¹D. Khalyk , ² K.N. Myssayeva

¹2-year student of Master degree, Al-Farabi Kazakh national university,
Kazakhstan, Almaty, e-mail: didar0996@gmail.com
²PhD, Associate professors, Al-Farabi Kazakh national university,
Kazakhstan, Almaty, e-mail: myssayeva.kn@gmail.com

ESPORT IN JOURNALISM: COMMENTATOR OF ESPORT AS A MODERN PROFESSION

Abstract. The Internet, as a global arrange, gives for all intents and purposes boundless openings at no cost communication, trade of thoughts and other information. Due to this phenomenon, it became possible to develop a new type of sports - e-sports.

Esports is a trend that is growing rapidly, but it is considered a less studied sphere and there is no need to talk about the knowledge of e-sports journalism. There's a require for assist inquire about on the proficient exercises of e-sports commentators, their social noteworthiness and their part within the advancement of critical esteem demeanors of youth. The importance of this issue distinguished by the reality of the deep and far reaching infiltration of e-sports within the youth environment and the need for understanding in the scientific literature.

This article analyzes the phenomenon of the genesis of the modern profession – eSports commentator and its specificity: job affiliation, characteristic features, features of appearance and commenting. Also, eSports commentator is regarded as a modern trend. In addition, there is the emergence of eSports journalism also described.

The scientific significance of this article lies in the fact that the study of eSport commentator has been just observing and studying in the scientific community. Scholars have been just beginning to talk about the phenomenon of eSports journalism and it is very difficult to discover works in foreign and domestic areas.

The practical significance of the work is to identify the place of eSports commentator in the modern world and illustrate that the occurrence of this profession is a social requirement.

The main purpose of the study is to determine the importance of eSports commentator in the development of reginal eSport, to demonstrate its relevance and commercial potential.

Key words: eSport, eSport commentator, eSport journalism, eSport athletes'.

¹Д. Халық, ²Қ.Н. Мысаева

¹2 курс магистранты, әл-Фараби атындағы Қазақ ұлттық университеті,
Қазақстан, Алматы қ., e-mail: didar0996@gmail.com
²ф.ғ.к., доцент, әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,
e-mail: myssayeva.kn@gmail.com

Киберспорт журналистикасы: киберспорттық комментатор – заманауи мамандық

Аңдатпа. Бүгінгі күні интернет қоғам өмірінің бір бөлшегіне айналып үлгерді. Қазіргі кезде бірін екіншісіз елестету мүмкін емес. Ғаламтор тек байланыс құралы ғана емес, ой алмасу және ақпарат тасымалдаудың ортасына айналған. Осының арқасында спорттың жаңа түрі – киберспорт пайда болды.

Киберспорт – қарқынды дамып келе жатқан жаңа салалардың бірі. Алайда киберспорт туралы да, киберспорттық журналистика жайлы зерттеулер әлі дұрыстап қолға алынбады. Ғалымдар мен сарапшылар бұл салаға енді ғана көңіл бөлуде. Сол себепті тақырыпқа байланысты отандық зерттеушілердің еңбектері мүлдем жоқ, ал шетелдік материалдар азды-көпті табылып жатады.

Киберспорт ерекше мультимедиялық өнім. Қазіргі таңда ол өз аудиториясын иемденіп үлгерді. Тақырыптың зерттелуі оның еліміздегі дамуына алып келетіні сөзсіз.

Жаңа саланың бұрыннан келе жатқан мамандықтарды өзіне икемдеп, оны басқа қырынан танытатыны белгілі. Оның көрнекі мысалы ретінде киберспорттық комментаторларды айтуға болады. Киберспорт комментаторлары заманауи мамандық. Бұл мамандық қоғамның, атап айтсақ, жастардың сұранысына байланысты өмірге келді. Сондықтан киберспорттық журналистика мен киберспорттық комментатор мамандығын зерттеуді қолға алған жөн.

