

и часто имеют эмоциональную привязанность со своими любимыми звездами спорта и спортивными командами. Люди в разных регионах мира имеют разные любимые виды спорта, связанные с их интересами. Это делает рейтинг спорта довольно сложной и трудной работой. В этом случае основное бремя в этом вопросе ложится на спортивные телеканалы. В этой статье мы собираемся исследовать стратегию аудитории спортивных телеканалов.

Ключевые слова: Аудитория, СМИ, телеканалы, конкурс, новости, потребитель

HOW THE DEVELOPMENT OF THE NATIONAL PARALYMPIC COMMITTEE OF AZERBAIJAN HAS INFLUENCED THE NATION'S "TRIUMPH OF SPIRIT"

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Abstract: Although the Paralympic movement of Azerbaijan has existed for 23 years, its achievements have not before been investigated in an academic context, in order to assess its contribution to the development of the country's civil society. This research set out to assess the value of the Committee's activities, not only within the sporting arena but in the wider context of promoting a more inclusive, diverse society. The Paralympic Games is closely allied to the Olympic Games, in both timing and objectives. However, it's potential impact on society is wider than that of the Olympics.

As well as providing a platform to spotlight the sporting achievement of those with physical challenges, the Paralympic ideal is a powerful component in supporting, inspiring and promoting the integration of physically challenged people into society. There are an estimated 600,000 disabled people in Azerbaijan. Paralympic ideals, as realised by the Paralympic Committee, play a major role in the integration of these individuals and the overcoming of stereotypes in society. Therefore, the study of this issue is of great importance. This research examines the emergence of the Paralympic Games and the development of the Paralympic movement in Azerbaijan.

Keywords: Azerbaijan National Paralympic Committee, Paralympic Games, Disability

Introduction: The idea of the Paralympic Games first arose in the United Kingdom with the return of the wounded from World War II to Britain, various sports were held for their rehabilitation. This was first proposed by Jewish neurologist Ludwig Guttmann. He played a great role in the creation of the Paralympic movement. At the Olympic Games in London in 1948, there were parallels between individuals with disabilities. The competition was also called Stoke Mandeville Games, because it was hosted by Stoke Mandeville Hospital. Guttmann wanted a competition that was equivalent to the Olympic Games, but exclusively for those with physical disabilities. In 1952, the Stoke Mandeville Games became international with the participation of athletes from The Netherlands. The Stoke Mandeville Games became the Paralympic Games of the 1960s. The first Paralympic Games were held in the Italian capital of Rome in 1960 (1). 1976 was a turning point for the Paralympic Games. Prior to this, only athletes using wheelchairs could compete. From this point on, those with other physical challenges could compete. There are five categories in Paralympic Games:

1. Amputee: Athletes with a partial or total loss of at least one limb;
2. Cerebral Palsy: Athletes with non-progressive brain damage, for example cerebral palsy, traumatic brain injury, stroke or similar disabilities affecting muscle control, balance or coordination;
3. Wheelchair: Athletes with spinal cord injuries and other disabilities which require them to compete in a wheelchair.
4. Visually Impaired: Athletes with vision impairment ranging from partial vision, sufficient to be judged legally blind, to total blindness.
5. Athletes with a physical disability who does not fall strictly under one of the other four categories, such as dwarfism, multiple sclerosis or congenital deformities of the limbs such as that caused by thalidomide (2).

While only 57 athletes from 17 countries participated in the first Paralympic Games in 1960, there were 4,442 athletes from 159 countries participating in the 2016 Paralympic Games. The number of sports increased from 8 to 22 (3). Adding to this number are competitors in the Winter Paralympic Games, which began in 1992.

In the era of globalisation, Azerbaijan, like other countries, is struggling with various types of discrimination. One of them is discrimination against disability. Measures to protect and integrate disabled people to society are one of the country's sustainable development goals. The Azerbaijani Paralympic Committee was established on 9 February 1996. On that day, the first congress elected Ilgar Rahimov as president of the National Paralympic Committee (4). The Paralympic Committee's main mission since its inception has been to integrate disabled people into society, and to break down the stereotypes that have arisen in society. Since its foundation, its vision and objectives have extended beyond sporting achievement.

