

THE ACTIVITY OF SPORT ICONS AFTER RETIREMENT AND THEIR INFLUENCE ON THE DEVELOPMENT OF SPORT

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Annotation: The sports career of any high-level athlete ends after a certain period of time. Most former athletes will experience changes in their self-determination and daily behavior as they adopt a non-athletic lifestyle. If you have been famous throughout your career as an athlete, it will be easier to make money when you can no longer play. You can participate in advertising or be a representative of a company. But there are many players who have to find a completely new way to live. Some become referees or coaches, but most have to leave the game altogether. Being a coach is very difficult and requires a lot of skill, because you decide for the whole team, and if something goes wrong, it is your responsibility. Retirement begins to depend on everyone at a certain age. For athletes, this age comes earlier than all of us. The human body cannot last long. Athletes have difficulty finding a job after retirement, but many athletes continue to work, positively affecting the current state of the sport. The article discusses these icons, their relationship with the media and their role in the development of the sport.

Keywords: *sport, athlete, retirement, career, exercise, media.*

Introduction. Many people think that it is not important to exercise as much as we get older, that we need less exercise as we get older, but this is wrong. In fact, as we age, it is important to keep moving to maintain muscle and bone strength and prevent our body from weakening. Many people put themselves at risk of poor health by not exercising at a later

age. They spend a lot of time sitting. But it's never too late to live by "old age and wisdom" and act wisely for your body. The trick is to find what you want. As you grow older, it becomes harder to maintain motivation and self-confidence as you move on to new activities. Some people think that they are too old to run, and that some sports are for young people, causing fear and reluctance. But this is not the case. There are many sports that seniors can enjoy and benefit from in a safe, inexpensive way. There is something for everyone, regardless of your ability. There are many reasons to be active, especially for the 65+ age group. The National Health Service provides information on the importance of exercise as you age and how it can reduce your risk of heart disease, type 2 diabetes, depression and dementia - a very good motivation to move forward. There are other benefits: Reduces the risk of disease, maintains independence, improves strength and balance, improves overall psychological well-being, helps to get rid of the disease, increases bone density, prevents depression, reduces stress, improves memory and alertness, allows you to make new friends, sleep improves, improves your mood. and self-confidence. The more you exercise and move, the longer you can do it. You can do whatever you want when you retire. In the end, the sports career of every high-level athlete comes to an end. Most former athletes will experience changes in their self-determination and daily behavior as they adopt a non-athletic lifestyle.

After years of dedicating their lives to their sport, athletes reach a certain age when

their abilities begin to decline and they are forced into retirement. For most, this usually occurs around the age of 33. While most people are busy working for another 40 years, what do athletes do with their time after retiring?

Sport after sport. It's often said that practice is the best way to learn. That certainly shows in sport, where many of the top off-the-field jobs are occupied by former stars.

An athlete's life revolves around their sport. They have to consider what they eat at all times and ensure that they correctly balance rest and exercise. Likewise, they must consider whether an activity could cause them a career-ending injury. Once retirement comes, it's often hard for sports stars to get out of the routine. Frequently, they find themselves back into the sport soon enough. For some, a different sport is their path of choice. Michael Jordan played baseball and Freddie Flintoff took up boxing. However, most return to their own sport in a different capacity. All 20 of the managers currently leading teams in the Premier League, the top flight in the English football league, played the game at some level before entering management. Ozzie Newsome, John Elway, Reggie McKenzie and Jerry Reese, all former pros, hold similarly high executive positions in American Football's National Football League. Sports management is littered with former players. MLB Baseballer Joe Torre won titles as both a player and a coach. Likewise, boxing Hall of Famer Floyd Mayweather Jr. has taken to promoting (1). For those that fail to make it into the higher reaches of the managerial game, there are always broadcasters looking for expert opinions in the lead up to events. Most sports stars retire with millions in the bank. However, making it as a professional isn't always the blessing that it seems to be. While Ferdinand has stolen the headlines, another former Premier League footballer has been in the news this week too. Clarke Carlisle was admitted to hospital due to

fears about his mental health. That follows a suicide attempt back in 2014, just over a year after he hung up his boots. Carlisle has stated in the past that he believes the end of his sports career is part of the problem:

"Everything in your life is structured and all of a sudden that gets taken away. The job title defines you, and when you leave that you get a loss of identity and belonging."

