

# THE FIRST STAGES OF THE DEVELOPMENT OF SPORTS JOURNALISM IN CHINA (ON THE EXAMPLE OF THE NEWSPAPER “SHINBAO”)

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## Abstract

Nationwide sports programs, the development of physical education and sports, as well as a number of other factors, have helped to increase the interest of the Chinese people in leading a healthy lifestyle. Bushubha is associated with achieving a high level of development of professional sports and sports journalism in general. Chinese athletes do not cease to be delighted with their victories in various sports, thanks to which the number of fans of interest in sports and sports journalism is growing in this country. In ancient times in China, sports such as horse racing, shooting, Football, Belt and ushu were popular. Various games and competitions played an important role in the life of the Chinese during celebrations and celebrations.

**Keywords:** Sports programs, development, physical education, China, sports journalism, history.

## Introduction

The topic of sports in the Chinese press has a long history. The first book on the subject of sports goes back two thousand years. This book is called "Shanshu-Hunfan" ("ancient Hunfan book"). It describes five virtues (longevity, prosperity, health, decency, luck) and six disadvantages (short life, illness, grief, poverty, anger, weakness). All this can be said to be related to sports, as it is associated with physical and mental state problems.

After foreign intervention in the late Sin dynasty (late 19th - early 20th centuries), there was a major change in the social policy, economy, culture and ideology of China by the government. The Sin court pursued a policy of self-isolation, which eventually led to China being forcibly discovered by Western powers in the 19th century and becoming a semi-colonial country. In this regard, all modern sports that appeared in Europe and America were brought to China and became the main modern sports in China. This spurred the development of sports journalism. China's first sports magazine was Tiyujie ("Within Sports"), published in 1909 during the reign of Xuan Tong (Pu I), the last emperor of the Qing Dynasty. In the 1919s, activists such as Mao Zedong, Zhou Enlai, Chen Duxiu, Yun Daiying called for the publication of sports achievements and the promotion of physical culture.

On September 15, 1915, Silydinnian (New Youth) magazine, founded by Chen Duxiu, was a progressive publication. the magazine promoted democracy, freedom, sports, equality, encouraged sciences); became a supporter of new literature.

In 1917, Mao Tse-tung published an article entitled "Study of Sports" in this very magazine. In this article, physical education is considered from a modern scientific point of view.

On December 9, 1918, Hunan province's first national newspaper "Tiyuzhoubao" (Sports Weekly) was published, which was distributed in China and abroad by journalists Ge Yaojun and Lu Junyi.

In May 1922, Mzkloy, a well-known American sports expert, founded the Tiyujikan (Sports Quarterly) magazine at Southeast China University. This magazine played an important role in the formation of modern professional sports, especially in the development of sports journalism.

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At this time, specialized sports newspapers "Shanghaiyujie" ("Shanghai Sports Circle"), "Tiyuibao" ("Sports Newspaper"), "Guaichjuotnyujoubao" ("Guangzhou Sports Weekly") and other publications appeared. News about sports events began to appear in them. For example, special editions of the newspaper "Xinwenbao" (News) are published in Shanghai, which collect news about sports events in China and abroad.

"Xinwenbao" daily reported on the Olympic Games in Berlin for 12 days. After 1921, under the influence of the new culture movement, after the development of physical education, high-quality sports publications began to be issued by various institutions and public organizations in the institutions and organization of the Sports Research Association.

China is slowly getting closer to the Olympic movement. In 1922, Wang Zhenting became the first Chinese member of the International Olympic Committee; In 1931, the All-China Sports Association (founded in 1924) was admitted to the International Olympic Committee; At the 1932 Olympics in Los Angeles, track and field athlete Liu Changchun became the first Chinese to compete in the Olympics.

However, since there was a civil war in China at that time, the revolutionary struggle had a somewhat negative effect on the development of journalism of this period.

Since 1936, China has officially started sending delegations to participate in the Olympics. Although he participated in the Olympic Games three times, he failed every time.

Shenbao was one of the Chinese language newspapers in Shanghai. It was one of the newspapers that often reported on the Olympic Games. By reporting on the Olympic Games on its pages, "Shenbao" thus promoted the values of the Olympic movement and physical education among the country's population, which was of great importance in the development of social development and sports activities.

Because this publication reported that China was officially participating in the Olympics for the first time, informed about all the most important decisions of the Chinese government



regarding the Olympics, the actions of Chinese athletes and participants, and also shed light on the conspiracies of Japanese imperialism.

First of all, the "Sports" column was opened in the "educational news" section of "Shenbao". Even before the start of the Olympic Games, the following headlines appeared in Shenbao: "How the Puppet Government Campaigned to Participate in the Olympics", "Chinese Sports Association Decides to Participate in the Olympics", "A New Era in Sports History" - China will participate in the Olympics" and others.

