
THEORETICAL AND PRACTICAL ASPECTS OF MASS COMMUNICATIONS

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A sports journalist: a professional sportsman or a skilled media worker

Фесенко А. М. Спортивный журналист: профессиональный спортсмен или квалифицированный медийщик. Спорт сприймається як феномен, який пов'язаний із багатьма аспектами людського існування, такими як національні й міжнародні відносини, мода, етнічні цінності, стиль життя. Тому з розширенням ринку засобів масової інформації з початку XIX століття спортивна журналістика стала більш популярною. Цей факт підтверджує існування сталої аудиторії. Глобальні спортивні події, такі як Чемпіонат світу з футболу, Олімпійські ігри, Ліга чемпіонів і Суперкубок, привертають увагу людей з усього світу. У пропонованій статті розглядаються такі терміни, як «спортивна журналістика», «спортивний коментатор». Структурується та характеризується професія спортивного журналіста, зокрема обговорюється наявність таких навичок, як звітність, ефективність і аналітичне мислення. Робота заснована на низці наукових публікацій українських, російських і американських дослідників, що підтверджує загальну об'єктивність опублікованого матеріалу. Практична частина дослідження включає в себе аналіз представлених на українському національному телебаченні спортивно-аналітичних програм «Профутбол» і «Великий футбол».

Ключові слова: *спортивна журналістика, спортивні медіа, аналіз, кваліфікація, експерт, «ПроФутбол», «Великий футбол».*

Фесенко А. Н. Спортивный журналист: профессиональный спортсмен или квалифицированный медийщик. Спорт воспринимается как феномен, связанный со многими аспектами человеческой жизни, такими как национальные и международные отношения, мода, этнические ценности, стиль жизни. Поэтому с расширением рынка средств массовой информации с начала XIX века спортивная журналистика стала более популярной. Этот факт подтверждает существование постоянной аудитории. Глобальные спортивные события, такие как Чемпионат мира по футболу, Олимпийские игры, Лига чемпионов и Суперкубок, привлекают людей со всего мира. В предлагаемой статье рассматриваются такие термины, как «спортивная журналистика», «спортивный комментатор». Структурируется и характеризуется профессия спортивного журналиста, в частности, обсуждается наличие таких навыков, как отчетность, эффективность и аналитическое мышление. Работа основана на ряде научных публикациях украинских, российских и американских исследователей, что подтверждает общую объективность опубликованного материала. Практическая часть исследования включает в себя анализ представленных на национальном телевидении современных спортивно-аналитических программ «Профутбол» и «Великий футбол».

Ключевые слова: *спортивная журналистика, спортивные медиа, анализ, квалификация, эксперт, «ПроФутбол», «Великий футбол».*

Fesenko A. A sports journalist: a professional sportsman or a skilled media worker. Sport has been classified as a major phenomenon that is linked to many aspects of human life, such as national and international relations, forms of a constant view, fashion, ethnic values and lifestyle. With expanding of media market from the beginning of the 21st century, sport journalism became more popular as well. This fact is proved by existence of a constant audience. Global sports events such as FIFA World Cup, Olympic Games, The Champions League and Super Bowl attracts people from all over the world. The statement has been made, that ratio of interest to sport events doesn't decrease throughout the season. The general description of term «sports journalism», «sports commentator» has been made. The general model of a sports journalist as a profession has been structured. It has been highlighted such important skills of a sports writer as reporting, efficiency and analytical thinking. The work is based on few scientific publications of Russian, Ukrainian and American researches, which create the general objectivity of the published material. The practical analysis of publication includes analysis of modern Ukrainian analytical sport programs, such as «ProFootball» and «Velykyi football», which are available on national TV at this time.

Keywords: *sports journalism, sports media, analysis, skills, expert, «ProFootball», «Velykyi football».*

The reason of present relevance of a given article is based on the definition of sport as a special social phenomenon that has been linked to

many aspects of human life. According to the description, given by media researches A. Alekseyev and S. Ilchenko, «sport is a social and

cultural phenomenon, that unites both sides of human activity – entertainment and competition» [1]. It has an impact on national and international relations, forms of a constant view, fashion, ethnic values and lifestyle. Ph. Andrews classifies this term as: «The cultural significance of sport goes wider than its importance to the entertainment and media industries. In a shrinking world in which people have a high degree of social and geographical mobility, sport helps them to maintain a sense of their local and national identities. While most of the population of Europe, for instance, are citizens of the European Union and share a common currency, they can link to their roots through local and national teams» [7]. If so, sport can raise national consciousness among population of a certain country to spread the national idea. Also this aspect of human activity indicates common social interests and prior values. Besides, sport highlights such important factors for modern society as dedication, desire to win, the ability to overcome difficulties, hard work.

