



Media and Sports Section

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Id: 19427

Title: "People tell me to follow Chelsea, I can't, my heart is with Arsenal': The mediatization of football fandom in East Africa

Session Type: Individual submission

Authors:

Name: Michael Skey

Email: m.skey@lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: This paper reports on the findings of an exploratory study of football fandom in Eastern Africa. Of particular interest is the ways in which fans follow a variety of clubs, including those from the major European leagues, through a range of media platforms. While the popularity of the English Premier League has been noted across Africa and theorised as a form of both cultural imperialism (Akindes, 2011) and glocalisation (Waliaula, 2015), there has been relatively little research on the activities and attitudes of fans on the ground. As well as seeking to offer an insight into fan cultures, both local and global, the paper also offers a theoretical contribution by engaging with the extant literature on football fandom. Here, it critically engages with those who have looked to build typologies of fans in a hyper-globalised, consumerist and mediated era, discussing issues such as commitment, consumption, authenticity and motivations. Drawing on insights from both the sociology of football (Guilianotti, 2002) and sports marketing (Tapp & Clowes, 2002, Tapp, 2004), we show how Western-models of fandom can only partially capture the ways in which football is engaged with, debated and understood by fans operating in an environment that has been shaped by colonial legacies and ongoing economic constraints. The links between locality and loyalty and the question of authenticity in the display of, and response to, fan affiliations are seen to be of particular significance in marking out (East) African fandom from Western contexts. In addition, it is argued that some more recent theories of mediatization (Livingstone & Lunt, 2014) may be particularly useful in exploring these processes. Of particular note are Schulz's (2004) four dimensions of mediatization, extension, substitution, amalgamation and accommodation, which when combined with insights from phenomenological approaches to media uses (Moores, 2013) can be used to focus on the practical, embodied forms of knowledge and habit that shape how football is currently followed and debated in places such as Kenya, Zambia, Tanzania and Zimbabwe.

Id: 19428

Title: Liquid Modernity and global sport. Analysing the multi-dimensional role of the football industry

Session Type: Individual submission

Authors:

Name: Xavier Ginesta

Email: xavier.ginesta@uvic.cat

Country: ES (Spain)

Affiliation: Profesor titular de la Universitat de Vic-Universitat Central de Catalunya

Name: Jordi de San Eugenio Vela

Email: jordi.saneugenio@uvic.cat

Country: ES (Spain)

Affiliation: Profesor titular de la Universitat de Vic-Universitat Central de Catalunya

Abstract: Football is a form of entertainment that can no longer simply be termed ‘the opium of the people’. We are dealing with a much more complex social phenomenon, of multi-layered consumption, which goes beyond mere entertainment to become a fundamental part of the economies and politics of numerous societies. On a European scale, while in the 1996-97 season a club needed income of €36.2 million to be among Europe’s 20 wealthiest clubs, the figure for the 2015-16 season was €172.1 million (Jones, 2017, p. 3).

Such figures mean that any analysis of the phenomenon has to take a number of factors into account. We need to analyse these trends, which provide a greater insight into the structure of a sector playing a multi-dimensional role in a contemporary society that can be defined as “liquid” (Bauman, 2005). Taking into account Bauman’s theory, this paper primarily uses data from the 2017-18 season in order to develop different study cases in order to illustrate three trends that are intrinsically linked in the contemporary football industry: the transformation of clubs into “entertainment multinationals”; their redefinition as paradiplomatic agents; and the volatilization of their identities in a context of post-modernity.

We conclude that the transformation of certain clubs into entertainment multinationals, which progressively reduces the role of supporters, converting them into consumers (inside the stadium, in the club’s shops, museums, or clicking on online sales platforms), links with the idea of a society that “fundamentally (or, perhaps exclusively) views its members as consumers, and that judges and assesses its members above all for their ability and behaviour in relation to consumption” (Bauman, 2005, p. 112). A specific example is that of club shirts, which have an annual expiry date and the supporter thus has a new reason to shop at the start of each new season. For sports clothing manufacturers, “the emphasis is not on the generation of new desires, but rather on the extinction of the old ones to leave room for new shopping trips” (Bauman, 2005, p. 50).

The evaporation of some global clubs’ identities is the other idea we have attempted to present in this research. In fact, in two senses. On the one hand, the use of football as a paradiplomatic agent has blurred the corporate identity of clubs that, until recently, had taken great care over their social

positioning (Barcelona FC, for example); and on the other, the need to open new markets has also contributed to looking for more transversal values than those historically associated with these organizations, values that could be assimilated by publics that were different geographically, culturally, and in terms of their consumption habits.

In summary, in the liquid society, the football industry also reduces everything to “consumers” and “objects of consumption” (Bauman, 2005, p. 20). It is doubtlessly an uncontrollable process, one very much of our times, but it is the task of academia and honest sports journalism to dissect this story through a critical examination of its patterns of behaviour.

Id: 19492

Title: Gamification of sports media coverages: an infotainment approach to last Olympics and Football World Cups

Session Type: Individual submission

Authors:

Name: Jose Luis Torrijos

Email: jlrojas@us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: Along decades sports journalism was underrated and used to be called 'toy department' (Rowe, 2007), but in the digital world it behaves much more as a real laboratory of new formats, new storytelling techniques and disruptive ways of engaging audiences. In many ways sports journalism is nowadays at the forefront of the innovation in journalism and it even has demonstrated that some ideas and experiences stemming from sports, especially during the coverage of mega-events like Summer and Winter Olympic Games and Football World Cups, were successful and, consequently, were emulated by other journalisms (Rojas Torrijos, 2018). Mega sporting events become increasingly captivating spectacles (McGillivray, 2014) and produce their own media narratives (Wenner and Billings, 2017). In this sense, sports journalism has given birth to liveblogging and multimedia longform, and has built new patterns of data journalism visualisations and predictions, formats of video or even native content adapted to each social media platform and mobile devices.

Among other trends, sports media coverages of mega-events are more and more visual, infographic, data-driven and customised through interactive pieces which add value to previews, analysis, reports and features. These coverages are also oriented to gamification of news (Ferrer Conill and Karlsson, 2016), an infotainment approach to events developed by media outlets as an original and effective way to capture more audience's attention and put them into context before sports competition starts. Interactive newsgames turn out to be a key element for sports outlets inside their digital strategy to increase their user engagement rate from a softer news and entertaining content.

This paper analyses gamified sports pieces developed by international media outlets during the last two Olympics (2016 Summer Olympics in Rio and 2018 Winter Olympics in Pyeongchang) and Football World Cups (2014 in Brazil and 2018 in Russia). By showing and explaining the results of these projects, we pretend to shed more light on the way sports journalism is exploring new storytelling models to transform traditional coverages into an involving, social and fun activity for fans and so make them feel like at the same core of news production process in the digital age.

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Id: 19536

Title: USA Gymnastics: The worst #MeToo sex scandal in sport

Session Type: Individual submission

Authors:

Name: Linda Fuller

Email: LFuller@worchester.edu

Country: US (United States)

Affiliation: Worcester State University

Abstract: Betrayal. Guilt. Shame. These are MY feelings about the sex abuse scandal relative to the USA Gymnastics team, since I never covered them in my extensive reportage on female Olympians (Fuller, 2016, 2018). IAMCR/Madrid will allow me to make amends, presenting the background to how, over two decades, some 368 young gymnasts alleged sexual assault by coaches, gym owners and staff but the Olympic arm USA Gymnastics failed to report them and take action. Only after an intensive report by IndyStar and the USA Today Network did the horror come to light—a classic case of the importance of Media/Sport.

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Palgrave Macmillan.

Fuller, Linda K. (2018). *Female Olympian and Paralympian events: Analyses, backgrounds, and timelines*. New York:

Palgrave Pilot

Id: 19613

Title: English football, racism and Twitter: A critical examination of football's response

Session Type: Individual submission

Authors:

Name: Daniel Kilvington

Email: D.J.Kilvington@leedsbeckett.ac.uk

Country: GB (United Kingdom)

Affiliation: Leeds Beckett University

Abstract: Although English football has, to some extent, managed the problem of overt racism in and around live football matches, recent years have seen an increase of football related racist content published on social media. Kick It Out, English football's main antiracism and discrimination organisation, identified 95,000 discriminatory posts directed at EPL teams, with approximately 39,000 such posts aimed at EPL players. Footballers including Mario Balotelli, Danny Welbeck and Tyrone Mings have become frequent targets of such abuse. This paper will therefore discuss what factors have caused and encouraged the growth of racism online. For example, the nature of communication will be critically examined as anonymity, invisibility and feelings of privacy work to encourage online hate-speech. The work of Farrington et al (2014), Goffman (1959) and Suler (2004) will be drawn upon to help theoretically inform the debate. The paper will then consider the changes within English football fandom and quantifiably illustrate that overt forms of racism on match-days appear to be decreasing every season. That said, overt forms of racism have by no means disappeared as arguably, social media, and in particular, Twitter, has provided a new platform to spread hate. With the aid of recently captured empirical work, I will explore and critically assesses the response of English football's institutions, organisations and clubs to the problem of racism on social media. The findings are based on interviews with key officials from the Professional Footballers Association (PFA) and Kick It Out, and with safeguarding and media officers from football clubs across the English Premier League (EPL) and English Football League (EFL). The paper aims to highlight key research findings: there are a number of systematic failings undermining or hindering football's attempts to address this issue including poor co-ordination, a lack of clear guidelines, ad hoc educational provision, a shortage of resources, and a culture of secrecy at many clubs. The paper concludes with some recommendations about how these weaknesses may start to be improved.

Id: 19732

Title: Mourinho at Manchester: An Anatomy of Power (Or the Lack Thereof)

Session Type: Individual submission

Authors:

Name: Neil O'Boyle

Email: neil.oboyle@dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: At its core, the theme of the 2019 IAMCR Conference in Madrid – ‘disputed rights and contested truths’ – is essentially about power. In this paper, I draw on John Kenneth Galbraith’s bestselling book, 'The Anatomy of Power' (1985), to examine the operation of power at the world’s most valuable football club, Manchester United (£3.1bn).

Throughout history, the ‘personality’ of supposedly powerful persons (including football managers) has attracted significant attention, but Galbraith argues that this has greatly exaggerated the role of personality in the exercise of power. Against this, he argues that we are now living in the ‘age of organisation’ – an age in which even the most charismatic personalities are subject to the collective will of the larger group. On 27 May 2016, José Mourinho was appointed manager of Manchester United. On 18 December 2018 – just four months shy of completing his three-year contract – the club let him go. In this paper, I employ Galbraith’s exposition of power to analyse Mourinho’s relatively short managerial career at Manchester United, drawing some broad conclusions from it. The paper is divided into three parts.

In the first part, I describe Galbraith’s detailed study of instruments and sources of power, and examine a selection of commentaries on famous football managers, including those by players. It is within this context that I then turn, in the second part, to examine Mourinho’s time at Manchester United. To develop a sense of how the initially celebratory narrative surrounding his appointment gradually changed over time, I present findings from an analysis of more than a hundred articles on the BBC Sport website. BBC was selected because it is an avowedly non-partisan news source, and the analysis here is framed and guided by Galbraith’s study. Ultimately, I argue along with him that it is the organisation that is the paramount source of power.

In the final part of the paper, I consider a new form of power that could not have been anticipated by John Kenneth Galbraith when writing in the 1980s. Numerous observers have recently documented the emergence of new disruptive digital technologies and the seismic impact of social media in particular. (More critical scholars have focused on the power of the technology companies behind these innovations). Here I consider how the social media-enhanced commercial power of some players has implications not only for managerial power but also for the organisational power of football clubs. In Galbraith’s terms, we can suggest that social media have become both instruments and sources of power, and that these generally complement but also sometimes conflict with the power of organisation. In concluding the paper, I point to some recent journalistic accounts which suggest that what I call ‘player promotional power’ – power that delivers commercial returns

for both player and club alike – can sometimes overwhelm the influence of the club's manager, as singularly charismatic as that manager may be.

