

## SPORTS JOURNALISM TRAININGS AND THEIR INTRODUCTION INTO THE EDUCATION SYSTEM OF AZERBAIJAN

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**Annotation.** In modern times, sports have become more global, and thanks to sports and the media, especially television, the schedule of major events has changed. Thus, a new era has begun in sports journalism.

Sports journalism has emerged as a small field in the past. The history of sports journalism is connected with the development of sports. One of the first examples of media in the world appeared in the 17th century. Sports developed professionally in the 19th century. But sports media started before this development. The emergence of this area is directly related to the United States. Betting games in the United States have resulted in the emergence of sports media. Therefore, the first example of sports media dates back to the 19th century. Sports journalism, which first appeared in boxing and horse racing, is everywhere in the world today. Sports journalism is the world's most interactive live media. The Tour de France, the famous Wimbledon tennis tournament in France, is one of the oldest tournaments in the sport. Along with the development of sports, the world's most famous sportswear brands have always sponsored. Large corporations such as Nike, which has an annual turnover of \$ 4 billion, invest in sports. Due to the size of the advertising market, sports are one of the largest areas of the media.

This study discusses the history and development of world sports journalism. At the same time, opportunities for sports journalism education to influence the development of sports media in Azerbaijan, which has invested heavily in sports in recent years, are presented.

Here are some suggestions on the first master's program in sports journalism in the Caucasus. At the same time, sports journalism in Azerbaijan is compared with the US and British media, which are the oldest examples of sports journalism.

**Keywords:** *sports journalism, influence, history, development, media, cycling, professionalism.*

**Introduction.** In the 1830s, people in the United States became interested in boxing. Newspapers were a bit expensive, so they were mostly read by wealthy people. They were interested in boxing and horse racing. Because people were betting on these races.

The activities of newspapers became commercial. This resulted in the development of sports. In the beginning, along with boxing and horse racing, tennis games were also written in the newspaper.

The rise of sports journalism was not limited to the United States. In the last decades of the 19th century, interest in sports increased in England. The Evening News, published in London in 1889, the Football Star, which had been in operation since 1893, and the blue Football Sun, which had been in operation since 1894, went on sale on Saturday evenings. The headlines in Saturday's newspapers had to be correct. Special attention was paid to the content. Therefore, the main responsibility in the evening newspapers was on the editor. The London-based Evening News was headed by J. M. Dick (5).

The first live commentary on a field sport anywhere in Europe was when Paddy Mehigan covered the All-Ireland Hurling Semi-Final between Kilkenny and Galway on 29 August 1926. The 1930's marked the first time

newspapers hired executive sports editors to oversee all content produced by the newspaper. The creation of the Associated Press sports wire on April 16, 1945 helped put sports into the national scope. It was also around this time that sports became worthy of being front page news. The biggest effect on sports journalism occurred when the television was introduced in the 1950s. Baseball and Football saw a large increase in sports coverage in the television industry, and sportswriters were forced to adapt. Newspapers became the second hand method for receiving sports news, because television offered all the news of a newspaper with pictures. The ability to broadcast major competitions on television has increased the prestige of sports journalism. People read more stories in the newspapers. Thus, areas such as column writing emerged. The 1950s and 1960s saw a rapid growth in sports coverage, both in print and on broadcast media. The famous photo company Getty Images was also founded during this period (4).

Sports journalism was further developed in the 1970s. Holding major competitions such as the FIFA World Cup and the Olympic Games has increased the capacity of the channels. The debut of ESPN in 1979 revolutionized the broadcasting of sports events. Within several years of ESPN's founding as a basic cable channel, it had developed a stable of sports broadcasts ranging from major leagues to oddities. ESPN has since grown into a massive multiplexed network, with several channels and a large news bureau that has led to the network bestowing the title of "Worldwide Leader in Sports" upon itself.

Revolutionary events in sports journalism also increased the demand for reporters. They also switched to special programs in the field of education to train sports journalists. The term sports journalism began to emerge.

In many parts of the world, sports departments were established on television channels. Along with the live broadcast of the games, competition commentary was also developed. In sports competitions, each type had a different commentator. Thus, sports journalism itself was specializing.

