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INFLUENCE OF GEOPOLITICAL CHANGES ON THE FORMATION OF MASTER'S PROGRAMS IN SPORTS JOURNALISM IN STUDENT TRAINING

INFLUENCIA DE LOS CAMBIOS GEOPOLÍTICOS EN LA FORMACIÓN DE LOS PROGRAMAS DE MAESTRÍA EN PERIODISMO DEPORTIVO EN LA FORMACIÓN DE ESTUDIANTES

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ABSTRACT

The article analyzes the relationship between geopolitical problems and the development of training programs for students specializing in sports journalism. The study problem is that education is aimed at training highly specialized specialists who do not consider sports issues in the context of international, political, and socio-psychological problems of modern society. Specialized sports media do not pay enough attention to the socio-political problems in sports discourse that occur all over the world. The authors conduct a comparative analysis of the Internet and network media. In the course of the study, it is determined that 70% of modern Russian media are represented by an insider view of sports topics. The authors conclude that when teaching journalism, sports topics should be considered not only from a sports point of view but also from political, ideological, economic, and social aspects.

Keywords:

Student Training, Formation of Educational Programs, Sports Journalism, Analytical Discourse, Author Journalism.

RESUMEN

El artículo analiza la relación entre los problemas geopolíticos y el desarrollo de programas de formación para estudiantes de la especialidad de periodismo deportivo. El problema de estudio es que la educación está dirigida a formar especialistas altamente especializados que no consideran los temas deportivos en el contexto de los problemas internacionales, políticos y sociopsicológicos de la sociedad moderna. Los medios deportivos especializados no prestan suficiente atención a los problemas sociopolíticos del discurso deportivo que se dan en todo el mundo. Los autores realizan un análisis comparativo de Internet y los medios de red. En el curso del estudio, se determina que el 70% de los medios rusos modernos están representados por una visión interna de los temas deportivos. Los autores concluyen que en la enseñanza del periodismo se deben considerar los temas deportivos no solo desde el punto de vista deportivo sino también desde los aspectos: político, ideológico, económico y social.

Palabras clave:

Formación de Estudiantes, Formación de Programas Educativos, Periodismo deportivo, Discurso Analítico, Periodismo de autor.

INTRODUCTION

In the modern world, journalism plays a crucial role in shaping public opinion and informing society about current events (Muradian et al., 2021; Sidorov et al., 2022). There is a growing demand for journalists who can adapt to new technologies with the development of social networks and digital journalism (Kravchenko et al., 2021). Geopolitical changes and advances in technology have played a crucial role in the development of master's programs in sports journalism. These changes have led to the development of the media industry and created new opportunities and challenges for sports journalists (Smirnitsky et al., 2021). One of the key challenges facing sports journalism in Russia is the need for more diverse and inclusive coverage of sports events and athletes.

In response to these changes, it is necessary to develop master's programs in sports journalism to form competent specialists in this field. Student journalists must undergo educational training to develop the skills and knowledge necessary for future work (Sekerin et al., 2022).

Publicism as a special quality of journalistic texts is a complex concept, which in general terms can be defined as the ideological and/or political attitude of the text's author (editorial team) in a situation, the subject of discussion, or the object of research: responding to current socially significant processes and problems by documenting, ideologically and politically comprehending and emotionally, and artistically evaluating them (Knyazev, 2022).

Journalism is most clearly manifested in analytical, informational, and analytical texts, where, along with elements of scientific and logical analysis, there is a clearly expressed personal position of a journalist who conducted a study or even an investigation of an incident, trend, or phenomenon.

The general social role of journalism is to serve the formation of public opinion about real events, conditions, and persons who deserve the attention of society. This role is due to the end-to-end social evaluation of journalistic materials (Matveeva, 2003).

Many researchers of media texts have repeatedly spoken about the expansion of the thematic spectrum covered by the journalistic analysis. For example, Solganik (2007), writes: *“Journalism as the most important component of the media has significantly expanded the field of its application. If earlier the study of journalism was primarily centripetal, then the study of modern journalism necessarily*

becomes centrifugal. The active interaction of journalism with such spheres as culture, the Internet, and others requires deepening and expanding the understanding of modern journalistic speech”.

This statement is also true for the sports sphere. However, in our opinion, there is a noticeable watershed between the manifestation of journalism concerning internal sports problems and a publicist view of sports from the outside, as a phenomenon of public life, considered among other public institutions. Naturally, intra-sports problems are the patrimony of the sports media – newspapers, radio, specialized sports TV channels, as well as websites, podcasts, etc. Journalistic understanding of sports as a social phenomenon, its history, formation, and role in modern society, and its positive and negative sides is characteristic mainly of the broad-profile mass media – socio-political, cultural, as well as sports headings, sections, broadcasts of specialized media – financial, economic, entertainment, environmental, etc.

Thus, the purpose of this article is to assess the impact of geopolitical changes on the formation of master's programs in sports journalism in student training.

Based on the purpose of the study, the following tasks were set: to analyze the Internet and network media to determine current trends in sports journalism and potential future directions in this area. This, in turn, can be used to evaluate the effectiveness of the current curriculum and form proposals for the development of master's programs to prepare students in the field of sports journalism.

