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GENRE FEATURES OF SPORTS JOURNALISM

The scientific article describes the formation of the theory of industry journalism, which is currently one of the current problems – sports journalism.

The purpose of the article is Describe the lack of a theoretical base and research on media coverage of physical culture and sports, the history of this process, which in particular is an urgent requirement of today. Summarize and describe the experience of sports journalism, highlight trends in the development of sports journalism. Consideration of physical culture and sports in sports journalism of Kazakhstan as the most important aspect of society culture. Definition of the role of sports journalism of Kazakhstan, as well as its place in the international information space, peculiarities of the manifestation of the main trends in sports journalism at the national level.

The scientific novelty of the article is the setting of the question in the context of a comparative-historical and structural-functional analysis of the development of the information sphere, the information space in Kazakhstan, as well as the transformation of genres – determines the novelty of scientific research.

The value of the study is the study of the genre palette in sports journalism, as well as the focus of online publications on the nature of materials.

The main results and conclusions of the article are a description of the development of sports journalism in Kazakhstan, which took place in direct dependence on the development of the material and technical base of sports in the country, the development of the sports movement, influence from the state and society. Provide sports information as a special phenomenon of sociocultural and informational activity. The typology of sports media is analyzed, the specifics of the work of a sports journalist in modern conditions are explained.

Key words: sports, journalism, genre, commentator, transformation, sphere, society.

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Спорттық журналистиканың жанрлық ерекшеліктері

Ғылыми мақалада қазіргі кездегі өзекті мәселелердің бірі болып табылатын спорттық журналистиканың салалық журналистика ретінде қалыптасуы сипатталған. Бүкіл әлемде және жалпы елдерде спорттық ақпарат саласындағы зерттеу, салыстырмалы түрде өзінің саяси және ақпараттық тәуелсіздігін алғандар тарихты зерттеу, спорттық журналистика саласындағы жанрларды трансформациялау кең ауқымда өзекті екендігін айқын дәлелдейді.

Мақаланың мақсаты: Дене шынықтыру мен спортты бұқаралық ақпарат құралдарында жариялау бойынша теориялық базаның және зерттеулердің аздығын, атап айтқанда бүгінгі күннің өзекті талабы болып табылатын осы процестің тарихын сипаттау. Спорттық журналистиканың тәжірибесін қорыту және сипаттау, спорттық журналистиканың даму үрдістерін сипаттау. Қазақстанның спорт журналистикасындағы дене шынықтыру мен спортты қоғам мәдениетінің маңызды аспектісінің бірі ретінде қарау. Қазақстандағы спорттық журналистиканың рөлін, сондай-ақ халықаралық ақпараттық кеңістіктегі орнын, ұлттық деңгейде спорттық журналистикадағы негізгі үрдістердің ерекшеліктерін анықтау.

Мақаланың ғылыми жаңалығы ретінде Қазақстандағы ақпараттық саланың, ақпараттық кеңістіктің дамуын салыстырмалы-тарихи және құрылымдық-функционалдық талдау тұрғысында мәселені қою, сондай-ақ жанрлардың трансформациялануы ғылыми зерттеудің жаңалығын айқындайды.

Жүргізілген зерттеудің құндылығы – спорттық журналистикадағы жанрлық палитраны зерделеу, әрбір фактура контекстінде БАҚ-тың ақпараттық жанрлардан талдамалық жанрларға бағытының ауыстырылуы, сондай-ақ материалдардың сипатына қарай Интернет-басылымдарды шоғырландыру туралы қорытынды жасау.

Мақаланың негізгі нәтижелері мен тұжырымдары – Қазақстанда спорттық журналистиканың дамуы елдегі спорттың материалдық-техникалық базасының дамуына, спорттық қозғалыстың дамуына, мемлекет пен қоғам тарапынан ықпал етуге тікелей байланысты болуын сипаттау. Спорттық ақпаратты әлеуметтік-мәдени және ақпараттық қызметтің ерекше феномені ретінде сипаттау. Спорттық ақпаратты теориялық және тәжірибелік аспектілерде, сондай-ақ спорт тақырыбы ретінде БАҚ-тың әртүрлі түрлерінде қарастыру. Спорттық БАҚ типологиясы талданады, спорттық журналист жұмысының қазіргі жағдайдағы ерекшелігі түсіндіріледі.

Түйін сөздер: спорт, журналистика, жанр, комментатор, трансформация, сала, қоғам.

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Жанровые особенности спортивной журналистики

В научной статье изучены этапы и история формирования теории отраслевой журналистики и ее актуальной части – спортивной журналистики. Мировой опыт исследования спортивной коммуникации, информационной поддержки спорта, изучение факторов трансформации жанров широко представлены в зарубежных источниках, также вызывают несомненный интерес в странах, сравнительно недавно обретших свою политическую и информационную независимость.

