

**SPECIFIC CHARACTERISTICS AND IMPORTANCE OF INTERNET SPORTS  
JOURNALISM IN UZBEKISTAN**

**Toshkhujayev Z.A.**

*Teacher of International Islamic Academy  
of Uzbekistan of the department*

*"International relations and social sciences"*

**Abstract:** Sports today has become a huge movement that covers the people of every country in the world. On the one hand, sport is a means of demonstrating the potential and power of countries in the international arena, on the other hand, it is a factor of healthy education of the population, especially young people, and on the other hand, life itself shows that it has taken the form of a large business structure.

Journalism, as the main social institution satisfying any society's need for information, has to "collide" with the sports field. In this process, the task of sports journalism, which is becoming more and more popular, is also expanding dramatically. This article examines the specific features and importance of sports journalism in Uzbekistan.

**Keywords:** *Uzbekistan, journalism, sport, education, sites, internet, teams, football, Olympic Games, mass media, internet, journalism faculties, world championships, specialization, photojournalism, videos, social networks.*

Man was created so that he felt the need for information exchange in everyday life. We can say that the thirst for information was the basis for the emergence of primitive forms of journalism. In this sense, it is logical to attribute the emergence of the primitive form of sports journalism to the Olympic Games held in ancient Greece in 776 BC<sup>1</sup>.

Historical sources indicate that the Olympic Games were one of the two major central events of ancient Greece. Although the roots of the ancient Olympics go back to religious traditions, its foundation was formed by sports competitions. Naturally, elements of journalism were widely used in the methods of inviting the participants of the competition to the competition fields, distributing the special information about the competition chronicles, results, winners and heroes of the games.

Even written sources about the events that happened in the ancient Olympics, the names of the winners, the processes of the competition have reached us. In particular, it has been noted many times that Homer, one of the most famous writers of antiquity, included unique information about wrestling, boxing, archery and javelin, fencing, and racing competitions in his work "Iliad"<sup>2</sup>.

It is recorded in historical sources that the first winner of the ancient Olympic Games was Koreb from Elis. Among the women, the first champion of this competition was Cynisca, the queen of Sparta, it was recorded in the work of Xenophon, the historian of that time. It would be correct to consider this as an important event of that time, as an element of journalism rather than a method of spreading news.

It is clear from the above information that the emergence and development of sports journalism is closely related to sports competitions and events.

The Olympic Games in their modern form can also be included among the public events that provide the basis for the development of sports journalism.

<sup>1</sup> [https://studwood.net/2460840/zhurnalistika/istoriya\\_vozniknoveniya\\_sportivnoy\\_zhurnalistiki](https://studwood.net/2460840/zhurnalistika/istoriya_vozniknoveniya_sportivnoy_zhurnalistiki)

<sup>2</sup> N. Muratova, M. Otamurodova, P. Omonova. Media education. Methodical guide. - Tashkent, 2022.

<b>1</b>	<b>ISSN 2277-3630 (online), Published by International journal of Social Sciences &amp; Interdisciplinary Research., under Volume: 12 Issue: 03 in March-2023</b> <a href="https://www.gejournal.net/index.php/IJSSIR">https://www.gejournal.net/index.php/IJSSIR</a>
	<b>Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a></b>

The modern Olympic Games, which are still the most prestigious event in the world of sports, were first organized in 1896 in the original homeland of this competition - Greece. This time, the idea of giving a modern spirit to ancient games was the touch of the French baron Pierre de Coubertin.

Pierre de Coubertin first proposed the revival of the Olympic Games in 1888. Four years later, in Sarbonne, he announced the lecture "Revival of the Olympics". At the international athletes' congress organized in Paris in 1894, on the basis of Pierre de Coubertin's proposal, delegates from 12 countries discussed the issue of holding the Olympic Games and establishing the governing body - the International Olympic Committee.

