



## The Evolution of Sports, Journalism, Internet and Sports Websites

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### **Abstract**

The article talks about sports sites on the Internet. Also, the analysis of the achievements and shortcomings of the further expansion of the activity of sports sites, the implementation of continuous reform of the site is presented.

**Keywords:** *Internet; Sports Sites; Sports Journalist; Advertising; National Sports; Internet Journalism*

### **Introduction**

Sport is an English word, but the original is an abbreviation of the old French word “desport”, which means “game”, “entertainment”. It is an activity of comparing the physical or intellectual abilities of people (athletes) organized according to certain rules [1].

According to historians, the first humanity appeared in Africa. There are rock carvings that attest to the “sports” activity of prehistoric humans. More than 400 varieties of exercises and games are depicted on the inner walls of the Egyptian pyramids, as determined by scientists. Ancient Egypt and Mesopotamia are said to have been the birthplaces of the ancient sport [2]. In Greece, the first sports competitions were conducted. After the formation of the International Olympic Committee, sports development accelerated dramatically. In 1896, the first modern Olympic Games were held [3]. It prompts the question, when did such an ancient sport first appear on the Internet? Prior to that, we believed it would be prudent to make a brief announcement regarding the Internet.

Internet history began in the 1950s with the development of computers and the emergence of scientific and practical concepts of global computer networks in various countries, predominantly in scientific and military laboratories in the United States, the United Kingdom, and France. Similar developments existed in the Soviet Union, but they were classified by the military, and the OGAS civil network project (1959) was suspended artificially. However, in 1978 Academnet (X.25), which was

compatible with the Internet, appeared in the USSR, which was linked to the newly formed international Internet in 1981 [4].

With the advent of the Internet, the entire globe began to fit into the palm of one's hand. The middle boundary of time and space has been lifted. Under the influence of these opportunities and circumstances, sport, like every other discipline, has developed and expanded in unprecedented ways. Press, television, and radio transmissions have been replaced by online publications and broadcasts available around the clock. Now, it is possible to observe any sporting event, championship, or tournament as if you were there in person.

## ***The Main Part***

The first website on the Internet, info.cern.ch, was created on August 6, 1991. Tim Berners-Lee, the company's founder, published a description of the new World Wide Web (WWW) [8] technology based on the HTTP [5] data transfer protocol, the URI [6] addressing system, and the HTML [7] hypertext markup language on this website. Additionally, the website described the implementation and operation of servers and browsers. Tim Berners-Lee subsequently published a catalog of links to other websites on the website, making it the first Internet directory [9]. When websites on the World Wide Web were made available to the public in 1993–1994, they became readily accessible to everyone. By the end of 1994, there were only a handful of prominent websites [10] despite the fact that the total number of websites was still negligible compared to current levels. At the start of 2011, there were more than 220 million websites [11] on the modern global Internet, which is a complex interaction of various structural elements and technologies.

The creation of the first websites on the Internet coincides with the independence of the Republic of Uzbekistan. How have websites changed and evolved over the past thirty years? What factors led to the pervasive introduction of Internet journalism and the emergence and development of sports websites within this system? These inquiries are one of the primary foci of our research.

Internet journalism (online journalism, digital media) is a new form of journalism that emerged at the close of the 20th century with the development and proliferation of the Internet. Consumers receive content via websites and mobile applications. Like the majority of journalistic reports, announcements about news and impending events can be published online in text, video, audio, and any other interactive format [12]. Internet-based media can take many forms, and conventional media is not always editorial and traditional. Online journalism can take many forms, with the most prevalent being:

- Websites and mobile applications;
- Blogs (authorship and collective);
- Messenger channels (in particular, Telegram, Instagram channels) [13];
- Podcasts [14];
- Channels, accounts and groups in social networks;
- Postal items.

This implies a continuous flow of information. Internet journalism, which began as the most active system of the digital society, has developed rapidly, and the components of journalism itself, including sports journalism, have been transformed into this process. The emergence of the Internet has fundamentally changed the face of world journalism today. Prior to 2000, most Internet gadgets such as iPods, Twitter, YouTube, Blogs, and Google search were not actively used in journalism.

12 rules of the Internet journalist:

- Talking about the obvious;
- Prepare and listen;
- Formulating question;
- Being able to listen;
- Effective use of interview types;
- Monitoring and reporting on developments;
- Update the news based on the development of the event;
- Attention to language culture;
- Creating new interpretations;
- Brevity and conciseness;
- Consequence neutrality.

In step with the times! [15]. Any professional problem can be solved by an internet journalist who begins his work with such a process and philosophy. It is recommended that the above guidelines be followed in order for a global network journalist, who has considerably greater creative and opinion freedom, to fully and clearly express his opinion and propose complete solutions.

Creative people in Uzbekistan did not take internet journalism seriously during its early stages. His point of view appeared hazy. Internet journalism in Uzbekistan first emerged in the mid–2000s. It was unmistakably a technological progress process. News sites were counted on the fingers in the Uzbek part of Internet journalism at the time. More over half of them were anti–government websites. In 2005, Uzbekistan hosted its first national internet festival. In the category of news publications, the site uzreport.com, which serves as the foundation for modern Uzreport TV, came in second place. The first and third place sites (security.uz and veget.uz) are currently unavailable. Our country’s rapid development of information technology has resulted in the development and popularization of Internet journalism [16].

Slowing down efforts in this area, leaving them to their own devices, and failing to take into account current needs will result in lagging behind the most advanced results in the field, alienation of today’s Internet journalism, and cooling of journalists working on the sites. As a result, the ideal approach is to reform digital journalism, provide full support to employees working in the field, instill confidence in them that they may function free of internal and external threats, censorship, pressure, and controversies, and then not interfere with the work process.