From another point of view, sport is considered as a phenomenon with a certain number of communicative preferences, which, if used properly, guarantee quite successful promotion of specific sports brand (sportsman, club, organization).

Besides, the greatest advantage of sport is an existence of a constant audience. Global sports events such as FIFA World Cup, Olympic Games, The Champions League and Super Bowl attracts people from all over the world. The ratio of interest to such type of events doesn't decrease throughout the season. The audience is curious about the results 24/7. Typically, the total number of people who closely follow the most large-scale sport events is quite stable and reaches significant numbers.

The main goal of the given article is to define if former sportsman as a sports journalist can replace or compete with a professional media worker.

The object of the article is to analyze the general structure of sports analytical programs, which regularly appear on Ukrainian TV.

The subject is reviewing the role of experts in sports journalism and how statements, delivered from them to the audience, influence on a general rating and trust of a certain program.

The general description of the term «sports journalism» is given by D. Tulenkov: «Sports journalism is a social-oriented action, targeted on collecting, processing and spreading current and actual sports information through the channels of

mass communication (press, radio, TV, Internet), that is based on a special subject of consideration, description, analysis and audience» [6].

Nowadays sports media progress with a great speed. Sports journalism is a necessary element of majority of media organizations. Sports journalism includes organizations devoted entirely to sports reporting – newspapers such as «L'Equipe» in France, «La Gazzetta dello Sport» in Italy, «Marca» in Spain, and «Sporting Life» in Britain, American magazines such as «Sports Illustrated» and «The Sporting News», all-sports talk radio stations, and television networks such as «Eurosport», «Fox Sports 1», «ESPN» and «The Sports Network (TSN)». And such growth of sports media industry is not a big surprise. Sport is now a major social phenomenon; it is one of the subjects people talk about most frequently because it receives such huge media coverage. For example, according to the data, formed by Nielsen Ukraine, the most rated football game, broadcasted on TV in 2016, is a match of the 1st round of Euro-2016 Ukraine vs Germany, on the TV channel «Ukraine». Audience – 6,65 million viewers. As we noticed before, with the same speed as it does sports media, the ability to develop skills of sport journalist also expands. But this type of journalist doesn't only write and report.

For example, sports commentators may also be called sports announcers or sportscasters. They generally read a script on a television or radio broadcast, or provide commentary, such as play-by-play during a live game. While the role of a sports commentator is an example of a sports journalism career, it is just one of several potential occupations for those who graduate with a sports journalism degree. For example, a sports journalist may also research and write the text that the sports commentator reads on the air.

Journalism is traditionally a profession, some would say, is opened to newcomers from all kinds of professional fields, not only from media schools. Sports journalism has been no exception to this, with passion for the subject, and in some cases, experience as a player, qualifications. In recent years, in most European countries, there has been a growth of Higher education entry routes into journalism – with both undergraduate and post graduate degrees and diplomas on offer. Until recently, Sports journalism was offered usually as a specialization in a general journalism course, but in many universities across Europe, from the University of the West of Scotland to Moscow State University, there is now the possibility to graduate with a complete degree course in sports

journalism. This growth has been driven by increasing demand from students to make careers in sports journalism.

Specialization of a sports journalist – is a series of questions that have no definitive answers: «How many sports journalist should understand», «How skilled he/she should be», «What level of preparation should he/she have». Unfortunately, there is no answer, even when to sports journalism come well-trained and deserved champions and professionals of their sport.

Sports journalists cover different sport events and write analytical pieces for a variety of news platforms, including newspapers, radio and TV shows, magazines, and websites. Journalism is a very competitive industry. There is no exception to sports media as well. Usually, at the beginning of their professional career, sports journalist have low-paying job, entry-level positions in small markets before becoming a top worker. However, there are various advantages, including travelling to different sports events, communicating with legendary figures and making own way to be called a great professional in sports journalism.

In this article we have to find an answer to the question: «Can a certain person talk about sports if he/she had never experienced it as a sportsman?». Nowadays, the situation within media market has changed to the way, that sports journalist has to become as universal as possible. Evidence to the given statement is provided in the book «Sports Journalism: Practical introduction» by Ph. Andrews: «Consequently, sports journalist must be able to operate across all platforms and disciplines. Print journalists are being trained in writing for the web and social media platforms, and to record audio and video for web-sites; web-writers are learning radio and video skills; broadcast journalists are being trained in web-writing and online video journalism; print sports editors are taking on the role of web editors» [7]. This is why we have to define, that only a prepared and a skilled professional in writing and filming can be competitive in this field and provide viewers with qualitative information.

