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**Post mass media in the modern informational society**  
**"Journalistic text in a new technological environment:**  
**achievements and problems"**

**THE VALUE OF THE CONTENT IN THE NETWORK**  
**RESOURCES SPORTS**

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*Abstract*

In modern studies of sports the vector of its axiological component is actualized. The appeal to symbolic models, cultural patterns, meanings associated with sports is relevant in the conditions of sharp politicization and commercialization of sports. As an integral part of culture, sport has full value in itself and thus constitutes the highest humanistic value. Sport is turning into a new socio-cultural mechanism that fills in its own way the cultural "voids" formed during the desacralisation of society, in the context of reducing the role of traditional religious values in people's minds. At the same time, sport in the postmodern paradigm changes its socio-cultural values: the axiological component of sport is influenced by economic and political factors that lead to changes in the content, hierarchy of values in the ideology and practice of sport. This fact confirms the activities of international sports organizations and their reflection in the media. Value criteria of sports information are revealed in media texts of journalism, advertising, PR, which reflect the essence and features of the sports process. The means of assimilation of values is their translation into media resources with the help of a set of techniques: the accentuation of emotions and values, the awakening of adequate emotions, the use of emotional and value contrasts, as well as through interest and experience. Network communications will continue to play a key role in the development of sports and their socio-cultural potential.

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**Keywords:** Sport, value content, network resources.



## **1. Introduction**

Modern sport is an actual socio-cultural trend in the information society. Actuality of such statement of a question is conditioned by that in the modern dynamic sociocultural system sport is one of the most popular foods of consumer demand (Bogdanova, 2016), and the place of sport among human values is significantly increasing, since sports are a universal tool for self-development, creative expression and self-realization (Ivanov, 2016). In the context of the increased politicization of sport and the influence of social networks on the entire system of social relations, sports brands (competitions, individuals, ideas) have received an international dimension and become carriers of universal values, acquiring a pronounced axiological component.

## **2. Problem Statement**

Having a wide range of information and psychological impact on the audience (from acquaintance to persuasion), modern mass media form a new evaluation paradigm in relation to sport: from the traditional understanding of sport as a socio-cultural and spiritual-aesthetic phenomenon to the idea of sport as a business and the sphere of political influence. The General approach of the mass media to the coverage of the competitions, the relevant comments and explanations expand the value orientations, influence the behavior stereotypes of the participants of sports activities.

Studies of global corporations in the field of advertising and public relations DDB Worldwide, Landor Associates, Young & Rubicam confirm that strong brands have significant ideals and values that they contribute to society. Consumers and sponsors around the world often prefer sports brands, because their use affects the world, the formation of culture, relationships in society. Studies of global corporations in the field of advertising and public relations DDB Worldwide, Landor Associates, Young&Rubicam confirm that strong brands have significant ideals and values that they contribute to society. Consumers and sponsors around the world often prefer sports brands, because their use affects the world, the formation of culture, relationships in society.

## **3. Research Questions**

- To define the concept of "value content in sports" and value criteria of sports information;
- To determine the specifics and range of media resources covering sports events in the Network;
- To identify the parameters of mass communication, which reflects the essence and characteristics of sports practices.

## **4. Purpose of the Study**

The aim of the study is to present the value content of sports in a convergent Communicative space, network journalism and social networks.

## 5. Research Methods

The interdisciplinary nature of the study led to the use of a systematic approach as the main General scientific method, which includes methods of comparative analysis, content analysis, qualitative and quantitative methods of applied sociological research and other Studies. The data obtained make it possible to project trends, some formats of experience on other practices and approach their assessment and study from the standpoint of universal value.

## 6. Findings

A way of being of sport as social and cultural values explain through axiology, through necessity of existence values. Studies of the axiology of sport allowed to study approaches to understanding this phenomenon, as well as to identify that such an aspect as the role of media resources in the development and maintenance of the functional values of sport needs further development. The value is understood as the acquired, learned from experience generalized and stable concept of what is desirable; it is the tendency of choice and the criterion of setting goals and results of action (Siniutin & Karapetian, 2015). Based on the works of Siniutin and Karapetian (2015), in the sports practice there are categories of public and personal values.

In particular, the specific structures of social values in sports include such values as valeological value (the value of a healthy lifestyle), an indicator of the potential of the nation, the organization of international relations, entertainment value. Personal values are associated with the factor of self-identification, are carried out at the level of symbols and find their expression in involvement with the team, strong spirit, will to win. As part of culture, sport contains value categories, which it accumulates and translates as the basic values of social development: directly affects the physical and spiritual development of the individual; is a model of social interaction based on the democratic principle of justice and equality of chances; is a sphere of international cooperation, a way of introducing countries to the values of post-industrial civilization. Finally, sport acts as a universal means of communication, contributing to the development of interpersonal, interregional, national and international contacts.

