

MAIN DIRECTIONS OF ACTIVITIES OF SPORTS SITES IN AZERBAIJAN

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Annotation: Today, the role of Internet and information technology in the development of society and the formation of public opinion is irreplaceable. Thanks to the innovations introduced into our life by the information society, significant success has been achieved in the development of our press in modern times. It is safe to say that Internet media is one of the most developed areas of media in Azerbaijan. There are hundreds of websites, portals and Internet televisions in our country. Among them are a large number of sports websites and portals.

This article describes the activities of sports sites and portals and their impact on the development of sports and public consciousness in Azerbaijan.

Keywords: *fan, information, internet, media, sport, team connection, website.*

Introduction. Until the last 20 years, television, radio and newspapers dominated in Azerbaijan as a source of mass information, as in the rest of the world. With the advent of the Internet and the emergence of social media, the space for communication has been enriched largely. At first, the number of social platforms was small. But over the years, it has become clear that sites are cheaper than newspapers, and there is information flexibility - you work on the spot and post the news immediately, you can correct the wrong word or letter at any time, you have the opportunity to inform the reader 24 hours a day. In other words, when you go out and buy a newspaper from a kiosk, connect to the Internet from home, read information from there, and so on. At

first, it was difficult to find news because there were few sports sites. However, there has been a gradual development in this area as well as on other spheres.

Today, many people either go in for sports or are interested in sports and turn to the media, especially sports websites, to read sports news. Therefore, sports research and sports media are quite developed.

Examples of this are the increase in the number and reading of information about the audience and content in the sports media, especially in various sports media.

Admittedly, experience shows that, those who graduate from the school of journalism become stronger and broad-minded in this area, because journalism education brings theoretical knowledge and practical abilities in this area.

Methods of the research. Beginning in the late 20th century, a new media space – online media – emerged with the development of the Internet. My article reflects the content and conclusions of my research on the emergence and development of online media, its position among the media and its impact on sports. The article compares the current state of online sports platforms in Azerbaijan and Western countries. The article reflects my research on the current state of sports journalism in Azerbaijan. To do this, I obtained information from various e-books and conducted a small monitoring on several sports sites.

The foundation and development of sports sites on Internet. The first online journalism site was launched in the 1990s. It launched the Nando website at The News & Observer in North Carolina, USA. In 1995, Salon.com and Slate.com, the only online news sites, were launched. Until 2008, there was a belief that online journalism could al-

ways be an adjunct to traditional media. So owning a site was an advantage. However, in 2008

The development of online advertising has led to the emergence of new business models since while the news was converging, media outlets were also able to make more money. For example, to publish a part of the news in a newspaper, then direct readers to the site by writing the links or the name of the site, or vice versa. Some sites have just started preparing information for the site [1].

The PEW Center for Social Research reported in 2012 that according to a survey in the United States, about half of the population learns information from digital sources, including the Internet.

Since the mid-1990s, not only television but also the Internet can transmit live pictures of Sports events. However, the memory capacity of personal computers and data transfer rates has set limits to this kind of sports broadcasting so far.

Therefore television still remains the most important medium for sports reporting. But the Internet already offers a lot of interesting options for sports fans today.

Statistics, plans, and background information can be consulted without any problems, because of the almost unlimited memory capacity of the World Wide Web. So the new medium might be used as a sports encyclopaedia.

The Internet is a platform on which athletes can present themselves: Almost all sports clubs and successful athletes have their own websites.

Finally, the Internet is an interactive medium, so sports fans can also act as web publishers. Some of them collect information about their idols and publish it on the web; others use discussion forums; and sometimes fans place their bets at online betting offices [2].

All in all, it can be said that the Internet has become a popular medium for sports fans, too. The Internet allows a fast worldwide transfer of vital data, so it is well suited to the transmission of short sports news. Portal sites specialized in sports and the official websites

maintained by organizers of sports events continuously report the latest news and results.

These services are very popular, especially during big sports events. The official websites of the 2000 Summer Olympic Games in Sydney, the 2002 Winter Olympics in Salt Lake City, and the 2002 Soccer World Cup in Japan and Korea registered billions of page views within a few weeks.

Independent sports portal sites are also frequently used. But many of the free services can hardly recover their expenses [3]

The main activity directions of sports sites. Online platforms have an indisputable role in meeting information needs through the rapid transfer of information to the audience and the exchange of ideas. This allows people to get to know the world around them and their social responsibilities in order to further develop their personal and social decisions based on more important information. The second main task of the media is the role of leadership. In this regard, online platforms can play an effective, instructive and leading role in development, awakening public awareness and informing the public by disseminating new ideas.

Azerifootball.com is registered as the first sports site in Azerbaijan. This electronic media, headed by Erkin Ibrahimov, became public in 2000. Sometime later, in 2006, azerisport.com was launched. Interestingly, at first, sports portals were launched in Russian. Because in the beginning there were almost no commentators in Azerbaijani

Elshan Mammadov, chairman of the Center for Sports Studies and editor-in-chief of Sportnet.az, believes that in order to know the level of sports journalism, the issue should be approached from several aspects:

- In Azerbaijan, this field does not lag far behind the foreign press in terms of professionalism and efficiency. As sports success increases, so does the need to develop sports journalism. In this sense, in recent years, participation in prestigious competitions such as the Summer Olympics, world and European championships, the European Games, Formula 1 or their holding in Baku has led to the training of professional journalists in this field.