Id: 19801

Title: Interaction, promotion or patriotic education' Exploring the social media uses of Chinese athletes under the national sports policy

Session Type: Individual submission

Authors:

Name: Yanfan Yang

Email: yangyf1997@gmail.com

Country: CN (China)

Affiliation: Peking University

Abstract: China sports industry witnesses a big transformation over the last two years. For the last century, China has paid much attention to the glory of the Olympic Games. With the changing national policies, China currently turns to the national fitness development. In order to welcome the 2022 winter Olympics, a series of activities to promote the popularization of snow and ice sports was organized.

These promotions show the government intending to uses social media and returning the focus back to the athletes. The development of social media “has a profound impact on sports industry” (Pegoraro, 2010, p. 501). Since the 2016 Summer Olympics held in Rio de Janeiro, Weibo became an important stage for sports news, athletes-fans interaction, sponsorship and promotion. According to the official data released by Sina, the amount of interaction on the Weibo reached 61.9 million on the opening day of Rio Olympics, and the total amount of reading of related topics amounted to 10 billion. Sun Yang, Zhu Ting, Zhang Jike and other athletes were mentioned the most. Also, a series of stickers and memes became popular. Fu Yuanhui, a swimmer, used “Hong Huang Zhi li” during an interview, or a kind of power that is mighty enough to manipulate the universe, to describe her hard work, which became a hit on the internet.

More and more scholars began to explore athletes self-use of social media. (e.g., Du, 2014; Gregory, 2009; Hambrick, Simmons, Greenhalgh & Greenwell, 2010; Pegoraro, 2010; Wang & Shi, 2012). Scholars found that the social media provided the audience a medium to express emotions, thus enabling the audience and the sport's characters to develop virtual interpersonal relationships (Weiss, 1996). However, there are few studies on the active use of Weibo by Chinese athletes and the interaction between athletes and fans under the new sports policy. Many scholars in China pay attention to the media image of athlete and brand effect brought by it (Luo, 2013; Liu, et al., 2016). Hence, this study fills the gap by exploring the tweets posted by athletes and the interaction between Chinese athletes and their fans on Weibo, in order to see what characteristics does the athlete's interaction with fans; how does this interaction affect fans' activity and how athletes' social media uses help promoting sports under China's national sports policy.

A content analysis of weibo posted by Chinese athletes is conducted. Athletes from the different sports categories are randomly selected. Also, an in-depth interview will be conducted. Results show that only a few Weibo were promotional, indicating that the potential of achieving promotional objectives has not come to athletes' full awareness. However, they did try to promote

national fitness and patriotic education using the role of athletes. Suggestions are athletes enhance the relationship with fans so as to enlarge the sport and the national policies per se.

Id: 19819

Title: La experiencia de consumo de los aficionados en los estadios de fútbol españoles. El RCD Espanyol de Barcelona y los usos de su estadio

Session Type: Individual submission

Authors:

Name: Toni Sellas

Email: toni.sellas@uvic.cat

Country: ES (Spain)

Affiliation: University of Vic - Central University of Catalonia

Name: Xavier Ginesta

Email: xavier.ginesta@uvic.cat

Country: ES (Spain)

Affiliation: University of Vic - Central University of Catalonia

Abstract: Durante la temporada 2017-18, 14,1 millones de espectadores se congregaron en los campos de La Liga Santander y La Liga 1|2|3. No obstante, el objetivo de la patronal para los próximos años es poder alcanzar los 15 millones de aficionados acumulados (Menchén, 2018a, p. 4-5) en unos recintos deportivos con una ocupación, en porcentaje, inferior a la de otras grandes ligas europeas. En España, los campos de Primera División tienen una ocupación media del 70%, mientras que en la Premier League (EPL) y la Bundesliga se llega a porcentajes del 90%. Una situación similar se vive en las segundas divisiones: mientras la Segunda División española solo tiene un 51% de ocupación media, los campos de las categorías de plata en Inglaterra y Alemania llegan al 60% (Menchén, 2018b, p. 5).

En un contexto de redefinición de la marca La Liga, la patronal pretende cambiar esta situación focalizándose en la internacionalización de la competición y la búsqueda de nuevos públicos objetivos locales, entre ellos el familiar. En sintonía con este planteamiento, en el último año, diez clubes de la élite han empezado o culminado un proceso de remodelación de sus recintos deportivos, con una inversión total de 1.500 millones de euros (Menchén, 2018a). El pionero en la construcción de un estadio con criterios de maximización de la experiencia de consumo fue el RCD Espanyol de Barcelona, en 2009. No obstante, el club no logrado alcanzar las expectativas generadas en cuanto a ocupación y generación de nuevos públicos que puedan utilizar las potencialidades del estadio. En la temporada 17-18, coincidiendo con la llegada de un nuevo director general, la entidad tuvo una media de un 12,8% de ocupación del RCDE Stadium en liga y se convirtió en el segundo club con una mayor pérdida de asistencia al estadio. Por el contrario, el número de socios subió hasta los 27.308 y la facturación por abonados y socios se situó en 7,1 millones de euros de media al año, el séptimo en el ranking de La Liga.

El objetivo de esta comunicación es identificar los factores que explican esta disfunción, a partir del análisis de la experiencia de consumo de los aficionados en el RCDE Stadium y la política de hospitality que ha diseñado el club para fomentar la amortización de su recinto. El estudio se basa en una metodología cualitativa, mediante entrevistas en profundidad a los responsables del club (director general y director de marketing) y grupos focales de discusión con los aficionados, constituidos a partir del registro de peñas. Esta comunicación da continuidad a un estudio más amplio sobre los cambios en el modelo de gestión del RCD Espanyol con la llegada de un nuevo

inversor procedente de China (Rastar Group) (Ginesta, Sellas y Canals, 2018), y se fundamenta en otros estudios sobre relaciones públicas y hospitality en la industria del deporte (Elliot y Smith, 1993; Zimbalist, 2000; Crawford, 2004; Hemmington, 2007; Herstein y Jaffe, 2008; Ahlfeldt y Maenning, 2009; Feddersen y Maenning, 2009; Horne, 2011; Kolammo y Vuolteenaho, 2013; Ginesta, 2016).

Id: 19823

Title: Sports betting advertising: Too much money to ignore and too vaporous risks to acknowledge

Session Type: Individual submission

Authors:

Name: Hibai Lopez-Gonzalez

Email: hlopez@idibell.cat

Country: ES (Spain)

Affiliation: Bellvitge Biomedical Research Institute (IDIBELL), Barcelona, Spain

Name: Susana Jimenez-Murcia

Email: sjimenez@bellvitgehospital.cat

Country: ES (Spain)

Affiliation: University Hospital of Bellvitge

Abstract: Sports betting is becoming a fundamental by-product of sport commodification. Although many scholars argue that gambling practices date back to the origins of sport, the advent and popularisation of the internet has provided a new impulse for sport gambling behaviour. Online betting on sport is the most rapidly-growing form of gambling, accounting for about half of the online gambling industry in Europe. Betting products are widely advertised in media sport platforms, jerseys, stadium banners, and other marketing formats. From an economic point of view, the blooming of sports betting only calls for extra care regarding integrity issues (i.e., match fixing), which could devalue sport competitions. However, from a public health perspective, such blooming of the sport gambling market brings forward issues of gambling-related harm and addiction.

This paper summarises research conducted over the past three years on the topic of advertising and sports betting and its impact on problem gambling. The paper covers data from (1) a content analysis of sports betting advertisements from the UK and Spain; (2) a cross-sectional survey-based study with regular sports betting; and (3) a focus group study with Spanish sports bettors undergoing treatment for gambling disorder whose primary gambling form was sports betting.

As a particularly salient form of contemporary media sport, betting commercial communication introduces sport fans to a world of fun and money-winning that only depends on their ability to adequately use technological devices (particularly smartphones) and their knowledge of sport. Advertisements generally overemphasise the skill components of gambling, underestimating the luck-based components of figuring out the outcome of sport competitions. Many advertising techniques build on psychological distortions to present information relevant to gambling in a way as to induce illusion of control, heuristics, cognitive biases and other irrational cognitions about gambling. These studies provide important implications as to how regulate sports betting, and make the case for a more scientifically-grounded evaluation by the sports industry of the gambling-related risks, not only from the point of view of the fairness of its competitions but concerning the health of its consumers.

Id: 19856

Title: The Rise of Media Sport Portals: Live Streaming Services, Coverage Rights Markets and the Platformisation of Television

Session Type: Individual submission

Authors:

Name: Brett Hutchins

Email: brett.hutchins@monash.edu

Country: AU (Australia)

Affiliation: Monash University

Name: Bo Li

Email: libo@sau.edu

Country: US (United States)

Affiliation: Miami University (Ohio)

Abstract: The growth of over-the-top (OTT) Internet and mobile video streaming services is a major development in the distribution, transmission and consumption of global media sport. Heavily-capitalised services such as Tencent Video, DAZN and Amazon Prime Video are intervening in coverage rights markets and changing how live sport is experienced and shared across television, computer, game console, tablet and smartphone screens. This paper identifies and analyses six defining characteristics of OTT live sport streaming, and outlines three services (Tencent Video, DAZN and Amazon Prime Video) that operate across Asia, the UK, Europe, the Americas and Australasia. Its argument is that, first, live sport streaming is a key means by which television content and practices are escaping the boundaries of broadcast media, while also continuing to perpetuate the logics of television coverage and viewing practices. Second, drawing on Amanda D. Lotz's conceptualisation of portals, it is proposed that these services are establishing new norms concerning how media sport is accessed and curated and, as such, their arrival signals an historic shift in the global marketplace for sport coverage rights and the media systems through which live content circulates.

Id: 19941

Title: Racialized discourses in televised football - production, content and reception ' with a focus on the Spanish context.

Session Type: Individual submission

Authors:

Name: Carmen Longas Luque

Email: longasluque@eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus School of History, Culture and Communication, Erasmus University Rotterdam

Name: Jacco van Sterkenburg

Email: sterkenburg@eshcc.eur.nl

Country: NL (Netherlands)

Affiliation: Erasmus School of History, Culture and Communication, Erasmus University Rotterdam

Abstract: In today's world, football has the power to mobilize and entertain massive amounts of people across Europe and worldwide. In the words of an editorial from The European newspaper, football, "previously viewed as a 'slum sport'" has been transformed in "the common currency of popular European culture" (as cited in Schirato, 2007). Although attending to the football field remains for most fans an exciting experience, television is the most popular medium to watch football across Europe (Repucom, 2014; 2016). Within the current sociopolitical context, we consider it relevant to take a look at how the media deals with the representation of marginalized and/or minority groups, also in sports media. Previous research has found a systematic association of Black players with "natural" physical athleticism while White athletes are relatively often represented in terms of leadership, rationality and perseverance (Buffington & Fraley, 2008). With televised men's football acting as an important frame of reference for audiences to give meaning to racial and ethnic diversity (Bruce, 2004), we are interested in exploring racialized discourses in football coverages and highlights. Earlier research on the topic has mainly focused on the content of these discourses and - to a lesser extent - on the reception of these by the audience. In our research, we want to combine content, production and reception in one project across four different European countries, namely Spain, The Netherlands, Poland and England. We use a mixed methods approach, combining quantitative and qualitative data. In this presentation, we present some preliminary findings on the content analyses of weekly football highlights in the Spanish media, using racial/ethnic categories that go beyond the Black-White categorization that is commonly used in such studies. Our analysis is informed by insights from media studies and cultural studies and findings will be placed in a wider societal perspective.

