



Mixing sports and political journalism: modern communication technologies

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Abstract

Objective of the study was to identify communication technologies that are used to broadcast political discourses in the sports field and in sports journalism.

Methods and structure of the study. During the work on the article, the methods of theoretical and system analysis, participant observation were used. The relevance of the work lies in the fact that in the context of globalization, sports and sports journalism are becoming important political, social and economic factors that require an interdisciplinary and systematic approach when studying.

Results and conclusions. A hypothesis has been developed about the changing role of sports journalism due to the fact that sports events and sports content are engaged by geopolitical brands, media business and focused on solving strategic and operational external and internal political tasks. The communication technologies that are used to mix the discourses of sports and political journalism are defined. These communication technologies include: branding technologies, creation of special events, storytelling and infotainment technologies.

Keywords: *sports journalism, communication technologies, media sports, special events, storytelling, branding.*

Introduction. The role of journalism in the modern world, which is constantly changing and developing mobile at top speed, is difficult to overestimate. Today we can talk about the development of a sharp struggle of discourses in the public media space, each of which represents the interests of certain political, commercial or non-commercial communities. The sports sector and sports journalism are fully involved in these processes. Discourses develop in the public media space. Journalism represents current discourses, captures publicly broadcast meanings in verbal and visual languages of communication.

British researcher of mass communication Denis McQuell in his scientific work "Journalism and Society" emphasizes that the power of the press lies in the strength of its influence. He distinguishes the following types of influence: persuasion and attitude change; formation of public opinion; impact on public image and reputation; creating a public agenda; for-

mation of public interpretation of events; informing the public and structuring "public knowledge"; differentiated "strengthening" of news and images [9, p. 34]. How does this happen, what communication technologies are used for this? We will reveal these issues in this article, announcing the story of such communication technologies as: technology for creating special events; branding and co-branding technology; storytelling and infotainment. The indicated aspects confirm the relevance of studying this issue and determine the research interest of the authors of the article.

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Methods and structure of the study. During the work on the article, the methods of theoretical and system analysis, participant observation were used. The relevance of the work lies in the fact that in the



context of globalization, sport becomes an important political, social and economic factor that requires an interdisciplinary and systematic approach in the study.

Results of the study and their discussion.

Sports journalism, covering sports events, forming the news agenda, revealing the history of sports victories, offering images of sports heroes, influences the formation of national identity. The basic function of journalism - informing, today is embodied through the use of a number of communication technologies for initiating and developing public discourse. The question of the initiation of public discourse is also relevant, who sets the issues and the tone of informing, forms the images of sports heroes. Here you can put a debatable question about a political request.

Today one can observe the thoughtful creation of a personal brand of an athlete, a sports club, a team. There is a planned cultivation of the symbolic assets of the subjects of the sports sphere, and the further use of their created symbolic capital in political discourses. Building strong brands is now a typical communication technology used in the political arena as well. Brands of countries, political alliances, political leaders are being developed and promoted.

When brands unite their symbolic capitals, proclaim the unity of worldviews and values, the co-branding technology begins to work. There is a cooperation of corporate goals and values, and most importantly, the target audience is expanding. Each brand essentially shares its target audience and there is a synergistic expansion of audiences. Such an expansion of the audience and the transmission of a sense of trust, provided by the interest of the audience in the brand, makes it possible to effectively use co-branding by mixing the interests of sports and political brands. Fanclubs of sports brands are an important audience, and cooperation with them through informational influence and the creation of special events allows us to broadcast current foreign and domestic political messages.

Sports journalism, both in theory and in practice, as the researchers note, has always carried out the most important social mission - the promotion of physical culture, which contributes to the development of a strong nation.

Sport at all times has been directly or indirectly dependent on politics, no matter what ideological doctrine is dominant at a particular historical moment in time, be it communist, socialist, democratic capitalist or any other. If we talk about the social function of sport, it is assumed that it promotes a healthy lifestyle,

and this is important both for the country and for the person himself, but more importantly, through sport, you can form a person's national identity, unite the nation, by informing about the achievements of athletes and national teams.