Thus, the modern Olympic Games, which became the most prestigious sports conference in the world of sports, began to be held. The Summer Games, which have been going on for the third century, have not been held only three times in history. The Olympic Games, which were traditionally held every four years, were canceled in 1916, 1940 and 1944 due to world wars. Also, the games organized in Greece in 1906 were considered an unofficial competition and were not recognized by the International Olympic Committee.

Now let's turn our attention to the development of sports journalism in Uzbekistan.

During the years of independence in Uzbekistan, journalism also underwent drastic changes. Areas requiring specialization of journalists have increased. The type of mass media is also expanding. Internet journalism has emerged as a new branch of Uzbek journalism, especially in the next period, when the processes of globalization are rapidly penetrating into life. Naturally, in internet journalism based on modern technologies, the issue of specialization in fields is also important. This process is important because it requires opportunities for journalists to learn and analyze the areas they are interested in or adapted to.

"News ([www.gazeta.uz](http://www.gazeta.uz), [www.kun.uz](http://www.kun.uz), [www.daryo.uz](http://www.daryo.uz), [www.uz24.uz](http://www.uz24.uz), [www.podrobno.uz](http://www.podrobno.uz), [www.anons.uz](http://www.anons.uz), etc.), sports ([www.sports.uz](http://www.sports.uz)), as for further specialization, football journalism ([www.uff.uz](http://www.uff.uz), [www.stadion.uz](http://www.stadion.uz), [www.championat.asia](http://www.championat.asia)) is developing. The information services of some state organizations ([www.gov.uz](http://www.gov.uz), [www.soliq.uz](http://www.soliq.uz), [www.dtm.uz](http://www.dtm.uz), [www.customs.uz](http://www.customs.uz), etc.) regularly provide information on certain specialties in the web world. Also, sites specializing in various fields are developing ([www.bibi.uz](http://www.bibi.uz) - auto transport, [www.ictnews.uz](http://www.ictnews.uz) - information technologies). Newspapers and magazines ([www.noviyvek.uz](http://www.noviyvek.uz), [www.uzbekistonovozi.uz](http://www.uzbekistonovozi.uz), [www.khabar.uz](http://www.khabar.uz), [www.marifat.uz](http://www.marifat.uz)), news agencies ([www.uza.uz](http://www.uza.uz), [www.jahonnews.uz](http://www.jahonnews.uz), [www.turkistonpress.uz](http://www.turkistonpress.uz)), the web versions of radio and TV channels ([www.mtrk.uz](http://www.mtrk.uz)) also transmit information according to the editorial specialty," writes Davronbek Tojialiev, editor-in-chief of <http://davronbek.ziyouz.com><sup>3</sup>.

In particular, it should be noted that the deep penetration of the Internet and social networks into the life of mass media is seriously changing the appearance of journalism in every field.

We look at the state of sports journalism as it pertains to today's topic.

For many years, sports events were covered in the form of "sports news" in newspapers, television and radio. In particular, on the last page of most newspapers, a small space is reserved for sports news, and events in the field are covered in the form of small articles or news strips.

Similarly, in radio and television news programs, the sports report is covered as a short summary of several important events in the block before the weather report.

However, in the years of independence, Islam Karimov, the first president of the Republic of Uzbekistan, paid special attention to the fact that physical education and sports are the most important means of educating the younger generation in his policy, and media specialized in sports began to operate. In other words, the media had to focus on the world of sports.

<sup>3</sup> <http://davronbek.ziyouz.com/?p=1407>

One of the biggest steps was the launch of the "Sport" TV channel on January 1, 2004, according to the decision of the Cabinet of Ministers of the Republic of Uzbekistan dated November 4, 2003 "On measures to further strengthen mass sports promotion", and this TV channel continues to operate until today<sup>4</sup>.

On the other hand, the fact that the development of physical education and sports on a large scale has become a priority issue in order to establish a healthy lifestyle among the population in Uzbekistan, it has motivated the mass media to devote more space to covering the field of sports.

The three-stage sports competitions started in the country since 2001 - "Seeds of Hope", "Barkamol Avlod" and the Universiade games required wide coverage as a major political event. Therefore, he raised the issue of specialization in the field of sports among the creators working in newspapers, radio and television.