Авторы исследования ставили перед собой ряд целеполаганий выявить и описать недостатки теоретической базы исследований по проблемам освещения в СМИ вопросов физической культуры и спорта, истории этого процесса; обобщить и описать опыт отечественной спортивной журналистики, выделить тенденции развития спортивной журналистики; рассмотреть концепцию физической культуры и спорта как важнейшей части культуры, аспекты освещения данной сферы в спортивных медиа Казахстана; определить роль спортивной журналистики Казахстана, а также место в международном информационном пространстве, особенности проявления основных тенденций спортивной журналистики на национальном уровне.

Научной новизной статьи является постановка вопроса в контексте сравнительно-исторического и структурно-функционального анализа развития информационной сферы, информационного пространства в Казахстане, а также трансформация жанров, что определяет новизну научного исследования.

Ценность проведенного исследования состоит в изучении жанровой палитры спортивной журналистики, в контексте каждой фактуры позволяет сделать вывод о смене направленности СМИ от информационных жанров к аналитическим, а также о фокусировании Интернет-изданий на характере материалов.

Основными результатами исследования можно считать описание развития спортивной журналистики в Казахстане, которое происходило в прямой зависимости от развития материально-технической базы спорта в стране, развития спортивного движения, влияния со стороны государства и общества. Авторы рассматривают спортивную информацию в качестве особого феномена социокультурной и информационной деятельности, в теоретическом и практическом аспектах, а также исследуют, как тема спорта представлена в различных типах СМИ. Анализируется типология спортивных СМИ, объясняется специфика работы спортивного журналиста в современных условиях.

Ключевые слова: спорт, журналистика, жанр, комментатор, трансформация, сфера, общество.

Introduction

Sport is one of the tools that can enhance the image of any state that takes place in the political and geographical map of the world. The fact that the anthem of the country sounded during the presidential trip and the victory of the athlete testifies to the high level of sporting events. Some economically and socially disadvantaged continent has become known to the world for its culture, tradition and history through the 2010 FIFA World Cup. Such sports

competitions are broadcast around the world through media. Sports journalism is a kind of research environment, history and goals, one of the branches of journalism that has creative features, such as journalism and business journalism. The view, theory and experience of sports journalism are diverse, describes Russian researcher Tyulenкова D.A.: “Sports journalism is a socially significant activity in collecting, processing and evaluating information for the dissemination of important information through the media (press, radio, television)”, – he

concludes (Tyulenikova D.A., 2005). From a theoretical point of view, sports journalism is a social service that promotes sports and disseminates information. Now the information will be in the form of “sports information.” This is a type of information informing about events, quotes and phenomena occurring in the sports life of society, answering questions related to the industry. E. Voytik in the book “The nature of sports information and its role in the media”: “Sports covers various sections of information, covers the lifestyle of society, considers it as a whole business industry. This gives information about individual sports and athletes” (Voytik E., 2011). Nowadays, sports are equated with the business industry. Because sports today has its own mechanism of work, a path to success that meets market requirements. Depending on the sport, tasks and functions, the means are also different and replaced. In principle, in journalism, information at all times, everywhere has the same meaning. A feature may be a change in the way information is transmitted depending on the industry direction. In this regard, information in journalism is divided into international and local. In sports journalism it is classified as international and local. Certain local information was understood only by local residents, and only locally. At present, we face a difficult period when world information cannot be separated from certain changes, processes of globalization outside the socio-economic, political life of states and the media. As the academician of our country, scientist G. Yesim, noted, “One of the factors determining the content of our modern socialism is information”. This phenomenon is an “information society”. Information from all over the world can be found without leaving home. E-mail system, mature communication, Internet, integration of the world. Today is the day of events within the country tomorrow will be covered in all languages of the world. This trend makes changes in the thinking, consciousness, character, development of our people” (G. Yesim, 2008).

Now information translated from the Latin word means “informatio” – information, comments. To date, information in the area in which everyone is engaged, according to the type of activity, provides information that he himself uses the information and accepts it in his own direction.

