

## Summary

**Topic:** "Features of development of sports Internet media in conditions of media convergence"

**Author:** Ragimov Rustam Namusovich

**Scientific Director:** Assistant Professor at the Chair of Conflictology, Public Relations and Journalism, Candidate of Philological Sciences, G.B. Ovcharova.

**Organization:** School of international relations. Chair of Conflictology, Public Relations and Journalism, Pyatigorsk State University.

The relevance of the research topic is conditioned by the fact that in conditions of modern realities an important condition for the dynamic development of sports Internet media is their purposeful, technologically formed representation in the public consciousness. The most effective tool for its creation is the construction of a positive image of this field of activity and its effective promotion.

The appearance of the sports press became a regular stage in the evolution of Russian journalism in the 19th century. However, this development has stopped with the advent of the Internet in our country, since this type of information source is not suitable for all age categories. The population of retirement age does not have the habit of using a global network to familiarize with sports events that have occurred in the country and the world. This is due to the fact that the very process of developing retirees with technical information carriers is very complicated and takes time. The second reason why older people do not use the Internet is distrust of the source of the network. The reason is an excessive amount of profanity, sexual content, as well as a sense of impunity for acts of outrageous behavior. Each next generation differs to some extent from the previous one. One of these differences is that young users believe that the Internet is a place where everyone can express themselves and act as he sees fit.

Regarding the sources of sports information, we are talking about sites, the number of which in the Russian Internet is very small. Analyzing the most popular sports Internet portals in Russia and the US, we can conclude that the required tasks that are required to fulfill the sports site are met, but the runet itself can not reach the level of popularity that the western analogue owns. Such popularity is due to the fact that English is a world language, and the number of its speakers is much higher than Russian-speaking.

The analysis of the theoretical base on the issue of the diploma research allowed us to conclude that scientific sources devoted to the analysis of such a phenomenon as sports journalism are not enough. As a rule, these works are devoted to the genres of sports journalism, the technology of work, but out of the attention of the scientific community there remain problems related to highlighting the influence of media convergence on the range of means by which sports information is presented to the target audience.

Thus, the stated problem has both scientific-theoretical and practical significance, which led to the choice of the research topic.

**The object of research** is sports Internet portals in the aspect of the influence of media convergence.

**The subject of research** is the methods of presenting sports information on domestic and foreign sports sites.

**The research objectives** is to analyze sports Internet sites for the use of new technologies in the presentation of sports information.

Achieving this goal involves setting and solving the following **tasks**:

1. To characterize sports web-media as an object of research
2. To designate the influence of media convergence on the evolution of sports journalism
3. Analyze Russian sports web portals: championships.com, sports.ru, sports - express
4. Analyze the western sports web portals: ESPN.com, YAHOO! Sports.com

**Approbation of work.** The results of the diploma research are presented at the IV All-Russian scientific-practical conference "Actual problems of formation and control of communication flows in modern society" (Pyatigorsk, April 20, 2017).

**The structure of the work** is determined by the purpose, objectives and internal logic of the problem under investigation and consists of an introduction, two chapters, including two paragraphs each, conclusions, a bibliographic list consisting of 74 sources. The total amount of work - 61 pages of typewritten text.

**Conclusion:** From the above, it can be noted that media convergence has very seriously changed the structure of the journalist's work and this continues to this day. Electronic media, which today are a very popular source of information, are present in the lives of almost every person in our country. Like the Internet, electronic media continue to develop at a very high rate. As the amount of information flow increased several times, the value of information became lower. The quality that the electronic media provide is also, in general, not of a high level. This is due to the fact that it is extremely difficult to handle a huge news flow in such a short timeframe. Such a demand for an impressive amount of information is due to the fact that generally accepted media (Print, television, radio) is not enough, because thanks to the Internet the user can easily obtain the information he needs, which is much quicker and easier, compared to others. The Internet owns interactivity. Using it, you can access information from all generally accepted media. The time of printing, television and radio has not passed yet, but if the Internet continues to develop at such a speed, it will completely replace the usual media.

American Internet portals take a leading position from all countries with a developed Internet structure. The presented sites in the analysis of sports Internet portals of this strange, have the highest popularity and registered users around the world,

The analysis provides an opportunity to understand what are the distinguishing features between the sports Internet portals of Russia and the United States, who are ahead and what else is required to master our country.

Users who are familiar with the analysis will be able to make the right choice between Internet sites, learn the most important components and skeleton of the leading sports information portals in Russia and the United States, and understand which of them is the best and what are its advantages among competitors.

The work that needs to be done to meet the standards of the US Internet sports media requires a very long time. But to achieve this result is impossible, since the Internet itself is a product of purely American origin. This fact gives a great advantage to the western sports Internet media before the Russian analogue. The population of the United States did not have to accept the Internet the most spontaneously and unexpectedly, as it was in our country. The American population takes it for granted, it does not occur to the option that it can completely restrict access to the network, and they did not have the time when in the foreign countries the Internet existed and inside the US there.