The *Idman* newspaper, published in Azerbaijan in the 1930s, delivered news to local readers.

After independence, the "football +" newspaper was published in Azerbaijan. It quickly became one of the most widely read newspapers. Although Azerbaijani athletes succeeded in major competitions, sports journalism did not develop in the 1990s. There were sports departments on TV channels. These channels mainly broadcast sports news. The Sport Azerbaijan TV channel, which started operating in 2009, has opened a new era. Sports journalism has developed in recent years in Azerbaijan, where the first European Games were held in 2015.

Although sports are a popular field in Azerbaijan, sports journalism is developing. For journalism education to have an impact on the development of sports media, there is a need to study international practice and apply it to the local education system.

**Methods.** Firstly, I scrutinized the history of world sports journalism in the world as well as in Azerbaijan. I gave examples from the experience of the United States and Britain, which are pioneers in this field. I showed that the development of their sports journalism is connected with their success in sports.

I gathered speculations about how the future of sports journalism will shape. I tried to explain in the newspaper media why sports headlines are effective.

Here was used various interviews with sports journalism education authorities. Here is spoken about why most of the examples of sports media in Azerbaijan are based on online media. I tried to show the role of the local source problem in the direct impact of journalism education on sports media. Simultaneously here were used comparative methods of theoretical basements.

**Analysis of the result.** There have been rapid changes in journalism over the last 200 years. Newspaper headlines that used to be on the agenda with betting games have now become a place where billions of dollars have been made thanks to betting in the new era.

However, in the last 20 years, sports journalism has entered a completely different era. Journalism and sports media have become even more distant from each other. The increase in the budget of major sports competitions has created conditions for the development of sports journalism.

Newspapers began to appear only for headlines and sensational news. Some media corporations have 10 TV and 5 radio stations, which allow them to broadcast news from every race, from every point. Along with separate television channels for sports with a wide audience, such as basketball, football, and tennis, each competition has its own television channel.

In Azerbaijan, this tradition manifests itself only in some examples on sports channels and online media. Where are the prospects for the development of sports journalism in Azerbaijan?

The development of sports journalism is associated with the prestige of sports competitions. Azerbaijan is one of the countries that will host Euro 2020. In addition, one of the seasonal competitions of the prestigious Formula 1 Grand Prix held in Baku. Our football team Karabakh has competed in European tournaments for the last 7 seasons. Azerbaijani athletes are achieving the greatest success in the Caucasus region. Achievements at the 2016 Rio Olympics and major judo competitions also affect the sports media. In line with Azerbaijan's success in sports, sports journalists are constantly updating themselves. Today, the operation of two sports TV channels in Azerbaijan, the launch of sports journalism

in the field of education are the prospects of sports journalism.

**Conclusion.** By the way of conclusion, sports journalism is developing at the expense of investments of large companies. Sports clubs, which form their own audiences, appeal to the media for competitions and broadcasts. Thus, sports journalism makes a big profit.

There are also future prospects in the media formed due to the advertising market. Against the background of general shortcomings in the field of journalism in Azerbaijan, there are also problems in the field of sports. However, the involvement of educated workers in the media may change this situation. At present, some employees of some TV channels and radio stations are a bit far from the sphere of international competition. However, thanks to the right methodological solutions, it is possible to achieve results, especially with the application of the principles of British and American sports journalism.

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## ОБУЧЕНИЕ СПОРТИВНОЙ ЖУРНАЛИСТИКЕ И ЕГО ВНЕДРЕНИЕ В СИСТЕМУ ОБРАЗОВАНИЯ АЗЕРБАЙДЖАНА

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**Аннотация:** В наше время спорт стал более глобальным, и благодаря спорту и средствам массовой информации, особенно телевидению, расписание крупных меро-

