

THE IMPACT OF MASS MEDIA ON SPORT

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Abstract. The purpose of this research is to look at the media and its influence on sports. In recent years, there has been a lot of talk about sports and the media. The sport seemed to be all over the place. Billions of people across the world tune in to watch television broadcasts of big events such as the Olympic Games and football world cups. In the academic ties between sport and the mass media in society, reports, and research on media sports institutions, media sports audiences, media sports texts, and sports journalism abound. This study looked at the good and negative effects of the media on sports.

The need to understand the "Internet" and its function in disseminating sports news, as well as the need to study to obtain findings in line with attaining this vital goal, has created a research topic in this respect. In addition, the study looked at the interplay between traditional media and new media in general, as well as sports media in particular.

This research will also provide insight into how effective the media is at boosting sports awareness, directing sports, and distributing sports culture, as well as how much benefit it provides to society.

Keywords: *sport; media; Internet; influence.*

Introduction. Several means of communication, such as television and newspapers, have a significant impact on sports around the world. The existence of specialized sports channels, newspapers, and agencies aimed at covering the development of physical culture

and sports in the country further increases the influence of the media on sports. In addition, the involvement of young audiences in physical education and sports facilitates more active use of the Internet to form a healthy lifestyle.

It is no coincidence that the popularity of many previously less popular sports is due to the name of the press, radio, and television. Thanks to the mass media, especially television, the sport has gained a great public resonance, new sources of funding have been identified, and programs to promote athletes and advertising have been widely covered.

Influence of the media in modern times. The media with modern capabilities can turn a little-known athlete into the number one star in a very short time. By massing live competitions in different countries and cities of the world, the mass media creates communication between spectators and athletes, makes people and fans excited and happy together with athletes, and calls them to share their sorrows (1, p. 168-174).

In modern times, the media also play an important role in reflecting the tradition of professional sports in the Olympic arena. The influence of TV companies on the Olympic Games includes the inclusion of new sports in the Olympic program, the planning of commercially significant events, the involvement of more professionals in tournaments, and, as a result, the interest of spectators and sponsors in these competitions.

Today's media, particularly television, provides sports with additional financial benefits from broadcasting fees as well as exposure to advertising, sponsors, and a larger audience. As a result, sports organizations are eager to engage with the media. To some extent, the media has influence over sports organizations and sports. The media has a significant

impact on both the creation and destruction of athletic organizations and practices. The media has also contributed to the creation of new tournaments, events, and leagues. New sports have emerged, while old ones have faded in significance. To improve media coverage, the regulations have been altered and the playing circumstances have been improved. Even the clothes and equipment that athletes wear and use have evolved to represent media-related interests. Sport has evolved into a product that can be made, purchased, and marketed. Sports organizations have agreed to this and have hired agents and marketing firms to bring their products into the media sports marketplace (2, p. 136).

Sport is much more than just participation. It is also a part of the business world, where it is controlled and sold to produce money. Sport is increasingly heavily influenced by sponsorship and the media.

Most individuals are aware of sport through the media, whether they play or watch it. This comprises sports at the local, national, and international levels. The media has a tremendous voice for and impact on the sport, from school sports newsletters to global TV coverage.

The positive and negative effects of the media on sport. Sport may be influenced by the media in both positive and bad ways. Consider how the amazing visuals from the Paralympic Games influence people's perceptions of disabled individuals in our society. Consider the coverage in the media of athletes who are seen to have 'failed' in some way.

The mass media has a positive impact on sports because it promotes healthy active lifestyles, motivates people to participate, publicizes a variety of sports and activities, makes certain sports more fashionable, introduces new supporters to sport, educates spectators through analysis, celebrates effort and success.

Moreover, the media may also have a detrimental influence on sports by changing how they are presented to the public; for example, the most popular sports receive a

huge amount of attention on television and in newspapers. This does not encourage people to participate in less popular sports, reinforces disparities by restricting coverage to traditional sports or social groups, discourages activity by encouraging armchair spectators, strengthens inequalities by limiting coverage to traditional sports or social groups, and under-representing women, disability sports, and reduces spectator attendance at live events, undermines people's confidence and careers by showcasing negative values and undermines people's confidence as well as careers by showcasing negative values and showcasing negative values (3).

Athletes are often easy victims of the media. Whether they win or lose, the media scrutinizes their performance and lives. There is a certain amount of animosity between sports journalists and the athletes they cover. Many journalists may dive into an athlete's personal life and occasionally disclose the less favorable elements to find a story. Other writers attract readership by criticizing teams, owners, coaches, and players. As a result, athletes generally mistrust the media and rely on rehearsed comments when questioned. Because professional sports are so widely available on television, spectators get spoilt and frequently lose interest in athletes on local minor league, college, or high school teams.

Indeed, the interaction between conventional media and new media in general, and sports media in particular, is strengthening by the day. Because, since its origin, the notion we call media has been developing and adapting rather than killing each other. As a consequence, when new media tools and platforms for sports media are used appropriately and efficiently, they may reach and impact more readers faster. Thanks to modern media tools, sportswriters may now obtain material more rapidly, use more sources while reporting, and increase the quality of their research. These tools, in this sense, give major options for sports media to employ while gathering, composing, and delivering news.