Ғылыми мақалада заманауи мамандық – киберспорттық комментатордың пайда болуы мен оның ерекшелігіне сараптама жасалды. Киберспорттық комментатор мамандығының қалыптасуы

заман талабы екендігі көрсетілді. Сонымен қатар, мақалада киберспорт пен киберспорттық журналистиканың пайда болуы зерттелді.

Мақаланың ғылыми маңыздылығы қазіргі таңда киберспорттық журналистиканы, оның ішінде киберспорт комментаторларын әлі де болса отандық және шетелдік зерттеулердің болмауымен тығыз байланысты. Киберспорт туралы енді ғана сөз қозғалып жатыр, ал оның журналистік қыры ешкімнің назарына ілігер емес.

Мақаланың тәжірибелік маңызы – киберспорттық комментаторлардың журналистиканың жаңа мамандығы ретінде көрсету, оның заман ағымындағы орнын анықтау.

Зерттеу жұмысының мақсаты – киберспорттық комментаторлардың киберспортты дамытудағы рөлін айқындау, мамандықтың қазіргі кездегі сұранысы мен коммерциялық әлеуетін көрсету.

Түйін сөздер: киберспорт, киберспорттық комментатор, киберспорттық журналистика, киберспортшылар.

¹Д. Халык, ²К.Н. Мысаева
¹магистрант 2 года обучения, Казахский национальный университет им. аль-Фараби,
Казахстан, г. Алматы, e-mail: didar0996@gmail.com
²к.ф.н., доцент, Казахский национальный университет им. аль-Фараби,
Казахстан, г. Алматы, e-mail: myssayeva.kn@gmail.com

Киберсорт в журналистике: киберспортивный комментатор как современная профессия

Аннотация. Интернет как всемирная глобальная сеть предоставляет практически неограниченные возможности для свободного общения, обмена идеями и другой информацией. И благодаря этому явлению стало возможным развитие нового вида спорта – киберспорта. Киберспорт – это тенденция, которая быстро развивается, но считается малоизученной сферой, и поэтому не стоит говорить о большом количестве научных работ, посвященных киберспортивной журналистике. Киберспорт сам по себе является уникальным мультимедийным продуктом, уже завоевавшим свою аудиторию, и в связи с четким пониманием современных технологий и тенденций просто необходимо тщательное изучение контента, профессиональной специализации и особенностей киберспортивной журналистики. По мнению авторов, необходимы также дальнейшие исследования профессиональной деятельности киберспортивных комментаторов, их социальной значимости и роли в развитии фундаментальных ценностных установок современной молодежи. Высокая актуальность изучения этой проблемы определяется фактом глубокого и повсеместного проникновения киберспорта в молодежную среду и недостаточным уровнем понимания его специфики и дискурса в научной литературе.

Цель исследования – изучить профессию киберспортивного комментатора в развитии регулярного киберспорта, продемонстрировать актуальность темы и коммерческого потенциала.

Авторы сосредотачиваются на анализе феномена возникновения, становления и развития киберспорта, выделяют особенности новой профессии киберспортивного комментатора: принадлежность к журналистской профессии, характерные черты, особенности появления, стилистика и структура речи комментатора. Также авторы обосновывают тезис о том, что данная профессия является современным трендом, возникшим как ответ на потребности молодой аудитории интернета.

Научное значение статьи заключается в том, что изучение специфики профессии кибер-комментатора находится на начальной стадии, сама профессия только оформляется. В зарубежной и отечественной науке не сложилось определенного мнения, вопрос малоизучен.

Практическая значимость работы заключается в целеполагающем определении места киберспортивного комментатора в современном мире, установлении взаимосвязи между появлением новой профессии и потребностями общества.

Ключевые слова: киберспорт, киберспортивный комментатор, киберспортивная журналистика, киберспортсмены.

