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IMPORTANT INDICATORS IN THE COMPETENCE OF SPORTS JOURNALISTS

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Ergash Boborajabov

(PhD), Doctor Of Philosophy In Philology, Uzbekistan

ABSTRACT

This article analyzes issues such as the competence of sports journalists, the necessary indicators for its assessment, and the specialization of specialists in the field.

KEYWORDS

Sports journalism, production, editorial meetings, publication/presentation, preparing for presentations, professional skills and personal qualities.

INTRODUCTION

As the world is in the process of globalization, the field of journalism is required to expand, improve, specialize, and adapt to new directions. In particular, the entry of websites and social network applications into the information market, a new format of sports journalism, also shows a need for specialization in this field. In particular, the comprehensive study of sports sites, an essential component of online sports

journalism, and their audience, group of authors, their role, style, socialization, visualization, interactivity, and content-thematic peculiarities is gaining urgent importance.

In our country, along with all journalists, the activity of sports journalists is also strengthened by legislation. The amendments to the Law of the Republic of Uzbekistan “On the Mass Media,” (LRU №-78, 2007)



“On Guarantees And Freedom Of Information,” (LRU №-400-I, 1997) “Principles And Guarantees Of Freedom Of Information,” (LRU №-439-II, 2002) “On the protection of the professional activity of a journalist,” (LRU №-402-I, 1997) are a result of the collective effort and input of the specialists in the field. These laws, which form the basis of the activity of specialists in the field, are being updated with your needs and concerns in mind.

METHODS

Given the significant role of sports in our lives today, it is crucial to support the activities of sports journalists (Babyuk M.&Raskevich A., 2021) who serve as its promoters. They not only treat sports as a vast phenomenon but also as motivators who encourage members of society to adopt a healthy lifestyle. Their work also recognizes people with diverse views from different segments of the population as leaders leading towards a common goal. This recognition of their role as psychologists who alleviate tensions arising in conditions of socio-economic crises, and as guides directing various forces and means towards a specific idea, inspires and motivates us all.

In addition, it is possible to increase the country's reputation internationally by expanding the capabilities of specialists (Ryzhov E., 2022) in this field, creating favorable working conditions for them, and providing all-around support to specialists operating in

the global network. In the process of commenting on various sports programs, sports journalists also play a significant role in promoting these events. By providing information about noteworthy cultural heritage objects, increasing the flow of tourists to the country, recognizing the attention paid to sports, and organizing competitions and championships at various levels, thereby strengthening the economy, which is the lifeblood of the country. Attainment should be the ultimate goal.

Today, sports are increasingly recognized as a significant force in the world, and sports competitions and the results of athletes in them increase the reputation and prestige of the country in the international arena. It is indeed gratifying that the attention to sports in our country has risen to the level of attention to the nation's gene pool, that the results of athletes are being properly encouraged, and that the names of our compatriots are among the world record holders. Such encouragement and attention will succeed in giving results. For example, the fact that sports complexes are being built in every region of our country, schools, and clubs named after experts in the field are being organized, and the results shown by the young people who are being trained by our skilled athletes who continue the tradition of mentor-disciple, please the children of every nation. In addition to raising the country's reputation, this kind of professional participation in sports serves to raise our



national anthem and flag high in different arenas of the world, which instills a sense of pride and patriotism in the hearts of every countryman. Sports journalists play a crucial role in this process, as they are the ones who bring these achievements to the public, thereby enhancing the sense of national pride.

Of course, sports journalists and their promoters have the arduous task of being the main propagandists for such practical work in the country and encouraging all citizens alike. After all, in the conditions of today's globalization, any new work and innovation can live longer than its promotion and promotion. In this sense, sports journalists are the first promoters of sports.

RESULTS

Sports journalists write and report on sports events and teams in various settings (Dalgatov Yu., 2018). A sports journalist performs various tasks, such as compiling game statistics, interviewing coaches and players, and commenting on the game. In addition, you can simultaneously operate on several media such as radio, television, internet, and print. Today, the demand for sports journalists in media coverage of sports events is more significant than ever. Not only does this provide better coverage and analysis of sports events than ever before, but it also reminds us that there are more jobs than ever in the sports media industry (Kanevskaya Ya, 2020).

Indeed, covering sports topics and working in this field is no longer just a hobby but requires a professional approach and a firm offer as demand increases. The need for industry experts to justify such high trust placed in them, to be able to provide comprehensive analysis and diagnosis within the framework of any topic and to work with results that exceed the offer expected by fans, underscores the gravity and importance of sports journalism (Prom N., 2009).

