In solving this problem, the activity of sports journalists is of urgent importance. After

all, sports journalism is the most effective field that demands development based on the trends of the time.

**Sports journalism** is one of the forms (types) of journalism that collects, processes, stores, and transmits information about sports topics and events in mass media (academic.ru, 2010). As this direction of journalism is studied by several well-known scientists and theorists, it is considered the best tool to relieve people from stress and depression in relation to sports. For example, Doctor of Philology, Associate Professor A. Karimov, in his article entitled "Sports Journalism as a Popular Direction of Recreation," states that "The most common form of recreation is playing sports, which includes going on a long trip. includes hunting, archeological tourism, climbing peaks, and underwater travel," (Karimov A., 2000) he says. During these observations, the development of sports and sports journalism, the main tasks of sports journalism, the process of escapism, and the theme of sports as a public direction of recreation were researched in the recreational aspect put forward by the scientist. All genres of the field are widely used in sports journalism. Also, efficiency and accuracy are valued in this direction. Interviews and reports are predominant in sports journalism because

sports journalism is an event-oriented field. Analytical, artistic-journalistic, and interesting genres can also be used depending on the need. Three types of materials dedicated to sports events can be distinguished in European sports journalism. In particular, the opponents' chances of winning are analyzed, the statistics of their previous competitions are compared, forecasts are made, and interesting facts about the upcoming competition are presented. This short and concise approach makes sports journalism equally understandable to everyone.

There are mainly four science clubs that make up the sports journalism system, and they are as follows (Boborajabov E., 2024):

- 1) creators of the information environment: sports organizations, as well as action participants (athletes, coaches, referees, etc.);
- 2) organizations and individuals involved in the production of sports information: editors, journalists, managers;
- 3) recipients of sports information: everyone interested in sports and organized groups (sports clubs, fan associations, etc.) and individuals;
- 4) those not directly related to sports but influencing its development: politicians, business people, sponsors, etc. The development of the Olympic and sports movement, the population's

interest in a healthy lifestyle, and national programs aimed at the development of physical education and sports make sports journalism one of the promising directions of mass media.

The only reason the world's leading sports publications are still not losing their audience today is that their adaptation process is carried out perfectly. All the press publications listed below have retained their fans even today because they all have an electronic version, and all of them have succeeded due to their ability to easily and quickly integrate from the paper version to the electronic format. Including The Sporting Life – <https://www.sportinglife.com/> (1859), The Sunday Sport – <https://www.sundaysportonline.co.uk> (1986), The Daily Sport (1991, UK), La Gazzetta Delia Sport (1896, Italy), Paris Match (1949, France), Kicker (1920) and Sport Bild (1988, Germany), Don Balon (1975, Spain) and others.

Also, sports have remained relevant on TV and radio channels. On the contrary, it has reached a stage of successful development in these areas of mass media. Including the world's leading sports television and radio channels Sky Sports TV - (<https://www.skysports.com>), Sport, BBCFour (Great Britain), Canal Plus (France), Rai Sport (Italy), El Deportes (Spain), GOL (Brazil), Zee

Sports (India), CCTV (China) and others are considered as multinational television channels owned by sizeable global entertainment holdings. Such TV channels are broadcast in most countries of Europe and the world. Sports TV channels such as Eurosport (France), RTL Sport (Germany), and Viasat (Sweden), which have gained rapid popularity in their field, still have their place in the information market today. The most important sports competitions are broadcasted mainly through these TV channels. The leading sports publications of Russia, "Sovetsky Sport" (1924) and "Sport-Express" (1991), are also publications that successfully integrated into the electronic version. Also, broadcasts of major international sports events in Russia are primarily broadcasted by nationwide TV channels "Perviy" and RTR. In addition, "SPORT" (2004) and satellite channel NTV-plus (1996) in the country are also channels with a large audience (Donskoy D., 2008).

In our country, media publications such as Inter football - <http://www.iff.uz/> (2008), "Futbol Express" (1996-2020), and TV and radio channel "SPORT" (2004) have been established. Based on the audience's demands, they present daily news and sports programs systematically. However, it must be admitted that the prestige of the TV

mentioned above channels and the breadth of broadcasting possibilities are a dream for TV channels specializing in sports in our country. There are several objective and subjective reasons, such as limited opportunities in our TV channels, economic stress, insufficient capacity of sports journalists, lack of talented commentators, and the inability of the material and technical base.