Carlisle isn't alone. A study by FIFPro, the World's Footballers' Association, found that 39 percent of former pros suffer with mental health issues.

Likewise, 32 percent report to have developed a drinking habit. Many also turn to betting, with gambling problems rife in the sport.

The transition into retirement represents a challenging part of athletes' careers as they enter a new period of their life after sport. Unlike other careers, most athletic retirement normally occurs relatively early in life and – because of this – athletes face an extensive range of psychological, social and occupational adjustments as their identity shifts to that of being a former athlete. Furthermore, although planned retirement is the most common route into ending an athletic career, there is also a degree of uncertainty regarding when retirement will occur for athletes as retirement can be forced by injury or deselection.

In addition to the immediate changes in an athlete's life post-retirement, they also need to be educated to self-manage any previous medical or physical issues that may have a lifelong effect, as support will be substantially reduced when they leave the high performance system. Due to the diverse combination of potential problems that athletes may face when retiring, it is essential to review these in order to raise awareness for athletes and members of the high performance team. Competitive sports retirement represents a unique period of life change, as – unlike retirement from other careers – it usually occurs early in life.

Although retirement is an inevitable part of any athletic career, the unpredictable nature of elite sport means that there is usually a degree of uncertainty as to when this will occur, with athletes undertaking planned retirement when their sporting career has run its course, or else forced retirement through either injury or deselection. Planned retirement is associated with less adjustment difficulties, whereas forced retirement is associated with an increased risk of mental health problems. Retirement that is forced upon an athlete by injury or deselection is associated with a substantial psychological effect due to the lack of an adjustment period (3).

Life after sport: it's not always the end of the world. Of course, retirement doesn't catapult every athlete into a downward spiral. It's a welcomed time for some. Many have been left confused by Ferdinand's switch to boxing. However, it isn't quite as strange as some of the jobs that many of his fellow footballers took on. After years in the spotlight, many choose to settle down to a life of normality.

1966 World Cup winner Ray Wilson became an undertaker after hanging up his boots, while former Sweden midfielder Klas Ingeson retired early to become a lumberjack. Meanwhile, former wrestler Jesse Ventura, basketballer Bill Bradley and boxer Vitali Klitschko used their status to enter the world of politics. However, the strangest of all has to be George Foreman, who became better known for his grills than his boxing career (4).

Methods. Here is used mainly observing and analyzing of sports icons activities also carries comparative character of investigation as well. The criteria of comparison were conducted according to websites and social media platforms (Facebook, Instagram, Twitter, YouTube etc.). And interviews were taken from local sports icons in order to reveal and define

challenges and gaps in that field.

Analysis of the result. There are also many athletes in Azerbaijan who finished their athlete activity, but continue their relationships with sport. We can mention here some of them:

Farid Mansurov, Azerbaijani classical (Greco-Roman) style wrestler, master of sports, champion of the 2004 Summer Olympic Games in Athens. On June 30, 2010, Farid Mansurov announced his retirement from the sport due to his injury in the last World Championship. On the same day, he was appointed as the head coach of the Greco-Roman wrestling team of Azerbaijan. Since 2016 appointed to the position of head of the sports department at the Ministry of Youth and Sports.

Elnur Mammadli is an Azerbaijani judoka. He won the gold medal during the 2008 Beijing Olympics. In 2012, after the Summer Olympic Games, he completed his professional career, and in 2015 he was appointed Vice President of the Azerbaijan Judo Federation.

