

SPORTING REGULATIONS AS SOCIAL REGULATORS IN THE DIGITAL DEVELOPMENT OF PUBLIC RELATIONS

REGULAMENTOS DESPORTIVOS COMO REGULADORES SOCIAIS NO DESENVOLVIMENTO DIGITAL DAS RELAÇÕES PÚBLICAS

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Resumo. O artigo dedica-se ao estudo da regulamentação desportiva como fonte mais importante de regulação normativa das relações no domínio da cultura física e do desporto, bem como ao seu desenvolvimento no contexto da digitalização das relações públicas. O estudo analisa as definições da categoria “regulamentação desportiva” existentes na doutrina e oferece a definição do seu autor. Para atender ao objetivo do estudo, são levados em consideração métodos científicos gerais, científicos especiais e de pesquisa especial, incluindo dialético, sistêmico, lógico-formal, jurídico-comparativo, técnico-jurídico, análise e síntese. Foram revelados os traços característicos dos regulamentos desportivos que caracterizam este tipo de norma. Foi analisada a relação entre as categorias “regras desportivas” e “regulamentos desportivos”, bem como as peculiaridades da atualização das regras no contexto da digitalização das relações públicas. Foi revelado que o processo de digitalização das relações públicas tem impacto direto no desenvolvimento da indústria do desporto.

Palavras-chave: indústria esportiva, regulamentação esportiva, cultura física, regulação normativa.

Abstract. The article is devoted to the study of sporting regulations as the most important source of normative regulation of relations in the field of physical culture and sports, as well as their development in the context of the digitalization of public relations. The study analyzes the definitions of the category “sporting regulations” existing in the doctrine and offers their author's definition. To meet the study's aim, general scientific, special scientific, and special research methods, including dialectical, systemic, formal-logical, comparative-legal, technical-legal, analysis, and synthesis are taken into account. The characteristic features of sporting regulations that characterize this kind of norm have been revealed. The ratio of the categories "sports rules" and "sporting regulations", as well as the peculiarities of updating the rules in the context of the digitalization of public relations, has been analyzed. It was revealed that the process of digitalization of public relations has a direct impact on the development of the sports industry.

Keywords: sports industry, sporting regulations, physical culture, normative regulation.

INTRODUCTION

The relevance of this topic is due, first of all, to the fact that the sphere of physical culture and sports today is an important socio-cultural institution, which has a significant impact on many aspects of the socio-political development of states. As a result, the problem of regulating official sports competitions is being actualized. Sports regulations refer to the most important source of normative regulation of relations in the field of physical culture and sports (Plotnikov et al., 2022; Nikitin & Safonov, 2021). Any official sports competition is subject to the rules that are established based on the principle of interaction between state (legal) and regulatory norms. Acting in parallel with legislation, regulations establish and regulate the conditions under which it becomes possible to conduct sporting events at different levels.

Moreover, the digital development of public relations has a significant impact on the field of sports rules and regulations (Korableva et al., 2022). The introduction of new technologies into the sports industry creates the need to adjust and update the rules and regulations of games (Stoldt et al., 2020; Rimkutė, 2020; Flew et al., 2019).

The increasing growth of social networks along with the maximum participation of society in them has caused many social and economic activities to flow in virtual spaces. In fact, now all social contexts and commercial processes are intermingled in this platform and new forms of society and economy have emerged which are always evolving and developing. The growing movement of different aspects of

marketing has had very important and special effects in the development of world sports and by increasing monetary circulation, it has been able to create great potential for providing numerous job opportunities, attracting foreign financial resources and also creating advertising, political, It provided wide cultural and social for the beneficiaries. Simultaneously with the growth of the world's interest in sports, business relationships in this industry have become complicated and the need to use appropriate advertising strategies and methods on the part of sports companies and institutions to increase the share and profit of this industry has become more important. Also, the role of the media in various fields is very decisive and important and has taken the majority of the world's public opinion (Lovari, & Bowen, 2020; Blau et al., 2020; Rijswijk et al., 2021; Chen & Qiu, 2019; Rey et al., 2022; Jamalpour, & Derabi, 2023; Shariati et al., 2013).