However, they are more concentrated in TV channels and agencies with high financial support.

According to Mammadov, sports sites pay more attention to football news. This is due to the fact that most of them operate thanks to the advertising of football clubs. Inevitably, these sites are engaged in writing news and articles about the club and, indirectly, football. As a result, there is a shortage of other types of journalists.

Mammadov added that, earlier, there was a state program for the development of journalism. This support has been suspended since 2016 and their main financial difficulties began after that[4].

In my opinion, the development of any field of sports journalism is closely linked with the development of sports. In order to overcome the problems in this area, it is necessary to pay special attention to the development of sports.

Chairman of the Press Council Aflatun Amashov explained the reason for the stagnation in this area: "Sport is well developed in field journalism. Sports journalism differs from other fields, such as cultural and economic journalism, both in terms of frequency and number. However, recently there have been disruptions in this area for objective and subjective reasons. Circulations of sports newspapers began to decline, the readability of websites decreased. Currently, the sports media is experiencing a period of stagnation". He also linked the completion of the State Program for the Development of Football in Azerbaijan in 2015. Because at the end of the program, football clubs began to suffer financially. This had a serious impact on the sports press, which received advertisements from those clubs. He regretted that the sports press needed additional funding, offices, staff, and journalists with foreign language skills to be sent to international competitions. Unfortunately, there are currently financial difficulties in the sports press. A. Amashov thinks that the problems related to specialization in sports journalism are gradually decreasing: "I do not think there are so many problems with specialization in the sports media. In the past,

there were problems with knowing some sports. However, as our country hosts prestigious tournaments such as the 1st European Games and the 4th Islamic Solidarity Games, our sports journalists have also started to mature. In general, journalists specializing in any sport spheres are developing in Azerbaijan [5]

Sports journalism, which is one of the most important branches of the press, has developed as a special field in different countries. But there are still some problems in Azerbaijan. However, despite certain shortcomings, progress has been made in the Azerbaijani sports media recently. There are special sports newspapers, magazines, portals and TV channels. Sports journalism is also taught as a separate specialty since 2017. That is, enough sports media is published according to the population and the level of sports. Even some experts believe that sports journalism is far ahead of other areas of journalism.

Analysis of the result. Both in Azerbaijan and in other countries, sports journalism has shifted from journalism to online media. The existing problems in the field of sports journalism in Azerbaijan are mainly related to professionalism and creativity. However, Sports Journalism, established in 2017 in ASAPES, gives confidence that the problems in this area will be eliminated.

In addition, most sports sites have financial difficulties. A few large sites can only survive at the expense of commercial advertising.

Conclusion. Sports and the Internet media have both a global and a local scope of operation and are bound together in a complex network of relationship. The power of the small number of major media companies raises important issues of the access and equity, especially with the growth of pay to view sports events. While the media have demonstrated a considerable capacity to influence on the character and development of sports.

Although these online sports sites are well improved in developed European and in some western countries, more needs to be done in Azerbaijan to achieve progress in this area.

Large steps towards the development of sports will lead to development in this area as well.

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ОСНОВНЫЕ НАПРАВЛЕНИЯ ДЕЯТЕЛЬНОСТИ СПОРТИВНЫХ САЙТОВ АЗЕРБАЙДЖАНА

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Аннотация. Сегодня роль интернета и информационных технологий в развитии общества и формировании общественного мнения незаменима. Благодаря нововведениям, внесенным в нашу жизнь информационным обществом, в современное время были достигнуты значительные успехи в развитии нашей прессы. Можно с уверенностью сказать, что Интернет - СМИ – одно из самых развитых направлений СМИ в Азербайджане. У нас в стране сотни сайтов, порталов и интернет телевидения.

Среди них большое количество спортивных сайтов и порталов.

В этой статье рассказывается о направлениях деятельности спортивных сайтов и порталов и их влиянии на развитие спорта и общественное сознание в Азербайджане.

Ключевые слова: болельщик, информация, прикрепление, интернет, СМИ, спорт, командные связи, веб-сайт.

AZƏRBAYCANDA İDMAN SAYTLARININ ƏSAS FƏALİYYƏT İSTİQAMƏTLƏRİ

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Annotasiya : Bu gün İnternetin və informasiya texnologiyalarının cəmiyyətin inkişafında və ictimai rəyin formalaşmasında rolu əvəzsizdir. Müasir dövrdə mətbuatımızın inkişafında mühüm nailiyyətlər əldə edilən informasiya cəmiyyətinin həyatımıza gətirdiyi yeniliklərin nəticəsidir. Tam əminliklə demək olar ki, İnternet mediası Azərbaycanda medianın ən inkişaf etmiş sahələrindən biridir. Ölkəmizdə yüzlərlə veb sayt, portal və internet televiziya-

sı var. Bunların arasında çoxlu sayda idman veb saytları və portalları var.

Bu məqalə idman saytlarının və portallarının fəaliyyət istiqamətləri və bunların Azərbaycanda idmanın və ictimai şüurun inkişafına təsirlərindən bəhs edir.

Açar sözlər: azarkeş, informasiya, internet, media, idman, komanda bağlantısı, veb sayt.