According to American lawyer Neider, “Information is the main currency of democracy” today is one of the main criteria for the process of democratization of information. At the same time, the main national value of each state is education and science. We see that the world has developed a trend, assessed by the establishment of a secular society,

the power of material production, the size and quality of information, which introduces the potential of spiritual thinking into circulation. Russian scientist, doctor of technical sciences, professor V. Plykin: “The mind of the universe is primary, information is secondary, energy is tertiary, and matter and consciousness are produced from the first three,” that is, consciousness of the Universe, mind is the first, information is the second, energy appears in the third stage, and matter and cognition begin with these three, – we are convinced of proximity to each other (Randall D., 1998.). Media relevance is information. You can consider two different directions: a set of different messages. The Law of the Republic of Kazakhstan of 1999 “On Mass Information” describes information: “Public information – print, audio and video and other broadcasts and materials for limited groups of people” (The law of RK “About Was”, 1999). The second direction is information genres based on the genres of journalism. The information genre requires accuracy and compactness.

In K. Eisenberg’s definition of sports journalism, “Sports News in the Structure of Television Information Journalism,” published in the European Journal of Social Sciences: “The formation of sports as one of the spheres of journalism, development as a social institution, harmonization with the public put sports information in a leading position in the segment of television media”, – he said (Lanfranchy P., Eisenberg K., Mason T., Val A., 2005). He clearly found a direction in sports journalism, differed from other areas and took the initiative. From here they show a lot of daily news – sports news. Currently, special publications are published, sites are opened, special television channels (cable) operate. Given that the goal of any channel is to find its audience, increase the audience, satisfy audience demand, the indicators are no lower. There are only cable channels for sports, for example, Kazsport, Setanta Kazakhstan, Setanta sports, Eurosport, Eurosport 2, Viasat Sport, Extreme Sport Channel, Our Football. Sports journalism – currently conquers the whole society, representatives of traditional media, as well as network, cable TV channels lead. In society, the Olympic Games have become not only sports fans, but also a generally accepted socio-cultural concept. Because the sports competitions held are part of the daily life of the common people. For example, in 1996, 3 billion people in the world watched the opening ceremony of the Atlanta Olympics. Journalism and sports are so harmonious with each other that we cannot consider them separately from each other. Media promoting sport worldwide. Any spectator who is not able to attend sports competitions

at venues and in specially designated places can see sports games under the direct impression with the help of a TV channel, audiovisual information. When describing sports journalism, its history cannot be circumvented. Because without history it is impossible to predict the future. Each story is one of the opportunities to turn to the future. The first sports games were held at the Olympic Games back in BC. started in previous years. Researchers believe that the first sports journalism in history dates back to the first Olympic Games in Greece. The first Olympic Games were held in ancient Greece in the year 776 BC. These games were massive. BC Until 660, only descendants of the Greeks took part in these games, BC starting in 620, the inhabitants who were enslaved by the Greeks began to take part. After that, the first organization of the organizers of the Olympic Games was created, the dates of which changed every 4 years. Everyone who was confident in himself, had a desire to participate, each man could take part. This information was described from the manuscripts of Herodotus. It follows that the first sports recordings began here. The main task of journalism is to obtain information. Of course, this is not comparable to modern information, but is still the very first type of information about sports of that time. Modern sports are diverse, multifaceted, diverse. Regardless of which sport attracts the attention of sports journalism, the subject of the study becomes the same. In connection with the change of direction, goals and objectives, industry forms, activities and the form of sports journalism may change.

Information activities. According to researchers, it is this position that occupies 60-80% of the materials published in sports journalism. Information activities are becoming publicly available. As in other areas of journalism, sports journalism provides information for the general public. In particular, information about the athlete, information about the progress of preparation for competitions, vision and forecasts of specialists related to competitions, appointments and changes in sports, progress and progress of training, the final result of competitions, etc. The main function of journalism is information. In sports journalism, information activity itself is of a different nature. Russian sports specialist V.S. Rodichenko says: "Information in sports – common information related to competition affects strong competition. From the information distributed by journalists, the results of athletes are described. This, in turn, will increase competition among other athletes" (Kuzmin M.T., Maltseva N.L., 1971). This opinion determines the peculiarities of the information nature of sports journalism with others.

Propaganda activity – propaganda in the society of a certain sphere of journalism, or activity. Journalism has an important role in involving members of society in certain affairs, promoting human qualities and nationalism. The propaganda activities of sports journalism are also important. Propaganda can be divided into two parts in sports journalism: 1. Promotion of strong athletes of the country, sports. 2. Promotion of sports itself. That is, to call on the younger generation, society to preserve a healthy lifestyle in general. Determining the significance of sports for human life.

Materials and methods

Organizational activity – the third activity of sports journalism. Organization of sports competitions among institutions and employees organized through the media, held in any sport performed with the direct participation of the media. We know that journalism has a direct impact on public consciousness and has a managerial function. In this regard, it is possible to connect the organizational activities of sports journalism with the activities of management.