Introduction

The society attaches great importance to sports: someone devotes his life to this and becomes a high-level professional, someone does not want to move beyond amateur training, for some it is a hobby, for someone an urgent need. Sports are built into popular culture and become their own kind of show, from an economic point of view, sport is a business. When we say "sport", most people often remember football, hockey, and basketball – something traditional, we are unlikely to think about e-sports and video games. This area is traditionally marked with a stigma of public disapproval. The stereotype

of gamers, or in this case cyber athlete, as people who have fallen out of reality, asocial outcasts, does not allow the majority to look at this sphere from a different angle. If we do this, we will see that e-sports is the same area as traditional sports, it has a place for amateurs and professionals, business and shows, it has its own laws, its own rules, its own value system. Even in the very first online video games, gamers were already given the opportunity to play against their own kind. Such a system later received the generic term "PVR" or "player versus player". In some games, RVR was only one of many possibilities and components, in some it formed the basis of the whole game process. It is from the second type of games that a new type of electronic hobbies, called "eSports", was finally formed (Yaskevich, 2017). One of the facts supporting this view is the ever-increasing number of e-sports events. Another is the growing market every year. The third is the emergence of interest in this area among entities that were not originally related to this market (Evgan, 2016).

Accordingly, we have a media event - an e-sports event, there is an audience - players around the world, there are organizers, there are sponsors, it is quite obvious, in my opinion, that all this lacks a journalistic component. Traditional sports would lose very, very much if the journalists who interviewed, reported, prepared analytics disappeared, the audience needs not only football, but also its information coverage in an understandable accessible language (Alekseeva, 2016).

Esports as an official sport is an inevitable phenomenon generated by the popularity of computer games, the development of the Internet and the modern era of homo ludens (Volkova, 2014). Esports is developing rapidly, as no sport in the world has developed before. In a few years, it has evolved from a passion for a small number of players into professional sports, officially recognized by many countries of the world, where players are called eSport players. For victories in tournaments, sports categories are awarded and cups are awarded. ESports broadcasts is a journalism product that has an audience and commercial potential; journalists specialize in their creation, and the Internet and television act as a distribution channel (Shendyapina, 2017).

There are a lot of term concepts of «eSports» on the Internet. In particular, one of them is: eSports is game competitions (mental and physical) using computer technology where computer simulates virtual space within which competition occurs. In another Variant it can be argued that eSports is a sport where people play computer games professionally, but there are eSports organizations that are not limited to teams. For example, Natus Vincere is a symbiosis of a football club and marketing agency. ESport has all the same elements as professional sports (Karpenko, 2015).

Therefore eSport start to adapt traditional journalism professionals in its own way. Today, there are many observes, analytics, correspondents, leading journalists and commentators. The last one is considered as the bridge between players and viewers, so the value of the event mostly depends on the eSports commentator.

Material and methods

The study is aimed at the method of qualitative observation in order to study perspectives of development and becoming as modern profession of journalism of eSport commentator.

During the study, the following methods were used: problem-thematic analysis of the platforms that formed the empirical basis of the study, to determine the topics covered; functional analysis of identifying broadcasting and commentator speech; a content analysis of media platforms as Youtube and Twitch, which allowed identifying the problem math of gaming journalism; comparative analysis online publications, allowing to determine the development trends of gaming journalism.

These characteristics made it possible to determine the relevance of the topic. And its thematic focus helped to reveal the peculiarities of the problem and the functional diversity of the game of journalism in modern media space.

Literature review

The degree of knowledge to determine quite problematic, because of its completely new subspecies of traditional sports journalism. The basis of the work was taken by foreign authors. K. Jonasson and J. Thiborg in their works identified this sport as progressively developing and showed the influence of e-sport on the future of video games (Jonasson, Thiborg, 2010). Also, M. Wagner described the scientific relevance of eSports (Wagner, 2006). K. Gillen and D. Tennat identified the main problems of development in this area (Gillen, 2005, Tennant, 2009), as well as D. Amrich and B.J. Harris has been studying modern trends in gaming journalism (Amrich, 2012, Harris, 2014).