A press service was established at these competitions, just like the modern Olympic Games, where journalists who understand sports began to be attracted.

From personal observations, it became clear that various situations and misunderstandings arose due to the lack of deep understanding of the sports field by local journalists who were involved in covering the competitions held in the regions. Because coverage of complex competitions combining more than ten sports requires a journalist to have sufficient knowledge and skills in the areas of the program. Especially covering sports that are similar to each other, have the same appearance, and differ only in some rules, is very difficult for a creator who does not understand sports well. In particular, not all journalists entering the field of sports are free and it is not easy to separate and cover Greco-Roman wrestling, kayaking, canoeing, academic rowing, gymnastics, water sports or martial arts.

Nevertheless, the popularization of sports journalism has created the basis for the emergence of journalists capable of covering the Olympic and Asian Games, continental championships and regional complex competitions. In particular, two in Atlanta-1996, four in "Sinden-2000", four in "Athens-2004", six in "Beijing-2008", five in "London-2012", "Rio- In 2016, four journalists participated, while in Tokyo-2020, 11 sports journalists from Uzbekistan covered the games directly from the scene.

In Uzbekistan, internet journalism is at the forefront of sports coverage. In general, the fact that all other types of mass media are putting special emphasis on opening their official page on the Internet and creating their accounts on social networks is also the basis for the development of Internet journalism. Recent studies show that newspapers that have their own page on the Internet have increased the number of readers, their interest in the paper version. In particular, according to research conducted by "The Media Audit" company, the number of readers of newspapers and magazines that have electronic copies in the web environment is increasing.

The rapid popularity of sports publications is also influenced by the global information network's ability to provide information about sports competitions in a continuous and online manner, as well as any events. In the last decade of the 20th century, as a result of the inclusion of multimedia components, digital sounds or video fragments (parts) in electronic publications, electronic publications have become an information medium that affects people, having much superior aspects compared to radio, cinema and TV. In the last few years, the concept of website and web page has been used a lot. Web pages are the most popular and in-demand type of information resources on the network, consisting of hypertext pages. This is a site - a set of multimedia materials that are

<sup>4</sup> <https://lex.uz/docs/246753?ONDATE=04.11.2003>

interconnected by content and links, placed together and have a single content. Journalism needs to keep pace with the times, which is exactly what the Internet can do<sup>5</sup>.

Today, sports websites are trying to use all these opportunities, which motivates the variety of the materials they cover.

Sports journalism in Uzbekistan can be conditionally divided into two. These are sports and football journalism. Sports journalism requires special training from the creator. In addition to interest in this field, it is required to have knowledge of almost all areas of sports. Also, in sports journalism itself, it can be seen that specializations have arisen depending on the types of sports.

For example, given the large number of sports, it is impossible to know all of them equally. Therefore, specialization can be in different directions. For example, some journalist is familiar with Olympic sports, another with non-Olympic sports, and a third group with national sports. Or some have mastered martial arts more deeply than others.

Among the Internet sites in Uzbekistan, <https://sports.uz> and <https://olamsport.com> occupy the leading positions in sports journalism. Both sites pay special attention to providing regular news and articles, reports and broadcasts on other sports that are popular in the country besides football.

The analysis shows that sports sites should pay special attention to the popularity of those sports among fans when covering sports other than football.

In particular, today the audience follows boxing and mixed martial arts competitions with great interest. Naturally, the sites also put a lot of effort into organizing news, articles, reports, broadcasts from these sports.

Another consideration is that the sites <https://sports.uz> and <https://olamsport.com> are forced to cover the topic of football more widely than other sports in order to retain the audience. Basically, sports journalism includes football. In practice, it is not difficult to find out that there is a great need for football-specific sites in society.

