

## THE MAIN JOURNALISTIC PRINCIPLES AND THEIR REALIZATION IN SPORT

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**Annotation.** It is impossible to imagine journalism without ethical norms and rules. All journalists, regardless of the field in which they work, must always adhere to these norms. This is primarily due to the nature, function and scope of the media. The audience meets any article in the media with great sensitivity. The journalist must thoroughly investigate the facts and events and not make mistakes. The journalist must be especially careful in his statements and examples. Thus, touching a person's reputation is unacceptable not only in society, but also in journalism in general. The journalist must distinguish between criticism and insult and see these differences.

A journalist's professional ethics and professional duties are in harmony with each other. In the context of professional ethics, debt is considered an important quality. The professional ethics of a journalist regulates his responsibility to the public - readers, listeners, viewers for accurate, objective information.

Professional ethics has emerged in the form of historically unwritten "laws". In general, a person based on the voice of conscience, justice and socially accepted rules in any field of activity has two main goals:

1. to raise the level of necessity and appropriateness of the profession in addition to the executor of this profession;
2. awareness of responsibility to society and people. As journalism serves people and society as a public institution, it can face a variety of challenges on a daily basis. One of these problems is ethical principles.

The article discusses how sports journalists follow these principles.

**Key words:** *ethics, journalism, law, public institution, society.*

**Introduction.** "The highest goal of journalism is truth, and objectivity is the main criterion of professionalism of journalists. A journalist must not falsify or deliberately distort any facts or opinions". These views are reflected in the Code of Professional Ethics of Azerbaijani Journalists. One might think that many problems can be avoided if the media adheres to these principles. However, the economic management system of the media, the claim to attract a wider audience, the interests of different powers in society dictates different points. While this is normal, in some cases it leads to a departure from ethical principles and a reduction in responsibility.

**Methods.** Here was researched the history of world sports journalism ethics in the world as well as in Azerbaijan. Here I have looked at a comparison of local and international issues related to the main journalistic principles and analysed them. At the same time, regarding my dissertation content, here was conducted various interviews with Azerbaijani sports journalists as well. And I monitor the activities of these journalists. Simultaneously, we will talk about them in detail in my dissertation.

**Ethics and media practice.** When choosing an art or a profession, most people try to justify it by serving the community. Those who want to become journalists also choose this profession to serve society. They say - to show injustice, to call on politicians to fulfil their obligations to the people, to help their countries in times of crisis, and so on. Really

the best journalism serves society. But it is also done by other professionals: teachers, doctors, and even politicians (professions demand it, they say so themselves). To say "I serve the community", in turn, does not mean what this service consists of. Excessive interest is one of the best qualities for a journalist. Such journalists they are interested in everything that happens around them. They read every piece of material they can get their hands on. They are interested in details and always ask "WHY" looking for an answer to the question. And when you find the answer, as soon as possible eager to share with others. When these and other elements are integrated with journalistic ethics, complete although not, it may be partially ideal. As they say, the world of journalism. I should not try to change. Journalist, do your job professionally and media ethics. The main purpose to review the ethical norms and principles adopted in journalism, and to investigate how the Azerbaijani media benefited from the established system of ethical practices of European countries in this field. Clarifying the importance of ethical norms and journalistic responsibility in journalistic activity is one of the objectives of the course. There is a great need for advanced international experience in this field. As the world changes, new models, science, technology, formulas emerge, as well as new trends in journalism. But we must not forget that journalism has never had a "golden age". The acquisition and transmission of information, as in ancient times, remains unchanged today. The only variables are the mechanisms. We must also adapt to these mechanisms and the ethical attitudes that arise from them. Azerbaijan is an independent state, and we should not be engaged in propaganda and agitation, as in the Soviet Union, but in journalism, in informing people. Changing technologies have changed the way journalists work in the past, and previous market models are not as profitable as before. As a result, employers reduce costs, create dubious jobs, and it becomes increasingly difficult to achieve high standards of journalism in such places. This puts serious pressure on the media to add ethical principles.