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Id: 20122

Title: Selfies instead of goals' An Analysis of the influence of social media activities of football stars on German live TV sports coverage during the 2018 FIFA World Cup.

Session Type: Individual submission

Authors:

Name: Benjamin Held

Email: benjamin.held@w-hs.de

Country: DE (Germany)

Affiliation: Westphalian University of applied Sciences

Name: Matthias Degen

Email: matthias.degen@w-hs.de

Country: DE (Germany)

Affiliation: Westphalian University of applied Sciences

Abstract: 1. Introduction

The rapid development of social media "had a profound impact on the way sports are created, delivered and consumed" (Sheffer & Schulz, 2013). While the players use their channels to build their own brand, sports journalists use the opportunity to apply social media as a research source. At the same time, they also recognize the difficulty of obtaining exclusive content (Nölleke, Grimmer & Horky, 2017). This study takes a closer look on how the social media activities of football stars influence the German live TV sports coverage during the 2018 FIFA World Cup.

2. Literature Review & Theoretical approach

Football became "mediatized and visualized" as a result of constant commercialization (Krotz, 2016). The sports coverage is getting more complicated by social media. The Internet has given associations, clubs and players the opportunity to distribute their content directly to their target audience, bypassing the gatekeeper function of the media (Nölleke, Grimmer & Horky, 2017; Grimmer, 2014). At the same time, the economic interests and influences of professionalized PR make it difficult to obtain and gather independent information (Williams & Chinn, 2010; Wiegand, 2014).

3. Central research questions

The central research question of the study is: What influence do the social media activities of the world stars in professional football have on the live TV sports coverage during the FIFA World Cup 2018?

In the course of this question the following hypotheses were examined:

- Selected social media activities of football professionals are cited as part of the live TV sports coverage of the Football World Cup.
- Football professionals are distributing more exclusive content through their own social media channels than they reveal in interviews with the media of live TV sports coverage.

4. Methodological approach

The study is based on two quantitative content analyzes (Früh, 2015). The social media channels of various football stars and the content of the live TV coverage of the public broadcasters in Germany were analyzed to find possible content-related matches.

A sample of extreme cases was chosen for the social media analysis (Brosius et al., 2016). On this basis, the respectively most popular football players of the five leading football nations (FIFA World Ranking) were chosen.

The selection of the research material of the live TV analysis is based on the social media analysis. The live TV analysis will focus on the games of the nations of the selected players. The analysis was limited to the group phase.

5. Results

The results of the study show that the media of live TV sports coverage can withstand the pressures of social media. Although the reaction range of the selected professionals was extremely large, the content was not included in the live TV sports coverage. Instead, especially the live event has shaped the coverage. It seems like that during tournament phases like the World Cup, there exist two parallel medial worlds – the live TV sports coverage and the Social Media Universe. And both worlds have their own Gatekeepers.

6. Literature

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Id: 20204

Title: Self-tracking and recreational sports: A social-communicative phenomenon

Session Type: Individual submission

Authors:

Name: Veera Ehrlén

Email: veera.ehrlen@jyu.fi

Country: FI (Finland)

Affiliation: University of Jyväskylä

Abstract: Sports-related self-tracking is increasingly popular in recreational sports. Leisure sport practitioners use wearable devices that are connected to online platforms such as Sports Tracker or Strava to record and share their exercise data. Worldwide, the market for wearable devices is estimated to nearly double by 2021 (International Data Corporation, 2017).

Importantly, self-tracking is not only about oneself. According to Lupton (2014), self-tracking is a 'profoundly social practice'. Lomborg and Frandsen (2015) conceptualize self-tracking as a communicative phenomenon by proposing that it is about interacting with a digital system, with oneself, and with peers. Literature on the first two dimensions of self-tracking communication is extensive. However, apart from a few studies (e.g. Smith & Treem, 2017) little is known about the social-communicative dimension of self-tracking.

The paper complements existing literature by examining what social factors motivate sports practitioners to use self-tracking platforms. Moreover, it investigates the social limitations of data sharing. Data for the study was collected using online questionnaires and in-depth interviews directed toward Finnish trail runners. Questionnaire data was collected to recognize broader patterns of the use of self-tracking devices and platforms, whereas interviews were conducted to go deeper into the meanings the practitioners ascribe to self-tracking. Altogether 125 trail runners (46 % females, age $M = 39.9$ and $SD = 8.5$) participated in the questionnaire, and of these participants seven were interviewed in-depth.

A statistical analysis of the questionnaire data verified the wide extent and variety of the use of self-tracking platforms, as well as the importance of self-tracking as a motivator for physical activity. An inductive content analysis of the interview data identified information sharing, comparison, and recognition to be the main social-communicative aspects that motivated the use of self-tracking platforms. Additionally, the analysis identified ordinariness and privacy as reasons that limited data sharing. Based on these results, the paper argues that motivation for physical activity does not only come from personal tracking, but importantly, from communicating about self-tracking with other practitioners. Furthermore, the paper sheds light on the role of social ties and interpersonal communication in promoting physical activity.

Id: 20297

Title: The Peace Games': Media representations of North Korea at the 2018 Winter Olympics

Session Type: Individual submission

Authors:

Name: Peter English

Email: penglish@usc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

Name: Richard Murray

Email: r.murray1@uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: North Korea's last-minute participation in the 2018 Winter Olympics began a cooling in both cross-border and international tensions that soon led to peace talks. What started with the reopening of the border hotline between the two nations quickly turned into a unified Korea marching in the opening ceremony, heralding the beginning of the "Peace Games". The inclusion of the combined team created a variety of news angles that were focused on sporting and non-sporting topics, highlighting the intersection of sport and politics on a global stage.

This paper examines the representations in media reporting of North Korea at the 2018 Winter Olympics. Issues such as sport, politics, sports diplomacy and novelty are explored through the lens of Bourdieu's field theory, against the background of the shifting and disrupted sands of the journalism industry. Utilising a content analysis of major online news providers from five regionally and internationally significant nations – North Korea, South Korea, Japan, the United States of America, and Great Britain – it examines what was included in articles dealing with North Korea's return to the global sporting arena. The time-frame of the analysis started on January 3, 2018, when the border hotline between North and South Korea reopened, and concluded a week after the Winter Olympics on March 3.

A total of 660 articles were analysed, with two-thirds predominantly about the Winter Olympics, and the remainder mentioning the event in some form but predominantly about another topic. Despite the global sporting status of the event, athletes were included in stories slightly more than a third of the time. By comparing the representations by online newspapers among the five nations, it helps to understand the different narratives applied when reporting on North Korea in both sporting and broader contexts. The results suggest the sporting field is smaller than the political field in relation to North Korea and the Winter Olympics.

Id: 20375

Title: Unglamorous but Pivotal Concerns: Sport Media Ownership and Intellectual Property

Session Type: Individual submission

Authors:

Name: David Rowe

Email: d.rowe@westernsydney.edu.au

Country: AU (Australia)

Affiliation: Western Sydney University

Abstract: The media-sport nexus, despite appearances, is not a seamless coincidence of interests, structures and practices. Each institution has its own priorities, and has sought to exercise power over the other. These struggles for power explain why ownership and control in sport and media have far-reaching social, cultural, political and economic consequences. Understanding the entire 'media sports cultural complex' does not only involve grappling with issues of ownership and control, but there can be no comprehensive or effective grasp of the phenomenon without a thorough grounding in the rather unglamorous world of rights deals and distribution agreements. Although those interested in sport, especially dedicated sport fans, have (legitimately) much more interest in, and knowledge of, contests on the field of play rather than the stock market, they also become quickly aware of financial changes when they affect their access to their favourite mediated events. Cultural citizenship remains a central issue in media sport because its concerns operate as a check on capital to 'slice and dice' mediated public culture in a manner that is exclusively focused on private economic interests. Media sport has been subject to deeply disruptive technological changes ranging from the printing of the sport news to the live broadcast of major events. The latter remains the most economically important point of reference in the arena of sport, exercising the enthusiasms of sport watchers, sport organizations, and media/information technology companies alike. Sport's importance as a form of physical culture is undiminished, and only a small proportion of sport-related activity is professional. However, it is elite sport that is the 'engine room' of the global sports economy, and that is only the case because, across the last century or so, it has been made globally available through the profound interpenetration that has created 'MediaSport'. But the media-sport nexus is historically dynamic and increasingly volatile. The rise of 'networked media sport' may not yet have resulted in 'sport beyond television', but it is creating a world where social media rival institutional media for influence on sport, and where competitive sport gaming (e-Sport) competes with the more traditional flesh-and-blood forms for players, spectators and capital. This paper argues that, despite the 'weightless' appearance of such digitally-inspired sport, weighty issues of ownership and control remain central to what is played, who gets to see it, and who materially benefits from the mediation of sport.

Id: 20377

Title: Anything can happen in women's tennis, or can it? An empirical investigation into prejudice in sports journalism

Session Type: Individual submission

Authors:

Name: Ladislav Krištoufek

Email: ladislav.kristoufek@fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Name: Alice Němcová Tejkalová

Email: alice.tejkalova@fsv.cuni.cz

Country: CZ (Czech Republic)

Affiliation: Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University in Prague

Abstract: “Anything is possible in women’s sports” is a sentence with variations used by some sports journalists, as well as audience members, which reflects a widespread and seemingly uncontested truth about female athletes and their ability to perform consistently at peak levels in comparison to men. Frequently highlighting women’s instability, the underestimation of female athletes by predominantly male sports journalists and experts has repeatedly been described in analyses of sports media (e.g. Bernstein & Galily, 2008; Bruce, 2012 or Schmidt, 2016). This unequal treatment is often supported with an appeal to “common sense” or reference to past competitions of which the author or speaker had personal experience.

One such example of media prejudice against female athletes is found in the world of women’s tennis where the “anything can happen” attitude has particular traction, as we explored using media content analysis of the Czech media.

Fortunately, tennis is one of the most popular and most bet on sports around the world which means detailed data are available for essentially all matches played at the professional level decades into the past. We thus aim to test the “common sense” and “experience” of women’s tennis which purportedly justifies the claim that female players are less predictable and less results-stable than their male counterparts. To do so, we utilize Jeff Sackmann’s database

(<https://github.com/JeffSackmann>) which goes back to the 1970s. Combining ATP and WTA tournaments, it gives a dataset of around 250,000 matches. We approach the hypothesis of the “anything can happen” effect through logistic regression with the higher ranked player winning the match being the predicted variable. As a crucial variable to test our hypothesis, we use the effect of the rank difference of the players and how this effect differs between men and women. The less predictable outcome means that the rank difference plays a lower role, i.e. if the women’s matches are less stable or less predictable, the effect for the subpopulation should be lower. In addition, we control for other effects – surface, age difference, tournament stage, tournament level, and actual rank in the sense of Top 5, Top 10 and Top 100 players. The results are rather shocking.

The women’s matches do not show higher instability or lower predictability at all, rather it is the other way around – the men’s matches show lower dependence on rank difference. This is true both for the entire sample going back to the 1970s but also for the more current sample starting in the

year 2000. The depth of the dataset allows for various testing hypotheses and subsamples. One example is to limit testing to Grand Slam matches where the difference between men's and women's results are believed to be more profound. However, even for this specific restriction, the results remain qualitatively the same as for the whole sample. The underestimation of women's sports is sometimes used by sports media editors to explain the minor coverage in comparison to men's sports (Boyle, 2006). Our results show that this underestimation is based more on bias than reality.