Activity in the formation of public opinion – propaganda activity of journalism. Separately, I consider that public opinion is not taken into account during the propaganda. In public opinion-making activities, feedback is made taking into account the views of members of society. Now sports journalism is advertising. If the athlete advertises his type of game, his country, then sponsors and individual companies that supported this athlete are advertised through the media. During the competition, the viewer gets acquainted with the logo and name of this sponsorship company. A viewer with increased interest can become a regular consumer of the company. Therefore, we can say that the advertising activities of sports journalism work at a very high level. In a modern market, any industry must bring cash revenues to the workers of this industry. Current sports advertising has also become a source of profit. During live broadcasts on foreign television channels and popular cable TV channels, each second of advertising is estimated at million. One of the drawbacks of this trend is the commercial secrecy of television channels, you do not indicate specific figures. However, of the four parties involved in advertising, this side of the media receives the largest number of funds from advertising.

Aesthetic activity. This activity is closely related to sports journalism. Beautiful images appear in folk memory, demonstrating the beautiful behavior of gymnasts, strong boxers and gymnasts performing on ice. People get spiritual pleasure from

this miracle. Received through the soul of people, heard through the ears, to a certain extent affects his psyche. Enhances his ambitions for subtlety, purity, beauty, affecting the cognitive and cognitive level. Human beauty comes strength from birth. And sports games are a reflection of this beauty. Sports can show the limitless human capabilities, features of the beauty of the human body. Therefore, the aesthetic activity of sports journalism plays one of the most important roles.

Entertaining activities. Sports competitions are not inferior to world-class concerts, nor to film screenings. The society is entertained, seeing the passing competition. They cause the necessary emotions in the show, ignoring interesting moments. This is a function of sports journalism, which stands out from the rest. This raised the rating of the channel. Ordinary people use television as a means of entertainment when they are tired of everyday worries.

The Role of Communicators model, proposed by M. McLean and B. Westley in 1957, is a complete version of the first model of mass communication in accordance with the paradigm. In relations between the “viewer” and “society,” their achievement was the recognition of the inclusion of an official media organization in the “activities of a communicator” – a professional journalist.

The Communicator Service model has three important features:

Freedom of choice in the activities of the media;
Selection of information of public interest;

Providing feedback to the characters of the events.

This media model is positioned as a neutral assistance organization contributing to the activities of other social institutions. It is no coincidence that this dynamic communication model was created on the basis of the American system. The free market may not be combined with the interests of the audience, as well as conduct an independent form of its targeted propaganda. In journalism, sports journalism is a hot and strong feedback loop between the addressee and the communicator. Sports commentator K.I. Makharadze: “It is always important to remember that millions of fans are watching and listening to fans who are ready to kill you for saying bad things about your favorite athlete”. We are engaged in our direct business so as not to touch or humiliate the honor of the viewer. We also launch a psychological tool of society. Knowledge of word and consciousness live at such a time as lightning speed is also a distinctive property “, – he argues (Makharadze K., 2001).

In the twentieth century. the rise of the authority

of information as the most important civilizational element was largely promoted by the emergence of cybernetics. Its founder, Norbert Wiener, offered the following view of the essence of information: “A person is immersed in the world that he perceives with his senses. Information is the designation of the content received from the external world in the process of our adaptation of our senses to it. The process of obtaining and using information is the process of our adaptation to the randomness of the external environment and our life in this environment. To really live is to live with the right information”(Wiener N., 1958).

Scientific methodology

Genre – a type of work, combined from content and form, with special properties. The system has the meaning of a whole, combined, forming particles. A collection of interrelated elements that make up common integrity. The concept of genre is the main concept of both journalism and literary creation. However, the genre in journalism is somewhat different from literary criticism. The genre in journalism is based on literary creativity. The genre is used in two ways:

1. To determine the type of literature used in drama, lyrics, poetry;

2. The story is used to indicate the variety of works within the literary genre, such as a story, essay, novel. The genre arose not as an individual’s work, but as a peculiar phenomenon in literary and historical development. A literary and historical genre system has also been created, limited by the established objective phenomena of the method and form of drawing the real life of society. K. Fedin: “The content of any work can be indicated in accordance with its genre. The main condition for the division into genres is the content of the work. The division of any work into a genre is determined by the features of the genre, grouped depending on the correspondence of the form” (Fedin K., 1978).

The genre is a type of work that implements specific creative tasks. He participated in all areas of creativity: journalism, literature, fine art, theater, music. It is based on the tendency to meet all the needs of society. Informing society, intellectual management of society, the formation of approaches to trends taking place in society, everything suggests that journalism is a powerful tool for talking and shaping the consciousness of the people. The main goal of the genre in journalism is to serve. Service cannot be independent. First, a certain goal arises, then concrete actions can be taken to achieve this goal.