Shenbao focuses on other Olympic events, especially athletics. Mainly the schedule and results of competitions, reports, total scores were announced.

"Shenbao" newspaper published information about the most important and interesting events in the Olympics. For example, from July 22 to August 1, 1936, "Shenbao" published a daily report on the transmission of the Olympic flame. Another important event of the Olympics is that the American athlete Jesse Owens won 4 gold medals at the same time and immediately became the central figure of the Berlin Olympics. Of course, "Shenbao" did not ignore this topic either.

In 1948, the Olympic Games, which were interrupted by the Second World War, were held in London. Then, after eight years of resistance to the Japanese invaders, China entered a new civilisation. However, the Chinese Sports Association raised funds to send 33 athletes to compete in 5 sports: basketball, football, athletics, swimming and cycling. True, none of them won Olympic medals.

At this time, "Shenbao" lost its former scope and influence. In 1932, the size of "Shenbao" was 24 pages, in 1936 it was reduced to 18 pages, and at the beginning of 1948 it was reduced to 8 pages. The sports department has stopped its activities.

During the 1948 Olympic Games, Shenbao made a comeback. There is more sports news. "Shenbao" has published reports about the competitions held with the participation of Chinese athletes in many sports. But in comparison with the coverage of the 1932 and 1936 Olympics, there was a big difference in the number of reports.

It is clear that most of Shenbao's reports are based on BBC radio reports. Analyzing Shenbao's publications about the three Olympic events from 1936 to 1948, the newspaper reflects not only the facts, but also political positions and views. we can conclude.

In 1932, Shenbao reported on China's participation in the Games as a whole, Liu Changchun's achievements, the significance of China's participation, and the claims and conspiracies of Japanese imperialism. All these publications related to sports events clearly reflected the position and opinion of the Chinese nation. For example, the article "Chinese athlete Liu Changchun arrived in Shanghai safely" shows that Liu Changchun's participation had the following significance.

Gradually, the depth and variety of publications increased, the sources of information in the newspaper increased, and therefore the number and quality of news increased. During the 1932 Los Angeles Olympics, Shenbao used newsletters with game schedules, event results, reports, and total scores of various countries. For example, on August 4, Shenbao published one big story and 25 short news stories, including 13 competition results and 6 new records. These messages are large eams, 20 to 100 words each.



The development of new media technologies has increased the effectiveness of Shenbao. In 1932, Shenbao covered the Olympic Games mainly based on the materials of news bulletins of foreign news agencies such as Reuters, Associated Press and others.

In 1948, at the request of several world agencies, the London Olympic Committee established special press rooms for journalists, equipped with all necessary means of communication; telegraph apparatus, telephones, printing machines. Thus, the results were known almost everywhere in the world three minutes after the end of the competitions.

During this time, the BBC Broadcasting Corporation of Great Britain (Air Force) opened the radio program "Olympic Games Program" to listeners around the world; in the Far East, this program was broadcast in Chinese and English, daily reporting on the most important events of the Olympics.

Already at an early stage of the existence of the Chinese people, the central leadership understood the important role of the development of mass sports and called on the people to actively participate in mass sports in order to accelerate nation-building and stop being a "nation of disabled people" as soon as possible. Thus, mass sports in the New China had the main goal of improving the health of the nation, but the country took the first steps in this direction in difficult conditions. In September 1949, the Conference on National and Political Issues adopted a joint law, where Article 48 defined the role of mass sports and its further development as one of the main tasks of the National Federation.

In October 1949, the General Chinese Sports Federation was formed, and since then the organizational structure of mass sports in China has gradually begun to strengthen. Of course, the mass media also had to play a role in the formation of mass sports. On the 16th day after the formation of the People's Republic of China, the newspapers "Renmingzhibao" and "Guangmingzhibao" already reported on the "Beijing People's Sports Assembly", thereby turning over the first page of the history of sports journalism in the New China. The New Sport magazine, which began publication in 1950, becomes the first nationwide special sports magazine of New China.

In 1952, the State Sports Committee of China was established. Following this, sports institutions were organized that were specifically engaged in sports campaigning. In 1954, the National Sports Publishing House was founded, which disseminated sports knowledge among the people by publishing various sports books, brochures, etc. On September 1, 1958, the first special newspaper about sports, the Sports Newspaper, was published. During this period, local sports newspapers such as Sports Reports or Sports Notes began to be published in many provinces and cities. In 1957. The first issue of the Chinese Sports edition in English by Xiao Huanyu and Liu Jing has been published.

Thus, the active growth of print media contributed to the development of sports journalism.

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