In the conditions of information society the key characteristics of sport become: the commercialization of sports; the politicization of sport, media sport; institutionalization of sport as the process of replacing the spontaneous, natural behavior of social groups on adjustable. It is also rationalization of sport as the search for increasingly accurate measurements of sporting achievements; the internationality and democracy of sport (declared and real equality of opportunity of participation in competitions). Thus, sport acts as an actual socio-cultural system in the information society (see Table 01).

**Table 01.** Sport as a social value system in the information society

Model of social value systems	Main content	Type of start
1. Functional model	The instrumental nature of the sports activities Practical achievements of sport	Sport of the highest achievements Mass sport
2. Competitive model	Competitive activity. Value norms and rules of "fair play". Victories. Ratings.	Sport of the highest achievements

3. Business model	Sports show, show as a business Variety of forms, methods and means of the market of sports and health and sports services	Olympic sport High performance sports Recreational sports
4. Political model	Political and socio-cultural activities of international sports. Sports diplomacy. Value orientations in national image-making and sports branding	Olympic sport High performance sports
5. Expressive model	The positive emotions, the pleasure of sports Health and active lifestyle values	Mass sport Recreational sports
6. Media model	Information and communication activities of sports organizations to cover events and sports brands	Olympic sport High performance sports Recreational and mass sports

The full functional potential of sport – integrative, political, peacemaking, moral, symbolic, mythical, media, recreational and other functions of sport-is aimed at the realization of universal values in the system of social relations. Sport is turning into a new socio-cultural mechanism that in its own way fills the cultural "voids" that were formed during the desacralization of society, in the context of reducing the role of traditional religious values in the minds of people.

At the same time, not only the official rules, but also the unwritten moral norms of "sports honor" and the principles of "fair play" determine the line of behavior in unpredictable situations of sports competition. The higher structures of sport support and stimulate this factor of wrestling. Therefore, the winner of the prize for fair play on the FIFA decision in 2017 has become a defender of the Czech club "Slovak" Francis KONE, who during a match with "Bohemianism" saved the life of a goalkeeper Martin Berkovets. On the 29th minute, the goalkeeper crashed into his defender and lost consciousness. Berkovitz's tongue was sunk, and KONE gave him first aid. In 2018, FC Krasnodar was recognized as the winner of the Fair Play League award. The spectacular game of the team, the intelligent behavior of the players and fans allowed FC Krasnodar to receive the main award of the championship for fair play (Krasnodar became the laureate of bonus for a honest game on results a past season, 2018).

Sport in its essence is not just a cult of strength, endurance, dexterity and other physical qualities, but a culture of their harmony in combination with the spiritual merits of a person (Kostikov, 2017). In this regard, like any socio-cultural phenomenon, sport develops its own system of cultural codes, symbols and signs that reflect its inherent value orientations.

Through its symbolic function, sport serves as a cultural model that shows the possibility of eliminating ethnic and racial inequalities and can therefore be used in the fight against racism, xenophobia and intolerance. In the case of women, it demonstrates the possibility of overcoming biological and cultural barriers in comparison with men. The system of symbolic values of sport makes it an attractive model of the human world, a fair, though not conflict-free, social life. In addition, although such a model appears as a certain idealization of real life, it shows the direction of movement to overcome conflicts in various spheres of life. Analytics value potential of sport in information society gives the opportunity to emphasize the importance of accumulated sport experience with backup abilities.

Performing the "pioneer function" of knowledge of human capabilities, sport carries one of the most indispensable social values.

Changes in socio-cultural reality, taking place since the end of the twentieth century, deformed the Olympic project de Coubertin, which was built based on the mentality of modernity. Sport in the paradigm of postmodern changes its socio-cultural values: the axiological component of sport is influenced by socio-economic and political factors that lead to changes in the content, hierarchy of values in the ideology and practice of sport. Ideological components in the global sports related to the reflection of social relations, begin to privnosit in sport intentionally and forcibly. This fact confirms the activities of international sports organizations and its reflection in the media.

Mass media act as an actual means of representing sports. On the one hand, sport is characterized by the presentation and disclosure of a number of socio-humanitarian ideas and values, on the other hand, the sports system appears as a large business industry. In other words, there are orientations to humanistic ideals and values of sport, aesthetic and spiritual principles are revealed. At the same time, "life pragmatics" presented in the media field of sport allows to reveal those aspects of sports activity that functionally interact with the most important parameters of society – politics, national relations, social status, ethical values, fashion, lifestyle.

In recent years alone, more than 80 world Championships and multi-sports games have been held, attracting 13 million viewers in 118 cities and 38 countries, the coverage of which took a billion hours of television.