Ceyhun Mammadov is a nine-time world sambo champion, since 2003 President of the Azerbaijan Sambo Federation (5).

Conclusion. Being an athlete is not only about physical conditions, but also demands enthusiasm. That is why in my opinion athletes can't stay away from sport even after retirement as they dedicate to sport most part of their life. Nowadays there are many conditions for retired athletes for continue their career in a sport industry.

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ДЕЯТЕЛЬНОСТЬ СПОРТИВНЫХ ИКОН ПОСЛЕ ВЫХОДА НА ПЕНСИЮ И ИХ ВЛИЯНИЕ НА РАЗВИТИЕ

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Аннотация: Спортивная карьера любого спортсмена высокого уровня заканчивается через определенный промежуток времени. Большинство бывших спортсменов испытывают изменения в своем самоопределении и повседневном поведении, поскольку они перейдут к не спортивному образу жизни. Если вы были знамениты на протяжении всей своей спортивной карьеры, вам будет легче зарабатывать деньги, когда вы больше не сможете играть. Вы можете участвовать в рекламе или быть представителем компании. Но есть много игроков, которым нужно найти совершенно новый образ жизни. Некоторые становятся судьями или тренерами, но большинству приходится вообще покинуть игру. Быть тренером очень сложно, и требует большо-

го мастерства, потому что вы решаете за всю команду, и если что-то пойдет не так, это ваша ответственность. Выход на пенсию начинает зависеть от каждого в определенном возрасте. У спортсменов этот возраст наступает раньше, чем у всех нас. Человеческое тело не может длиться долго. Спортсменам трудно найти работу после выхода на пенсию, но многие спортсмены продолжают работать, что положительно влияет на текущее состояние спорта. В статье обсуждаются эти значки, их отношения со СМИ и их роль в развитии спорта.

Ключевые слова: спорт, спортсмены, пенсия, карьера, упражнения, средства массовой информации

İDMAN İKONALARININ PENSİYAYA ÇIXDIQDAN SONRAKI FƏALİYYƏTLƏRİ VƏ ONLARIN İDMANIN İNKİŞAFINA OLAN TƏSİRİ

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Аннотасија: İstənilən yüksək səviyyəli idmançının idman karyerası müəyyən zaman-

dan sonra sona çatır. Keçmiş idmançıların əksəriyyəti, atletik olmayan bir həyat tərzi qəbul

etdikləri üçün öz müqəddəratlarını təyinetmə və gündəlik davranışlarında dəyişikliklərlə qarşılaşacaqlar. Bir idmançı kimi karyeranız boyunca məşhur oldunuzsa, artıq oynaya bilməyəcəyiniz zaman pul qazanmağınız asan olacaq. Reklamda iştirak edə və ya bir şirkət nümayəndəsi ola bilərsiniz. Ancaq yaşayış üçün tamamilə yeni bir yol tapmalı olan bir çox oyunçu var. Bəziləri hakim və ya məşqçi olur, amma əksəriyyəti oyunu tamamilə tərk etməli olur. Məşqçi olmaq çox çətin və çox bacarıq tələb edir, çünki bütün komanda üçün qərar verirsən və bir şey səhv olarsa, bu sənin məsuliyyətiyindir. Təqaüd, müəyyən bir yaşa çatdıqda

hamının üstündən asılı qalmağa başlayır. İdmançılar üçün bu yaş hamımızdan daha erkən gəlir. İnsan bədəni uzun müddət davam edə bilməz. İdmançılar, təqaüdə çıxdıqdan sonra iş tapmaqda çətinlik çəkirlər, ancaq bir çox idmançılar isə idmanın müasir vəziyyətinə müsbət təsir edərək fəaliyyətini davam etdirir. Məqalədə bu ikonlardan, onların media ilə əlaqələrindən və onların idmanın inkişafında rolu haqqında danışılır.

Açar sözlər: *idman, idmançı, pensiya, karyera, məşq, media.*