As in every field, the activities of sports journalists are described depending on the front of their work. In particular, several types of sports journalism are listed below, each of which has its job description:

- sports reporter in print media (newspaper, magazine, etc.);
- sports reporter and journalist in online mass media (websites, blogs, e-magazines, e-newspapers, etc.);
- editor-in-chief of sports magazines (online or printed);
- sports presenter and announcer (television or radio);
- journalist/reporter for sports broadcasts (television or radio)
- producer or director of a sports show;
- a specialist in sports information centers;
- a media representative of an amateur, university, or professional sports team;



- an employee of the communication department of the sports association.

Based on today's demands, a sports journalist can also be a blogger, writer, and tweeter who writes blogs, vines, and tweets in addition to the above tasks. These directions fully respond to the demand for speed and are considered one of the fastest-developing directions in the current era. Such small-sized content is essential because it quickly attracts the audience, is quickly digested, and allows you to learn about expected events and statistics in seconds. This is also becoming popular among industry experts as a form of speed and economy.

DISCUSSION

General duties of a sports journalist

While the job description of a sports journalist varies by employer, individual positions, and the type of media they work for, most sports journalism jobs have specific responsibilities.

Production: In this direction, sports journalists prepare live events such as games, tournaments, and press conferences, in which interviews, reports, and other shots are presented live in sequence as agreed.

Editorial Meetings: In this, the sports journalist holds business meetings with sports editors, editors, and designers to review related materials, airtimes, and

broadcast plans and goes on the air while ensuring cooperation.

Publication/Presentation: Creators of this line read broadcasters' scripts or provide on-the-spot commentary, news, and reports. Ensures that editors' input is high quality and works with designers to ensure that material is presented correctly in the final or online publication.

Preparation for Presentations: Representatives of this field write articles for magazines or broadcast scripts. Editors and producers, in short, supervise all employees to meet deadlines, answer questions, and cover all information and may write articles and scripts when necessary.

Other essential responsibilities of a sports journalist include liaising with sports figures, athletes, and relevant stakeholders. He also thinks about new ideas for future topics or presentations and makes conclusions about their implementation. In addition, sports journalists should remember that they work on several projects simultaneously (Lyulevich I., 2014). This requires a flexible work schedule. One of the most painful points of Uzbek sports journalism is the need for more flexibility (adaptation). This can be observed when sports commentators switch from one type of sport to another, or in the inability of a reporter to adapt to a poorly speaking athlete during interviews, and in disbelief in reporting news about specialties. The



factors for eliminating such situations are the sports journalist's deep understanding of his profession, his love for sports, and the formation of his ability to manage the process, regardless of whether it is a review, a report, or an interview. A journalist can have the expected result only if he can foresee the development of the responsible process and has the skills to turn it into the necessary self. Otherwise, he will not be able to swim against the current and will not be able to record the desired result.

One of the unique principles of sports journalism is that any representative of any sport should be aware of sports events and make it his principle to be the first to inform others about them. This means that he is on the right track in terms of professional commitment.

According to G.S. Melnik and A.N. Teplyashina, the well-known authors of textbooks on sports journalism, human activity includes three points:

- 1) expediency of work;
- 2) the subject of work, that is, the purpose of this activity;
- 3) the action of the person in this subject.

The same authors describe creativity—the daily activity of sports journalists – as their exclusive property (Melnik G.&Teplyashina A., 2004). This optimizes the free creativity of every sports journalist in the course of his work and the implementation of

the necessary actions and activities in the process of implementing labor relations.

The work of a sports journalist is unique: you need to know many things that the average journalist needs to pay attention to. For example, a sports journalist needs to know the nickname of a boxer. Often, using a nickname rather than a first and last name is more effective, as is the established tradition in comments in the ring where professionals meet. It is also desirable for a sports journalist or commentator to be aware of current trends in physical education and sports development in a particular country (Sharkov F., 2018).

After all, in the process of preparing the material, what is the status of this sport in the country where the sports competition is organized, the practical work being done to popularize it, the results shown by the athletes of this country in this sport, precisely in the presentation or commentary that it presents The character of the characters, how long they have been involved in this sport until their current position in the sport, is the same as introducing the viewer to this sport.

This will help promote this type of sport among others; others will be aware of the condition of the athletes, and others may be interested in watching this competition or fight. In addition, the skill and experience of a sports journalist play an essential role in revealing these processes. This is because statistics



that start with a crush or the historical path of an athlete can disappoint people and cause the broadcast to be shown in a substandard manner.

Sports journalism is a branch of journalism with its particular subject. This topic – modern sport – in its specific manifestations is very diverse, multifaceted, and sometimes even contradictory. The purpose, tasks, functions, forms, and characteristics of sports journalism can change mainly depending on the type of sport (studme.org, 2022). These changes are likely to significantly impact increasing the exposure of that particular sport's commentary.