MATERIALS AND METHODS

In connection with the purpose of this study, we used mixed methods research, which included:

- **Comparative analysis** of the Internet and network media. This method made it possible to determine the range of problems covered in the media and journalistic approaches to sports problems.
- **Analytical method.** This method was used to identify the ideological and/or political position of a text's author.
- **Content analysis method.** The research materials included publications of popular Russian online media, such as SVOBODNAYA PRESSA, VZGLYAD Business Newspaper, SPORT.RU, and SPORT-EXPRESS. The research materials are given in Table 1, where examples of the titles of journalistic texts are indicated.

Table 1. Sports topics in online media (headlines of publications).

Socio-political topics	Sports topics
SVOBODNAYA PRESSA	
<p>The gold of the 2024 Olympics may not be worth sixpence without Russia and Belarus</p> <p>Russia pays money but is suspended from sports. It is time for Russians to return with dignity and as winners and not be led with another “carrot” from the West</p> <p>The ice has been broken. The Russians inflicted sensitive blows and hits. International doors were immediately opened to boxers and fencers</p> <p>They want to leave one sport for Russia – public repentance on the knees. Poland and Great Britain are ready to lead a coalition against Russians and Belarusians at the Paris Olympics</p> <p>MMA champion Vladimir Mineev kept his word and came to fight in the special military operation. “I am among professionals in their field and just real men”</p> <p>How much gas does the country need to produce to support St. Petersburg and not only them? Zenit and Gazprom issue citizenship to Brazilians. What will this give to Russian football?</p> <p>Russian football got lost in two pines, it will crash into one of them with its forehead. Dyukov and the RFU backed out of the transition to Asia</p>	<p>The stands are empty. Football players and clubs are unhappy. Officials maneuver: the FAN ID law prevents people from returning to stadiums</p> <p>They don't look at the passport and don't cancel “everything Russian” in the NHL. Six Russians led by Ovechkin are invited to the All-Star Match</p> <p>Russian football. Spending on transfers has sharply shrunk. But we are ahead of everyone in losses</p>
VZGLYAD Business Newspaper	
<p>A Paralympic sitting volleyball team has been created in the LPR</p> <p>Britain asked Coca-Cola and Samsung to prevent the participation of Russians in the Olympics</p> <p>Viner promised “not to stop” after being suspended from international competitions</p> <p>Russian sport has begun a global turn to the East</p> <p>Turkey has called for punishing football fans for calling for the resignation of the authorities</p> <p>Poland is ready to blackmail the IOC with a boycott of the Olympics because of the participation of Russians</p> <p>The Pope's position on the admission of Russians to the Olympics has become known</p>	<p>Skier Stepanova got sick at the finish of the 30 km race</p> <p>A football match against the Russian national team was announced in Iran</p> <p>Venezuela invited athletes from Russia to the Games of the Bolivarian Alliance countries</p> <p>RUSADA responded to the statements of the Norwegian media about the doping checks on Russians</p> <p>SKA won the KHL Continental Cup for the third time in the club's history</p>
SPORTS.RU	
<p>Why I don't see anything good in Russia's transition to Asia</p> <p>Zagitova is angry at journalists for nothing. This is a sign that her popularity has blown her mind</p>	<p>Fedotov outplayed Semak. CSKA dominated the pressure, rebounds, and outs. Zenit is another team without Barrios</p> <p>The great Alonso took the 100th podium in the F-1. The judges took it away, but the team beat it off. The most promising pilot of the season</p> <p>They score four goals each in Orenburg matches. Only one team in Europe has a higher result!</p> <p>Allegri's master class against Inter: abandonment of possession, trap in the center, and transformation of the scheme during combinations</p> <p>Someone leaked Bayern's tactics. Nagelsmann is angry, this has already happened under Guardiola. «Moles are a protected species, they are very difficult to find»</p> <p>Who will you put at the start: Donnarumma or Lloris? Users have chosen the Italian, and you? Decide now</p> <p>73 minutes without goals in Vladivostok (but the game was great)! Admiral took the first victory from Ak Bars</p> <p>The Media League announced all participants of the MFL-3. The Rubin disappeared, but the Spartak fans' team is in</p>

SPORT-EXPRESS	
The World Cup is running out of steam without Russia. How would our people perform at it if they returned? "This is contrary to the beliefs of a devout Catholic". The star American coach does not admit to molesting athletes Why is it difficult for children's sports without Russia's international victories? Opinion of a political analyst	SKA is one step away from the final of the "West". Larionov can't do anything with Rotenberg's team Chinese women showed a fat-burning exercise that conquered social networks. We analyze it together with trainers "Dzyuba has a great effect on the locker room of Loko. He will score at least eight goals" The most promising Russian forward is out until the end of the season. Is the path to superstars closed for Svechnikov? The vacant playoff spots are almost over. The intrigue in the volleyball super league remains The new tennis star from Russia had the best week of his career. Kazakhstan can intercept Medvedev's friend Don't stand in Evseev's way — he will demolish you! Arsenal without RPL? Overview of the 23rd round of the FNL

RESULTS AND DISCUSSION

Based on the results of the content analysis, the ratio of materials of socio-political and topical sports topics in different publications was identified. The quantitative ratio of materials on socio-political topics and sports topics varies depending on the publication, but it is in relative balance in broad-profile publications, whereas sports discourse is limited exclusively to the analysis of intra-sports topics in specialized sports publications.