In Uzbekistan, press products specializing in football have always been superior to sports publications. This could be observed even at the time when internet journalism was not as popular as it is today. Newspapers such as "Uzbekiston futboli", "Sokker", "Interfutbol" were published in large circulations. However, in the last 10-15 years, the popularization of the Internet and the activation of sites specializing in football have had a dramatic impact on the position of newspapers. Бугунги кунда ўзбекистонлик футбол ишқибозлари [championat.asia](http://championat.asia), [stadion.uz](http://stadion.uz), [tribuna.uz](http://tribuna.uz), [onside.uz](http://onside.uz), [uff.uz](http://uff.uz)<sup>6</sup> is following sites that mainly specialize in football.

Just as the above-mentioned sites such as [sports.uz](https://sports.uz) and [olamsport.com](https://olamsport.com) put a lot of emphasis on football on their pages, sites specializing in football also focus on covering important events and news on other sports.

In sports and football journalism, sites that were launched before others and have more experience are superior in terms of content to their competitors.

An important point is that each site has a page in Uzbek and Russian, and some in English. However, information updates in foreign languages are different on all sites. It should be taken into account that most of the sports sites in Uzbekistan started their activities after 2010. At the initial stage of the development of Internet journalism specializing in sports, almost all sites mainly distributed information in the genre of news, articles and interviews. In this case, the main part of the content was made up of translations from sources in Russian and in some cases in English. The pictures that decorate the site pages are mostly materials taken from open sources.

Even today, most of the content of foreign competitions on all sports websites are media products translated from other languages. Later, during the development of the sites, the editors began

<sup>5</sup> Kasimova N. Online journalism. Textbook. 2019 101 p.

<sup>6</sup> [https://www.uz/ru/stat/visitors/ratings?cat\\_id=325](https://www.uz/ru/stat/visitors/ratings?cat_id=325)

to pay attention to the preparation of their original materials, in particular, media products such as news, articles, analysis, reports, interviews, photo reports. It is this method that has fundamentally changed the attitude of sports fans to sites. Today, every sports site that is public in the media space of Uzbekistan has established cooperation with the press services of sports organizations in the directions they cover. As a result, sports journalists have the opportunity to get news about the country's sports from the first source.

In addition, sites that have become popular among fans have their own insiders among sports organizations, teams, and athletes. These relationships give the media the advantage of being the first to publish information in their direction.

It is known that the term "insider" is an English word that means a person with information that is closed to the general public.

In the world of sports, the media, with its insiders, is always in the spotlight of the fans. In addition, they serve as a source for other media structures.

In the following years, it is possible to observe that the forms and genres of information are changing in the activity of sports websites. For several years, information transmission in the form of text was the leader, but now the situation has changed. Now, leading sports sites have begun to produce video products - interviews, analysis, reports, podcasts, even broadcasts - through social networks. In some cases, the sites began to compete with television for broadcasts. It is important to note that the majority of video products are live broadcasts.

Therefore, the subscribers of the channels of sports sites on the winning platform are more than those of other networks. In this regard, two leading sites that constantly prepare video products - sports.uzportali and championnat.asia - are examples of YouTube channels<sup>7</sup>.

At this point, one more important issue should be mentioned. In the course of the development of information technologies, the popularization of social networks opened up a wide range of opportunities for sites operating in the field of sports.

Social networks have become a tool that a large part of the population, especially young people, spends a large part of their time on every day. Today, young people use the media very widely and actively. They send photos to social networks via mobile phone, react to various news, and constantly communicate in virtual space. If adults are forced to separate work time from leisure time, young people will not feel the need to draw a line between online and offline activities<sup>8</sup>.

The fact that young people are "hooked" on social media has prompted sports sites to focus on social media development.

We will analyze the indicators of sports.uz, which has become one of the most active sites in Uzbekistan's sports journalism. Today, the increasing interest among the population in the materials posted on the Yutub platform has made the Yutub channel a leader among the social networks of this site<sup>9</sup>.

According to Google Analytics, at the end of 2022, the following indicators were recorded in the social networks of the sports.uz site 10.