The main functions of a sports journalist are as follows (Golovina M., 2024):

- 1) covering sports events in a report or analytical format;
- 2) commenting on competitions and tournament games;
- 3) organizing interviews with famous people;
- 4) collecting and processing information from available sources;
- 5) conducting journalistic inquiries;
- 6) monitoring sports news;
- 7) establishing contacts for profitable business projects;
- 8) creating sports publications;
- 9) maintaining professional documents;

- 10) Regularly reading literature in his field, as well as being closely acquainted with the history of sports and competitions, studying the lives and activities of famous athletes, recording-wise words spoken by them in a notebook, and applying these works in his work will increase the effectiveness of his work and save him from monotony. Reading processes will help, from the fluency of his speech to the quality of his blogs, tweets, and other correspondence.

Professional skills and personal qualities of a sports journalist

- 1) competence in theoretical and practical issues of sports;
- 2) the ability to quickly obtain the necessary information from open access and closed channels;
- 3) possession of tools and methods for creating an exciting publication;
- 4) literacy and literary talent;
- 5) ability to conduct reports and interviews;
- 6) to have the skills of oratory to cover or comment on events, to work as a presenter on radio or television;
- 7) the ability to analyze sports tactics, maneuvers, and styles of athletes;
- 8) the ability to predict;
- 9) use the emotional coloring of ongoing events;
- 10) knowledge of relevant software;



- 11) knowledge in the field of photography and videography;
- 12) use of psychological methods of communication with interlocutors and the public;
- 13) work with large amounts of data;
- 14) to know the legal aspects of the activity;
- 15) to have online advertising tools;
- 16) negotiation and discussion skills (Rakhmanova E., 2021).

Any sports journalist with this ability and character can carry out his work passionately and achieve the expected results one after another. Every journalist who wants to be a sports journalist and work in this field should have such criteria. However, indifference to professional competence, indifference to one's work, or apparent stardom are the reasons for the early termination of many sports journalists' careers. Therefore, if every sports journalist recognizes the abovementioned criteria recommended in this research work as an integral part of his work, follows it, and applies it in all aspects, he can undoubtedly achieve the necessary result. We also provide a set of necessary qualities for sports journalists to complete the above criteria so that any creative person who is a sports journalist, commentator, or any creative person in the field with the following qualities will undoubtedly benefit.

A set of personal qualities required of a sports journalist:

- 1) general knowledge;
- 2) energy;
- 3) charisma;
- 4) leadership skills;
- 5) showing off and trying to show off;
- 6) fluent oral and written speech;
- 7) the ability to consistently express one's position;
- 8) to have an argumentation of hypotheses;
- 9) objectivity;
- 10) caution;
- 11) courtesy;
- 12) creativity;
- 13) the ability to make quick decisions;
- 14) improvisation skills;
- 15) Humor and writing skills.

When hiring, the employer evaluates the specialist's qualifications, education, portfolio of articles, and the applicant's personal qualities for the position (Sashchenko B.&Soldatov D., 2020). Therefore, every sports journalist and creator working in the field should embody the personal qualities and criteria described above, refer to them during their work, and use these criteria as a solution when necessary, increasing the effectiveness of our research work and making it popular.

Before entering the field of sports journalists in the United States, each has a specific portfolio and necessary experience. A good journalism portfolio, or collection of journalism samples demonstrating



journalism skills and experience, is essential for every sports journalist. A journalist's portfolio may include pieces published in campus newspapers during an internship. After that, graduates present their portfolios to potential employers. Most sports journalists begin their careers as entry-level reporters for local newspapers and magazines in small towns or cities. They can then go to more prestigious, well-known news outlets in major cities such as New York, Los Angeles, Chicago, Washington, DC, and DC. In addition, they gain experience, develop their writing skills, and make a name for themselves in the field. As careerist journalists' careers grow, their portfolios grow (Stefanovskaya E., 2019).

Today, in developed countries, sports journalists are trained this way and sent to real life for work. In Uzbekistan, you can see specialists who have come to sports journalism after being amateurs. Sports journalism is almost undeveloped. Our sports journalists do not have sources related to the field, and scientific and theoretical processes have not been opened.

Observing the criteria and qualities mentioned in our research is challenging, even among creators who claim sports journalism today. At a time when we claim to be on par with sports journalists worldwide, it is impossible to enter the field without knowing either science or practical skills.

It is interesting to see where you can send our sports journalist who does not have a working weapon, even if he needs more experience in the field, and what results we can expect from him. It is wrong to call them guilty or to have a one-sided opinion. For us, sports science is a new and still-exploring field. That is why it is the right way to study sports journalism's theoretical and practical aspects, introduce its development trends in our country, and arm sports journalists and all field creators with the necessary competence, criteria, and qualities.

Enriching Uzbek sports journalism with scientific-practical literature, publishing scientific-innovative developments related to the field, popularizing the work of undergraduate and graduate students, promoting issues of covering current topics related to the field in master's dissertations, popularizing the support of dissertations on sports journalism, and a solution to the problem can be found through incentives. This point of view is the basis for creating a real scientific school in Uzbek sports journalism.

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