

## **SPORTS JOURNALISM IN BIH - SPECIFICS IN REPORTING AND JOURNALISTIC DEONTOLOGY**

### **ABSTRACT**

Modern media technologies structurally, formally, and fundamentally shape the journalistic profession. The displacement of sports journalism “from the shelves with toys”, where it lived due to the assessment that it does not deal with serious topics, into the sphere of significant, meaningful, and economically valuable media content is perhaps their decisive influence. Sports content has become an indispensable part of the media because they have an exceptionally high level of interest among the public. And while sports journalists were once “armed” with statistics and were considered good sports experts, their successors today are characterized by interactivity, convergence, hypertextuality, and adaptation to the need for different shaping and formatting of content. These changes have undoubtedly relegated the sphere of journalistic deontology and the profession itself to the background. The role and importance of sports in the modern world and every individual’s life have given rise to a new component of sports journalism, reflected in its role as a co-creator of social opportunities. Events on the sports fields caused many political events, the opinions and attitudes of top athletes on, conditionally speaking, non-sports topics became part of the cultural and national identity, and the achieved sports successes and recognitions became a collective national euphoria. In Bosnia and Herzegovina, specifically in terms of its constitutional structure, divided by an entity and ethnic concepts, the component of the sports journalist as a co-creator of social reality is particularly pronounced, which will be explained in this paper.

**Keywords:** media; sports journalism; journalistic deontology; Bosnia and Herzegovina.