Having a wide range of information and psychological impact on the audience (from acquaintance to persuasion), modern mass media form a new evaluation paradigm in relation to sport: from the traditional understanding of sport as a socio-cultural and spiritual-aesthetic phenomenon to the idea of sport as a business and the sphere of political influence. The General approach of the mass media to the coverage of the competitions, the relevant comments and explanations expand the value orientations, influence the behavior stereotypes of the participants of sports activities.

In addition, due to its technical nature, the mass media not only provide the possibility of mass coverage of audiences, but also bring to the sphere of sports a number of new aesthetic qualities that affect the formation of its values. This process of enrichment of culture due to the new aesthetic qualities of mass media, introduced into the practice of sports through the technical mass media, can be evaluated as a way of spiritual enrichment of the individual aesthetic means, which in turn affects the acceleration of the process of inclusion of values.

Value content is formed by such components of communication as promotion of socially significant ideas, personification, event-communication, associative row, emotional component. Value criteria of sports information is revealed in media texts, which reflect the essence and characteristics of sports practices.

Aggregate resources sports event coverage:

1. Shared resources dedicated to different sports and major events from the world of sports. These are sports Newspapers and magazines that have analogues in social networks. (for example, "Sport-Express", "Sport day after day"); sections of portals (Mail.ru, Rambler) and news resources dedicated to

sports (Kommersant.ru, Lenta.ru, Ria.ru, Gazeta.ru, Rbc.ru, Kp.ru). This also includes individual sports social networks (for example, DISSP – a network containing world and Russian sports news).

2. Related resources on a specific sport and created with the goal of bringing its fans. Have news character, as and common resources, but in ties with certain guise of sport (for example, RusBody – social network bodybuilders and bodybuilders. Rusfootball.info, Soccer.ru (football news in Russia and abroad).

3. Club resources-communities and users of social networks, members of blogs and fan clubs. Contain the latest news about the past matches of a particular team, information about its members, announcements of upcoming events (for example, the website of Spartak fans). fratria.ru); Rusfan.ru-social network Russian-speaking his fans).

4. Specialized resources dedicated to certain aspects of the sports field (for example, a website about sports psychology; betting network Pari-Match (parimatch.com); results and statistics of the whole sport (Liveresult.ru and others).

5. Platforms specially created for branded events (mainly special projects for the Olympic Games, world hockey and football Championships, focused on the aggregation of basic information on a specific occasion.

The communicative strategy of the largest competitions, as a rule, it reflects the values of sports brands, progressiveness and innovative approach to the games (Briazgina, 2016).

During the study of the official websites of the British and Russian football top clubs (FC "Manchester United", "Manchester city", "Spartak", "Zenit", 01.10.2018-01.02.2019) the author identified the following features of value content:

- media texts in the genre models of multimedia, advertising, PR aimed at satisfying not only information, but also socio-cultural needs of the audience;
- conscious positioning of the image of the sport, as well as entertainment services as a kind of cult, in the thematic sections and headings;
- use of club identification and attraction of various tools of mythologization by means of which, being involved in process of consumption of a sports product, the person as though appears in symbolical reality and cultural space of the sports power.

Technologies for the formation of sustainable associations are based on the use of models of mythological thinking and are fixed in the minds of the consumer in the form of values and guidelines. Elements of mythologization can be found in various forms: from the comparisons used in the speech of presenters on radio and television to the manipulation of public opinion in socio-political rhetoric, from the name of trademarks to communication technologies used to create a brand (Gnezdilova, 2019).

At the end of 2018, the number of users of social networks according to Brand Analytics was more than 46 million per month, the number of messages exceeded 1.8 billion messages (Social networks are in 2018: global research, 2019). Given that branding in 2019 is going through thematization and personalization (Malkevich, 2019), in the expansion of the value content of sports brands, we will separately highlight the phenomenon of citizen journalism, which means personal "civil" communication implemented on separate web platforms, as well as participation of stakeholders in the work of official media resources.

In the expansion of the value content of sports, it is necessary to highlight the phenomenon of civil journalism, which means personal "civil" communication, implemented on separate web platforms, and participation of stakeholders in the work of official media resources.

## 7. Conclusion

In the changing media environment, sports brands (competitions, clubs, athletes), attracting a significant number of interested participants, form the social sphere of socially significant projects under the influence of the processes of evolution of sports and the interpenetration of communicative sports and mass media. Such a specific situation creates conditions for the development of social programs that are directly related to the objectives of PR in the social sphere – the promotion of universal values of sports and socio-cultural projects.

According to the results of the IV annual national award "Sport and Russia", 80 companies have already won the prize in the field of practical implementation of sports projects, investments in sports and sports marketing, including Russian mass media (In Sochi summed up IV of annual national bonus «Sport and Russia – 2017», 2017).