Nowadays, the activities of e-sports commentators as a social phenomenon are considered as the stage of scientific understanding. However, certain aspects of this problem have already become the subject of research. So, in the information society, video gaming activities including e-sports, were studied

by S.V. Burukhin (Burukhin, 2012). E.I. Pashkovskaya inquired about the social angles of the gaming e xercises of teenagers and youth in present day Russia (Pashkovskaya, 2006). Investigating the wonder of eSport diversions, V.V. Gudimov claims that "soon eSport games will be gotten to be a calculate that will shape social reality and gracious morality" (Gudimov, 2005). K. Govorun paid special attention to the concept of the game press (Govorun, 2013); V. Tarmaeva considered the relationship between computer games and game journalism (Tarmaeva, 2015); In addition, the articles of V.V. Vikulov and O.V. Shendyapina also should be noted as important works in this area (Vikulov, 2017, Shendyapina, 2017).

Meanwhile, in regional science the problem of the influence of e-sports, especially the activities of e-sports commentators on young people, has not yet been comprehensively studied. However, there is a need to investigate this issue because of given the deep and widespread penetration of e-sports in the youth environment.

The features of eSport journalism

In the conditions of modern information society, computer games have become a means of developing a new sport - eSports. ESports is a concept that includes all types of gaming virtual competition (Lightning-club.ru). ESports is also called cybersport or sport of video games. Officially supported computer sports create the conditions for the development of specialist competitiveness.

Nowadays, e-sports from fair playing time driving is getting to be increasingly proficientand commercialized. Sport gets to be a "commodity", as a result of which esteem needs alter in society - from otherworldly and ethical to market-commercial. Modern values are right away retained by advanced youth. Later considers by researchers, sociologists and teachers demonstrate this: in recent time, the number of youth situated to commerce has expanded altogether (Sugakova, 2009).

The concept of "e-sports" ncorporates all sorts of gaming virtual competitions. These days, an entirety sports industry is related to them, the propensity towards their professionalization and commercialization is developing. The number of competitions in computer sports is developing, beside this, prize reserves are too de veloping, which draws in an expanding number of supporters of e-sports.. **The information portal Su**perData Research (one of the leading in the world) reports that the volume of the e-sports market remained $1.5B for 2017, global esports revenue will grow 26% by 2020 as it attracts an even more mainstream audience. This increase will be caused by an increase in audience of 12% per year and an increase in the number of outside investments. Opportunities for sources of income also increase as the market develops. In addition to generating indirect investment income, Overwatch and League of Legends are projected to increase their direct revenue by selling brand sponsorships, advertising, ticket sales, and group products. (Superdata Research, 2017).

The esports market has finally hit the mainstream. Once only large in core Asian markets like Korea, esports have expanded worldwide and are now top of mind of every publisher, platform, and brand. As recognition of the importance of esports grows, the data and insights needed for strategizing become vital (Superdataresearch.com).

The youthful individuals (onlookers, fans, players, commentators etc.) make a social arrange inside which their fruitful socialization takes put by communicating inside the virtual space of the amusement.

These days, players, or gamers - may be a tremendous social orchestrate. The gaming community, comprising of professional players, novice players, fans and fans, can be a subculture, a "virtual community" with its have social settings, values, rules, (Sukhodimcev, 2016).

Slang dialect is settled inside the gaming community, and among gamers a capable commun ication language is conceivable, unprecedente d rules of communication, virtual and honest to goodness communicative circumstances are made. It can be noted that ordinarily an uncommon world of relations mixed or exist in parallel to virtual reality. There are players who perform on the proficient orga-nizing, there are fans who screen each player's devel-opment. Also there›s as well a free passerby for whom competition might be a locate. Becuase everything is like in proficient sports. ESports isn›t a flight from reality. Ordinarily an opportunity to realize oneself inside the virtual, and after that inside the veritable world.

Many people believe that the electronic community may be a sociological and social space for the interaction of players, fans, spectators and there have appeared (created) their demeanors, values, feelings. The resources for the socialization of an eSports person are enormous:

– the gaming community is creating and getting to be universal;

– **within the community, everyone can illus**trate himself among like-minded people who work on himself;

– electronic competitions contribute to the progression of the athlete's reliable considering, educate the capacity to work in a group;

– diversions create vital and strategic thinking, the capacity to make choices rapidly;

– this is a sport for young people.