Id: 20495

Title: 'Moneyball Plus': Sports Journalism in the Age of Big Data

Session Type: Individual submission

Authors:

Name: Marisse Gabrielle Panaligan

Email: marspanaligan@gmail.com

Country: PH (Philippines)

Affiliation: Institut für Journalistik und Kommunikationswissenschaft, Universität Hamburg

Abstract: In 2003, the publication of Michael Lewis' best-selling book *Moneyball* created the mythology of Big Data among professional sports leagues in the United States. Quantification is already central to such a competitive field which determines winners and losers via scorekeeping, but the arrival of Big Data made statistical analysis even more relevant in the production of sports knowledge. A decade later, the development of motion tracking camera technology paved the way to an even deeper datafication of sports—the next stage of the analytics revolution dubbed as 'Moneyball Plus.'

As an integral component of mediated sport, sports journalism reflects this affinity for numbers. However, one of the key issues is the underlying tension between the god-like attribute of Big Data as a trusted oracle of objective truth and the more humanistic nature of journalistic storytelling. This study examined how this tension plays out in the journalistic process of a data journalism website with a devoted sports section—FiveThirtyEight. Using quantitative content analysis on the website's articles on the National Basketball Association, four different aspects of the journalistic process were examined: data sourcing, data use, data visualization, and data contextualization.

Drawing from the Journalism as Assemblage theory, FiveThirtyEight's epistemological practices were inferred based on the 'objects of journalism' it puts together to produce a journalistic output. These objects are the raw materials collected by journalists to be used as facts or evidence, such as quotes from interviews, visual objects like photos and videos, and numerical figures from a statistical database. This materialist approach recognizes the active processes within the journalism artifacts themselves, especially of the number as a 'communication medium.'

The study found that FiveThirtyEight did not appear to be concerned with balancing quantitative evidence against human observation. On the average, each article cited 16 statistical objects in the text and typically used a table or a chart to visualize the data. However, more than 80 percent of the articles (N=241) did not include a single quote, and a measly 8 percent quoted multiple human sources who can put the numbers into context. This appears to be partly due to the expertise of the journalists themselves, who often did not need to consult other sources in order to explain both the numbers and the basketball phenomena.

In terms of data use, statistical objects were classified into different types. Traditional statistics are basic categories of easily countable events recorded by scorekeepers and generally considered misleading and inadequate by analytics experts. Advanced statistics, meanwhile, are developed metrics based on calculations of combined statistical categories. Surprisingly, the two were almost

equally used by FiveThirtyEight, as both appeared in more than 81 percent of the articles. These could be because complex Big Data metrics, despite their explanatory power, tend to be abstract, which creates a necessity for simpler numbers collected through human perception in order to be understood by the lay audience. In this sense, the humanistic aspect of journalism is still kept despite the rise of datafication in sports.

Id: 20693

Title: Árbitras y violencia en el deporte. Tratamiento televisivo en Brasil y España

Session Type: Individual submission

Authors:

Name: Paula Bianchi

Email: paulabianchi@unipampa.edu.br

Country: BR (Brazil)

Affiliation: Universidade Federal do Pampa

Name: Joaquín Marín Montín

Email: jmontin@us.es

Country: ES (Spain)

Affiliation: Universidad de Sevilla

Abstract: La presencia de la mujer en el ámbito del deporte competitivo moderno casi siempre ha sido figurativa: musa, animadora o azafata. A pesar de esto, la participación femenina se ha incrementado en los últimos años con roles de mayor protagonismo: deportista, entrenadora o dirigente. Sin embargo, las mujeres se enfrentan a otros obstáculos que no padecen los hombres para su participación en el deporte (Dunning, 2003). Las agresiones contra las mujeres en el deporte son en su mayoría de género y cuentan con elementos despectivos. Son múltiples los escenarios en los que se presenta la violencia de género y la discriminación en el contexto deportivo. Las formas de violencia en el ámbito deportivo femenino suelen ser más invisibles y abarcan desde las deportistas de cualquier disciplina hasta las entrenadoras, directivas o árbitras (Arguello, 2018). A partir de esas consideraciones, esta comunicación tiene como objetivo principal analizar el tratamiento televisivo de casos de violencia contra las árbitras en Brasil y España. Igualmente, el estudio busca reflejar qué piensan las mujeres que actúan profesionalmente en el arbitraje sobre cuestiones relacionadas con la violencia de género en el ámbito deportivo. Para la elaboración del estudio, se utilizarán una selección de piezas de programas informativos de televisión de TV Globo (Brasil) y Atresmedia (España), que divulgaron casos de violencia contra las árbitras durante el año 2018. Además, los datos serán complementados con la realización de grupos focales exploratorios (Gondim, 2003) con árbitras deportivas. El material seleccionado se organizará en torno a categorías de análisis obtenidas de los registros de los contenidos. En el material televisivo seleccionado se muestran sobre todo las agresiones verbales y físicas contra las árbitras cometidas por jugadores, entrenadores, dirigentes y aficionados. Asimismo, el discurso adoptado por los canales televisivos revela un punto de vista crítico en relación con la violencia de género al tiempo que reclaman más igualdad en el arbitraje. Los resultados obtenidos en este estudio permitirán discutir sobre la repercusión informativa de la violencia contra las árbitras.

Id: 20925

Title: Staging the Soccer World Cup Final 2018: an international comparison of five countries

Session Type: Individual submission

Authors:

Name: Hans-Joerg Stiehler

Email: hansjoerg.stiehler@yahoo.de

Country: DE (Germany)

Affiliation: University of Leipzig, Saxonia, Germany

Abstract: The Football World Cup is a media event with a global reach (Dayan & Katz 1992; Couldry 2010). Their finale is elaborately staged - "on location" in the stadium and by the broadcasting TV stations all over the world. The entire broadcast of the final of such sports events takes more than twice the playing time. The following research questions will be examined using the example of the 2018 FIFA World Cup in Russia: Are there global patterns in the staging of the final of the 2018 World Cup, especially in the pre- and post-reporting? Which formats/sub-formats and which programme dynamics are achieved?

The study compares television coverage in four major media markets: Europe (Germany, Switzerland), Asia (Japan), North America (USA), Latin America (Mexico).

The empirical analysis itself is based on the theoretical concept of infotainment (Thussu 2008). The subdimensions of infotainment include dynamics, storytelling and emotional style (Früh & Wirth 1997). On these dimensions, effects can be achieved which increase the entertainment experience and thus the attractiveness of sports events (even if this appears secondary in the case of the World Cup final) (Stiehler 2007).

The programme material (original recordings) was subjected to a multi-stage quantitative content analysis. The five versions of the coverage ranged from 3.5 hours (Switzerland) to 4 hours (all other channels). They were first broken down into programme segments („rough structure“ with categories as pre- and post-reporting, half-time and half-time break, ceremonies such as pre-game show and award ceremony) and measured in terms of duration. Differences between the various national versions result mainly from the extent to which the ceremonies in the stadium were observed (before and after the match) or more broadcasting time was produced in the accompanying studio.

Subsequently, the respective sequences („fine structure“) were examined. Here, the sub-formats, the dominant themes and the actors of a particular sub-format were analysed in detail. The number of sequences within the pre- and post-reporting is extraordinarily high, their length varies between 30 seconds and 2:30 minutes (average). Contrary to expectations, the post-reporting is less analytical. Here the images of joy and disappointment dominate - with deviations from channel to channel. Nevertheless, all national versions have sequences with "balance sheets" of the World Cup - the German version, as expected, with a long sequence on the failure of the national team and its consequences.

The first findings underline the large amount of media technology and human resources with which the channels stage the event and ensure a dynamic process of long pre- and post-reporting. However, it remains within the framework because these are routines (studio discussions, pre-produced articles about country and people or final's individual players, advertising blocks, etc.) that were developed and used in the course of the four-week World Cup. The question of global patterns or

national peculiarities of the staging cannot yet be answered, as only three of the five versions have been analyzed.

Id: 20954

Title: Retransmisión televisiva y videoarbitraje en el deporte. Efectos del VAR en la narrativa del directo

Session Type: Individual submission

Authors:

Name: Joaquin Marin Montin

Email: jmontin@us.es

Country: ES (Spain)

Affiliation: University of SevilleDepartamento de Comunicación Audiovisual, Publicidad y LiteraturaFacultad de ComunicaciónUniversidad de Sevilla

Abstract: El desarrollo tecnológico en los sistemas de producción y realización audiovisual ha redefinido el sentido del deporte que transforma sus reglas y se adapta a las exigencias de la televisión (Whannel, 1995). Las repeticiones instantáneas constituyen uno de los recursos habituales de las retransmisiones televisivas del deporte (Owens, 2007). En la realización deportiva las repeticiones se utilizan para aclarar situaciones polémicas y mostrar aspectos que han pasado desapercibido en directo. A su vez, las grandes competiciones deportivas han aprovechado las herramientas televisivas para mejorar los sistemas de arbitraje, modificando el flujo reglamentario de diferentes disciplinas (Benítez, 2013). El primer deporte en utilizar recursos audiovisuales para apoyar las decisiones arbitrales fue el fútbol americano en 1985. A partir de ahí, otros deportes (tenis, rugby o baloncesto) han ido incorporando herramientas tecnológicas televisivas y virtuales (Instant Replay, Challenge o Hawk-Eye) que ayudan a deliberar situaciones del juego difícil de apreciar a primera vista por los jueces deportivos. A pesar de su popularidad, el fútbol ha sido de los últimos deportes en adoptar la revisión de vídeo al reglamento de sus principales competiciones. Por otro lado, la incorporación de estas tecnologías altera la dinámica del deporte y se convierte en un nuevo recurso para el discurso televisivo. A partir de estas premisas, esta comunicación tiene como principal objetivo analizar la aplicación del videoarbitraje en el fútbol con la implantación del sistema Video Assistant Referee (VAR). De igual modo, el trabajo busca examinar como el VAR modifica el relato narrativo de las retransmisiones en directo. Para la elaboración de esta investigación, se han seleccionado diferentes situaciones de partidos televisados por cadenas españolas en los que se aplicó el VAR, correspondientes a la Copa Mundial de la FIFA Rusia 2018, LaLiga Santander 2018-2019 y Copa del Rey 2018-19. A partir de los registros seleccionados se podrá valorar la manera en la que televisión refleja el momento del VAR y como incrementa el suspense durante la retransmisión. Los resultados obtenidos en este estudio permitirán obtener que cambios ha supuesto la difusión televisiva del VAR así como discutir las primeras diferencias respecto a otros sistemas de videoarbitraje ya implantadas en otros deportes.

Id: 21001

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport [Presentation] Panel description

Session Type: Panel Submission

Authors:

Name: Jörg-Uwe Nieland

Email: Joerg-Uwe.Nieland@gmx.net

Country: DE (Germany)

Affiliation: Zeppelin University Friedrichshafen

Name: Christiana Schallhorn

Email: christiana.schallhorn@uni-wuerzburg.de

Country: DE (Germany)

Affiliation: Julius-Maximilians-University

Abstract: Sport is a central element in all societies worldwide. This goes along with an enormous interest in media sport that is very popular among viewers in many parts of the world. Especially, when national teams or athletes from different countries take part in sporting competitions, media attention is high even beyond national borders, sometimes even across continents. However, because of its popularity and reach of its coverage, media sport also has both a political and a societal importance. Therefore, it is an exciting question to examine different perspectives on media sport in a country-comparative way. Thus, a comparison of similarities and differences in the media coverage and the impact of media sports in different countries might provide further insights into the countries' media systems, sport systems, and political cultures. As a result, the relationship between "national sport" and global sporting events becomes particularly interesting.

The panel's presentations start from a comparative perspective on several aspects: 1. Each paper will focus on one or more issues (e. g. sporting event, sporting discipline) and compare empirical findings of its representation in the media or effects caused by media coverage in at least two countries. 2. Each talk will be given by speakers from different countries so that a high degree of internationalization will also take place within the panel and thus, reflect national peculiarities of sports communication. 3. The studies deal with different types of media in order to examine several issues. This will contribute to the debate on the importance of traditional and new media in (global) sports communication.