When a country obtains the right to host a prestigious international competition or an athlete wins, teams also activate the patriotic feelings of citizens, unite the nation, and act as an effective means of integrating society. All this allows the political elite to use sport as an instrument of political influence on society.

The most important communication technology that is used to draw attention to sports and position sports itself as a significant socio-cultural phenomenon and as an important element in the life of the state is the so-called special event technology. Under special events, as Professor E.A. Kaverin is understood as the creation of symbolically organized actions aimed at solving a cascade of corporate brand tasks (information, reputation, image, anti-crisis) [5]. Creating special events as a communication technology has the power of emotional engagement; allows legitimizing the meaningful meanings of the initiators of the event; to rally the community around the broadcast and symbolically designed idea of the event; create and present heroes; generate a significant number of newsworthy stories – all this creates rich content for sports journalism.

It is important to note that in the field of sports journalism, discourses are embodied that are significant for both foreign and domestic policy of the state. Sports, national sports achievements of athletes, covered regularly, have a great social impact on citizens, on the formation of national identity, unity, common ideological values. This is where the communication technology of creating a meaningful social image and model, a new social norm and a proposed lifestyle is at work.

One of the significant Russian examples of this is the actualization in the media, starting in 2014, of the theme of promoting the sports complex "Ready for Labor and Defense". Broadcasting of sports events and informing about the victories of national athletes generates interest in sports, actualizes the understanding of the value of a healthy lifestyle and emphasizes the limitless possibilities of a person, even in situations of limited physical capabilities.

Communication technologies storytelling, namely the emotional narration of personal stories of defeat, and the experience of overcoming this, developing



willpower and further victories, can have a deep motivating existential impact on people in difficult life situations. In the indicated areas, the state order for sports content and the impact on the amount of broadcast time in the broadcasting schedule of state channels, and the purchase of motivating sports content for broadcast to a wide public audience is of strategic social importance.

Let's go further in our story and note that the topic of buying sports content today unfolds in the context of the very possibility of audience access to content. We can say that the topic of free and paid sports content today also applies to topical socio-cultural, economic and political issues. Since there is a contradiction between the declared human right to access to information and the right to own information. Sports information, or, in other words, the content of sports journalism, may be the property of media business entities.

The content of sports journalism is becoming commercial, and here we can already talk about infotainment technologies (integration of entertainment and informational approaches in journalistic content), which are used to form public interest in a sporting event, technologies should lead to a further desire to buy access. Today, free access to sports content is limited and we can talk about a mature media business industry that uses various communication technologies aimed at increasing sales of sports content.

The struggle for the right to host major international sports competitions and, consequently, for the opportunity to form the dominant information discourse is being fought not only among states, but also among the media business, representing the political and / or economic elite of both a separate country and global media corporations. And if we consider obtaining the right to broadcast international sporting events for various international audiences, various countries, then not only the financial aspect, but also the political one is clearly manifested here - the lack of equal information access for people from different socio-economic strata, as well as different countries to sports achievements .

Here the following debatable question arises - whoever has broadcasting rights has media influence, he can attract audiences or alienate audiences, form a "black" list of countries that, for one reason or another, do not fall into the pool of countries "worthy" to see key world sports events . This is a serious socio-cultural and political problem, since it raises the issue

of alienating some people from access to the international human heritage, in this case reflected in sports achievements.

Conclusions. In the theory of journalism, sports and political journalism are two different areas of journalism. At the same time, discourses and meanings that are revealed in these different directions are clearly and latently intertwined. Today, more than ever before, modern sport is also an arena of political competition, and sports journalism is a sphere of information where political meanings are broadcast.

The sphere of traditional and new media (a vast pool of various social networks) today has an unprecedented impact on the formation of public opinion in terms of audience coverage and intensity of messages [8]. Sport itself has become a media phenomenon, the concept and phenomenon of "media sport" has appeared, which is characterized by the germination of political information in sports topics [2, p. 41]; corporate sports media are actively developing and capitalizing, having a large audience coverage, which makes them even more attractive for interaction with political goals. Communication technologies such as technology for creating special events; branding and co-branding technology; storytelling and infotainment are actively and productively used to achieve a wide range of both foreign and domestic political goals.

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