Methods: The primary focus of this research is related to projects conducted by the National Paralympic Committee of Azerbaijan. The data relating to the performance of Azerbaijani Paralympians at the Paralympic Games has been taken from the official database of the International Paralympic Committee. Information regarding projects of the National Paralympic Committee of Azerbaijan were sourced via the official website of the National Paralympic Committee. An interview by the author with the Paralympic Committee President is also a source for this research. In addition, the author has formed a relationship with several of the Paralympic Committee team resulting from the MA Sport Journalism programme's partnership, and active participation in Paralympic Committee-hosed events (namely the IBSA Judo Grand Prix 2019). The author therefore includes personal observations in seeking to explain the circumstances and challenges faced by the National Paralympic Committee of Azerbaijan.

Results: Azerbaijan made its debut at the Paralympic Games in Atlanta, United States in 1996. Our Athletes participated in the Games with two athletes (5). However, it was a significant success because there were no professional Paralympic athletes in Azerbaijan at that time. At the 2000 Sydney Paralympics, Azerbaijan won its first medal. The shooter Elena Taranova won a silver medal in the SH1 category with mixed pistols (6). The SH1 category is competing with the athlete who cannot stand. Despite the fact that the power lifter Gunduz Ismailov won a gold medal with world record by lifting 90 kilograms, he was disqualified from the competition for using doping and the gold medal was withdrawn (7). Nine athletes participated in the 2004 Athens Paralympic Games. This Paralympic Azerbaijan was very important and unforgettable, as it won gold medals in the first Paralympic Games in the history of Azerbaijan. Triple jumper Oleg Panyutin in the F12 category, judoka Ilham Zakiyev won

the gold medal in the heavyweight category (8). Both of these athletes are visually impaired. (9, 10). Another visually impaired athlete Zeyniddin Bilalov won silver in the Triple jump F11 category (11). Taranova, a Sydney Paralympic silver medalist, won a bronze medal (12). Thus, Azerbaijan finished in 45th place at the Athens Paralympics with two gold, one silver and one bronze medal (13). In 2008 18 athletes from Azerbaijan participated in the Beijing Paralympic Games, competing in judo and athletics (seven athletes in each sport), Para shooting (one athlete) and powerlifting (three athletes). Azerbaijan finished the Games 38th with two gold, three silver and five bronze medals (14). Ilham Zakiyev won gold medal twice in the Paralympic judo competition. He was the first two times Paralympic (or Olympic) champion of Azerbaijan. Other judokas Tofiq Mammadov and Karim Sardarov won silver medal in the 90 and 100 kg category. Ramil Ibrahimov won bronze in the 60 kg category. (15). Olakhan Musayev won a gold medal and set a new world record in the F55 (spinal injury) shot put competition. Athens gold medallist Oleg Panyutin also won a bronze medal. Visually-impaired athletes Vugar Mehdiyev and Rza Osmanov both won bronze medals in the 200m T13 and 400m T12 (16).

The London Paralympic Games in 2012 was the most successful Paralympic event in Azerbaijan's history. The country's athletes finished 27th with four gold, five silver and three bronze medals. In total, 21 athletes represented Azerbaijan in London (17). For the first time, Azerbaijan sent athletes to the Paralympics to compete in archery and swimming. Swimmer Natalia Pronina won a gold medal in the SB12 100m Breaststroke race for Women with Visual Impairment. In addition, Pronina won four silver medals (18).

Subsequently, Azerbaijani athletes continued to achieve success in international competitions. Although the Paralympic Committee of Azerbaijan has been operating for a short time, Azerbaijan has won 11 gold, 18 silver and 11 bronze medals. According

to the Azerbaijani Paralympic Committee president, the country can look forward to further success in the future, thanks to the increasing focus on training and preparation, and the inspiration provided by the Paralympic role models, whose success in encouraging greater levels of participation.

The Azerbaijani Paralympic Committee has been able to train professional athletes in 14 of the 22 Paralympic sports over a 23-year period. These kinds of sports include judo, athletics, shooting, powerlifting, archery, Parataekwando, Paracyling, sitting volleyball, goal ball, rowing, table tennis, fencing and swimming. In addition, two winter Paralympic athletes have been trained in snowboarding and alpine skiing. However, no Azerbaijani Paralympic athlete has not yet been licensed to participate in the Winter Paralympic Games (4).