The world of the sports industry is no exception to this rule and there is a very close relationship between the sports industry and the media. In addition, the increasing popularity of media and social networks has led to the emergence of a new type of business known as social business, which conducts business activities through social media systems such as Facebook, Twitter, Instagram, Telegram, and WhatsApp. .

Recent studies (Tarman & Kilinc, 2022; Pogosyan, 2021b; Ferrer et al., 2022;) show that 93% of social media users think that companies should promote their business on social media, while 85% of them believe that companies should communicate using social media websites. Social commerce is a new wave of e-commerce in which the traditional form of e-commerce is used by social media and social network services to promote online transactions and exchange information related to purchases. Social commerce provides new channels for consumers to improve not only their purchase decisions, but also shopping experiences through their primary features, such as user interactions and user-generated content.

As mentioned, with the increasing popularity of social media users (blogs, websites and social networks), opportunities have been provided for the development of new business models in electronic commerce. Among these new business models, social business allows users to actively participate in marketing, buying and selling products and services in different places and communities. In this regard, nowadays social business branches in the field of sports such as; Sports marketing, digital marketing, social marketing, sports entrepreneurship, social entrepreneurship, and e-commerce using the media space and virtual and digital networks have provided a ground for sports businesses to take a big step in the development of the country's sports industry take it and speed it up; But there is a need for a systematic and systematic framework that includes all parts of social business in the field of sports industry.

The problems of legal regulation of public relations and legal responsibility in the field of sports were considered in the studies of representatives of industry legal sciences.

Amirov (2005) and Margulis (2005) were engaged in dissertation research devoted to the problems of legal regulation of sports and technical relations and the rule- making of corporate research in the field of sports.

At the same time, today the problem of understanding the nature of sports rules and regulations seems to be insufficiently studied. The issues of delimiting the categories of "rules" and "regulations" of sports competitions remain unresolved. Moreover, the doctrine does not pay due attention to the development of legal regulation of the regulation of sports in the context of informatization of public relations (Kilinc & Tarman, 2022; Pogosyan, 2021b; Demichev, 2021; Balganova, 2021).

The objectives of this study are: analysis of the nature of sports rules and regulations, and their development in the context of digitalization of public relations.

Research objectives arising from its goals:

- to analyze the definitions of the category "sporting regulations" existing in the doctrine;
- identify the characteristic features of the phenomenon under study;
- to determine the features of the legal regulation of relations in the field of regulation of the conduct of sports competitions, the range of subjects that establish the rules of the games;
- analyze the features of updating the rules in the conditions digitalization of public relations.

RESEARCH BACKGORUND

General characteristics of the category "sporting regulations".

Theoretical comprehension of the problem of defining sports regulations is complicated by the fact that today their definition is not enshrined in Russian legislation.

So, in one of the few dissertations devoted to the rule-making in sports, M. Margulis defines sporting regulations as acts of corporate associations in the field of sports. Defining them as a special type of

corporate norms, the activity on the adoption, change and cancellation of which takes place in a certain organizational order by special bodies - corporate associations. By the latter, the researcher understands "systemic, having a hierarchical structure and at the same time independent, independent formations, including all or most of the corporations participating in this sphere, operating in a certain territory" (Margulis, 2005).

Sports lawyer and theorist in the field of sports law Carreres-Ponsoda understands sporting regulations as "a set of norms approved by the organizer of a sports competition, which establish the procedure for organizing and holding sports competitions, as well as the rights and obligations of subjects of activity in the field of sports in connection with the conduct of such competitions, voluntarily recognized and applied by the specified subjects of activity in the field of sports, for the violation of which the organizers of sports competitions have the right to apply sports sanctions" (Carreres-Ponsoda et al., 2021).