People with different degrees and past experience become sports journalists. The number of possible variations of backgrounds in this field can be bigger than in any other occupation. But some researchers have agreed on one of the most common paths, when to sports journalism former sportsmen, coaches, arbitrators come. They are more likely to become the ones, who would tell the world about sport through media channels. Mostly, this fact is based on a strong belief that ex-

professional sportsmen are more relevant and reliable sources of information, they can play a role of an expert. Also the audience trusts those faces, which they've been observing from the TV screen playing, for example, for «Dynamo» or «Shakhtar». In this case, a formed image of a football player, which has started to compose since the beginning of the professional career, plays a dominant role. People would like to hear a comment on a game more likely from a person, who had experience playing on the field, not the one who studied theory of game from books and observed process of playing from tribune. Audience likes to get information from a direct source.

As an example: «The Daily Mail» announced at the end of 2014 that «Sky Sports» hired Thierry Henry, a well-known forward of Arsenal and French national team. His contract was signed for 6 years and the salary of former footballer reached £ 4 million per year. «Turns out it wasn't all va-va-voom. Thierry Henry put his success down to hard work and dedication, with a little inspiration from Arsene Wenger, Pep Guardiola and others, as he hung up his shooting boots and prepared for a new life in television. Henry will shelve his coaching ambitions to accept a six-year deal with Sky Sports, worth £ 4 million a year, starting in the new year with the 37-year-old Frenchman operating as an expert pundit and global ambassador» [4].

In this case, the main reason for such decision of Sky Sports directors was Henry's experience as a player, his fame and recognition among fans. His presence on screen would guarantee not only high rating of the show, but also meaningful comments from the point of view of a professional. Henry's example is quite demonstrative from the side of media appreciation. Since the modern sport is very dynamic, today, journalism must keep up with the numerous sporting events – hence the haste, constant time pressure, accelerated creation of the text directly in the issue of media. A sport still requires not only literary talent, but also provide editorial office with exclusive contacts. This is one of the major advantages of a former sportsman as a journalist. Because, using previous example, Henry doesn't to do much in order to get a comment, for example, from David Beckham, because they played almost at the same time and in the same country. Former sportsmen have a great basis in the sport they were / are engaged in. This statement allows them as sports journalists to get access to «information from insiders», the access to which is available only to the ones, who were enrolled in professional sports.

In order to make a strong and meaningful statement, we need to analyze media content among our country. On Ukrainian national television there are two major analytical programs, that are focused on sport, football in particular:

1) «ProFootball». Channel «2+2». The program appears every Sunday during football season. TV host: Ihor Tsyganyk (professional sports journalist, Ivan Franko Lviv National University graduate). It is one of the first football talk shows on Ukrainian TV. The program was launched on August 30, 2010. The discussion, that takes place in the studio, is focused on the most critical points of games and topical issues, which appeared during the game and inside of Ukrainian football as well. Journalists from the staff of «ProFootball» prepare exclusive videos and interviews that are demonstrated live. TV anchor is a moderator of the dialogue. There are always two experts in the studio. They are former football players (Eduard Tsyhmeistryuk, Maksym Kalinichenko, Oleg Venglinskiy), who played for Ukrainian, foreign FCs and Ukrainian national team during their professional career. Some of them became coaches (Sergiy Nagornyak and Oleksandr Ischenko). The show has the next structure: live conversation between the anchor and experts is mixed with structured video materials and online broadcasting from the certain game. Also we have to admit that main role in this particular program is given to educated journalist, who is not a professional sportsman. Ihor Tsyganyk guides the conversation into the right direction, which sometimes ends with the disagreement between him and the experts. Usually, Ihor delivers a certain statement to the audience and asks experts to comment on it. As an example: in the program from 12.12.2016, Tsyganyk starts a discussion by saying: «On the previous video we saw all Artem Besedin's emotions, when he didn't use his chance to score after outsmarting «Shakhtar's» goalkeeper Andriy Pyatov. Today «Dynamo (Kiev)» has lost 3:4 in their home game against «Shakhtar (Donetsk)». I'd like to hear your impressions. Oleg Mykolayovich?» [3]. And experts take turns to share their emotions and reviews on Ukrainian derby «Dynamo» – «Shakhtar». This is the structure of each issue of the program. The leading role is passed to a journalist with Master's degree in journalism and 15-year experience in professional field. In this program experts' arguments are used as an illustration for journalistic materials (interviews, infographics, analytical videos).