The overall objective of the panel is to discuss what constitutes "national sport" and "media sport" and what differences and similarities come to light when comparing sports communication in different countries. The comparison shows not only the importance of sport and sports disciplines, but also of nationalism, identity and integration. This makes it all the more exciting to look for relationships between the media frameworks of national sport and global sporting events. After all presentations, the potential and limitations of the comparative perspectives in sports communication research will be discussed together.

Moderator 1: blinded for review (please see meta-data)

Moderator 2: blinded for review (please see meta-data)

Id: 21002

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport [Presentation] Alpine-skiing and football in Austria and Germany: The diffusion and reach of social media in two different national sports

Session Type: Panel Submission

Authors:

Name: Philip Sinner

Email: philip.sinner@sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Name: Sascha Trüeltsch-Wijnen

Email: sascha.trueltzsch-wijnen@sbg.ac.at

Country: AT (Austria)

Affiliation: University of Salzburg

Abstract: Football and alpine-skiing belong to the most commonly practiced grassroots- but also competitive-sports in Austria and Germany. Moreover, men's football and alpine-skiing are genuine mediasports (Horky, 2009, p.305f.): National Bundesliga and international games (Champions League and Europa League) as well as broadcasts of matches of the national teams belong to the most-seen TV-events in both countries, but they are also of prime importance for radio and written journalism. The same applies to broadcasts of FIS World-Cups and Alpine-World-Championships (male/female); this is particularly true for classics like Streif-downhill in Kitzbühel and Kandahar-downhill in Garmisch-Partenkirchen or events like night-slaloms in Schladming and Flachau. The importance of such events is an integral part of popular culture (Jacke, 2004, p.21). In addition, football and alpine-skiing take on the role of "national-sports" (Horky, 2009, p.300): These are characterized by "long tradition" and "ritual character" and they play a role in processes of national identity building. Austria is known as a winter sports nation and skiing is understood as part of the national identity (Karner, 2011). This is also true for many German regions, however, the national sport in Germany is football. Latest since the so-called Wunder of Bern (1st FIFA-World-Championship-title 1954), triumphs are identity-building factors and important topics within the society.

Social media have become increasingly important in society as well as in sports communication. Therefore, we are dealing with their diffusion and reach within the named field. Offering new media-channels, social media encourage diversity in many ways: as additional parts in "media repertoires" (Hasebrink & Popp, 2006), as tools of organizational-communication (Pleil & Zerfaß, 2014, p.731) and as communication-channels (Schmidt, 2011, p.135) for associations, clubs, athletes and fans. Proceeding from the concept of "communicative figurations" (Hepp, Breiter & Hasebrink, 2018, p.7f.), we will offer an analysis of the social media acting of 1) leading football-clubs (German and Austrian Bundesliga, organizational level) and 2) leading skiers from both countries (World-Cup-cadres male/female, individual level). This is based on a quantitative manual web screening (Plum, 2010, p.22) which is complemented by a qualitative content analysis.

The results illustrate similarities and differences on organizational and individual level. Findings will be discussed against the background of national contexts and identities but also with regard to the different sport disciplines, including organizational structures and socio-economic conditions.

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Id: 21023

Title: E-sport: media becoming sport

Session Type: Individual submission

Authors:

Name: Kirsten Frandsen

Email: imv kf@cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: During the last couple of years the IOC has been negotiating with the e-sports community about a possible future role in the Olympic program. Meanwhile, an increasing number of other traditional sports organizations have engaged themselves with e-sport. Across Europe and the US this involves a range of professional clubs, of which around 196 in 2018 was estimated to have entered the e-sports scene (Stewart 2018). This trend has been underpinned by e-sport becoming part of the program of a rapidly increasing number of US colleges and universities since 2014, and by e-sport becoming part of the activities offered by a still increasing number of leisure-oriented and civil-society based amateur clubs in a North European context.

This paper discusses e-sports' current integration into the frameworks of traditional sports organizations from the perspective of mediatization (Hjarvard 2013, 2014; Frandsen 2014; 2016), arguing that this is a process of institutional change of sport, where values and practices from a globalized digital gamer's culture and gaming industry now intersect with existing institutional values and practices from the institution of sport. More than 10 years ago e-sport was described as a new cultural formation mirroring traditional sports' event structures and business models, yet also "the product of the logic of media, communication and information flows" (Hutchins 2008, p. 857). E-sports' advances to sport and traditional sports organizations' actual integration of e-sport illustrate how these logics for the moment affect the institution of sport in both direct and very fundamental ways. In that process we can observe not only how logics from digital media and the gaming culture in different ways intersects with logics from sport, but also how traditional mainstream sports media, and the mixture of values and practices stemming from their historically shaped relationship with sport plays an institutionalizing role in e-sports' ongoing integration into the institution of sport. (Borowy & Jin 2013; Hallmann & Giel 2018; Hutchins 2008). Drawing on cases mainly from the North European context the paper analyses how an increasing number of traditional sports organizations on all levels currently engage themselves in e-sport in different ways, and it discusses what kinds of negotiations, tensions and structural changes that are entailed in this particular process.

Until now digital media have largely affected sport owing to their ability to change and enhance communicative structures in and around the sporting activity. Thus, they have called for a re-conceptualization of the relationship between sport and media, as sport has become media. E-sport provides a different case, being defined as an "area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies"(Wagner 2006). Therefore it calls for yet another reconceptualization of the relationship from "one of structural interrelation – respective industries and end-users serving the

others' needs in terms of content, audiences and profit – to material integration”(Hutchins 2008). E-sport adds to this, as the current process of integration into formal sports organizations supports that media are becoming sport.

Id: 21032

Title: Supporters, Consumers or Cheerleaders' Analysing the Media Reaction to Recent Developments in the Efforts to Neo-Liberalise Football

Session Type: Individual submission

Authors:

Name: Colm Kearns

Email: colm.kearns4@mail.dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: Conventional business wisdom dictates that market diversification is good for the consumer, while elsewhere, many assessments of social media have been optimistic about the potential it affords consumers to 'talk back' to big brands. Taken together these assertions could form quite a rosy picture for 21st century football fans and their relationship with the increasingly globalized 'top clubs' in the upper echelons of the sport's competitive and financial hierarchy. However, an alternative view is that football clubs' negotiation of a diversified television rights market and online communications platforms have actually accelerated neo-liberal globalization of supportership in a manner which fundamentally changes the relationship between fans and clubs. Drawing from previous investigations into fan resistance to efforts to further monetize and sanitize their experience as football supporters (McManus 2013; Numerato 2015; Gerke 2018), this paper explores whether advancements in communication technologies have ultimately facilitated what might be termed the 'neo-liberalising' of football supportership.

Free and Hughson (2006) have discussed how the globalised and commodified nature of modern 'top clubs' undermine the notion of organic community on which they were founded, while simultaneously facilitating new, more marketable conceptions of what constitutes authentic supportership. The latter half of the twentieth century saw many successful football clubs gain fans from well beyond the bounds of their local community and, in doing so, transform from community enterprises into international brands. However, they often maintained a degree of informal communal obligation in their relationship to their supporters, a responsibility often enforced by the supporters themselves, who, 'see themselves as stakeholders in the professional club and as the embodied spirit of the club itself, with management, coaches and players merely serving as the current stewards of the club' (Gerke 2018, 933). However, social media and other globalised communication developments have fostered a sense of perceptual flattening between the more active fans and those content to be consumers, aiding 'top clubs' in their efforts to neo-liberalise their role and that of their supporters.

This trend has not gone unnoticed in sports journalism circles, with journalists often the target of online ire from fans who view their role as supporters as unilaterally denouncing any criticism of their club. Many of these media responses have questioned whether advancements in communications technology, which theoretically afford fans wider options and a stronger voice, have actually been shaped to neutralise the subversive potential of football supportership by attempting to transform the role of the football fan into that of consumer-cheerleaders. This paper attempts to analyse these journalistic accounts with a view to constructing a theoretical framework

to account for the significance of this shift in fan-club relationships. Specifically, it examines three articles from separate publications (The Blizzard, Football365 and When Saturday Comes) and attempts to frame their responses to these developments within wider media debates on the complicating effects of the internet on public debate and conceptions of truth and accountability. In doing so, this paper is intended to provide a platform for further discussion of the effect of technological globalisation on the position of sports fans.

Id: 21041

Title: Life beyond clickbait sports journalism: a transnational ethnographic study of the cult football magazine market

Session Type: Individual submission

Authors:

Name: Christopher Tulloch

Email: christophertulloch@gmail.com

Country: ES (Spain)

Affiliation: Senior Lecturer in Journalism - Universitat Pompeu Fabra, Barcelona

Abstract: The Twitter-fuelled media culture in which we operate (Hutchins & Boyle, 2017; Zelizer, 2018) has recently produced contradictory backlash effects known such as the boom of slow or long form journalism (Le Masurier, 2016) and the unexpected consolidation of niche magazine markets (Barranquero-Carretero & Jaurieta-Bariain, 2017) aimed at consumers who opt out of the speed cult dynamics of contemporary information supply and demand. One such market is that of the specialized sports product and in particular the international phenomenon that is the football magazine market. Building on some initial ideas launched at the IAMCR conference in Oregon in June 2018, this paper has since broadened its perspective by analysing eight prestigious magazines from seven different countries (USA, UK, Spain, France, Austria, Sweden and Germany). Eight in-depth interviews have been carried out with the editors of these publications (Howler, Panenka, Libero, SoccerBible, So Foot, 11 Freunde, Offside and Ballesterer). All the conversations were conducted between October and November 2018 and later transcribed for detailed comparative analysis. The results of this qualitative and ethnographic research will be presented for the first time at IAMCR Madrid 2019. Given the ambitious nature of this study, the authors made the decision to narrow down their analysis in order to take a more in-depth look at four specific issues.

First, the importance of design aesthetics and format innovation. One of the most interesting conclusions of the interviews was the key role played product interface regarding artwork, presentation and style. In this sense, an editor referred to “how compelling visual can be in terms of drawing people into reading”. Second, the expansion of the content agenda. All editors coincided in the need to go “beyond the 90 minutes” and revindicate stories which go further than the professional playing field. Such examples include stories on football as a tool of integration for refugees, the women’s game or as one editor said “stories about third-tier clubs that say something about society”. Third, the nostalgia factor. The intelligent incorporation of history whether referring to players, clubs, stadiums or fashions emerges as a driving factor in the success of these magazines. One of the interviewees eloquently referred to his magazine as one which aims to capture the “vinyl market” while another said there is a “giant content warehouse in everything retro or vintage”. Finally, the business model. Given the comparatively modest nature of their sales figures and subscriber lists, the authors pushed the editors of these magazines to explain their financial sustainability, current business model and plans for the future.

These four issues are then pulled together by the authors to draw some wider conclusions regarding the long-term viability of such counter offensives in the clickbait-dominant context of contemporary sports journalism.

Id: 21059

Title: Fútbol y segundas pantallas: nuevos hábitos de consumo

Session Type: Individual submission

Authors:

Name: Sergio De Lima

Email: sergio.david.delima@hotmail.com

Country: CO (Colombia)

Affiliation: Universidad de Navarra (alumno de doctorado).

Name: Idoia Portilla

Email: iportilla@unav.es

Country: ES (Spain)

Affiliation: Universidad de Navarra

Name: Charo Sádaba

Email: csadaba@unav.es

Country: ES (Spain)

Affiliation: Universidad de Navarra

Abstract: Fútbol y segundas pantallas: nuevos hábitos de consumo

Resumen

El crecimiento masivo del uso de las segundas pantallas como teléfono inteligentes, tabletas y ordenadores portátiles a nivel mundial ha venido generando cambios en las formas de consumo de contenido emitidos por los medios tradicionales de comunicación. Un nuevo entorno en donde “la tecnología está transformando la forma en la que nos relacionamos con el mundo, incluida nuestra forma de vivir, trabajar y comunicarnos, modificando también nuestros hábitos diarios” (Nielsen, 2015).