Social responsibility is an issue that has been raised in the social dimension of sports and has managed to occupy sports organizations and individuals. Corporate social responsibility is as part of the company's voluntary relations in society and social stakeholders to minimize or eliminate harmful effects and maximize long-term benefits to society; That is, corporate social responsibility is a way to manage and respond to social demands and stakeholders. Social responsibility in the sports industry is different from other areas; because, this industry has characteristics that distinguish it from other organizations in the commercial field; Such as the ability of sports stars to influence, the connections that sports teams have with specific communities, and the levels of influence achieved with many consumers of the sports industry. The relationship between sports and social responsibility has two key applications and features: First, social responsibility through sports is applicable to non-sports business organizations that can use sports to communicate with their customers, expand their reputation, and gain understanding. and improve the public perception of their brand, which ultimately leads to the improvement of the organization's financial performance; The second case is social responsibility in sports, the purpose of which is to explain and describe the relationship between sports institutions and its beneficiaries in society and to specify the role and duties of institutions related to sports in that society.

In this regard, some social responsibilities in the sports industry are mentioned; FIFA has established a committee entitled "Fair Play and Social Responsibility". The Asian Football Confederation also established a permanent accountability committee in 2008 and a social responsibility department in 2009, and guaranteed the commitment to implement it in the form of the Asian Dream plan for social development and expansion. In line with the Asian Dream plan, the confederation pledged to fight poverty, promote education, develop health, hygiene and combat diseases, create peace and the environment. Some major sports organizations such as professional sports leagues such as NBA. Professional sports clubs such as Barcelona, companies producing sports equipment such as Adidas and some professional athletes such as Frederic Omar Kanute have accepted and fulfilled their moral and humanitarian commitments to the society in various ways in the form of social responsibilities. Also, projects such as the "philanthropy in sports" project have been carried out in order to develop and support professional sports to promote healthy societies and the "right to play" project. In addition to the aforementioned reports, some researchers have also investigated social responsibility in sports; Sports companies' attention to social responsibility has a significant effect on consumers' commitment, identification, and trust and purchase intention. Social responsibility has a positive effect on the reputation of the club. In another study, it was reported that corporate social responsibility does not have a great impact on short-term financial performance, but it has a significant long-term financial advantage. Professional sports managers see corporate social responsibility as a strategic necessity for their business. The club's social activities increase participation, improve the company's structure, and improve the company's economy.

At the international level, the regulations for the conduct of sports competitions are adopted by international non-governmental organizations for a specific sport, called International Sports Federations (IFs). The statutory empowerment of federations to organize the management of sport is contained in the Olympic Charter – a set of rules for the Olympic Movement, which contains the fundamental principles of Olympism, the Statutes of the International Olympic Committee, as well as provisions for the distribution of responsibilities between the International Olympic Committee, International Federations, National Olympic Committees and organizing committees for the Olympic Games. On certain issues of regulation of certain relations in the field of sports competitions, there are other international and national organizations. Thus, for instance, the World Anti-Doping Agency (WADA) is an independent organization that coordinates the fight against doping in sport, created with the support of the International Olympic Committee.

In national legislation, in Part 1 of Art. 16 of the Federal Law "On Physical Culture and Sports in the Russian Federation" the right to organize and conduct championships, championships and cups of Russia in the relevant sport, develop and approve provisions (regulations) on such competitions, grant the status of champions, championship winners, and Russian cup holders, and to delegate for a period of four years to other physical culture and sports organizations the right to hold such competitions are vested in the All-Russian Sports Federations (hereinafter referred to as ARSF).

ARSF is a key subject of public relations in the field of regulation of sports competitions held on the territory of the Russian Federation. In paragraph 6 of Art. 1 of the aforementioned Federal Law, they are defined as "an all-Russian public organization, which was created on the basis of membership, received state accreditation and whose goals are the development of one or several sports on the territory of the Russian Federation, their promotion, organization, holding of sports events and the training of athletes – members sports teams of the Russian Federation".