A comparative analysis of the Internet and network media itself has shown that the two large groups of typologically different media analyze publicisticly, as a rule, completely different, non-overlapping problems, while not paying attention to the serious issues that are discussed in each of the media groups. In most cases, the formulation of global sports issues is directly related to particular sports problems, and vice versa, particular cases may indicate the emergence of global problems. Thus, it underlines the need for a more comprehensive approach to teaching sports journalism, considering both internal and external problems of the sports world (Altoe et al., 2022).

For example, a publication on the SPORTS.RU website, a column by I. Kuznetsov, was considered. The author raises the topic of using the attention economy in sports, which turns it into a profitable business. It is used not only by organizers of sports events, media holdings, and other sports functionaries but also by well-known athletes. The author of the article believes that in the modern world, athletes become *«content providers and mannequins in commercials»* using *«social media platforms and video hosting, news feeds and aggregators, TV cameras, all media»*. Thus, using the example of the image of Olympic figure skating champion A. Zagitova, the role of journalists and media in supporting and promoting her image is considered. Kuznetsov gives an example of a figure skater's response to criticism of her participation in a recent show tournament in Moscow:

«What would you do without me?», «Who would you write about without me?».

The author summarizes

«...athletes and journalists have a common mission: highlight sport as a social phenomenon that is much more important than a single career» (Kuznetsov, 2023).

Svetlov (2023), on the pages of the SVOBODNAYA PRESSA continues the polemic about the political and ideological confrontation in sports. The current discourse in the media about the participation of Russian athletes in international competitions is relevant and attracts considerable attention. From the continental and world Championships to the Olympic Games, the issue of the participation of Russian athletes is complex, with multifaceted points of view and opinions.

Svetlov's (2023), text condemns the conciliatory position of Russian officials and sports leaders regarding the participation of Russian athletes in international competitions. The author notes:

Russian federations in various sports continue to regularly pay their fees. Where else can one find such fools?»

The ambiguity of the position of the Russian leadership regarding the neutral status of the national team at the upcoming Olympic Games in Paris is an urgent issue that the journalist draws attention to. In response, there is a growing sense of dissatisfaction with the humiliating conditions of the IOC and a desire to organize alternative competitions among leading athletes from countries friendly and neutral towards Russia. This opinion is shared by patriotic officials, representatives of big business, coaches, and athletes, as evidenced by the journalist's article:

To perform under a neutral flag and without the anthem? This has already happened. What's next? Pay again, be humiliated, prove your point, and repent? It is impossible to do this all the time. The weak are beaten and humiliated.

Again, let's recall the situations in 1980 and 1984 related to various boycotts. Back then, no one made a peep against the USSR, and no one imposed an international general ban! (Svetlov, 2023).

The journalist's critical view on this topic is crucial, given the importance of international sports competitions in the formation of national identity and the promotion of sportsmanship.

There are many examples from the media discourse about sports, where the problems of corruption, unjustifiably high salaries, etc. are discussed. These problems are investigated from an international perspective, which indicates the systemic problems of sports as a public institution.

According to the results of our comparison, the conclusion is that specialized sports media understand journalism in a narrow, corporate way. In general, publicism is not characteristic of sports texts; it manifests itself in a minimal number of publications and avoids topics bordering on sports. Social, psychological, and socio-political issues of modern sports are rarely touched upon, and mainly on the MATCH TV channel in the discussion programs «There is a Thing» and «Sports Detective» program, as well as in some V. Fetisov's programs on the Zvezda channel.

Thus, it is extremely important to ensure proper education and training of students in the field of sports journalism to develop modern media and meet the growing demand for competent sports journalists. Master's programs in sports journalism should focus on the formation of skills (Yu et al., 2022), including analytical, research, and critical thinking (Gadzaova et al., 2023), combined with a strong ethical and responsible approach to journalism (Medeshova et al., 2022). They should include a combination of theoretical and practical training to develop competent sports journalists (Zueva et al., 2022). These programs should aim to equip students with a deep understanding of the sports industry, including its history, politics, economics, and social impact.

CONCLUSIONS

Understanding the difference between the manifestation of publicism concerning internal sports problems and a publicistic view of sports from the outside, training programs can be developed that provide a comprehensive understanding of sports journalism. The content analysis method can be used in the development of these programs to identify the correlation between socio-political and relevant sports materials and to ensure a balance between them in the curriculum. In addition, the study emphasizes the importance of paying attention to serious issues

discussed in each media group, which can be included in the training programs for future sports journalists.

In this regard, considering the tasks of sports journalism education, close attention, especially at the level of master's programs, should be paid to the training of analysts and publicists with a broad outlook who can consider sports issues in the context of international, political, and socio-psychological problems of modern society and the profound changes that occur in all areas of life.

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