One of the main success factors eSports events is increasing audience and growing market every year. Not surprisingly, the fast-growing niche became interested largest media. Outstanding Player Materials eSports scene, about the biggest gaming tournaments began to appear in non-core publications, and broadcast eSports competitions were not broadcast online only, but cable and satellite channels such as MatchTV (Russia), CNN, HLN, TBS, TNT (USA) (Shendyapina, 2017).

The coverage of the events of the e-sports world began in 2007, at the Garena forum. Such broadcasts gathered a large, at that time, audience, and every month this number increased, which was facilitated by the WaaaghTV Client program. This program was designed to view the then popular Warcraft III game. Games on WaaaghTV could be watched in real time (Proplay.ru).

Currently, the leading platform for e-sports broadcasts is Twitch.tv. For example, online streaming platforms like Twitch.tv, which Amazon.com bought last year for 970 million dollars (Macmillan, 2014) always stimulated, as professional players as well as the audience, coming together and interact to improve the service. Professional players can make money from advertising revenue, paid subscription to broadcast as well as fan donations. At the end of 2016, the russian social network VK launched its own platform for broadcasting games. There are also such platforms as Hitbox.tv, YouTube Gaming, Good-Game.ru, Cybergame.tv, BIGO LIVE Connector.

Since 2009, coverage of e-sports events has moved to a new level. At major tournaments appeared interviewers, commentators and reporters, who in the future became the main characters of all events in the world of e-sports.

Commenting on an eSports match is the main way to cover an event. In general, the process is similar to commenting on any sporting event. A couple of commentators talks about everything that happens on the screens. The main difference is that commentators communicate with their audience through the online chat that any streaming platform has. Commenting can take place either in an official form or in the form of informal chatting and discussion of what is happening in the game. Also it should be noted that eSport commentators use special words or eSport slangs which is understandable for certain people and unusual for another one.

Esports commentators are designated by the special term "shoutcaster". There are two types of com-

mentators. The first type is "play-buy-play" (give a detailed report about everything that is happening on the playing field) and "calorcasters" (provide analytical information). The commentator is a position in the media, mainly on television and radio. The individual in this position is the creator of comments in connection to any specific circle of occasions (for illustration: social, political, sports) (Gresham, 2017).

Interviews are a sought-after genre in the process of covering e-sports events. Most often, interviews are taken from team captains, coaches and event organizers. Interviews can be both informative and entertaining in nature - the interviewer can arrange blitz polls, conduct interviews with team captains who will compete in the finals.

The lead role is also popular. The host should represent the team before they enter the stage, foster public interest, conduct rallies and work with the audience in every way.

In addition, to commenting on the match, one of the most important features of eSports broadcasts are studio analytics. For the first time such a studio appeared in the 2012 year in the studio there are several people, most often leading and former professional players. At pre-match analytics includes a comparison of rivals, analysis of the game plan from each team, analysis of what can occur in the game and the forecast of the final result. Post-analytics includes debugging team errors. or individual player, discussion of key events match. Speech by commentators and analysts abounds terms and statistics. They also dialogical in view of the fact that at the table of analysts are 3-4 people. In addition to its main work studio analysts entertains online viewers in between matches this happens through communication with online chat or twitter, contests. Analysts answer questions, tell their personal stories eSport experience. Analytics Studio is interactive (Shendyapina, 2017).

Based on the dynamics of the media market, the yearly increment in the group of onlookers measure and the developing intrigued of financial specialists, it can be contended that e-sports and e-sports broadcasts are a drift within the economy and sports news coverage.

The modern profession of an eSports commentator as a social factor

An e-sports commentator can impact the youth group of onlookers totally different ways, submerging them in virtual reality - the air of the amusement. For instances commentators make them affect the choice or modify of youth inside the circle of their capable development, or cause, carry a culture of virtual communica-

tion, guidelines of human behavior inside the virtual and honest to goodness world, transmit socially basic values, and etc. On the off chance that it is compelling among people of the youth community and outlines a positive picture of wearing behavior in virtual reality, broadcasts humanistic values as of presently in facilitating communication after the preoccupation. Also it can impact the values that regulate the associations of community people as a complete and basic life states of the intellect of each individual. E-sports commentatos's characteristics such as status, faithful quality and capabilities are played an imperative portion. In addition, a big status, capabilities by and large impact the bunch of spectators and choose the degree of certainty inside the data. So it can be said that the more capable the commentator, the more he will be able to affect the values of the fans (Sukhodimceva, 2016).