According to the Ministry of Information Technologies and Communications Development of the Republic of Uzbekistan, the number of Internet users in Uzbekistan surpassed 20,000,000 in January 2018. This is 5.3 million higher than last year, and 63% of Uzbekistan’s total population has joined the worldwide network. The majority of them access the Internet via their mobile phones. In Uzbekistan, the number of mobile phone customers has surpassed 22,800,000. In comparison, our country had 7,500 Internet users in 2000, 675,000 in 2005, 6,500,000 in 2010, and 10,200,000 in 2015. The high growth in internet users in 2017 is due to the impact of our country’s reforms and freedoms introduced last year, as well as their extensive and timely coverage on internet sites [17].

Today, the most popular sites in the Uzbek segment of the Internet are news sites daryo.uz and kun.uz. As of February 13, 2018, 349,920 people visited the daryo.uz site (2,719,266 pages were read), and 328,412 people visited the kun.uz site (1,526,726 pages were read). 30 percent more users visited these sites compared to the same period last year [18]. Daryo.uz and kun.uz, which are the largest information channels in Uzbekistan, receive 90–110 articles per day. Their number of followers on social networks exceeds 1,000,000 people. For example, a total of 1,265,870 people follow the kun.uz site on social networks (Telegram–256,399, Facebook–175,971, Twitter–19,500, Instagram–709,000, Youtube–105,000).

The website of the “Xalq so‘zi” newspaper has also been significantly more active in recent months. In addition to daily news, sharp critical articles and observational materials are published on a regular basis, which explains the site’s and newspaper’s appeal (3500 visitors per day). The online versions of the publications “Uzbekistan Today” and “O‘zbekiston ovozi” are read by 1000–1500 people per day [19]. There is a need in Uzbekistan for a national Internet firm with a strong security and user-friendly operation system that offers hundreds of services such as information search, e-mail, news, video hosting, translation, trading platform, disk, weather, encyclopedia, and job search. Otherwise, no matter how concerned we are about information security, we will continue to rely on other services [20].

Any information can be accessed by information consumers at any time. You don’t have to wait until the one o’clock news to learn what’s going on on another continent. The ongoing focus of online channels is on news updates [21]. It is not an exaggeration to state that, as a result of such news, journalists began to operate continuously in online format, managed to produce non-stop information flows, and abandoned the conceptions of time and place. Such rapid development has undoubtedly resulted in radical changes in the promotion of the sports industry, which has millions of supporters. In light of these advances, sports journalism, the largest booster of sports, has embraced an innovative approach and advanced to a new stage of development.

Sports journalism was founded, developed, popularized, and developed throughout this century as a result of the attention paid to sports and the culture of physical education. If you look back in time, you will notice that the development of sports is inextricably linked to the development of sports journalism. It is clear that sports are widely covered and promoted by the media in any country where sports are prioritized in official policy. In this context, it is worth noting that the popularization of sports as a vow of a healthy lifestyle, rather than for a specific pecuniary reward, has deep human, intellectual, and moral substance [22].

Sports journalism is a genre of journalism that focuses on the collection, processing, storage, and delivery of information concerning sports topics and events [23]. Sports journalism has benefited greatly from the contributions of devoted journalists who specialize in the discipline.

Most genres of journalism are used in sports journalism nowadays, but the news genre dominates, where efficiency and accuracy are prioritized. Because sports journalism is centered on events, memoirs, interviews, and reports predominate. There is also utilization of analytical, creative, journalistic, and entertainment genres [24]. It is most noticeable during major sporting events. It is normal to prepare a series of analytical pieces, interviews, and reports on individual people, athletes, and stars for such events.

Sports journalism is another type of journalism that has its own distinct topic matter. And the theme of modern sports, in its various incarnations, is extremely broad, nuanced, and at times contradictory. The goal, tasks, purposes, forms, and unique qualities of sports journalism vary depending on the sport [25]. Such improvements can be seen on Internet sites where specialized sports journalists operate.

Some people define big sports as the negative consequences of professional sports, ranging from athlete injuries to competition show business. The fact that professional sports have become a source of betting and income for a certain individual or businessman, and that athletes occasionally use their physical strength and ability for financial benefit, are regarded as negative features of sports. In fact, such vices suggest that sports journalism is underdeveloped and that relevant information is not being disseminated to the public. As a result, the advancement of sports journalism today is critical in avoiding and preventing the flaws that unavoidably emerge in the development of sports [26].

Today, the Internet’s rapid development necessitates specialization all the way down to the internal networks of industries. This may be seen in sports journalism, which is a subset of journalism. It

is not an exaggeration to say that the field of sports, which was once relegated to the last page of newspapers or was limited to one or two pieces of information at the end of news programs on TV and radio channels, is now trending on the Internet. Today, sports sites have the most viewers, sports and players are the most talked about topics on social media, and sports arenas and athletes are the most popular advertising platforms and owners. Even this seemingly insignificant subject has gotten specialized in recent years. There are thousands and thousands of Internet sites on hundreds of different types of sports [27], they provide changes and news in their field 24 hours a day, 7 days a week [28], they work on increasing the knowledge of specialists in their field, they continuously study the audience's demand and provide new information to their audience.

### **Conclusion**

Sports websites have emerged on the Internet, and they deserve to be recognized as a trend that is still expanding, altering, and reshaping the market without pausing for a second. Keeping up with the times, expanding the activities of sports sites, carrying out continuous reform of the site, gathering a very large audience around the site, providing large salaries to sports journalists and editors working on the sites, moving to market relations based on the demands and wishes of advertisers, transforming a simple site into a modern, compact one, it would be correct to say that it will turn into a fast-moving, popular, 24/7 online corporation.

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