Development of sports rules and regulations in the context of digitalization of public relations

A new stage in the development of the sphere of physical culture and sports is associated with the globalization processes taking place today in all spheres of public life. Widespread digitalization has a significant impact on many aspects of the development of sports, including the issues of its regulation (Öztürk, 2021; Oguilve et al., 2021).

As mentioned above, the rules for holding sports competitions began to form simultaneously with the appearance of the first sports competitions, and changed throughout the history of the development of sports simultaneously with the development of social relations (Tarman & Kilinc, 2022). This modification was due to both social and cultural factors and the emergence of new technologies in people's lives. The informatization of society, which began at the end of the 20th century and continues to this day, has a direct impact on the regulation of the sports sector. The emergence of new digital technologies is being applied in sports rules and regulations, causing their modification. In most sports over the past decades, many changes and additions have been made related to the use of information technology during sports games.

Let's consider some changes in the rules of sports related to the use of digital technologies.

The system of using video replays for the purpose of fixing a goal was first introduced into the rules of bandy. The American National Hockey League on June 24, 1991, the league officially approved the introduction of video replays. This rule applied to four playing situations – determining if the puck completely crossed the goal line; the puck has touched the referee; whether the goal was moved during a goal, or time elapsed before the puck crossed the line.

Subsequently, this rule was reflected in the official rulebook of the International Ice Hockey Federation "IIHF Official Rule Book". Thus, Rule 99 - "The use of video replays by the referee to determine a goal" establishes the basic principles for the use of technology when resolving certain game moments, as well as a list of game situations in which this system can be used.

Article 86 "Video Goal System and the Video Goal Judge on the Ice Arena" of the Continental Hockey League Sports Regulations establishes that the "Video Goal System" is used at CHL Games in accordance with these Regulations and the CHL Technical Regulations to provide additional information to the Chief Judge on certain issues arising in the Championship Match". In addition, the Articles of the Regulations establish provisions on the duties of referees responsible for this system, as well as other provisions ensuring the use of the Video Goal technology when holding official games under the auspices of the CHL.

Additionally, it is worth mentioning the provisions of the Regulations obliging the league members (clubs) "to provide transmission of high-quality video recording of the Match with sound (HD - quality, video stream of at least 6-8 Mbps), produced by the team's videographer, as well as all disputable moments from the cameras of the "Video Goal" Viewed by the Chief Referee during the Game, via the Internet to the CHL FTP server (video library of the Games)."

Certain provisions of the Regulations for the Contest within the Continental Hockey League establish the rules for the use of an information board in arenas where official games are held, which contains basic information about the time of the match, the composition of teams and referees, as well as other statistical information, as well as the rules for playing video replays of the game moments, as well as the rules for the sound design of the match.

In tennis, the system for determining the position of the ball in situations of its landing near the court line "Hawk Eye" is actively used – a software and hardware complex that simulates the trajectory of a game projectile. As a result of long-term testing of this system at competitions under the auspices of the

International Tennis Federation (ITF) in 2002-2007, in 2008, three key tennis federations - ITF, the Association of Tennis Professionals (ATP) and the Women's Tennis Association (WTA) were developed and adopted the official rules of the game of tennis regarding the use of this system in the conduct of official games and competitions. Thus, in the international rules of tennis, it is established that in each set a player has the right to three attempts to access the system if he doubts the decision of the line judges. If the player made a mistake, and the referee was right, then the attempt is deducted from his "account". One more attempt is added to each one if the players have reached a tie-break (a short game when the score is 6:6 in the set).

Social responsibility is an issue that has been raised in the social dimension of sports and has managed to attract the attention of sports organizations and individuals. Social responsibility is part of the company's voluntary relations with society or social stakeholders to minimize or eliminate harmful effects and maximize long-term benefits to society. This means that social responsibility is a way to manage and respond to social and beneficiary demands of sports, performance and has a significant impact in dealing with social issues, which has led to the integration of sports and social responsibility. For this reason, sports organizations and stakeholders are developing their understanding of the valuable assets that sports can offer through social responsibility. Sports industry has unique elements to influence different social spheres. Sports with features such as international appeal and access, mass media broadcasting, attracting young people can improve communication and group participation, positive effects on health and well-being, cultural absorption and acceptance, environmental awareness. It is also possible to use sports in issues such as personal development, health promotion and disease prevention, promoting gender equality, social integration and social capital development, creating peace and preventing and resolving conflicts, helping and relieving after illness and normalizing life, economic development used communication and social mobilization. In this regard, the United Nations Children's Fund to sports-based programs to improve the lives of children and strengthen.