All activities in society develop according to one system. The environment is part of nature, the result of human activity. The work of each journalist has its own invisible sides and its own method of creativity. The result is a specific article, message, program. If you want to talk about this person, not limited to receiving information from a person, you need to write in the genre of interview portraiture. If you want to comprehensively search and disclose information about a particular event, then you need to write an interview questionnaire. Interviews from well-known officials are called a press conference. The complexity of the task before the journalist leads to a complication of the methods and methods of its implementation. Academician D.S. Likhachev: "Genres are interdependent in journalism. They change and form a single system. The system of genres of journalism is developing in tandem with the social and political life of society" (Likhachev D.S., 1967).

The genres of journalism form their own style, based on the types of presentation of information. For example, the appearance of a radio newspaper of the XX-s can be called. On the one hand, on the other hand, the experience of the press, using sound capabilities, forms genres characteristic of television and radio journalism, when it becomes possible to convey information to society of that time through radio waves. In addition to the press, theater, cinema, and subsequently television also had a great influence on the development of television and radio journalism. The experience of recent years shows that the boundaries between genres began to disappear. Interviews are often conducted in the form of conversations or round tables. You can also observe the convergence of the genres of reporting and essay, radio composition, reporting or television coverage and documentary drama. The genre has three main types of information presentation:

- a) report quotes;
- b) mutual interpretation of events;
- c) the discovery of the artistic and journalistic side of events and data.

These methods of information dissemination contributed to the emergence of three main genre groups: television and radio journalism, the press.

Information – reports, reports, an interview, are rumbled, messages.

Art and documentary (journalistic) – essay, feuilleton, documentary drama, television and radio composition.

Overview/Expertise – overview, conversation, comment, correspondence.

The genre system has a connection between all its elements. Although each genre is independent, it is a

dependent part of the entire system. M.M. Bakhtin: "The new genre cannot replace the old genre. On the contrary, it gives its shade and complements. Increases the genre and improves quality" (Bakhtin M., 1963). There are several questions that affect the form in which journalistic information was created. The first is the personality of the journalist, his professional training and experience. Secondly, the requirement of time. The socio-political position of the press, television and radio company depends on a system consisting of several factors. Genres of general journalism are divided into three:

Information genres.

Analytical genres.

Artistic and journalistic genres.

It is common for the information genre to report, tell something new. They are based on news, thoughts, messages, data of socio-cultural, socio-cultural significance. Information genres have a significant influence on social opinion and affect the formation of social consciousness. The field of journalism is not only creative, but also political activity. Hidden terms are really stipulated by the interests of the owners of media, newspapers-magazines, radio, television channels. They can be individuals, a party, a financial group, a state, individuals. Dependence is manifested in program policy, future and current planning, and the course of daily programs. But the program is some whole meaningful form, consisting of individual and entire fragments, such as a mosaic panel. Everyone performs his duties and possesses personal signs and qualities. In other words, refers to a certain genre.

To define a genre, it is necessary to look for theoretical foundations in art and literature. How did the concept of genre come to journalism? By genre is meant a historically defined form of perception of the true essence that heals a series of more enduring straps. The genre distribution is based not only on this transformation criterion. The methods of visualization of authenticity, programs, functional features of their parts, thematic features, technical conditions for creating TV viewers are calculated.

You can recall other approaches to the division of sports division, for example, adopted in Western sports journalism. B. Rosenthal identifies three main types of materials on various sports competitions: preliminary (Advance stories), summary (Game Summary), and post-analysis (Post-Game Analysis) (Rosenthal B., 2010).

A variety of television and radio products can be classified according to a number of conventions. This will make it possible to determine a certain number of genres that will be important for the

theoretical development of the activities of TV and radio broadcasters and journalism issues. An accurate understanding of the genre nature is based on the ability to fully realize the skill and complete the editorial assignment. The theory of genres itself, which is distinguished by its versatility and complexity, is constantly evolving, updating specific and changing experience. The emergence, formation and development of new genres and the disappearance of old genres are a historical trend. There is no genre that does not undergo changes in the experience of our television, our radio. Over the years, forms appear that are absent in newspapers, radio, television. The diffusion of genres is mainly characteristic of journalism, but is clearly expressed in the direction of television and radio. In journalism, the TV channel has not only pioneering power, but also moving visual images, accompanied by sound, the richness of language. Changes in the genre contribute to the wide coverage of dramatic contradictions and complex life relations of our time.