El mundo de los deportes no ha ido ajeno a este nuevo tipo de fenómeno. Las transmisiones de fútbol han incorporado actividades que permiten la interacción a través de estas segundas pantallas, como elegir al mejor jugador, revisar el promedio de goles, disponer de las repeticiones de las jugadas polémicas u opinar a través de las redes sociales. En otras palabras, “los avances en la tecnología de las comunicaciones han modificado ya la experiencia humana en relación con los deportes” (Larson, 1994, p. 2). Así, el hincha adquiere ahora un papel activo y con mayor protagonismo.

El objetivo de este trabajo es realizar una exhaustiva revisión de las publicaciones académicas que recojan el estudio de segundas pantallas en el contexto deportivo, en especial en retransmisiones de fútbol. Se prestará atención al país en donde se realiza el estudio, la segunda pantalla destacada y las actividades de interacción presentadas.

La búsqueda bibliográfica se realizó en bases de datos institucionales, repositorios universitarios y revistas científicas digitales especializadas en consumo deportivo. Los términos clave que se utilizaron fueron: segundas pantallas, transmisiones de fútbol y social TV. No se limitó por idioma, por lo que se localizaron documentos en alemán, inglés, español y portugués. Los trabajos que relacionaron el uso de segundas pantallas con otros tipos de deportes no fueron tenidos en cuenta para este artículo.

Esta revisión constata que se trata de un área con escasos trabajos, concretamente se encontraron ocho trabajos que relacionan segundas pantallas y retransmisiones de fútbol. Estos se ubicaron en países tan dispares como Alemania, Reino Unido, Brasil y Colombia. En cuanto a la pantalla destacada, se observó que los teléfonos inteligentes son los instrumentos mayormente utilizados por parte de los seguidores de las transmisiones televisadas de fútbol. Las actividades más realizadas por los seguidores en las transmisiones es la de comentar por redes sociales, siendo Twitter una de las herramientas mayormente usadas. Asimismo, los estudios encontrados confirman que los datos estadísticos como la posesión de balón, las faltas y disparos de goles, entre otros, favorecen el uso de las segunda pantallas.

Los hallazgos abren la puerta a la creación de estrategias de marketing que posibiliten alianzas entre empresas que transmiten el fútbol con clubes deportivos, buscando ayudar al fortalecimiento, el compromiso y la fidelización de la audiencia con ese tipo de eventos.

Palabras clave: interactividad, deporte, retransmisiones deportivas, social TV.

Id: 21123

Title: Juegos Olímpicos, medios y nacionalismo: análisis de la cobertura del deporte cubano en The New York Times y El País desde Montreal 1976 hasta Rio 2016

Session Type: Individual submission

Authors:

Name: Victor Hasbani

Email: victorhasbani84@gmail.com

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: El periodismo deportivo se ha visto implicado en los últimos 50 años con la construcción de discursos que trascienden el ámbito del deporte. En ellos se involucran aspectos de primer orden como el género, la raza y la formación de la identidad nacional. Una parte fundamental del nacionalismo aplicado a la comunicación deportiva ha sido la construcción, a través de la cobertura mediática, de iconos deportivos nacionales que tienen la capacidad de arrastrar la afición. Los Juegos Olímpicos, como gran evento transmitido a nivel global, son un espacio clave para la creación y legitimación de estos héroes. Gran parte de la literatura académica sobre la relación entre Juegos Olímpicos, medios y nacionalismo se ha centrado en países como en Estados Unidos (Billings, Angelini y MacArthur, 2018), si bien es pertinente ir más allá para ahondar en la situación en otros contextos como el ámbito latinoamericano. Precisamente, Cuba ha sido el país que más éxitos ha obtenido en los Juegos Olímpicos, considerando la proporción entre su número de habitantes y medallas logradas. A través de la cobertura realizada por medios como Granma, las hazañas de Teófilo Stevenson y Alberto Juantorena, así como los éxitos en béisbol y del conjunto femenino de voleibol han servido al país caribeño como herramienta para legitimar su propio modelo socialista entre sus habitantes. Dicho esto, es preciso investigar de qué forma la prensa internacional de referencia ha relatado semejantes éxitos.

Con el objetivo de ahondar en este ámbito, esta investigación (1) ofrece una revisión de la literatura sobre la intersección entre deporte, comunicación y nacionalismo; y (2) analiza la mirada internacional sobre el deporte cubano. Se examinan los resultados del análisis de contenido sobre un total de 251 artículos publicados en The New York Times (Estados Unidos) y El País (España) durante los Juegos Olímpicos, desde Montreal 1976 hasta Río 2016. Los datos de los dos periódicos se han recolectado de forma sistemática a través de bases de datos internacionales y se han codificado mediante una herramienta construida ad hoc. Se ha confrontado el trabajo de los dos periódicos desde un punto de vista cuantitativo y cualitativo. Se explora el volumen de publicación; el género periodístico de las piezas; la agenda deportiva; el género de los protagonistas; el lenguaje utilizado y la conexión entre cuestiones deportivas y políticas.

La investigación revela que en ambos periódicos se dedicó una gran atención a temas extra-deportivos (relación entre política y deporte cubano, características del modelo deportivo socialista e incidencia de los boicots en Los Ángeles 1984 y Seúl 1988). Respecto a la agenda deportiva se aprecian diferencias relevantes: el boxeo es la especialidad más cubierta por The New York Times (37,12% de su producción periodística), mientras que éste se encuentra casi ausente en El País, que dedica un 30,01% de sus publicaciones al atletismo. El béisbol representa el segundo deporte para

el rotativo norteamericano (18,10%), mientras que ocupa un discreto espacio en El País (10,51%). El análisis también señala las diferencias de género durante la cobertura del período estudiado.

Id: 21131

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport [Presentation] Hybrid cultural identities and nationalism. A comparison of German, Swiss, and Austrian TV coverage of the FIFA World Cup 2018

Session Type: Panel Submission

Authors:

Name: Daniel Beck

Email: daniel.beck@unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Philipp Müller

Email: philipp.mueller2@unifr.ch

Country: CH (Switzerland)

Affiliation: University of Fribourg

Name: Daniel Nölleke

Email: daniel.noelleke@univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: In this study, we investigate how hybrid cultural identities of famous soccer players are framed in the TV coverage of the FIFA World Cup 2018. That way, we examine the role of nationalism and its impact on attribution of failure and success in sports media. We build upon previous research addressing the construction and representation of national identities in sports coverage (e.g. Ličen & Billings, 2012). Respective studies overwhelmingly found that sports media tend to reinforce national stereotypes and to engage in patriotic sports coverage. Especially when covering international events, media construct national identities to strengthen the frame of 'us' versus 'them' (Poulton, 2004). Often, media refer to national attributes in order to explain victory and defeat. However, in recent times, such explanations fail more than ever before e.g. Poli, 2007). Nowadays, players in national teams do not necessarily share the same national and cultural background. How does this affect sports coverage that tends to reinforce national identities to establish scenarios of 'us' versus 'them' and to explain outcomes of games?

To address this question, we analyze the TV coverage of German and Swiss players who attracted wide public attention by identifying themselves with their Turkish respectively Albanian roots just before and during the World Cup. German players Mesut Özil and Ilkay Gündogan posed for photographs with Turkish president Recep Tayyip Erdogan during his campaign for a constitutional reform in Turkey. Swiss players Xherdan Shaqiri and Granit Xhaka celebrated their goals against Serbia by making "double eagle" signs, thus referring to a national symbol of Albania.

The coverage of these two cases, and of the cultural identity of soccer players of foreign heritage in general, is examined in live commentaries as well as pre- and post-match-analyses of in total four matches of the German and Swiss national teams. We compare the broadcasts in Germany and

Switzerland as directly involved countries with the television coverage in Austria, whose team did not participate in the World Cup.

First results show that the “double eagle” affair is most extensively covered in the Swiss post-match analyses. However, the cultural identity of the Swiss players of Albanian heritage is already a topic before the match against Serbia, due to the difficult relations between Serbs and Albanians after the Kosovo conflict. The case is also discussed in the German and Austrian broadcasts. In both countries, Swiss soccer experts play an important role by giving some background information and sharing their – critical – point of view regarding Xhaka’s and Shaqiri’s actions.

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Poli, R. (2007). The denationalization of sport: De-ethnicization of the nation and identity deterritorialization. *Sport in society*, 10(4), 646-661.

Poulton, E. (2004). Mediated patriot games: The construction and representation of national identities in the British television production of Euro’96. *International Review for the Sociology of Sport*, 39(4), 437-455.

Id: 21132

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport [Presentation] The Football 2018 World Cup ' an European Media Event' The impact of continental sports on global sports events and the coverage of mass media

Session Type: Panel Submission

Authors:

Name: Thomas Horky

Email: thomas@horky.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences Hamburg

Name: Galen Clavio

Email: gclavio2@indiana.edu

Country: US (United States)

Affiliation: Indiana University

Abstract: The Football World Cup belongs to the biggest media events of the world, the character of the event is both national and international (Haynes & Boyle, 2017). Nationalization and globalization are important areas of research in sports communication. With the perspective of imagined communities topics have been the national identification of fans (Mikos, 2006) and the national impact of reporting (Buffington, 2012). Recently, topics like working rights or migration a growing European influence were shown. More and more, football seems influenced by the European Champions League. Concerning international club teams and the growing player's relationships within the national teams King (2006) explained a transnationalism of tournaments we call "continentalization". This leads to research questions:

- Is there a continental or European impact on the World Cup?
- What is the influence of this impact on journalism?

In the examination, first the rosters of each team competing in the 2014 and 2018 World Cup were analyzed, based on an examination of the 2006 WC (Mikos, 2007). An impact of the European continent and an increasing influence of Asia were demonstrated. Second, based on a longitudinal analysis of TV broadcasts since 1994 (Horky, Clavio & Grimmer, 2018) with a quantitative content analysis a development of journalistic reporting can be shown. Third, a qualitative content analysis of the broadcasts of the 2018 World Cup final in four different continents is looking for a broader way of dealing with the aspect of continents. First results show a growing influence of the European and Asian continent, but a small impact of continents on the reporting of the 2018 final. Concerning the European Brexit debate and a growing impact of Asia with the 2020 and 2022 Olympic Games as well as a Chinese bid for the World Cup these results seem to be of interest.

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Id: 21133

Title: [Panel] Crossing the borders' A comparative perspective on the communication about national sport [Presentation] Do not mix sport & politics! Sport and health in electoral campaigns in Germany and the USA

Session Type: Panel Submission

Authors:

Name: Jörg-Uwe Nieland

Email: Joerg-Uwe.Nieland@gmx.net

Country: DE (Germany)

Affiliation: Zeppelin University Friedrichshafen

Name: Soeren Henn

Email: henn@g.harvard.edu

Country: US (United States)

Affiliation: Harvard University

Abstract: The paper asks how political parties in Germany and in the USA have engaged with the subjects sport, exercise and health in their election campaigns. The paper first discusses the general relationship between sports and politics and second, considers election campaign spots and the election programs directly.

Given the increasing importance in recent decades, politics cannot ignore sports and its staging potential. Sport not only creates a “we-feeling”, but sport has even become responsible for the “public mood” of nations—and thus part of the political culture of a country (see Reicher, 2013). Sport in general, especially football in Germany and American football, baseball and basketball in the USA, is an ideal projection surface for politics. Informative and factual political campaigns have become less effective and so symbolic or affective-emotional appeals gain the upper hand. In the study, campaign spots and election programs in both countries, Germany and the USA, were analyzed. We ask, if the campaigns are able to sensitize politics and voters to the interests of sport.

