

Актуальные проблемы журналистики

Сборник трудов молодых ученых
Выпуск XIV

5. *White Studio, interview with Oleg Tabakov [Video]: author's interview program – 2015 – URL: http://tvkultura.ru/video/show/brand_id/20927/episode_id/987957/ (date of treatment 27. 05. 2015)*
6. *White Studio, interview with Nikolay Tsiskaridze [Video]: author's program-interview – 2015 – URL: http://tvkultura.ru/video/show/brand_id/20927/episode_id/1242784/ (date of treatment 07. 11. 2015)*
7. *White Studio, interview with Evgeny Grishkovets [Video]: author's program-interview – 2015 – URL: http://tvkultura.ru/video/show/brand_id/20927/episode_id/1087326/ (date of treatment 11. 09. 2015)*

The professional image of an athlete: a discussion regarding online media based on materials concerning the conflict situation involving football players Kokorin and Mamaev

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Football is the most popular game in the world today, uniting large numbers of people. The World Cup 2018, held in Russia, once again drew the attention of the world audience to this sport.

Fans often find out the necessary information from the media. Online media are especially popular now, enabling the audience to find out more information via the internet. The media cover not only sporting events, but also the personal lives of players, various conflicts, etc., and therefore play an important role in a player's career, having an impact on his image.

A sporting image is the image of a player or organization that is formed purposefully and has an influence on society, popularizing a certain sport, athlete, etc.

Most often, the audience is interested in popular athletes who are widely known, sometimes even by people who are generally unfamiliar with sport. Therefore, it is important for the player to have a positive reputation. Through covering the events taking place in the life of a famous athlete, the media form his image. For this reason, it is important for a player to cooperate with them. In addition, the popularity and positive image of an athlete can attract a new audience to

the sport he represents.

Furthermore, a player's image affects not only his audience, but also the reputation of the club he plays for. If an athlete represents his country at international competitions, his image also affects the state as a whole.

Many researchers in the field of journalism and public relations have drawn attention to this topic in their works, examining the problem of the professional image of an athlete and giving advice on how to create a positive image in the media (the works of EV Pozdnysheva, EA Voytik, OV Vorobeva, etc.)

Internet media publications concerning the current situation with football players A. Kokorin and P. Mamayev formed part of the material for this work. On 8th October 2018, Russian players beat a man in the street and attacked a clerk in a cafe. They are presently in custody. Both the mass media and the public are keeping an eye on the development of this story.

Sports portals Sport-Express, Sovetsky Sport and Sports.ru (materials from October 2018 to February 2019) are used in the analysis. These sites are popular, well known and provide a lot of information in various formats. There are news and analytical materials in these media. Journalists, politicians, athletes, experts and other people often express opposing opinions, thus creating discussion on these sites.

On the sports portals Sport-Express, Sovetsky Sport and Sports.ru, materials are presented in text format, in the form of audio podcasts, and as photos and videos. Links to other publications about this conflict can also be found in these articles. Users can vote on various aspects of the situation, and fans can also express their opinions on the forums.

Different types of news representation allow us to examine the problem from different angles. The internet facilitates publication in a wide variety of formats. In addition, there are no restrictions on time and place, therefore the level of discussion is much higher than in other media.

The media discussion on the conflict involving Russian football players A. Kokorin and P. Mamayev was widely distributed via electronic publications. Society is interested in this situation. A large number of opinions have generated a discussion that has had a huge impact on the image of a professional athlete. Analysis of materials on this topic allows us to assess the value of the player's image, as well as to identify the influence of the media on the audience and the career of an athlete.