

## SUMMARY

**Theme:** «Current state and prospects of transformation of sports online media»

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55 pages, 86 bibliographic titles, 14 appendixes.

Key words: sports media, media space, sports journalism.

**Relevance of the research issue** is determined by the fact that today the government pays attention to the physical condition of the citizens. The media popularize the sport among its subscribers. It should be noted that Russian sports media are in the process of transformation these days, which is due to the rapid development of technology and Internet. Nowadays, any popular sports site is an independent media, which has a huge number of users. Moreover there is an increase of attention to the sports, which requires coverage of this issue from a scientific point of view. Thus, the stated theme has the scientific and the practical significances.

**The purpose of the research issue:** study of sports internet portals in Russian Federation media space and identification the distinctive features of the media, determine the prospects of transformation of these media.

**Research objectives:**

- to define the specific characteristics of online media;
- to explore the history of sports journalism in general;
- to analyze the Russian sports online media;
- to determine development prospects of sports online media.

**Scientific novelty of the research** is determined by the complex nature of the study, an attempt to analyze the activities of sports online media and further development prospects.

**Structure:** the research consists of an introduction, two chapters, including four paragraphs, conclusion, bibliography, containing 86 sources, 6 of them - in foreign languages, and 14 applications. The total volume is 55 pages.

**Summary:** internet has become an integral part of most people's lives that turn led to the appearance of the media in a global network. There are different classifications of online media. Internet journalism introduced some changes to the profession: content delivery method has

changed, the journalist materials became much easier to receive and quick delivery of information is very important.

There are some technical points, as the rules of registration of the home page, the trend in the placement of the logo and certain spaces for advertising. Moreover, there are certain genres in the sports online journalism: text translations, flash interviews, top-comments and previews. Modern audience prefers to use a global network and often receives information through social networks.

We believe that the synthesis of the work of journalists, audience expectations and sports figures actions will increase in the future, that will be reflected in the creation of online sports journalism content.