2) «Velykyi football». Channel «Football 1». The program appears every Sunday at 23:00. The anchor of the program is a journalist, producer in chief Oleksandr Denysov. «Velykyi football» is structured as a talk show. During the program in studio there are two football experts (Viktor Leonenko, Evheniy Levhenko) and an experienced journalist, football commentator – Viktor Vatsko. The show has similar pattern to «ProFootball»: the dialogue in the studio is mixed with the prepared videos on current topics. But there is one difference: in studio there are 2 professional journalists and one of them functions as an expert. «Velykyi football» is more known for ambiguous statement from Viktor Leonenko. Here is one of them, given right after Turkey-Ukraine game: «It is a pity that the victory slipped away from us in the final minutes. I didn't understand the coach, when he let Zozulya play. Now you can go online and see what kind of a football player Zozulya is. It is better for him to volunteer in ATO. He's a good guy, as far as I know, but a good guy – is not a profession. Fans are waiting for the result. Look how he played and how much he scored» [5]. Usually, by this type of discussion Leonenko attracts media attention and reacts on following materials. In this case, «Velykyi football» is more focusing not on professional skills of Leonenko, but more on outrageous behavior and unfounded thesis. There is a great social media reaction on Leonenko's speeches, that increases the interest to his personality and «Velykyi football» as well. But it is not that quality of PR a proper sport program should create. Sport shows are highly appreciated only when information that is delivered to the audience had quality and proper theoretical and practical basis.

As we can see from the description above, sports analytical programs on Ukrainian TV have similar structure. But one thing remains the same: none of described TV pieces gave the lead role to a former sportsman/expert. The reason for this might be substantiated with the fact, that sportsmen can't organize discussion in proper order. Professional journalist may use not that many professional terms and look at the certain situation from the view of audience, not the player. But they describe the reality they see, not they feel. If a professional sportsman knows how it is loose the game or to kick a penalty, a professional journalist reports on what he has seen, not he has felt. The presence of experts in the studio creates confidence among audience. But former sportsmen can never replace professional journalist. Everyone should do what they've put all their effort into: players –

play, journalist – write and tell. Former sportsmen are not skilled enough to compete against professional journalist, who don't only have a deep understanding of certain kind of sport, but also know how to write and tell about it in the way audience would like and understand. In this case,

in future media researches have to define how sports media recipients perceive the information, delivered from the screen. Also, there is a need to specify what amount of trust from audience is given to the experts in sports journalism and how it influences on rating of a program.

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Popular scientific programs in modern Ukrainian TV space: domestic and foreign content

Кузнецова М. О. Науково-популярні програми в сучасному українському телепросторі: вітчизняний та зарубіжний контент. Популяризація науки є невід'ємним складником роботи засобів масової інформації. Враховуючи ту обставину, що кількість наукових відкриттів та темпи розвитку світової науки невинно зростають, саме ЗМІ покликані популяризувати науку доступною і зрозумілою для масової аудиторії мовою. У статті проаналізовано позицію програм, фільмів та серіалів із науково-популярним контентом у вітчизняному телепросторі. У сучасному телепросторі популяризувати науку можна двома шляхами: використовуючи масові чи спеціалізовані канали. Було виявлено, які спеціалізовані канали надають ефірний час програмам наукового спрямування, як вони співвідносяться тематично. Досліджено, який відсоток всеукраїнських телеканалів надає науково-популярним програмам ефірний час, а також у який час найчастіше транслюються такі програми. Розглянуто співвідношення вітчизняних та зарубіжних науково-популярних програм в сучасному українському телеефірі. Виявлено, програмам якого тематичного спрямування надається більша частина ефіру, а також якій тематиці не приділено достатньо уваги вітчизняними телеканалами.

Ключові слова: *ефірний час, контент, документальний фільм, документальна драма, масові канали, національне телебачення, науково-популярна програма, прайм-тайм, наукова журналістика, наукові відкриття, серіал, спеціалізовані канали, телевізійна програма, телепростір.*

Кузнецова М. А. Научно-популярные программы в современном украинском телеэфире: отечественный и зарубежный контент. Популяризация науки является неотъемлемой частью работы средств массовой информации. Учитывая то обстоятельство, что количество научных открытий и темпы