For 23 years, the Paralympic Committee has guided to success seven Paralympic Champions, seven World Champions and 14 European Champions. Ilgar Rahimov, President of the National Paralympic Committee since his inception, has also been deputy minister of Labor and Social Protection for 25 years. This has helped him greatly during his leadership of the Paralympic Committee. He had the opportunity to look at the problems of people with disabilities and their social status. This helped to inform his leadership of the Paralympic Committee. The Paralympic Committee wants Paralympic sport to be a festival, not only to integrate people with disabilities into society, but also to increase people's interest in sport. For this reason, the slogan of the IBSA Judo Grand Prix held in Baku was chosen as the "triumph of spirit" (5).

On September 27 of 2013, the Paralympic Committee established the first Paralympic Committee in the world to promote early integration of persons with disabilities into society. Vice-President of the National Paralympic Committee Natig Gasimov was elected Chairman of the Board. In 2013, the First Children's Paralympic Games were held. In these games, children compete in

swimming, golf boccia, table tennis, judo and wheelchair dancing.

The Paralympic Committee cooperates with a number of large companies. An agreement has been signed with UNICEF in Azerbaijan, BP and Azercell Telecom.

The Ministry of Youth and Sports of the Republic of Azerbaijan, the Ministry of Labor and Social Protection of the Republic of Azerbaijan, the Neftchi Sport Health Center and other relevant organizations have made a special contribution to the expansion and development of the Paralympic movement in Azerbaijan (4). Generally the activity of National Paralympic Committee in Azerbaijan has influenced on the nation's 'triumph of spirit' positively. On the one hand it impacted on the healthy way of life of persons with disabilities, on the other hand it has inspired more people to begin the journey to the peak of sporting achievement.

Conclusion: This research demonstrates that the Paralympic Committee has made significant progress during its 23 years of operation. It has paved the way for 11 gold, 18 silver and 11 bronze medals in the Paralympic Games. Two-time Paralympic champions, such as Ilham Zakiyev and Oleg Panyutin, not only reached the peak of personal achievement thanks to the support of the Paralympic Committee, but have inspired many others with physical challenges to believe they can also reach higher than they imagined. These role models, along with others, also play a pivotal part in breaking down the negative attitudes and stereotypical views towards disability, leading to a more inclusive society. The Azerbaijani community has begun to embrace the Paralympic movement. Ilham Zakiyev has become one of the most respected and admired sportsmen in the country, the hero of numerous television films and documentaries, and a torch bearer at the First European Games. The selection of the Paralympic athlete as the local point of such an important sporting event can be seen as the acceptance of the Paralympic movement by the community. This is one of the main objectives of the Paralympic

Committee. President of Committee Ilgar Rahimov said: "The most important change is that people with disabilities are becoming more integrated into society. Any child may be born with a physical limitation, but that no longer means they have to live as victims of stereotypes. This has been our great success as a committee"(5).

The Paralympic Committee has also been the locomotive of projects related to persons with disabilities in the country. Many of these projects are based on the experience of the Paralympic Committee. The main goals of the Paralympic Committee in the coming years should be to increase the success of the Paralympic, to increase the number of athletes participating in the Games. So far, athletes have represented Azerbaijan in only six out of 14 Paralympic sports (shooting, judo, powerlifting, archery, athletics and swimming). Also, it has yet to send athletes to the Winter Paralympic Games. These are currently among the main priorities of the Paralympic Committee. With its past record of achievement and plans for the future in place, there is little reason to doubt that the Paralympic Committee will continue to make a successful contribution to the sporting and social life of Azerbaijan.

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Azərbaycan Paralimpiya Komitəsi ölkədə “ruh yüksəkliyinin” inkişafına necə təsir göstərir

Rza Dadaşzadə

Xülasə: Azərbaycanın Paralimpiya hərəkatı 23 ildir mövcud olsa da, ölkənin vətəndaş cəmiyyətinin inkişafına verdiyi töhfəni qiymətləndirmək üçün onun nailiyyətləri əvvəllər akademik kontekstdə araşdırılmamışdır. Bu araşdırma Komitə fəaliyyətlərinin yalnız idman arenasında deyil, daha əhatəli və müxtəlif cəmiyyətin təşviq edilməsi baxımından qiymətləndirilməsini məqsəd qoymuşdur. Paralimpiya Oyunları həm vaxtı, həm də hədəfləri baxımından Olimpiya Oyunlarına yaxındır. Ancaq Paralimpiya oyunlarının cəmiyyətə olan təsiri Olimpiya oyunlarının