By implementing charity projects, including online resources, top clubs in mass sports support sports, develop and encourage it. FC Spartak is actively developing social and cultural projects for beginners. FC Zenith promotes the value of a healthy lifestyle. FC Bayern specifically supports needy citizens, as well as football clubs in Germany. FC Barcelona has become one of the main values of Barcelona, affecting directly and indirectly taxes, services, jobs and turnover of funds (Tsallagov, 2016). The official website of the club clearly articulates the key values of the brand:

-Catalan identity: ("the club's projects with conviction and creativity show the image of Catalonia to the world, defending the idea of different cultures");

-universality (the club has supporters in more than 50 countries);

-social obligations (the club's programs with international organizations such as UNICEF, the charitable food Fund, etc.);

-democracy ("it is still governed on the basis of democracy, which makes it unique").

Almost all top clubs in world football organize their own social support funds for target groups of fans, charity matches to help those in need. There are many examples of modern social projects: together with the Foundation "Together against colitis», "Manchester United" organizes charity evenings to raise funds for the treatment of this serious disease. Within the framework of the Elite Player Performance Plan project, the Manchester United Foundation has created an extensive network of training schools and football training centers, and other.

Charitable Foundation for veterans and youth support "Spartak-Moscow" is engaged in the organization of charity events, excursions, tournaments, work with spectators with disabilities. Similar projects update the cultural and symbolic resources of sports in General.

Means of assimilation of values is their translation in media resources by means of a complex of techniques: accentuation of emotions and values, awakening of adequate emotions, application of emotional and valuable contrasts that is carried out through associations (positive perception of the world, youth, health-obvious values of sport), through interest and experience. Are traditional ways of shaping

space is valuable content: creating stories novelty; the organization of competitive situations (contests, competitions, tournaments); the reflection pechoroilych situations (rituals, rites, and dramatization); attraction of situations of emotional explosion. In the online broadcasts of matches and competitions, a whole range of network technologies achieves this: an updated narrative (in the present time); the attraction of "pictures" obtained with the help of "virtual reality" technology; an abundance of details that transmit the general emotional background.

Promosites, title sponson of separate competitions of mastery, actions in social networks, attractions for fans - all these instruments surround such new actual sporting shows, as Matches of stars. They help club brands to strengthen feeling of holiday and go down in memory to the fans and tele viewers. So, on January, 20 2019 "Week of stars of hockey" came to an end in Kazan, where a master-show and mini-tournament of the best players of the Continental hockey league (KHL) passed. There is continued tradition of choice of the "Priceless player" and "Priceless fan" and work of medioclub journalists ' club "Priceless League" on Match of stars (Khromov, 2019).

For the past years "Priceless League" became more than simply sponsor activating. Now it is the real tradition of KHL, finding the reflection and in other areas. So, hereunder a brand is create a media club, in that journalists and special guests of Mastercard, official partner KHL and organizer of Match of stars, discuss development of hockey (Different hockey generations are in one lodge, 2018).

A hockey club "Severstal" "worked out design-conception for the season - 2018/19 and renewed an appendix with the complemented reality. A main slogan remained the same, what in a past season - #HockeyMore important. However now he "acquires connotation, underlining that young people are ready to choose sport instead of any temptations and entertainments" (More superheroes. "Severstal" presented new style with "living" comics, 2018). Exactly for bringing in of young audience style of superheroic comics is chosen. From the alike projects of other clubs (for example, Kazan volley-ball "Zenith" and Krasnodar basket-ball "Lokomotiv-Kuban") "Severstal" " differs what her drawn superheroes are able to "come" back to life. A year ago admirers of club the first in Russian sport was produce an appendix with the complemented reality (AR), now developed him.

Thus, when sports and journalism merge, a discourse media system is created, which carries a certain code that allows not only to perceive certain structures of knowledge, but also to comprehend what is happening in this area at the level of symbols and signs that embody value orientations, ideological attitudes, models of development of sports events and interpretation of current situations (Vojtik, 2014).

In conclusion, we note that, in contrast to functions, values of sport remain a strong Foundation. Sport as an inseparable part of culture has a complete value in itself and for itself and thus constitutes the highest humanistic value. Taking into account political factors, modern sport claims to be a social integrator capable of uniting society based on Patriotic sentiments and instilling in a person a sense of solidarity, citizenship and other universal values.

As for the development trends, the communicative potential of sport is conditioned by its ability to integrate universal socio-cultural practices as a symbolic "tool" of culture, with the help of which the socio-cultural basis of sport recreates and preserves its spiritual essence. Value content brings communication to a socially significant level (especially in the case of charitable or innovative

technological types) and allows you to capture stories that are important for the history of sports and do not lose relevance over time.

In the conditions of active network formats, where the center of gravity of communication is moving, including "civil" journalism, the "mobilization" of stakeholders and their participation in social processes will continue. Network resources will play a key role forming of the "mobilized audiences" at an international level, activity and scope of that are the condition of development of sociocultural potential of sport.

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