Observations show that local athletes use the new media aggressively. Some of them

broadcast significant bits of matches as short films, while others give data and engage with fans, the press, and other stakeholders in sports. Sumgait Football Club player Javid Imamverdiyev, our world, European, and Olympic winners Rustam Orujov and Orkhan Safarov, and one of Azerbaijan's top chess players, international grandmaster Teymur Rajabov, are just a few examples. These characteristics, which I stated earlier, were not accessible 20 years ago. You had to go to a stadium, a field, a track, or an arena to witness an athlete. However, even if we are unable to attend, we can now watch matches offline or online.

Returning to the athletes, this period offers several chances for athletes to increase their exposure and awareness in society. Perhaps not many in our nation, but athletes are now marketing their social media usage rights to corporations throughout the world. Athletes' earnings are increased when they receive digital sponsorships. Of course, the supporters are overjoyed with everything. We may now follow, communicate, and speak with a professional athlete with whom we would not otherwise be able to contact. Such scenarios not only raise but also deplete athletes' drive, as seen by social media remarks following a terrible match. As a result, athletes must utilize social media in moderation.

Conclusion. In conclusion, it can be stated that sports media has a structure that influences and is impacted by enormous masses.

It announces sports events to the public, promotes sports consciousness, and distributes sports culture. In this phase, where technology is fast improving, the internet's influence in our lives is increasing, and the media is changing, it will be good to explore changing sports media to fill this gap. This study is also intended to give light on how effective the media is in raising sports awareness, directing sports, and disseminating sports culture, including how much benefit it gives to society.

It should be mentioned that the media's advertising conditions should promote public sports at an appropriate level. General physical education and sports, in general, have a considerable influence on security, mental and social well-being, health, and well-being in mass sports, and the media considers these activities to be influencing aspects. Simultaneously, the promotion of physical activity through the media or a fun series of athletic events plays an important part in the growth of sports.

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KÜTLƏVİ İNFORMASIYA VASİTƏLƏRİNİN İDMANA TƏSİRİ

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Annotasiya. Bu araşdırmanın məqsədi mediya və onun idmana təsirinə nəzər salmaktır. Son illər idman və media haqqında çox danışılır. İdman hər yerdə görünürdü. Dünya üzrə milyardlarla insan Olimpiya

Oyunları və futbol üzrə dünya kubokları kimi böyük hadisələrin televiziya verilişlərini izləmək üçün köklənir. Cəmiyyətdə idman və kütləvi informasiya vasitələri arasında akademik əlaqələrdə media institutları, media

idman auditoriyası, media idman mətnləri və idman jurnalistikası ilə bağlı reportajlar və araşdırmalar çoxdur. Bu araşdırmada medianın idmana yaxşı və mənfi təsirləri araşdırılıb.

İnternet və onun idman xəbərlərinin yayılmasındakı funksiyasını başa düşmək zərurəti, eləcə də bu həyati məqsədə çatmaq məqsədilə nəticələr əldə etmək üçün araşdırma ehtiyacı bu baxımdan bir araşdırma mövzusu yaratmışdır. Bundan əlavə, tədqiqat

ənənəvi media ilə ümumilikdə yeni media, xüsusən də idman mediası arasındakı qarşılıqlı əlaqəni nəzərdən keçirdi.

Bu araşdırma həm də medianın idman şüurunun artırılmasında, idmana istiqamətlənməsində və idman mədəniyyətinin yayılmasında nə qədər təsirli olduğunu, eləcə də onun cəmiyyətə nə qədər faydası olduğunu başa düşməyə imkan verəcək.

Açar sözlər: *idman, media, internet, təsir.*

ВЛИЯНИЕ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ НА СПОРТ

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Аннотация. Целью данного исследования является изучение средств массовой информации и их влияния на спорт. В последние годы ведутся активные дискуссии о спорте и средствах массовой информации. Спорт, казалось бы, повсюду. Миллиарды людей по всему миру смотрят телевизионные трансляции таких крупных событий, как Олимпийские игры и чемпионаты мира по футболу. Существует множество репортажей и исследований, посвященных медиа-спортивным институтам, медиа-спортивной аудитории, медиа-спортивным текстам и спортивной журналистике в контексте академических связей между спортом и медиа в обществе. В данном исследовании изучалось положительное и отрицательное влияние средств массовой информации на спорт.

Необходимость изучения "Интернета" и его роли в распространении спортивных новостей, а также необходимость исследования для получения результатов, соответствующих достижению этой жизненно важной цели, сформировали тему исследования в этом отношении. Кроме того, в исследовании рассматривалось взаимодействие между традиционными медиа и новыми медиа в целом и спортивными медиа в частности

Это исследование также даст представление о том, насколько эффективны средства массовой информации в повышении осведомленности о спорте, ориентации на спорт и распространении спортивной культуры, а также о том, какую пользу они приносят обществу.

Ключевые слова: *спорт, медиа, интернет, влияние.*