In the same sense, we studied the scientific and practical aspects of this field, the works of a number of scientists conducting scientific research in our country and abroad, the research made in the field, and based on them; efforts were made during this research work to develop the necessary proposals. Based on this research, our suggestions are essential in further strengthening sports journalism's scientific and practical foundations.

The historical analysis of the sports media text is studied in the monograph "Sportivniy mediatekst: zarozhdeniye i razvitiye (na materiale periodicheskix izdaniy XVIII-XIX vv.)" by the Russian scientist, doctor of philology Yevgeny Voytik (Voitik E.A., 2017). In this study, special attention is paid to the conceptual apparatus focused on the main stages of the origin and development of the sports topic in the

Russian periodicals of the XVIII-XIX centuries, including the analysis of the terms "gymnastics," "SPORT," "athlete" and their appearance in the local press.

Also, the author's many years of personal experience in developing problems related to the study of the history of sports journalism are summarized. This monograph is valuable because it covers the stages of sports journalism from its emergence to the criteria of its activity. Candidate of Philological Sciences Y. Ortikova writes about sports journalism and says, among other things, That some believe that the main task of sports journalism is to attract the audience to a healthy lifestyle, to develop children's and women's sports, and to raise a mature generation. In general, these two features are not separated from each other; they complement each other and constitute the educational task of sports journalism. These opinions put forward by Olima can be accepted as a version expressed based on the functions of sports journalism today (Kasimova N., and Artikova Yu., 2019).

Since 2015, the textbook "Mediasistema Rossii," published by a group of authors headed by a Russian scientist, doctor of philology, professor Yelena Vartanova, has been a leader among educational publications consistently published

since 2015 (Vartanova, E. L., 2021). It describes the general theoretical issues of classification and presentation of mass media systems, the historical stages of development, and the formation of the local mass media system. However, on a scientific-theoretical basis, this textbook cannot be a sufficient basis for researching the specialization of sports journalism, existing problems, and shortcomings in the field.

Russian scientists, candidate of philology Konstantin Alekseyev and candidate of art history Sergey Ilchenko, docent in the textbook "Osnovi Sportively Journalistic," (Alekseev K. A., Ilchenko S. N., 2013) present sports journalism as a unique socio-cultural and informational activity phenomenon. It studies how the topic of sports is presented in different mass media from theoretical and practical aspects. The conditions under which sports journalism was formed, the typology of mass media related to the field are analyzed, and the specific features of the activity of a sports journalist in modern conditions are explained. In these aspects, this manual is essential as it helps to understand the specific features of sports journalism, implement it systematically, and easily understand the most subtle aspects of the field.

In the textbook "Sportivnaya journalistic: uchebnik dlya magistral" (Alekseev K. A., Ilchenko S. N., 2013) by the same authors, K. Alekseyev and S. Ilchenko, the development experience of the Russian sports press from the end of the 19th century to the beginning of the 21st century is studied. The typology of sports print mass media and the specific features of a sports journalist's activity in modern conditions are analyzed.

The textbook describes the main trends in the development of sports journalism in electronic media, the Internet, specific and genre features, expressive means and communication possibilities, as well as various creative positions of journalists related to sports topics. Conducting research in this form has scientific value for industry experts as a practical work that recommends the most optimal options for solving problems arising in the development trends of sports journalism.

Published by Al-Jazeera Media Institute and recommended as a valuable resource for sports journalists, the guide "Sports Journalism" by Yunus Al-Karashi describes the importance of sports for our lives today and the current problems facing sports journalists regarding its promotion and coverage. , the aspects to be studied are expressed with clear evidence. The

author says, among other things: "A report by the American Institute of Journalism concluded that sports news is the most "consumable product." 25 percent of the respondents who took part in the survey chose the topic of sports news, 21 percent chose political news, and others chose various directions (Younes El Kharashi, 2020). The guide also points out that sports journalism is held to a different professional standard than its counterparts covering politics or economics. Thus, the author asserts that they are recognized as representatives of entertainment journalism and explores controversial views on the current state of Arab sports journalism. Throws back.