təsirindən daha genişdir. Paralimpiya ideal fiziki cəhətdən çətinlik çəkənlərin idman nailiyyətlərini göz önünə gətirmək üçün bir platforma təmin etməklə yanaşı, fiziki cəhətdən problemlili insanların cəmiyyətə inteqrasiyasını dəstəkləmək, ruhlandırmaq və təbliğ etmək üçün güclü bir komponentdir. Azərbaycanda təxminən 600.000 əlil var. Paralimpiya Komitəsi tərəfindən həyata keçirildiyi kimi, bu şəxslərin inteqrasiyasında və cəmiyyətdəki stereotiplərin aradan qaldırılmasında böyük rol oynayır. Buna görə də bu məsələnin öyrənilməsi çox böyük əhəmiyyətə malikdir. Bu tədqiqat Azərbaycanda Paralimpiya Oyunlarının yaranmasını və Paralimpiya Hərəkatının inkişafını araşdırır.

Açar sözlər: Azərbaycan Milli Paralimpiya Komitəsi, Paralimpiya Oyunları, Əlillik

Как развитие национального паралимпийского комитета азербайджана повлияло на “торжество духа” нации

Рза Дадашзаде

Аннотация: Хотя паралимпийское движение Азербайджана существует уже 23 года, его достижения ранее не исследовались в академическом контексте, чтобы оценить его вклад в развитие гражданского общества страны. Цель этого исследования - оценить ценность деятельности Комитета не только на спортивной арене, но и в более широком контексте содействия формированию более широкого и разнообразного общества. Паралимпийские игры тесно связаны с Олимпийскими играми как по срокам, так и по целям. Тем не менее, его потенциальное влияние на общество шире, чем на Олимпийских играх. Паралимпийский идеал является не только платформой для освещения спортивных достижений людей с физическими проблемами, но и мощным компонентом поддержки,

стимулирования и поощрения интеграции людей с ограниченными возможностями в общество. В Азербайджане примерно 600 000 инвалидов. Паралимпийские идеалы, реализованные Паралимпийским комитетом, играют важную роль в интеграции этих людей и преодолении стереотипов в обществе. Поэтому изучение этого вопроса имеет большое значение. В этом исследовании рассматривается появление Паралимпийских игр и развитие Паралимпийского движения в Азербайджане.

Ключевые слова: Национальный Паралимпийский Комитет Азербайджана, Паралимпийские Игры, Инвалидность

HOW THE CURRENT MEDIA STRATEGY OF THE NATIONAL PARALYMPIC COMMITTEE OF AZERBAIJAN PROVIDES AN OPPORTUNITY TO EXPAND AUDIENCE AND INFLUENCE PRIOR TO THE TOKYO 2020 PARALYMPIC GAMES

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Abstract: With the preparations for the Tokyo 2020 Paralympic Games already underway, the media strategy of the Azerbaijan Paralympic Committee is facing a critical test. The objective of the Paralympic Committee of Azerbaijan is not only to promote and channel the efforts of the country's Paralympic athletes, but to promote a more inclusive civil society. The run-up to the Paralympic Games and during the competition itself represents a major opportunity for the Committee to expand its reach and audience, attracting new

supporters, sponsors and potential athletes and helping to inspire those facing physical challenges in Azerbaijan. But are the media strategy and current channels of the Paralympic Committee ready to take on this challenge? This research aims to assess the current strength of the Paralympic Committee's media strategy, through comparison with Paralympic Committee activities in other countries, and through analysis of their current platforms using industry standard benchmarking. It goes on to assess the potential for further development of the Paralympic Committee's media framework, both through improvement of existing channels and through innovation. My research strongly suggests that there is potential for improvement and an opportunity to expand the audience for Paralympic-related news and information. My research will be made available to the Paralympic Committee, in order to support and inform their media strategy. Further research and planning will be conducted into the potential to launch innovative new channels, as part of my Master's programme studies and as part of a commitment to support the ideals and objectives of the Paralympic Committee of Azerbaijan.

Keywords: Paralympics, Paralympic Committee of Azerbaijan, media, social media

Introduction: The National Paralympic Committee of Azerbaijan plays a critical role in developing not just the sporting achievement of those with physical challenges, but move towards a more inclusive, diverse civil society. More than 100 athletes covering 13 types of sport involved in its activities. (1) The Paralympic Committee is active online and established its first social media platform eight years ago. It is currently posts reports and information to its website (paralympic.az) in both Azerbaijani and English and on its social media platforms, namely Twitter, Facebook, Instagram and YouTube. The