КИБЕРСПОРТИВНЫЕ СМИ В РОССИИ: СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ

ESPORTS MEDIA IN RUSSIA: CURRENT STATE AND PROSPECTS

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Статья рассматривает современное состояние и переспективы развития киберспортивной журналистики в России. Особое внимание уделяется наиболее ярким и востребованным киберспортивным СМИ-площадкам, проводится их анализ на предмет качества предоставляемого текстового контента, его стилистических и жанровых особенностей.

Ключевые слова: киберспортивная журналистика; электронные СМИ; текстовый контент; стиль; жанр.

The article examines the current state and prospects of the development of eSports journalism in Russia. Special attention is paid to the most vivid and popular eSports media platforms, the carried out analysis shows the quality of the text content provided, its stylistic and genre features.

Keywords: eSports journalism; electronic media; text content; style; genre.

The best way to highlight the current state of eSports journalism in Russia, as it seems to us, is to consider the activities of its most prominent representatives.

In our research, we relied on the "Map of the Russian eSports market", developed by ADV Digital agency together with Sports.ru.

This map clearly demonstrates the structure of the Russian eSports industry: organizers, teams, content creators, key personalities and media.

According to the map, Russian eSports media are represented by nine main sites: the Championship website (www.champn.com), the platform Mail.ru (https://eSports.mail.ru), an electronic publication Cybersports.ru (www.cybersport.ru), the site Sports.ru (https://cyber.sports.ru), the electronic periodical "Sport-express" (www.sport-express.ru), the Kanobu site (https://kanobu.ru), the website of the TV channel "E" (https://gameshow.ru), by the GameGuru portal (https://gameguru.ru), TV channel "Match TV" (https://matchtv.ru).

Before considering the activities and features of the functioning of e-Sports media platforms, it is necessary to contact the content creators – the main eSports analytics studios in Russia, Starladder and RuHub.

The main task of these studios is to cover the largest Russian and world eSports tournaments for the Russian-speaking audience, as well as to create appropriate video content; the studios provide users with access to the best comments and commentators, analytics and professional players on their sites. This means that anyone can view and read all available video and text materials on the topics that are of interest to them, watch streams and listen to comments from tournaments.

Starladder and RuHub post daily up-to-date information on eSports tournaments, announcements, and reviews of popular computer and video games on their platforms.

Thus, these platforms have a prerogative task – to create information and news content, which is further distributed by the eSports media, thus forming the agenda and topics of the current problems in the industry.

Further, the activities of some of the presented Internet sites are considered.

On the website "Championship", dedicated to various sports (football, hockey, biathlon and others), there is a separate section "ESports", which contains 6 subsections by the number of computer games included, namely: Dota2, CS: GO, FIFA, Fortnite, Call of Duty and Warzone.

Each subsection includes some categories such as "Tournament", "Teams", "Calendar" and "Standings".

As shown by the statistical analysis of the number and subject of publications, the leading position is occupied by the game Dota2: the site contains 1250 publications about the game, which are in fact reviews of past and upcoming tournaments and teams participating in these tournaments.

In terms of the content, the publications are of an overview nature and are short essays or notes-announcements.

The authors of the publications are former players (amateurs, mostly) of the corresponding computer games, trying themselves in journalism. Among them, as the most "fruitful" in terms of the number of the published content, we can single out Yana Medvedeva (753 articles; topics: Dota2, internal problems of the eSports community, issues of compatibility between disability and eSports); Ivan Mika (116 articles; Ivan stands out among the writing authors of the site, since he is a professional journalist by profession); Artem Raschupkin (76 publications, all of them are the reviews of tournaments and activities of the Virtus team.pro).

Electronic edition Cybersports.ru contains the following categories: "News", "Games", "Statistics", "Bets", "Blogs". The "News" section includes such subsections as "Articles", "Interviews", "Videos" and "Business".

The peculiarity of the edition is that it has its own staff of authors (Dmitry "Craft" Murco, Kirill "gr1nder" Rusakov, Daniel "Smacked" Halev, Vladislav "Machinae" Jivotnev, Alexey "lope" Borisov, Denis "Dendun" Dunaev, Vladislav "Fesh" Danyluk, Julia "yulch1q" Iskovskikh and others), which in the past were competitive players. It is also possible to try yourself as an eSports journalist and to publish your post or have a personal blog on the website, that previously passed the moderation by the editors of the resource. The site contains instructions and tips on how to properly write and publish your own material on Cybersports.ru.

It is also worth noting that the news published on the site by the administration or the author's team of the periodical does not contain links indicating the authorship of a particular journalist, as well as it does not contain any analytical component, but rather is "copy-paste", or the texts copied into the post from external sources without the reference to the original source. For the most part, such publications contain a lot of video content and have a comment mode by site users.