The rules of the sport "tennis", approved by the order of the Ministry of Sports of the Russian Federation, contain a number of articles that establish the possibility of using this digital technology during the game. Thus, the Rules established the procedure for electronic viewing, which contains the main provisions on the use of the electronic viewing system.

Football, the most conservative sport in which the rules are rarely changed, is the last sport to have its rules changed regarding the introduction of digital technologies.

The International Football Federation (FIFA) for several years had a negative attitude towards the introduction of digital technologies into the rules of the game, however, the technological development of other sports, as well as the increasing speed of technical development of football players, complicating the decision-making process by the judges, led to a revision of the point of view regarding this issue (Peñas et al., 2020). The result was the introduction by the International Council of Football Associations, which is responsible for defining the uniform rules of the game of football in the world, of the aforementioned Hawk Eye system, as well as the GoalRef technology, which records the crossing of the goal line by the ball, into the regulations of official football competitions.

However, the use of digital technology in football has not been limited to these changes. In 2018, a chapter was added to the official Laws of the Game of Football, establishing the use of the Video Assistant Referee (VAR) technology, which allows the chief referee to make decisions using video replays (Johnes, 2002). The new section of the Laws of Football contains provisions concerning the principles of the functioning of this system, establishes situations in which a referee has the right to use video assistance, and also contains regulatory and procedural rules to ensure the use of VAR during a match.

The Tinkoff Regulations of the Russian Premier League contain a number of provisions regarding the use of digital technologies in the conduct of official competitions. Thus, taking into account the changes in the official international rules of football, the Regulations have been supplemented with provisions regarding the implementation of the VAR system during football matches in the RPL.

In Art. 1, which contains the names and definitions used in the Regulations, the Video Assistance System for the Referee is defined as "a complex of technological and organizational measures that allows recording the live broadcast of television cameras, including the Main Broadcaster, filming the Game, followed by playback by certified specialists and operators to prepare decisions of the Judge".

Moreover, the Regulations establish the status, rights and obligations of the Video Assistant Referee and the Video Assistant Referee Assistant, as well as the rules for equipping the stadiums where competitions are held, considering the technological needs of this technology.

It should be noted that the use of video replays and other automatic detection systems is contained in

many rules of other sports, such as volleyball, rugby, cricket, snooker, etc.

MATERIALS AND METHODS

The choice of methods for this dissertation research was determined by the specifics of the object and subject of research. General scientific, special scientific and special research methods were used, including systemic, dialectical, formal-logical, technical- legal, comparative-legal, synthesis, analysis, and so forth. Theories in the field of humanities and behavioral sciences can be modified and adjusted over time; therefore, instead of the words validity and reliability, other words such as acceptability, transferability and verifiability are used.

The explanation of these words is as follows: Acceptability: Acceptability refers to the truthfulness of the descriptions and findings of the research and is the degree of trust in the truthfulness of the findings for the participants of the research and for the context in which this research was conducted. Three methods suggested multiple data sources, multiple analysts and multiple methods to increase the acceptability of qualitative research, which in this research has been used by multiple analysts.

It can be argued that social responsibility is an important aspect in all aspects of sports. For example, sports federations can implement social responsibility initiatives, professional sports leagues can increasingly use different league programs to solve social problems, different sports clubs can participate in different types of social responsibility activities. Athletes can participate in social responsibility through charitable foundations and sports businesses.