приятый изменилось. Таким образом, в спортивной журналистике началась новая эра. В прошлом спортивная журналистика превратилась в небольшую область. История спортивной журналистики связана с развитием спорта. Один из первых образцов медиа в мире появился в 17 веке. Спорт профессионально развился в 19 веке. Но спортивные СМИ начали раньше этого развития. Возникновение этого направления напрямую связано с США. Ставки на игры в США привели к появлению спортивных СМИ. Таким образом, первые спортивные СМИ относятся к 19 веку. Спортивная журналистика, которая впервые появилась в боксе и скачках, сегодня повсюду в мире. Спортивная журналистика - самое интерактивное живое СМИ в мире. Тур де Франс, знаменитый теннисный турнир Уимблдона во Франции, является одним из старейших турниров в этом виде спорта. Помимо развития спорта, самые известные мировые бренды спортивной одежды всегда высту-

пали спонсорами. Крупные корпорации, такие как Nike, годовой оборот которой составляет 4 миллиарда долларов, инвестируют в спорт. Из-за размеров рекламного рынка спорт - одна из самых больших областей СМИ. В этом исследовании обсуждается история и развитие мировой спортивной журналистики. В то же время представлены возможности обучения спортивной журналистике, чтобы повлиять на развитие спортивных СМИ в Азербайджане, который в последние годы вложил значительные средства в спорт. Вот мнения о первой магистерской программе спортивной журналистики на Кавказе. В то же время спортивную журналистику в Азербайджане сравнивают с американскими и британскими СМИ, которые являются старейшими образцами спортивной журналистики.

**Ключевые слова:** Спортивная журналистика, эффект, история, спортивное развитие, СМИ.

## İDMAN JURNALİSTİKASININ TƏLİMATLARI VƏ ONLARIN AZƏRBAYCANIN TƏHSİL SİSTEMİNƏ TƏTBİQİ

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**Annotasiya.** Müasir dövrdə idman daha da qloballaşmış, idman və medianın, xüsusilə televiziyanın sayəsində böyük tədbirlərin reklamı da dəyişmişdir. Beləliklə, idman jurnalistikasında da yeni dövr başlanmışdır.

İdman jurnalistikası keçmişdə kiçik sahə kimi önə çıxmışdır. İdman jurnalistikasının tarixi idmanın inkişafı ilə əlaqəlidir. Dünyada medianın ilk nümunələrindən biri 17-ci əsrdə yaranıb. İdman isə peşəkar səviyyədə 19-cu əsrdə inkişaf edib. Ancaq idman mediası bu inkişafdan öncə başlayıb. Bu sahənin ortaya çıxması bilavasitə ABŞ ilə əlaqəlidir. ABŞ-da üzə çıxan mərc oyunları idman mediasının üzə çıxması ilə nəticələnib. Buna görə də ilk idman mediası nümunəsi 19-cu əsrə təsadüf edib. İlk

dəfə boks və at yarışları ilə üzə çıxan idman jurnalistikası bu gün dünyanın hər yerindədir. İdman jurnalistikası canlı yayımlar hesabına dünyanın ən çox interaktivə sahib olan media sahəsidir. Fransada keçirilən Tur-de-Frans velosiped yarışları, Uimbldonun məşhur tennis turniri idmanda ən qədim turnirlər sayılır. İdmanın inkişafı ilə birgə dünyanın ən məşhur idman geyimi markaları həmişə sponsorluq ediblər. İllik dövriyyəsi 4 milyard dollar olan Nike kimi iri korporasiyalar idmana yatırımlar edir. Reklam bazarının həcminə görə idman mediasının ən nəhəng sahələrindəndir.

Bu araşdırmada dünya idman jurnalistikasının tarixindən və inkişafından bəhs edilir. Eyni zamanda son illər idmana böyük sərmayə

yatıran Azərbaycanda idman jurnalistikası təhsilinin idman mediasının inkişafına təsir imkanları təqdim edilir. Burada Qafqazın ilk idman jurnalistikası magistr proqramı haqqında mülahizələr irəli sürülür. Eyni zamanda idman jurnalistikasının ən qədim nümunələri olan

ABŞ, Böyük Britaniya mediası ilə Azərbaycan idman jurnalistikası müqayisə olunur.

**Açar sözlər:** *idman jurnalistikası, təsir, tarix, inkişaf, media, velosiped yarışı, peşəkarlıq.*