In particular, he complains that the sports news they provide in this field is still limited to results and news and lacks analysis and comparisons.

Renowned English scholar Charles M. Lambert's book "Digital Sports Journalism English Edition" provides detailed guidelines for digital sports journalism and content creation for smartphones and websites (Charles M. L., 2019). Each chapter discusses a skill set needed by sports journalists today and provides suggestions and recommendations for improving it.

Indeed, today's sports journalists must be well-equipped for the digital age. From the challenges of minute-by-minute reporting to the demands of

writing for online publications, blogs, and podcasts, a knowledgeable journalist will always succeed. This hands-on guide gives industry professionals the skills to navigate new platforms while teaching them the basics of interviewing, reporting, and writing commentary for print, radio, and television.

Russian scientist D. Tuboltseva in her dissertation work on the topic "Istoriya razvitiya internet-portal "Chempionat.com" v kontekte stanovleniya sportivno setevoy journalistic v Rossii" from the emergence of the Russian website "Chempionat.com" to the example of its activity trends of Russian sports journalism covers his activities in online media. Also, during his research, the author provides the following evidence that allows him to determine the achievements and shortcomings of the website, the priority directions of its development, and potential growth opportunities: "This research focuses on the work of sports journalists, their introduction of new technologies to work. It aims to study the perspective of Russian sports journalism by changing its specific features and genres in the context of convergence, and what kind of materials are demanded by sports fans (Tuboltseva D., 2017). Of course, only some of the aspects indicated in this case are enough to reveal

the activity of sports sites. Based on the topics presented in the work, it is possible to get an idea about the prospects of sports journalism in the Russian online media industry today and its existing problems.

The News Manual, which provides topical materials for journalists, students, and media representatives in the Asia-Pacific region, published a research paper called "Sports Basics." The following words are quoted in it: "People who follow the sports pages of newspapers are usually the most knowledgeable and critical readers. They know a lot about sports themselves and expect a sports reporter to know at least as much. This also applies to people who listen to sports on the radio or watch sports on TV." The audience watching the sports journalist's commentary thinks he is an expert in this field. Therefore, it is desirable that both the journalist and commentator be worthy of this thought and at least engage in the type of sport he is commenting on (thenewsmanual.net, 2019). Otherwise, it is not out of the question that a journalist who has not felt the atmosphere of sports, or in short, does not specialize, will lose his audience.

D. Desyuk, in his article "Language specificity of sports teletext," examines in detail information about a sports journalist's style, speech, and

language (Desyuk D., 2010). Speech creativity in sports reporting provides suggestions and recommendations on the conscious and skillful use of logo epistemes, tropes, figures of speech, and other means of stylistic and lexical expressiveness. It can be recognized that these studies of the scientist are a valuable resource for journalists of sports TV channels and experts in the field. After all, one of the mistakes that all experts, from the commentator to the sports reporter, can make during the telecast is that the art of speech becomes shallow, incomprehensible, superficial, and defective in logo epistemes, tropes, and figures of speech, speech structure. The creator can achieve the desired goal only if he enriches his speech and correctly forms figures of speech with information about the field. Otherwise, the stylistic and lexical expressiveness of the speech cannot be maintained at the necessary impulse. Based on this principle, it is appropriate to effectively use phonetic, lexical-phraseological, morphological, and syntactic methods to express the expressive-emotional nature of a journalist's speech.

A. Amzin, the founder of the media website "Mi I Jo: Media and Journalism," the author of the "Novostnaya internet-journalism" textbook, a

media consultant who has taught journalism for more than 10 years, published his book "Internet-journalism. How to write good texts, attract an audience and make money on it" (Amzin A.A., 2020) gives several valuable tips on how to write good texts, how to attract a wider audience and how to make money in the process. In the book, the models of the structure of news and announcements and the structure of mass media texts are comprehensively revealed, and ethical issues are raised based on practical recommendations.

Based on the above sources, sports journalism is a living organism that is still growing, developing, and renewing. Therefore, it is essential to study this field with scientific and practical bases, draw correct conclusions from the mistakes and shortcomings made in the stages of its development, implement scientific and theoretical developments into practice, and thereby provide the field representatives with excellent knowledge. Provision is the most urgent issue.

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