

Features of organising sports training for men in media football

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Abstract

Objective of the study is to identify the characteristics of the content of sports training components for men in media football.

Methods and structure of the study. An analysis of scientific and methodological literature on the research problem was conducted, and various aspects of the media football club's activities in the sports segment were studied. The pedagogical experiment and observations were conducted from February to November 2024 at the Russian amateur media football club Amkal in Moscow. The experimental groups consisted of 14 people, aged 21-41. Training plans, athletes' diaries and training loads during the preparatory period were also studied. Model characteristics of loads in micro- and mesocycles of the preparatory and competitive periods were introduced into the footballers' training programme.

Results and conclusions. The effectiveness of the training system, based on the Russian amateur media football club Amkal, was due to the creation of a set of interconnected and organised training factors, as well as maintaining the players' level of fitness during the competitive period.

Keywords: media football, sports training, sports, footballers.

Introduction. Currently, football is the most popular, widespread and accessible sport in all its forms. In the early 2000s, charity matches between professional footballers and film stars, politicians, artists, fans and amateurs began to be held around the world and in Russia. The emergence of such a phenomenon as media football in Russia in 2016-2018 was due to the activities of bloggers and streamers who shot videos and developed content for social networks [3].

In 2022, a media football league was created, with eight teams playing in the first season of the championship. In 2025, 20 teams are participating in the season, with the League Cup and Super Cup competitions being held and a Media League national team being created. On 9 November 2024, the final match of the Winline Media League Cup between Amkal and 2Drots set an attendance record of 30,322 spectators. Overall, media football has influenced the openness of pro-

fessional football clubs and functions as a dynamically developing type of sports segment.

Media football is a type of football in which teams consist of popular bloggers, retired professional players, and amateur footballers [2]. A prerequisite for players in media football clubs is to have an audience of fans on social networks and at least 5,000 subscribers, and for teams, informational PR material positioning the club in the media. Media football has its own rules for pure playing time, bonus balls, penalty shootouts (a series of penalties or penalty kicks), sending players off the field for a maximum of 7 minutes, etc., which adds to the spectacle and makes it more like an entertainment show.

Despite the fact that media football, as a variety of football, is in the early stages of its historical development in Russia and worldwide, an important tool for



the field of sports science is the algorithm for creating content for scientific and methodological sources of information [1]. The selection and review of reflective practices in media publications and the systematisation of promising areas of research determine particularly valuable trends in the introduction of psychological and pedagogical innovations into the training process for this type of football.

Objective of the study is to identify the characteristics of the content of sports training components for men in media football.

Methods and structure of the study. An analysis of scientific and methodological literature on the research topic was conducted, and various aspects of the media football club's activities in the sports segment were studied. The pedagogical experiment and observations were conducted from February to November 2024 in two stages at the Russian amateur media football club Amkal in Moscow. The experimental groups consisted of 14 people, aged 21-41. Training plans, athletes' diaries and training loads during the preparatory period were also studied. Model characteristics of loads in micro- and mesocycles of the competitive period were introduced into the football training programme.

Results of the study and discussion. Systematisation and generalisation of the experience of leading media football coaches allows us to conclude that athletes are trained in accordance with the methodological recommendations of the programme in clubs and the requirements of the Federal Standard for Sports Training in Football. However, taking into account the different levels of players in the team, it is necessary to consider a unified approach to the organisation of the training system in media football (Table 1).

In the first stage of the study, in the basic cycle, the training loads for each type of training were determined and model characteristics of the athletes' loads for the preparatory period were introduced. Here is a brief description of them:

1. Physical training – 45%. In a weekly cycle, media footballers have approximately 4-5 training sessions lasting 1.5-2 hours and one match at the weekend. The ratio of general physical training to specific physical training is approximately 70-30%.

2. Technical training – 20%. With the help of special exercises, similar in structure and nature of execution, certain elements and technical techniques are improved.

3. Tactical training – 10%. The effective use of technical skills in changing game conditions influences individual, group and team actions and determines the tactical scheme of the game.

4. Theoretical training – 25%. For media footballers, an essential element of training is the creation of individual media content for players, an ecosystem of relationships within the team that fuels interest in the match, and the unpredictability of actions during competitions, which increases the spectacle and openness of clubs.

In the second stage of the study, in the second half of the season, during the competitive period, the model characteristics of the players were adjusted and refined, and their functional, morphological and psychological readiness was improved in order to achieve the highest sporting results. The volume of technical training was approximately 30%, physical and theoretical training 25% each, and tactical training 20%. The effectiveness of the training system, based on the Russian amateur media football club Amkal, was due to the creation of a complex of interrelated and organised training factors, as well as maintaining the achieved level of athletic form of the players during the competitive period.

Conclusions. As a result of researching the content of men's sports training in media football, the following features were identified: during the preparatory period, great attention is paid to the physical and technical training of players.

After the introduction of the experimental methodology, the indicators in the experimental group in-

Table 1. Training system in media football

Competition system	Training system	System of factors for optimising media coverage of training sessions and competitions
Regulations governing the conduct of athletes and referees	Physical training	System for selecting and recruiting athletes
	Technical training	Organisational factors for providing media content
Competition rules	Tactical training	Material and technical support
	Theoretical training	Financing and management factors
Competition calendar		Factors affecting the Russian football ecosystem



creased by 16% in terms of overall aerobic endurance, by 11% in terms of ball control speed, and by 8% in terms of ball striking accuracy. During the competitive period, the amount of physical activity decreased. Analysis of video footage of matches showed an increase in the number of successful technical and tactical actions in team ball selection, interceptions and pressing.

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