As globalization of media markets in some parts of the world expands; The increase in literacy also gives new audiences, but not all their effects are like the effects of corporations or political pressures weakens journalism and creates ethically vacuum standards that can be poorly followed. Behavioural norms in professional journalism are the subject of a course of ethical principles [1].

The paradox exists at the heart of sports journalism. On the one hand, over the years, journalists are often perceived as weak in journalism, deprived of the honesty they want to associate with their image. Sports journalism is characterized as a form of "soft" journalism practice, without the rigor and reliability of other forms of "hard" journalism. It was a field of journalism that was seen as a support and promoter that did not criticize the sport and culture, rather than a sector that took into account the strongest in sports. It was a journalism that would ask an easy and trivial question rather than an authoritative and relevant one.

At the same time, and there is a paradox here, sports journalism has often been one of the most important parts of the newspaper industry in terms of commerce. Simply put, while other journalists and academics often deny empty journalistic journalism that they think can be found "at the back of the book," the ability to convey sports journalism to readers, especially young boys, is so important and an integral part of many newspapers' commercial success.

Of course, this is a very sharp critique of sports journalism, and journalists who trade in this sector, in most cases, have covered more than they covered. As has been argued elsewhere, sports journalists often had more in common with other areas of journalism practice than many journalists would like to admit (Boyle 2006). As in other areas of journalism, there are major changes in the range, variety and quality of products labelled as sports journalism. The group mentality of the travel and journalism community, which is closely linked to its main sources (their speech is very important) and the conflicts of interest that accompany such relationships are not typical of

the world of flexible sports, but political and business journalism. It is the body that determines the parameters that you try to shape and prepare your journalism in shaping the essence and tone of journalism. The busy sports table of a tabloid newspaper in the UK offers little latitude for non-focused journalism, while a compact or wide-page newspaper often offers more space for the individual formation of the tenor when it comes to assessing sports coverage later journalist's speech [2].

**Basic ethical approaches in journalistic activity.** Imagine a country where democratic principles are widespread and all that is necessary for journalism as all professions here.

- There are opportunities;
- freedom of speech, freedom of the press, no pressure and persecution, someone no threats, no arrests, no high salaries. As you can see the average favourable conditions have been created for a statistical journalist to work. Do you think so? Aren't people in society looking for the truth? Don't need information? This work is also done by a journalist. Whether it is the most democratic or the most authoritarian country in the world, it always serves the same purpose
- to reveal reality. Journalist with individuals or groups of people, as in other professions does not work, the journalist works with the whole society and everyone in this society.

There are people from all walks of life. Let's not forget one point, the journalist professional or non-professional, whether he complies with codes of ethics is the same for all societies. But the situation of journalists in all societies is different. There is a fact that many journalists know - like the photo taken by photographer Kevin Carter with a child standing on his head and a carrion bird waiting to die. This photo is a case that has become the most discussed topic when it comes to ethics, and there is still no clear answer. Carter receives the famous Pulitzer Award after this photo, but his child. He was criticized for not saving, and he committed suicide is. If Carter had saved

that child, would he have betrayed journalistic ethics or his profession? Therefore, the main ethical approaches are the rules of conduct according to time and space.

A journalist is a person and he also has dilemmas, even during his professional activity may be faced with polylemms [3].

**Analysis of result.** In a democratic society, freedom of the press and freedom of speech gives additional rights and responsibilities to Kiwis, as well as additional responsibilities. A journalist who understands this responsibility will have both adhered to professional ethics and held a high level of professional dignity. It is the sole professional duty of every journalist to follow the basic principles that are common to journalism. All of spoken norms and principles have to be fulfilled by sports journalists as well.

**Conclusion.** In my opinion, the Azerbaijani media should also refrain from baseless scandals, raise issues that concern the public, write serious articles, and emphasize the truth. The media should focus on the essence of the events, rather than the actions of the main players. I would like to conclude this article with the words of Goethe: "The truth must always be repeated, because there are always those around us who propagate wrong ideas".