Site materials are regularly followed by 246,000 subscribers on YouTube, 33,000 on Facebook, 2,418 on Twitter, 70,000 on Telegram, 122,000 on Instagram, 38,000 on Odnoklassniki and 21,000 on Tiktok.

<sup>7</sup> <https://www.youtube.com/c/SPORTSUZCHANNEL>

<sup>8</sup> Y Mamatova, S. Sulaymanova. Uzbekistan is on the way to the development of media education. Study guide.-T.: "Extremum-ress", 2015. - 22 p.

<sup>9</sup> <https://sports.uz/>

<sup>10</sup> <https://analytics.google.com/analytics/web/provision/#/provision>

According to statistics, the site reached 20 million readers by 2022. Most of them are young people aged 25-34. They are equal to 73.2 percent of the total number of students. Similarly, 8.28 percent are under 18 years old, 8.83 percent are under 24 years old, 4.08 percent are 35-44 years old, and 5.61 percent are over 45 years old.

Analysis shows that the majority of people who follow the news and news on the Internet today use mobile devices.

In particular, 91.7% of the subscribers using sports.uz website receive products through the mobile application. Therefore, any mass media that wants to expand the audience of readers is required to organize the work of mobile applications carefully and qualitatively.

In our article, we mentioned that most mass media in Uzbekistan began to pay attention to the coverage of events in the field of sports. When this process began, every media outlet had the same opportunity. That is, both news agencies and newspapers, like websites, mainly used the method of disseminating information through text and photos. Later, as a result of the wider development of Internet journalism, the possibilities of sites specializing in sports increased. Today, such news sources as uza.uz, kun.uz, daryo.uz, gazeta.uz, kapar.uz, which are active in the global information network, are preparing products based on text and photos as before in covering sports. Only in some cases it is limited to bringing video products to the attention of subscribers.

In conclusion, it should be said that sports journalism, especially the entities operating on the Internet, are the most and fastest assimilating the achievements of modern information and communication technologies. It is observed that the sports sources that manage to do this are regularly expanding their audience.

Of course, this process began to put the question of quality and qualified personnel before the sports sites. Nowadays, it has become a requirement of the time that a journalist working on the site should not be limited only to his writing skills.

In addition to the knowledge of informational and analytical journalism genres, the site employee must also have modern skills such as taking photos and videos, processing photo and video products, editing, and free work in social networks. After all, the development of each site is closely related to the potential of the creative and technical staff working on it.

### References:

1. Kasimova N. Online journalism. Textbook. 2019 101 p.
2. Y. Mamatova, S. Sulaymanova. Uzbekistan is on the way to the development of media education. Study guide.-T.: "Extremum-press", 2015. - 22 p.
3. Kasimova N. Textbook "Online Journalism". "Tashkent-2019".
4. N. Muratova, M. Otamurodova, P. Omonova. Media education. Methodical guide. - Tashkent, 2022.
5. Kudratho'jaev Sh. The Internet: Stages of Development and Contemporary Impacts.  
<http://huquqburch.uz/uz/view/639>
6. [www.constitution.uz](http://www.constitution.uz)
7. [https://studwood.net/2460840/zhurnalistika/istoriya\\_vozniknoveniya\\_sportivnoy\\_zhurnalistiki](https://studwood.net/2460840/zhurnalistika/istoriya_vozniknoveniya_sportivnoy_zhurnalistiki)
8. <https://bigenc.ru/sport/text/2118237>
9. <http://davronbek.ziyouz.com/?p=1407>
10. <https://lex.uz/docs/246753?ONDATE=04.11.2003>
11. <https://sports.uz>
12. <https://olamsport.com>
13. <https://www.youtube.com/c/SPORTSUZCHANNEL>
14. [https://www.youtube.com/channel/UCZM-BXS5DOWUWDDwoS22\\_qw](https://www.youtube.com/channel/UCZM-BXS5DOWUWDDwoS22_qw)
15. <https://analytics.google.com/analytics/web/provision/#/provision>
16. <https://uza.uz/uz/category/sport>