The electoral programs of the five major parties represented in the Bundestag and the two parties in the US-Congress were examined with regard to the categories proposed by the German Olympic Sports Confederation (DOSB): first “Sports funding”, second “Strengthening of volunteering”, third “Candidacy and organization of sport events”, fourth “Modernization of sports facilities”, fifth “Health services provided by sports clubs”, sixth “Lifelong learning via sports” and seventh “Maintain social values and enable diversity”.

The methodical approach and the theoretical basis of our study is located in the tradition of the Party Manifesto-Research (see Budge & Klingemann, 2001; Klingemann et al., 2017) and the research on election commercials (see Holtz-Bacha, 2000; Schicha, 2019). Our study focuses on the question of whether and in what form the sport's power/function of identification and integration, the health aspect and the promotion of sport (Sportförderung) in the electoral programs and election campaign spots are addressed.

The finding - that sport is scarce in the electoral campaign spots - is in direct contradiction to the growing importance of sport and its organizations in both countries. The sports organizations obviously did not succeed in sensitizing politics and voters to the interests of sport. The paper discusses the consequences in a comparative perspective.

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Id: 21218

Title: From Rio to LA: Legacies and Impacts of Olympic Games

Session Type: Individual submission

Authors:

Name: Tanner Cooke

Email: tannercooke@gmail.com

Country: US (United States)

Affiliation: Portland State University

Abstract: “The world is watching”, “The biggest stage on earth”, and “A moment when the world comes together”; these are all ways fans, critics, journalists and athletes describe the Olympic Games. A mega-event like none other, the Olympic Games has continuously grown—in scale, scope, and impact—since its origins. Its media presence is unparalleled and highly coveted. Passionate sports fans religiously follow their countrymen’s successes and failures, and even those who regularly avoid sport often catch some of the action if their new found hero has a chance at eternal glory. The symbolic presence the Olympic Games offers to cities, regions, nations, and governments is second to none, and is only remotely challenged by its fellow mega-event the FIFA World Cup. As such, it is hard to overstate the social and cultural importance of focusing on mega-events in the scholarly study of sport, media, culture, and politics. With the continued processes of neoliberal globalization, mega-events have exploded in popularity and likewise attracted international capital investment, and the attention of developing economies. Many places consider mega-events as a way to establish global recognition in the new global economy and a form of symbolic power from the globally available media presence. From Beijing to Rio de Janeiro emerging economies have invested heavily in winning the right to host such events, and present a new image of a modern and global society. Even so-called developed cities and regions have hosted the games as a way to increase symbolic presence and redevelop specific districts in the post-industrial city—London 2012. However, since the 2012 London Olympic Games, the standards of bidding and hosting have continued to change dramatically. London set a precedent that included the concept of legacy in to the bidding process—that is, what will be the legacy of the Olympic Games for the host city, people, etc. Each bid after London has included a legacy initiatives in their bids as a way to attract the mega-events to their location. Accordingly, this research attempts to evaluate the proposed legacy initiatives from two specific cases, Rio 2016 and the newly won Los Angeles 2028. Rio, now two years past completion, provides the case to see the effects and manifestation of the proposed legacies, while the Los Angeles bid provides an early stage case study to understand and critique the discourse surrounding the proposed legacies. Ultimately, this research takes a critical perspective and interrogates the social and cultural value of the proposed legacy initiatives, considers who benefits and who loses from the initiatives, and analyzes whether or not the legacies promote pro-social values. Using the lens of neoliberal globalization, this research will articulate how the inclusion of legacy initiatives are often superficial in their approach, and regularly lead to unintended legacies that ultimately cause more harm than good for the average citizen of the global host city. Moreover, this research will consider how those legacies come up short in considering the impacts related to the environment and stakeholders other than sports fans.

Id: 21258

Title: Competitive gaming esports and streaming: a new way of creating communities in Latin America.

Session Type: Individual submission

Authors:

Name: Adolfo Gracia Vazquez

Email: adolfogracia@politiclas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Name: Bernardo Rountree León

Email: Bernardorountree@politiclas.unam.mx

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México (UNAM)

Abstract: Esports according to the specialized research company SuperData are expected to be worth 2.3 billion dollars in 2022 a growth of 53% from the 1.5 billion dollars the industry was worth in 2017 (2018). This growth not only involves sponsorships, investments or prize pools, it also has impacted the consumption of streaming content of popular esports videogames in specialized platforms like Twitch.tv, Facebook.gg, YouTube, YouTube Gaming, among others. According to SuperData, gaming video content in these platforms generated a revenue of 5.2 billion dollars (2017), and esports events like the League of Legends tournament World's 2018 which accumulated 6.2 billion hours of watched content according to Riot Games (2018). This phenomenon creates a space where people have constant interaction with the videogames, the esports scene, the streamers, the athletes, other fans and other gamers. Firstly, this article discusses the processes involved in the creation of a robust streaming community around a competitive videogame, therefore attracting a bigger fan and gamer base; creating the opportunity for the videogame to become an esports. This paper analyses how the spectatorship of competitive videogames through streamers or professional players creates communities, thus creating a cycle of constant community reinforcement and continuous growth. These community creation processes ignore the boundaries in between online and offline bonding. Through the statistical analysis of online questionnaires, of self-reported streaming and esports spectators, distributed via internet forums of online gaming and esports communities and streaming channels in Latin America; the authors expect to help in the understanding of emergent ways of spectatorship that involve active participation, their relationship with sports (esports) and an alternative way of creating community through sports and entertainment.

Id: 21395

Title: Uncovering hidden patterns of meanings: the case of the most successful Spanish radio sports programs on Twitter

Session Type: Individual submission

Authors:

Name: Jesus Perez Dasilva

Email: jesusangel.perez@ehu.eus

Country: ES (Spain)

Affiliation: The University of the Basque Country

Name: Koldobika Meso Ayerdi

Email: koldo.meso@ehu.eus

Country: ES (Spain)

Affiliation: The University of the Basque Country

Name: Terese Mendiguren Galdospin

Email: terese.mendiguren@ehu.eus

Country: ES (Spain)

Affiliation: The University of the Basque Country

Abstract: Nowadays, sports programs have become spaces of great influence due to the status acquired by sports and everything that surrounds it. These types of journalistic programmes use the microblogging network to get closer to their fans and increase their visibility. Spanish radio discovered social networks in the 2009-10 season (Peña and Pascual, 2013: 124) and soon became a new tool “to strengthen and build a renewed relationship with its audience providing it with a virtual meeting and socializing space” (Ramos del Cano, 2014: 1). Thus, “the community of a particular radio network is no longer only composed of its listeners, but this it is enriched with the addition of the ‘social audience’” (Videla and Piñeiro, 2013: 86). In recent years, the microblogging network has become a tool that is generally used in sports journalism and affects the collection, publication and coverage of sports news (Butler et al., 2013; English, 2014). Twitter has grown into a meeting space where journalists can promote stories (Schultz and Sheffer, 2010), monitor news and discuss topics with the users interested in the latest sports news (Sherwood and Nicholson, 2013). This paper analyses the profiles of the 5 most listened to radio sports programs on the Twitter platform. NodeXL software, one of the main open source analysis programs for networks (Hansen et al., 2010), is used to discover hidden patterns of meanings creating a semantic and a hashtag network. This software is also used to study the flow of information within the network and to identify which are the most important profiles. To do this, in this research we analyze the 3,200 most recent messages posted in the profiles of each of the most listened-to radio sports programmes (N=16.000).

Id: 21421

Title: Fan reaction through the lens of big data: Breaking down the Cristiano Ronaldo-Juventus transfer on social media

Session Type: Individual submission

Authors:

Name: Adolfo Nieto

Email: adolfo.nieto@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Emilio Fernández Peña

Email: emilio.fernandez@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The shock and turmoil in the world of football around the Real Madrid's all-time top goalscorer move, Cristiano Ronaldo, considered one of the greatest players in football history, to Italian giant Juventus in the summer of 2018 had its reflection on social media, where fans expressed their comments directly to the player's posts on Facebook and Twitter. This paper studies the impact that transfer had on the online public opinion using the big data tools Netvizz and Twitter Capture and Analysis Toolset (TCAT), which have been designed for academic use, to monitor and collect data (Borra & Rieder, 2014).

Social media has embedded in sports in a very short period of time and, as a result, there is a need to understand the resources, the nuances and the power they possess. The process of demolishing the barriers between sports idols and their fans has led to the rapprochement between the two, which has modified or expanded the traditional forms of that interaction, i.e., now many athletes use social media as a way to interact personally with their fans (Hutchins, 2011) because they can control their messages and images (Gregory, 2009). But these platforms have also allowed fans to convey their feelings and get a sense of community when their opinions are supported by others.

The unprecedented number of indicators that big data can retrieve from users' interactions, always respecting the privacy conditions and the personal configuration (Rogers, 2013), could reveal what in Psychology is called anomic behaviours (Nester, 1989), that occur outside the formal group structure. Anonymity frees the individual from considerations of politeness and can lead them to be arrogant or offensive, although social networks not only foster violent feelings but mostly passionate ones: love, suffering, anger, disappointment.

These emotional scenarios connect well with the consumer, who demands brands to transmit sensations, stories where both (brand and consumer) are protagonists. Therefore, sporting events are the perfect framework to make a transcendent connection with the potential client, to engage with them.

From the perspective of business marketing, engagement is defined as "a behavioural manifestation toward the brand or firm that goes beyond transactions" (Verhoef, Reinartz and Krafft, 2010: 247), and includes "all consumer-to-firm interactions and consumer- to-consumer communications about the brand" (Gummerus et al., 2012: 858). In this context, engagement can be considered as an affective and cognitive bond with a personified brand or product, in our case, a football player.

By examining the engagement of these interactions, we can provide an overview of the sentiment that prevailed among fans, outlining opportunities for brands to identify obstacles to the effective dissemination of commercial messages and assess performance targets, and for athletes to improve their personal brand management when a major shift in their careers is about to happen.

This investigation has been possible thanks to the research project: Social networking and football: violence, the participation of the public and the ecology of the communication, funded by the Ministry of Economy and Competitiveness of Spain in the 2016-2018 call.

Id: 21614

Title: Broadcast sports journalists and professional problems: The case of Sky Sports News in the U.K.

Session Type: Individual submission

Authors:

Name: Simon McEnnis

Email: s.mcennis@brighton.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Brighton

Abstract: This paper explores the professional problems faced by broadcast sports journalists. Far from being a niche ‘specialism within a specialism’ in the occupation, broadcast sports journalists have become increasingly important cultural storytellers as sport has been pivotal to the growth of the pay-TV sector since the deregulation of the broadcast industry. However, the research canon on sports journalism has focused on the legacy print industry with little known about broadcast sports journalists. Drawing on concepts from the sociology of professions, this paper discusses broadcast sports journalists’ location within a community of practice that includes sports and non-sports journalists across print, digital, and broadcast. Methodologically, the study uses the researcher’s own interpretive position in leading an industry training programme with broadcast sports journalists at the 24-hour rolling news channel Sky Sports News in the U.K. Regular group discussions revealed that broadcast sports journalists’ are advocate professionals operating in a heavily constrained environment. Crucially, live televised sports rights is at the core of Sky’s business strategy, which makes commercial conflicts difficult to overcome in journalistic decision making. The paper concludes by asserting that broadcast sports journalists’ fulfillment of their professional obligations depends on whether they can successfully negotiate relations both within their internal organisational setting and the external professional sports source environment.