"Commentator" may be a position within the media, primarily on tv and radio. The individual in this position is the creator of comments in connection to any specific circle of

occasions (for illustration: social, political, sports) (Russian_argo.academic.ru).

His movement may too be amateurish in nature at the stage of mastering this profession (sample commenting on e-sports competitions).

An e-sports commentator, comparing wtih tv commentators, has more opportunities to affect energetic people who are into e-sports. Utilizing the chat, he can communicate with fans, get their messages specifically amid the broadcast of the amusement, and reply them on the discuss. It can draw in the consideration of a youth group of onlookers of a tremendous gaming virtual space to person occasions of the diversion, setting accentuation at its caution through the stream: controlling the video stream, superimposing the picture from the webcam on the section of the diversion and giving your claim comments on the diversion. Amid the broadcast of an electronic competition, he can carry certain social standards with his behavior through a webcam and can show up on the screen and it can be observed by watchers.

Within the prepare of socialization of an individual included in e-sports, an e-sports commentator plays an imperative role. On different destinations (there›s for all intents and purposes no such fabric within the logical writing) you'll discover data almost the part of the e-sports commentator within the advancement of socially critical demeanors of youthful individuals in virtual and genuine gaming space.

In case this is confirmed among the youth community and outlines a positive picture of sporting behavior in virtual reality, it broadcasts humanistic values in organizing communication after entertainment. Also it can impact the values that administer the connections of community individuals as an entirety, as well as critical life states of mind of each individual. As they create, computer recreations ended up not as it were more curiously, but toomore complex. Hence, an excited onlooker or fan needs a competent e-sports commentator, and, in turn, an extraordinary instruction. There's as of presently development in this course. In Kazakhstan, e-sports was recognized as an official don on 25 of June 2018.

The University of Chunan (Seoul) in South Korea, features a workforce of gamers, where understudies think about beneath the single man program of computer diversions. And they after their graduation will play for their nation at universal competitions as standard competitors,.

All this affirms the require for preparing masters in an unused forte - an e-sports commentator.

The most movement of the commentator is the so-called «streams». Within the diversion, stream implies the data stream within the shape of pictures, recordings, etc. This apeeras when the player broadcasts his amusement live, or these are third parties, that›s, the player plays and streams at the same time, appears the diversion in genuine time. Or he plays, and somebody streams his amusement. The streamer is one of the exercises of an e-sports commentator, a way of interfacing gaming communities (and person like-minded individuals). The commentator ought to carefully screen the diversion and at the same time comment on it. It is imperative to depict the occasions on the amusement screen in such a way as to keep the intrigued of the gathering of people. Such movement gives everybody the opportunity to be realized. It can end up a trade that gives both communication and a wonderful time. Sometimes it comes in popularity. The streams conduct through a virtual platform called Twitch. Today, there are many Internet services allowing the user to create own video broadcasts, for example, Twitch.tv, Hitbox.tv, YouTube Gaming, GoodGame.ru and others. After them the emergence has become noticeable the predominance of streams gaming themes caused by the increasing popularity of video games and eSports the concept of «stream», which is used when broadcast eSport disciplines directly related with the concept of «streaming video». Stream means the sequence of video and audio, streamable by the