Famous athletes also engage in social activities, which are not only for the purpose of the athlete's career, but also to serve the community and society on a larger scale. In the current research, a famous athlete is said to be famous and popular in one or more sports, in a society or culture. Due to the great attention of the mass media, especially television, internet publications to the events related to famous athletes, often such a person can be easily identified through the people, especially the young generation. It should be noted that an athlete may have become famous due to his professional and technical activities, social and philanthropic behavior, wealth, immoral issues and the like.

RESULTS AND DISCUSSION

Sporting regulations have certain features that characterize this kind of norms that regulate social relations in the field of physical culture and sports.

Firstly, such norms are adopted by a certain legislatively established circle of subjects.

Secondly, the mandatory force of the sporting regulations directly depends on the act of will on the recognition of such norms by the subjects of sports competitions, in which these norms actually apply (Amirov, 2005). In other words, only a certain legal action (for example, registration of a sports organization (club) or an athlete as a participant in a competition) allows the subject to be extended to the rights, duties and responsibilities established by the acts of sports federations. In this case, if the subject refuses to apply such norms to him and his withdrawal from legal relations with a sports association, the binding force of sporting regulations ceases.

Thirdly, for violation of sporting regulations, sanctions are provided, determined by the entities responsible for the organization of sports competitions. In 1983, on the initiative of the International Olympic Committee, a special international independent body was created to deal with disputes arising between the subjects of the sports industry - the Court of Arbitration for Sport (CAS). The jurisdiction of the cases considered by this court is determined by the "arbitration clause" - the provision on the consideration of the dispute, if any, in the CAS, enshrined in various sports contracts (if the possibility of securing such a clause is provided for by the national legislation of the state on the territory of which the contract is concluded), as well as in the regulations of sports organizations.

We propose our own definition of sporting regulations, which combines all the key features inherent in these types of social norms, as special regulators of social relations in the field of physical culture and sports. In our opinion, sporting regulators should be understood as a system of technical rules in the field of organizing sports competitions, adopted by legislatively established corporate associations, which are binding on entities that have committed an act of their recognition.

A debatable issue in the sports law doctrine is the problem of differentiating between sporting regulations and game rules. Thus, there is a point of view that it is necessary to separate the rules of sports and sporting regulations. Carreres-Ponsoda points out the difference in their nature, delimiting such norms according to the goals of regulation – “the rules of a sport speak about how to compete, and sporting

regulations – how to organize and conduct competitions” (Carreres-Ponsoda et al., 2021).

This issue seems to be quite difficult to study. Analysis of the current national legislation in the field of physical culture and sports shows the heterogeneity of the use of the terms “rules” and “regulations” in various regulatory legal acts.

Thus, on the one hand, the laws contain formulations that make it possible to talk about the delimitation of these concepts. Thus, for example, in Art. 25 of the above-mentioned Federal Law "On Physical Culture and Sports in the Russian Federation", the rules of sports included in the All-Russian Register of Sports are developed by all-Russian sports federations, taking into account the rules approved by international sports organizations (with the exception of military-applied, service-applied sports, as well as national sports, the development of which is not carried out by the corresponding All-Russian Sports Federation). Official sports competitions are allowed only on the basis of the rules approved in accordance with the provisions of this article.

In addition, a number of articles regulating the rights and obligations of subjects of sports relations contain the wording "rules of a sport, provisions (regulations) of sports competitions", which allows us to say that these concepts are heterogeneous and different in purpose.

However, an analysis of the rules of various sports approved by the Ministry of Sports of the Russian Federation shows that in most sports, the norms that explain how athletes should play are indicated along with the regulatory norms that determine the conditions for holding competitions, requirements for subjects and venues, etc.

For example, the official Rules of the Game of Hockey contain both provisions on the system of holding competitions or requirements for the ice rink, as well as a number of sections containing the name “rules of the game”.

This regulatory penetration is seen in many of the official rules of the game.

According to an order of the Ministry of Sports of the Russian Federation, all Russian sports federations are required to develop rules for a kind of sport or sports and submit them for approval. As a result, all Russian sports federations, all-Russian public physical culture and sports organizations are endowed with the same rights and obligations as the Russian sports federation, which includes in the rules of sports, the rules approved by international sports organizations.