Broadcasting is developed by mastering traditional genres. In television and radio programs, reporting and interviews have become more familiar, screen games, competitions or talk shows have equally appeared. Despite the complex structure of television and radio programs, on its basis you can find stable genre features.

Information genres – operational oral messages, video releases, short interviews and reports, expert ones include those types that in practice have become software. You can name video correspondence, story, comment, review, discussion, press conference and talk show. Painting, essay, feuilleton, pamphlet – belong to the artistic documentary genre. The genre is a historical category. The system of genres can serve as a special indicator of the era. Among the restrictions of information freedom, analytical, control, various genres prevail, informativity and reporting dominance indicate a period of freedom of speech (Shyndaliev M., 2012). The concept of documentary programs often combines informational and artistic and journalistic programs. Historical journalism should be divided as follows: information (object – personal dossier, specific event, method – constant of what is happening) and journalism (object – a group of data and trends related to the life of society, method – research, expertise, author's assessment). The information is basically "What? When? Where?" and journalism revealing the causal relationship between socio-political phenomena. The first, case and fact is not only an object, but also a goal, the second fact is a tool that proves the position of a journalist, an argument in

the chain of evidence obtained. The principle of "separate opinion from data," information is an objective picture of life, that is, that someone rightly treats what is happening. Direct screenings or reports from meetings of a higher legal body, speeches (comments) on government decisions, conversations with prominent public figures, journalistic research on topical issues of social life, "round tables" of experts, press conferences of foreign leaders on an official visit – all this is press conference, TV and radio broadcasting.

Although in sports journalism the two genres called sports reporting and sports commentary differ from each other, the two genres are constantly accompanied. For example, the author of a sports report said that a commentator is neither a report nor a comment. This, in our opinion, is the expert part of the reportage with commentary under the influence of the trend of integration of genres taking place in modern journalism. The term reportage is borrowed from the Latin word "reportare", that is, "to report, to speak". This genre was originally typical only for the press, and eventually for radio and television. The following features of sports reptiles are named:

The main character of the sports report is speaking or disseminating information, analyzing, summarizing, taking into account emotional features during the broadcast;

The component of the sports report is a comment. That is, an analysis of events. To report the totality of individual evidence and general conclusions, assumptions;

The commentator acts as the main person at the beginning of the event. Only in the absence of mobile television stations does he conduct the entire gameplay in the studio. In all other respects, the commentator is considered a witness to a direct event;

The viewer or listener can watch or listen to the game with the commentator;

The report may reflect the phenomenon in terms of the normal, natural development of the event in real time;

Subjective perception of the event comes to the main place. This game contains commentator information and reporting. Nevertheless, the commentator leads the game objectively, that is, neutral. Compelling agony and spectacular copyright initiatives have the right impact on the recipient of information. In many ways, this directly depends on the level of knowledge and experience of the commentator, the language structure (Alexandrova E.N., 2007). The purpose of sports reporting is to disseminate information

from the scene. The sports commentator is obliged to supplement his information with additional interesting information. Considering that the primary task of journalism is the collection of information, the dissemination of information in society, it is clear that this task tends to be commentatorial. If you take football in a popular sport, when there are twenty happy people on the playground to choose and report, the report serves its purpose twice. In addition to the television report that we describe, there are radio reports. The main difference between radio reporting is that there is no image; it is important to convey the words in the language structure of the commentator to the consciousness of the audience of the site (stadium). Because the radio transmitter must know in which corner of the pitch the midfielder is running, the players' playing discipline, even the number of fans on the court and their support, as well as other details. Otherwise, accordingly, the sports report does not reach its original goal, loses its importance.

It is not surprising that when, on the eve of the 2014 Olympics, N. Shiavone, who served as director of strategic research at NBC (a leading US broadcaster who has had the priority right to broadcast the Olympic Games for half a century), formulated the five principles of his television company by analogy with the five Olympic rings, along with story, reality, possibility, idealism, patriotism¹ turned out to be in them, which aims to strengthen viewers in love for their nation and belief in the superiority of American athletes and the American people as a whole (Andrews D.L., 2006).

Television reporting is a huge genre. Therefore, reporting is the most widespread, main genre of journalism. Reporting is an active genre of journalism, so the press, radio, television quickly deliver any events with the help of a correspondent. The extreme situation is worth noting. Informing news is the goal of information genres. But in the report, the author's attitude to the event, the phenomenon, the selection of data comes to the fore. He does not exclude the authenticity of the information genre. Reporting is of great importance in the history of journalism. Because he is distinguished by his closeness to life, the disclosure of the true image of the phenomenon. We meet the types of speeches in the frames when it comes to oral information communication (newsletter). The speech of the journalist from the TV screen to the public audience is the main subject of the broadcast. The following question may arise. Does the above genre definition correspond to the term "on-screen

performance"? Speech is not a genre. This is the author's method that can bring any information to the viewer. A television essay about a man with high artistry – all this is a performance in the frame.