Website Sports.ru positions itself as a unifying platform for all fans of eSports and computer games and contains the following categories: "News", "Cyberbasket", "Blogs on major games", "Calendar of tournaments/games", "Business", "Sports betting", "Bookmaker Ratings", "Tests", "Cosplay".

The news section is formed in two ways and consists of editorial news, i.e. publications issued by the editorial department of the site, and selected user news, i.e. informational publications generated by users of the resource independently. Both editorial news and user news are most often articles on a given topic (review of teams, players, upcoming and past tournaments of professional eSports leagues, game reviews) and they necessarily contain the author and links to sources of original (not analytical) information.

A distinctive feature of the site is the presence of the forum where users can discuss their questions.

In our opinion, this resource is more entertaining than informative in nature, which is due to the very policy of the site and the desire of its administration to make the site not too specialized and accessible only for advanced gamers and users "in the loop", but also for a wide range of readers and fans of computer games.

It is very important to note the following: despite the fact that almost all the sites presented above have "News" headings, their nature is different. So, we have identified two main types of news and analytical information, we call them "borrowed" and "conditionally original".

By borrowed content, we mean such content that does not contain references to the original source, does not include an analytical component in the accompanying material, but in fact is a repost of already known information previously generated and published by the main content creators Starladder and RuHub, or adopted from other colleagues in the shop.

Under the original conditional we understand such content that is published again on the site with a partial reference source-the original, i.e., the material containing video or graphic content with a link to the source underneath, and a short piece of text that also partly contains the author's analysis and performs the function of the ligamentous transition to the next content, if there are two or more, which is rare.

It is essential that the authors, or additional analytics, in this case are not represented by the original author-the creator of the content, but by a secondary author who refers to the primary one, starting from his/her material and expanding it with his/her reasoning.

The problem, as we see it, is as follows. To understand whether the user has encountered the original information or not, it is necessary to perform some additional search actions and make sure that the material is authentic or secondary. However, for the sake of justice, it should be noted that the problem of unfair borrowing is relevant all over the world and in all areas, and as for the text, this is a widespread phenomenon, unfortunately.

In addition, we believe that a large number of reposts and a small number of original publications of different genres (review, interview, note, essay, analytical article, etc.) is due to the fact that events (important events, creation of organizations, holding tournaments of different levels) in the field of eSports are not as numerous as in traditional sports or political life of the country, as well as to the fact that already established professional sports journalists who are used to working in their genre, do not particularly seek to cover eSports topics due to its specifics and ignorance of this industry from the inside.

It seems to us, that to become a full-fledged cyber journalist, in addition to the classic journalism education, which in most eSports journalists is "in the know", and not just to understand that there is such a thing as eSports with all its industry, one must see the relationship of subjects within this sport, to know all of eSports disciplines, computer and video games, but most importantly – to be a gamer at least at the amateur level, because without knowing the phenomenon from the inside, without understanding its structure and device, it is difficult to produce high-quality content. This, as we see it, is the personnel problem of eSports journalism.

As for training universities, it is the creation of specialized departments that study the phenomenon of eSports and eSports journalism, give practical

skills to students-future journalists and the vector of development in this direction, coordinate the process of creating text content with and without involving video and graphic content, teach skills and techniques for creating relevant materials in specific conditions of the eSports space.

As it seems to us, the reason for this is this: the faculty is not interested in this area, because it is very specific narrowly focused and is actually an industry media, so teachers can only give a general idea to students about the existence of such a phenomenon as eSports journalism, but nothing else.

All this suggests that the problem is relevant and requires detailed consideration from different positions. With regard to linguistic and philological research, it is promising to study the language of eSports texts, professional jargon, and ways of structuring these texts.

Concluding a brief review of the main eSports media in Russia, it is worth noting that most of them are characterized by an almost complete absence of an analytical component, and the function of an eSports journalist on these Internet sites is actually reduced to reposting previously – made materials provided by the two largest analytic studios in Russia-RuHub and Starladder, which independently cover the activities of the largest Russian and world eSports tournaments, as well as create appropriate text and video content.

ПЕРЛОКУТИВНЫЙ ПОТЕНЦИАЛ ГЛАГОЛА В АМЕРИКАНСКОМ ПОЛИТИЧЕСКОМ ДИСКУРСЕ
PERLOCUTIONARY POTENTIAL OF THE VERB IN AMERICAN POLITICAL DISCOURSE

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Актуальность данного доклада обусловлена возрастающим интересом к средствам воздействия в политическом дискурсе, недостаточностью описаний средств выражения модальности в речах политиков, а также недостаточной изученностью роли перформативных глаголов как средства речевого воздействия. Нами была поставлена задача рассмотреть потенциал речевого воздействия, особенности функционирования модальных и перформативных глаголов как средств речевого воздействия в рамках политического дискурса. На основе анализа текстов выступлений политических деятелей США (Барак Обама, Дональд Трамп) за