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## ОСНОВНЫЕ ПРИНЦИПЫ ЖУРНАЛИСТСКИ И ИХ РЕАЛИЗАЦИЯ В СПОРТЕ

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**Аннотация:** Журналистику невозможно представить без этических норм и правил. Все журналисты, независимо от области, в которой они работают, всегда должны придерживаться этих норм. Это в первую очередь связано с характером, функциями и масштабами СМИ. Любая статья в СМИ воспринимается аудиторией очень чутко. Журналист должен тщательно исследовать факты и события и не допускать ошибок. Журналист должен быть особенно внимателен в своих высказываниях и примерах. Таким образом, трогать репутацию человека не принято не только в обществе, но и в журналистике в целом. Журналист должен различать критику и оскорбление и видеть эти различия.

Профессиональная этика и профессиональные обязанности журналиста гармонично сочетаются друг с другом. В контексте профессиональной этики долг считается важным качеством. Профессиональная этика журналиста регулирует его ответственность перед публикой - читателями, слу-

шателями, зрителями за точную, объективную информацию.

Профессиональная этика возникла в виде исторически неписаных «законов». В целом человек, основанный на голосе совести, справедливости и общепринятых правилах в любой сфере деятельности, преследует две основные цели:

1. Повысить уровень необходимости и целесообразности профессии в дополнение к исполнителю этой профессии;
2. Осознание ответственности перед обществом и людьми. Поскольку журналистика служит людям и обществу как государственное учреждение, она может ежедневно сталкиваться с множеством проблем. Одна из этих проблем - этические принципы. В статье рассказывается, как спортивные журналисты следуют этим принципам.

**Ключевые слова:** *этика, журналистика, право, общественный институт, общество.*

## ƏSAS JURNALİSTİKA PRİNSİPLƏRİ VƏ İDMANDA HƏYATA KEÇİRİLMƏSİ

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**Annotasiya.** Jurnalistikanı etik norma və qaydalarsız təsəvvür etmək mümkün deyil. Bütün jurnalistlər çalışdıqları sahələrdən asılı olmayaraq, bu normalara hər zaman əməl etməlidirlər. Bu, ilk növbədə medianın təbiəti, funksiyası və əhatə dairəsi ilə bağlıdır. Mediadakı istənilən yazı auditoriya tərəfindən böyük həssaslıqla qarşılır. Jurnalist faktları və

hadisələri dərinləndirilməlidir və səhv etməməlidir. Jurnalist ifadələrində və nümunələrində xüsusilə diqqətli olmalıdır. Beləliklə, bir şəxsin nüfuzuna toxunmaq yalnız cəmiyyətdə deyil, ümumiyyətlə jurnalistikada qəbul edilmir. Jurnalist tənqidlə təhqir arasında fərq qoyulmalı və bu fərqləri görməlidir.

Bir jurnalistin peşə etikası və peşə vəzifəsi bir-biri ilə həmahəngdir. Peşə etikası kontekstində borc vacib bir keyfiyyət olaraq qəbul edilir. Jurnalistin peşə etikası onun ictimaiyyət qarşısında - oxucular, dinləyicilər, təmaşaçılar qarşısında dəqiq, obyektiv məlumat üçün məsuliyyətini tənzimləyir.

Peşə etikası tarixən yazılmamış "qanunlar" şəklində ortaya çıxmışdır. Ümumiyyətlə, hər hansı bir fəaliyyət sahəsində vicdanın, ədalətin və cəmiyyət tərəfindən qəbul edilmiş qaydaların səsinə söykənən insan iki əsas məqsədi güdür:

1. Bu peşənin icraçısının yanında peşənin də zərurət və uyğunluq səviyyəsini yüksəltmək;
2. Cəmiyyət və insanlar qarşısında məsuliyyəti dərk etmək. Jurnalistika bir ictimai qurum olaraq insanlara və cəmiyyətə xidmət etdiyi üçün hər gün müxtəlif problemlərlə qarşılaşa bilər. Bu problemlərdən biri də etik prinsiplərdir. Məqalədə idman sahəsində çalışan jurnalistlərin bu prinsiplərə necə əməl etmələrindən danışılır.

**Açar sözlər:** etik, jurnalistika, hüquq, dövlət qurumu, cəmiyyət.