The performance is accompanied by the demonstration of film documents, drawings, graphic materials, documents. If the performance takes place outside the studio, then you can show the environment, landscape. But the main content is the monologue of a person who is trying to convey specific information and his attitude towards it to the audience. Speaking is a branch of early public speaking that is a powerful tool for influencing social opinion. Aristotle, who lived in 335 BC, in his work "Rhetoric" indicated three types of oratory. The principle of building a language, skillful qualities and abilities of a Chechen, that is, the identity of the speaker, skill, the method used in the orator's word. This approach has not yet been canceled.

Since the advent of television, the question has been raised about the need to define a new category of people, drivers. Currently, the word "speaker" is pronounced by a person who is waiting for the rostrum at an open meeting (congress, forum, symposium, lecture) and addresses the audience in the hall. On TV, the speaker imagines listening, looks into the camera lens and makes a call.

Makes special demands on the driver's face appearing in the TV audience. First of all, the driver must be a real person. In connection with their social status (political, state activities), activities (scientists, artists, writers), the viewer must be interested or informed. A television speaker needs to absorb those qualities that he can express clearly, understandably, have special thinking abilities, analyze and differentiate certain phenomena and events, and make the right decisions in any situation.

Literature review

Professor M. Barmankulov: "Attracting the attention of listeners is the most difficult and first responsible time. The mood of each person is close to the feelings that he experiences in the way of life, both fascinating and joyful. So, the first words should be very light, understandable, interesting" (Barmankulov M., 1974). There can be many such "coups": an event in life, a paradox, an unexpected question. To find such a beginning, you need to think about everything in advance and determine what thesis can be put first, it's totally creative work.

In any case, a TV journalist has to act or prepare a speaking person, while on the basis of rhetorical operations (coincidence of the displayed video movement with text material, reduction – the transition from complexity to state, etc.) and with

types of rhetorical forms (metaphor, metonymy, synecdoche, synonymy, hyperbole, euphemism, etc.). This concerns the text of the speech. On television, we can not only listen, but also watch. According to psychologists, forty percent of the information depends on the rhythm of the voice (intonation). Mimicry, the image of the speaker, the stereotype of perception are added. All this leads to the fact that the television performance is seen as a genre variety, and not as a business. The technical way of speaking includes diction, rules of literary and artistic pronunciation, logical reading of complex sentences, including logical indignation and logical emphasis.

Television has three main forms of on-screen performance:

1. Text presentation written in collaboration with the speaker and edited by TV commercial;

2. Preparation of short answers to general questions posed by the speaker, with the definition of a preliminary topic and a system of thinking. Theses are a kind of scenario plan that determines the content of the performance and the nature of the images (drawings, maps, diagrams, models).

3. In advance only speech with a fixed topic and duration of speech (timing). On the TV screen, thesis and dull speeches look difficult, and reading the text without looking back at them is an unpleasant impression on the viewer. Basically, when preparing a speech in the frame, a monologue of a person on the screen, the situation should be taken into account. When a performer himself is popular in the community, he is more interested in viewers than in other programs and is highly regarded. Such programs belong to the official form. For example, a message from the President to the people, a statement by the speaker of parliament, a speech by a public figure on the occasion of an important event. In this case, accuracy is very important, so the speakers speak according to a pre-written text. This does not mean that the person on the screen reads without looking at the paper. The use of telezoom services gives the illusion of the speaker communicating directly with the audience. This also applies to the television journalist as an editor. Despite the fact that the speaker has a speechwriter, the journalist corrects the text for the convenience of the audience. The text, prepared taking into account the imaginative nature of television, is appropriate. In this case, you can find the correct image solution. According to the illustration, he can hang the viewer out only if he performs steadily. The TV journalist contributes to the creation of the desired video sequence. The video serves as evidence of parallel