It can therefore be concluded that, under the national legislation on physical culture and sports, sports rules and sports regulations are uniform and related by their legal nature, rather than being generalized. However, the content in individual norms of the formulations that delimit the concepts under study causes certain difficulties in their interpretation.

The level of the social business system in sports included the perspectives of users and participants, the infrastructure and platform of participation, the activities and processes of social business, and the social business values in circulation. It was social networks and the view of infrastructure and platform of participation included the dimensions of platforms and networks and access and services. Also, the view of social business activities and processes had the dimensions of supply and production in social business, distribution and marketing in the virtual platform and buying and selling in the virtual space, and the view of social business values in circulation also included the dimensions of trade in products and goods, sports services and content. And it was sports information. The existence of potentials such as fans in the field of social business and social media in sports has made it necessary to pay attention to the existence of an integrated system to meet the needs of participants and fans in this field.

In addition, in the social business system in sports, there are many users and participants, some of them are responsible for supplying products and services to the sports social business market, and some of them include sports users present and involved in social networks. To operate in this system, these people need structures and platforms (platforms, Instagram, Telegram, etc.) so that they can market and advertise the commercial values and sports content they produce and implement it. For this reason, the development and application of social business in sports is very important due to the great potential of sports and the economy of sports.

CONCLUSION

The system of sports regulations regulates a widerange of issues, which consists of the establishment of rules for specific sports disciplines, general rules for the activities of the subjects of the sports industry, responsibility for their violations, requirements for the venues of competitions, etc. the field of physical culture and sports, while the legislation of a particular state establishes the general principles and goals of

the functioning of the sports industry, determines the circle of subjects responsible for the adoption, including sporting regulations, ensures the interaction of international and national sports organizations. Moreover, unlike other branches of law, normative regulation in the field of physical culture and sports is characterized by the least as far as is possible in principle, by the influence of the state, functioning on the basis of its own views and needs, while the role of the state is often limited to determining the global vectors of development of a given sphere of public life. At the same time, the analysis of the system of rules of sports disciplines shows a certain heterogeneity in matters of the technique of creating acts of regulation of the holding of official competitions. This fact is due to a fairly wide subject structure, endowed with the right to develop rules and regulations. The analysis of the system of rules of sports disciplines shows a certain heterogeneity in matters of the technique of creating acts of regulation of the holding of official competitions. This fact is due to a fairly wide subject structure, endowed with the right to develop rules and regulations.

The social dimension of sportsmen's responsibility includes the subcategories of "social modeling", "observance of collective ethics and social compatibility", "social support", "culturalization" and "religious participation". Value and normative teachings of the culture governing the structure of the society, moral and practical learning from the governance of the religious institution, strengthening the triple dimensions of cognitive, emotional and functional life skills, acceptance of diverse family roles, etc., are among the social responsibilities, and they consider the necessity of their development through the processes of Encouragement, persuasion, persuasion and education are emphasized. Also, they reported that some strategies for the development of social responsibilities emphasize respect and approval, following common social and moral norms and behaviors, implementing practical, behavioral and moral models, stimulating civic responsibility, active participation in all areas, developing life skills, etc. is that socialization always makes social responsibilities continuous. In the research of Hashemi and Hamari, it has been reported that the social dimension of the company's social responsibility includes human rights, labor rights, training and development of local workers, assistance to specialists related to community programs, etc.

The analysis of the system of rules of sports disciplines shows a certain heterogeneity in matters of the technique of creating acts of regulation of the holding of official competitions. This fact is due to a fairly wide subject structure, endowed with the right to develop rules and regulations.

An analysis of the official rules and regulations of the main sports showed the fact that the process of digitalization of public relations has a direct impact on the development of the sports industry. The use of information technologies in the process of holding sports competitions makes it necessary to update the rules and regulations to modern trends in the development of public relations.

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