user data (Hotshowlife.com).ESports commentators can speak to a company and get budgetary back. To urge this opportunity, you would like to have an as of now "hyped" channel and a consistent gathering of people - a community with an important interface. Standard streamers can too get budgetary back, given their watchers truly like their channel. The calling of an e-sports commentator is or maybe youthful, but quickly creating. To gotten to be a commentator, you wish to have a number of qualities - "to have charisma, an extraordinary sense of humor and rather like individuals not as it were in their amusement, but moreover in communication. On the GoodGame site approximately commentators it is composed that, as a run the show, they are previous proficient players who have amazing information about the amusement. Be that as it may, knowing and understanding the pertinent gaming teach isn›t sufficient. The commentator ought to have great phrasing, talk clearly, candidly, have a wealthy lexicon and a great memory. He or she must be positive and enthusiastic around eSports in arrange to communicate this adore to the gathering of people. An imperative portion is played by such characteristics of the e-sports commentator as his status, faithful quality and capabilities. Tall status, capabilities for the most part impact the gathering of individuals and decide the degree of certainty inside the information. In like way the more capable the commentator, the more he will be able to affect the socially basic states of the intellect of the fans. An honest to goodness commentator, who endeavors to gotten to be capable, to have specialist inside the community of gamers, fan has got to work difficult on himself.

For an e-sports commentator, the objective of the movement lies within the field of proficient work (proficient commentator), sports recreations (e-sports - one of the sports in recreations at a proficient level with prize reserves and world competitions), ponders to move forward ability and communication (in specific, with e-sports fans) (Sukhodimcev, 2016).

Consider the content of the activities of the e-sports commentator utilizing the illustration of the diversion "Counter-Strike: Global Offensive" (CS: GO). The pith of the diversion is the showdown between the two groups. One group is fear mongers, the other is counter-terrorism. Usually CS: GO players select the group in which they will play on their claim. The destinations of the diversion can be diverse because some of the time to win it is sufficient to introduce or defuse a bomb, in others to spare the hostages.

The activities of the esports commentator for CS: GO are as follows. An eSports commentator can play different roles:

a commentator from the scene;

investigator (leads programs, appears or acts as a have on the stage);

a moderator who audits occasions whereas sitting at a table within the studio; interviewer;

voiceover (commercials, radio advertisements, movies, documentaries, and so on);

expert (comments on the appear "on the love seat or at the table").

The commentator is basic in any official facilitate starting from soccer and hockey to the eSport game such as Counter-Strike. An extraordinary commentator can turn a worthless shootout into something more inquisitively. To comment on a CS: GO coordinate, you would like to spend a part of vitality and feelings, like in a football or hockey amusement (Sukhodimcev, 2016).

In case an e-sports commentator is careful of the values of youth, at this stage, it can be said the image of youth can affect the change in their socially basic forms of behavior. This takes put inside the field of social ties, which, getting to be one, licenses young individuals to choose up both accumulate inclusion and uncommon person inclusion in retaining sociocultural standards and values. The level of competitiveness of an e-sports commentator will depend, as with any specialist, "on the degree to which personal qualities and professional knowledge, skills and abilities of a particular specialist correspond to the objective requirements of professional activity and socio-economic conditions". To train e-sports specialists of this level, you need to know the features of their professional activities (Hazova, 2009).

Results and Discussion

After studying the professions of an e-sports commentator, it can be stated that this is the activity of this magazine, cyberspace events are events for the media, and e-sports broadcasts are a journalistic product. The study also showed the novelty and relevance of the theme of e-sports. This area continues to evolve and gain popularity among more accessible audiences.

The study proposed a working definition of the concept of eSport commentator, formulated on the basis of the analysis of eSport broadcasts, attracting the attention of a multi-million dollar audience. ESports broadcast may be a video amusement competition through video over the Web in genuine time from the scene of the occasion, went with by master commentary.

Conclusion

To sum up, it can be concluded that the profession of an e-sports commentator is rather young, but rapidly developing. A serious commentator who seeks to become a professional, has authority in the community of gamers, fans, must work hard on himself. All of the requirements for professional journalists also addressed to the eSport commentator.

The virtual world, opposite to well known **conviction, in expansion to a negative af**fect on an individual, moreover includes a positive impact. A computer player obtains modern knowledge, trains memory and response. You thful individuals are increasingly included within the prepare of playing within the virtual space. The computer world pulls in schoolchildren, understudies, youth accurately with its "virtuality". Besides, the eagerness for a computer diversion can end up a proficient work, perhaps it will be the profession of an e-sports commentator, the profession of a competitive specialist.

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