speech and has a particular impact on the viewer's perception of information. There are cases when the journalist himself appears in the frame. Journalist's monologue – commentary and review. Recently, live reporting from the scene has become a common genre. Performance in a shot using the technique of presentation is the simplest type of program. For a speaker, including a journalist, this is the best way to realize spiritual and creative potential. The success of the performance in the frame is the presence of mass thinking, the explanation of complex things, the viewer's light, active, figurative speech. A connoisseur of not only the viewer's performance, but also the way he speaks. In order for a performance to be impressive, a journalist needs to use effective methods. Russian scientist Yu.N. Karaulov included sports commentators among the language ones. A linguistic person is people who are able to receive, compose and distribute linguistic texts. According to Yu. N. Karaulov, the abilities of a linguistic personality differ from each other in linguistic and structural complexity, the ability to clearly and deeply give a real action, a specific goal (Karaulov Yu.N., 1989). Thus, there is now a clear trend between commentary and reporting in sports journalism. And he can include the future in his lineup and other genres. Given that converged journalism is trending and evolving, this is a reasonable phenomenon. For the correct establishment of communication between the communicator and the addressee, receiving the information, the requirement of the addressee and the communicator must be fulfilled. As technical innovations are revealed daily and the demands of both sides are intensified, the phenomenon of genre development becomes normal.

The connections between sport and values have been of interest to sociologists of sport with reference to the assumed characteristics and qualities of sport participants, particularly young people and celebrities. The 'fair play' ethos at the heart of modern sport has been critically examined as reinforcing dominant values and social cohesion (Jarvie G., and Maguire J. (1994)). Sport stars are often expected to serve as role models and to behave in socially approved ways according to the demands of an assumed and imagined community (Eitzen S., 2000). In addition, the behaviour of athletes with endorsements may be further scrutinised by advertisers, sponsors, managers and administrators with little tolerance for negative publicity (Whannel G., 2002). The mediation of the character of sport stars, therefore, involves linking particular significations to an image that may appeal to media consumers. For example, MacDonald and Andrews

(MacDonald and Andrews, 2001) discussed the ways that '[Michael] Jordan's celebrity sign is also incredibly malleable, highly mobile and the carrier of shifting, but important cultural meanings'. Jordan's positioning as a transnational superstar and a commodity was linked to his perceived ability to transcend race and signify multiple desirable qualities, including hard work, achievement, family orientation, trustworthiness and affability (Whannel, 2002), observed that 'the public identities and images of such figures are a product of the social relations of moral contestation rather than an expressive product of their own actions.' Of particular interest in analysing celebrities and values, then, are the characteristics of the layers of mediation surrounding sports stars as well as public engagement with these images and discourses.

The capacity of sport to reinforce the social order has also emerged as a persistent theme of sport broadcasts and dramas. The sport media in all its forms regularly accentuates attributes of fair play, impartiality and meritocracy and deemphasizes interconnections to broader social issues, problems and challenges (Hillyard, 1994), referred to the presence of an (anti) sociological imagination to capture how sporting controversies and scandals were reported in ways that protected the interests of those in power and deflected attention away from political and social issues. For example, stories about performance-enhancing drug use tend to emphasise the bad behavior of the individual, deflecting responsibility or culpability away from organisations, clubs and coaches (Padwe 1989).

Conclusion

Journalism and sports serve in the modern world, and also contribute to the good of the country and the development of the industry. As you know, sport not only includes domestic services (treatment of patients, prevention, drug addiction, drunkenness, crime among adolescents and youth, the formation of the spirit of the nation, the development of various physical qualities, etc.), but also performs an "interstate" function, increasing the international country level, enhancing mutual understanding and peace between different countries. This conclusion was adopted and legislatively approved at the meeting of the General Assembly of the United

Nations on November 3, 2003. Sport, that is, physical culture, does not include such functions as "medical education (enlightenment)", "prerequisites for social and cultural development", as well as "cultural education", "the use of sport in the communications of society", "introduction to the ways correct behavior "with international sports organizations and other knowledge, culture, communication, social services. This includes the activities of the armed forces, the country's security service, high labor productivity, civil patriotic education. From here we will once again learn the importance of sport.

Taking into account all the data, facts indicated in this work, I came to the following conclusion:

- Kazakh sports journalism has a commentary school;
- Sports commentators of Kazakhstan work at their level and can achieve even greater success in the future;
- Linguistic and stylistic mistakes are common on television;
- There is competition among sports commentators;
- Maybe there will be a new wave of commentators in the future;

Based on these conclusions, I would like to make the following suggestions:

- It is necessary to organize competitions among the country's sports commentators. There was a competition "People's Commentator", which, I think, is best held among professionals;
- We need to start educating young commentators;
- Special disciplines should be introduced in faculties where the profession of journalism is taught;
- It is necessary to publish special textbooks, memorable books of representatives of the Kazakh sports school of commentators;
- In order to generalize foreign experience, it is necessary to create conditions so that commentators are often sent abroad and do not receive experience;

Of course, all this speaks to what happens in time. But I think that when we have young people, professionals who can reach the pinnacle of commentary art, the work of sports commentators in Kazakhstan will develop further, and this will give a national impetus.

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