Id: 21625

Title: Data Needs Story: How Major Sports Clubs Use Data In Content Marketing

Session Type: Individual submission

Authors:

Name: Jan Boehmer

Email: janhendrik.boehmer@gmail.com

Country: DE (Germany)

Affiliation: The&Partnership

Abstract: Over the past decade, content marketing has become a widely established practice. Most brands employ content managers and/or writers in their marketing departments to produce a steady flow of content for their digital platforms. As a result, blog output produced by companies has increased by over 800% in the past five years (Cespedes & Heddleston, 2018). The predominant goal of such endeavours is to attract and engage prospects with information relevant to their respective needs (Rowley, 2008). At the same time, companies have also invested billions into analytics and data-driven strategic marketing approaches to more effectively leverage their digital channels (Berinato, 2018; Deloitte, 2018).

Interestingly, though, the return on investment (ROI) for both content marketing and marketing analytics has been called into question. For example, the vast majority of Chief Marketing Officers (CMOs) state marketing analytics has not contributed significantly to their companies' performance (Deloitte 2018). In fact, the gap between more access to data and the ability to develop practicable insights has doubled: from 14% in 2012 to 28% in 2017 (Ransbotham & Kiron 2018). Similarly, attributing the success of companies' content marketing efforts has proven to be problematic. For instance, the organic social share of blogs has decreased by 89% in the last five years and an estimated 70% of leads generated by content marketing are reportedly never acted upon (Cespedes & Heddleston, 2018).

Few is known about the actual connection between these two areas. Although content marketing is usually grounded in the overall business strategy, it remains unclear to which degree marketers integrate audience insights when devising content strategies. To address this gap, this study investigates the use of data in content marketing. More specifically, we determine the degree to which sports marketers use analytics to gain insights about their audience --- and then implement these insights into their content marketing strategies. The underlying hypothesis is that both content (with its focus on brand building and story telling) and data analytics (with its focus on conversion efficiency) are often viewed as separate if not opposing forces, which would limit the success of each. We propose five key competencies around which marketing analytics should be structured to support goal-oriented content production and overall decision making.

To illuminate this issue, we survey the digital marketing personell of first and second division soccer clubs of one major european league and analyze the responses using qualitative and quantitative methodologies. Results will help illuminate potential disconnects between data analytics initiatives and marketing efforts within major sports organizations and could lead to further explanations of why content marketing and analytics as well as data-driven strategic marketing approaches have so far often failed to show continuous ROI across different industries.

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Id: 21705

Title: Análisis de la información deportiva en los medios de comunicación de Navarra

Session Type: Individual submission

Authors:

Name: Clara Sainz-de-Baranda Andujar

Email: cbaranda@hum.uc3m.es

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Name: Marian Blanco-Ruiz

Email: marianblancor@gmail.com

Country: ES (Spain)

Affiliation: Universidad Carlos III de Madrid

Abstract: En la actualidad, los diferentes estudios sobre información deportiva a nivel nacional e internacional han demostrado diferencias de género en el tratamiento que reciben las y los deportistas. Apenas existen estudios que se centren en la información local y regional y profundicen en la presencia y el tratamiento con perspectiva de género.

El objetivo de esta comunicación es analizar si en las desconexiones territoriales de medios nacionales y en los medios regionales existen diferencias respecto a otros estudios en la presencia y el tratamiento de los y las deportistas y los temas y los deportes tratados.

La muestra está formada por un total de 4.590 noticias. Se ha utilizado la ficha de análisis planteada por Sainz de Baranda (2014), donde la variable género de protagonistas principales de la información será la que constituya la variable independiente. Para la proporción de espacio dedicado a las personas que aparecen en la información, en la prensa impresa se ha calcula en cm²; para la prensa digital se ha utilizado el número de caracteres; y para la radio y la televisión los sonidos.

Para el análisis de los resultados se ha realizado un análisis descriptivo e inferencial de los datos (tablas de contingencia, Test de Chi-cuadrado y ANOVA) con un nivel de significación estadística de $p < .05$.

Del total de 4.590 informaciones analizadas, el 6,1% están protagonizadas por mujeres frente al 87,10% que están protagonizadas por hombres. Un 3% de las informaciones son `mixtas`, donde hombres y mujeres comparten protagonismo y un 3,9% corresponden a un protagonista `neutro`. Según el medio analizado –diario impreso, diario digital, televisión o radio- encontramos diferencias estadísticamente significativas ($p=0.001$) en relación con quién es protagonista de la información. Nuevamente vemos reflejado un elevado protagonismo masculino en la información deportiva navarra, los hombres son protagonistas del 87% de la información de los diarios impresos, del 90,1% de la información de los diarios digitales, del 86,1% de la información en televisión y del 86,6% de la información en radio.

Id: 21741

Title: Single or Double' A Comparison of Television Live Commentary at the 2018 Football World Cup

Session Type: Individual submission

Authors:

Name: Luis Vieira Heine
Email: lvieiraheine@stud.macromedia.de
Country: DE (Germany)
Affiliation: Macromedia University

Name: Marc Wiese
Email: mwiese@stud.macromedia.de
Country: DE (Germany)
Affiliation: Macromedia University

Abstract: Football's FIFA World Cup 2018 marked one of the high points for sports journalism and broadcasting in all the countries involved. In the country of defending champion Germany but also in not competing countries like the US, reporting gains huge television coverage (Gerhard & Gscheidle, 2018). One milestone is live commentary, it has to fulfil different functions: information, emotion, focusing and evaluation, together with identification. Live commentary has been investigated for its linguistic quality, its entertainment value, the popularity of the reporters and the use of national stereotypes (Barnfield, 2013; Billings & Tambosi, 2004; Schaffrath, 2003). Looking at research related to reporting the same event on different countries' telecasts, Scott, Hill, and Zakus (2012) examined the 2014 World Cup, Devlin and Billings (2016) found different nationalistic qualities. According to Frederick et al. (2013), commentators can shape the perceptions of audiences through the messages contained. Here the emphasis lies on the gap between more of an entertaining and dramatizing style versus tending to be more factually oriented and relaxed (Lee et al., 2016). While in Germany live commentary is traditional done by a single journalist, in the US one journalist doing play-by-play works together with an expert for color commentary. This leads to research questions:

RQ1: Which style of commentary provides more information and emotion?

RQ2: Which style of commentary do viewers like more?

In this examination we compared the entire live broadcasts of the 2018 World Cup final in Germany und the US using a quantitative and qualitative content analysis. In a second step, football fans in Germany were asked about their attitudes related both styles of commentary by an online survey. Results show a different behaviour and information loaded commentary in the US and a positive attitude for double commentary in Germany.

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Id: 21980

Title: Professionalism in sports journalism: a multilevel study of journalistic autonomy in Mexico

Session Type: Individual submission

Authors:

Name: Mireya Márquez-Ramírez

Email: mireya.marquez@ibero.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Name: Juan Carlos Colín Vaughan

Email: colinjuancarlos@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Name: Ángel Iván Húguez Sánchez

Email: huguezsanchez@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Mexico City

Abstract: As sports journalism is normally placed in the field of infotainment and often questioned and challenged as real journalism (Rowe, 2007; Sugden & Tomlinson, 2007), it has struggled to defend its mission and professional values. The professional canons and values of sports journalism are less clear and consensual than those of other fields of specialty. Sports journalists either fail to assume such standards as part of their functions (Márquez Ramírez and Rojas Torrijos, 2017) or are "poorly prepared" to conduct the more difficult tasks associated with the "fourth power" associated to political journalism. Since journalistic professionalism is deeply connected to the notion of autonomy (waisbord, 2013), are sports journalists "professional" in the sense that the classic theory on professions and professionalism entail?

This paper is based on in depth interviews with 60 sports journalists in Mexico City and the northern city of Hermosillo, Sonora. We argue that while sports journalism in Mexico has struggled to conform itself as a professional occupation to gain legitimacy and public recognition against other actors, it had slowly been up to their actors –sports journalists— to establish the preferred norms and professional values that best epitomize professional practice, such as passion. At the same time, through a comparison of national and subnational journalists and their role conceptions and practices, we argue that even those incipient professional norms that have slowly configured the sports journalism field have been eroded by both digitalization and commercialism in ways that severely undermine the autonomy of journalists. For example, the mastery of knowledge and technical skills posed by new digital technologies and social media have, in fact, rendering less professionals and qualified sports journalists.

Id: 22002

Title: "Serving' Serena: Discursive Portrayals of Serena Williams in Online Mainstream and Black News Media

Session Type: Individual submission

Authors:

Name: Caitlin Williams

Email: cwillia6@tamu.edu

Country: US (United States)

Affiliation: Texas A&M University

Abstract: The presence of Serena Williams has often challenged hegemonic discourses of White, elite, femininity in tennis. As a result of Williams' transgressions of such emphasized femininity, the media has tended to represent her body as both sexually grotesque and pornographically erotic (McKay & Johnson, 2008). Such representations are reminiscent of the grotesque and sexually deviant discourses used throughout history to quell the threat of Black women to dominant White hegemonic ideals (Mandzuik, 2014; Collins, 2000).

However, most understandings about discourses surrounding Serena Williams have been generated from athletic contexts and news media sources outside of the United States. Therefore, such discourses are displaced from the intersecting socio-historical influences that continue to constrain and shape the experiences of Black female athletes, especially tennis players, in the United States today. Furthermore, scholars tend to rely on mainstream media and overlook alternative, yet still noteworthy, Black news media in their analyses. It is important to consider Black media sources in portrayals of Black female athletes because (1) portrayals of Black Americans in Black news media can shape public perceptions on political issues (Fujioka, 2005) and (2) Black media plays a role in the construction of racial identity (Vercelotti & Brewer 2006).

In this discourse analysis, I identify discursive strategies surrounding Serena Williams that are used to reflect, reproduce, or resist traditional socio-historical mainstream narratives about Black women in the U.S. In particular, I consider the 2018 U.S. Open Final between Serena Williams and Naomi Osaka. During this match, a disagreement between Williams and the referee sparked national controversy about the appropriateness of Williams' behavior and garnered the attention of both mainstream and alternative news sources. In order to explore intersecting discourses of race, class, and gender after Williams' disagreement with the referee, I compare the different and similar discursive strategies in mainstream and Black news media used to portray Williams. Because the internet has been a site where Black media requires relatively few resources to reach wide audiences (Vercelotti & Brewer, 2006), I focus solely on online news media sources.

This discourse analysis expands the use of Black feminist theory and intersectionality in media studies, specifically when considering the field of sport and portrayals of Black female athletes. As Black Feminists seek to recognize Black women's agency to center and portray themselves, it is necessary to recognize both the limitations and opportunities of doing so, not only in mainstream news but in Black news media as well.

Id: 22029

Title: Miradas emergentes en el deporte femenino: la cobertura de la Liga Mx en la agenda de los medios digitales mexicanos.

Session Type: Individual submission

Authors:

Name: Claudia Pedraza Bucio

Email: claus_nesta@hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Latina

Abstract: El objetivo de este trabajo es analizar la agenda generada por los medios digitales mexicanos en torno a la Liga MX Femenil, la primera liga profesional de fútbol femenino en este país, la cual ha introducido recursos informativos y discursivos alternos a los que comúnmente utiliza el periodismo deportivo para producir la representación de las mujeres en el deporte.

Numerosos trabajos han señalado la cobertura diferenciada que los medios realizan en torno al deporte femenino, que no solo se refleja en la escasez de noticias sino en la representación que reproduce los estereotipos de género, la discriminación y la sexualización a través de recursos periodísticos como el lenguaje, el diseño, los elementos gráficos y sonoros, el espacio y el tiempo noticioso. El argumento común es que la agenda de los medios representa al deporte femenino desde la mirada masculina, en la cual las mujeres no se colocan como referentes de la información. No obstante, con la aparición de los medios y plataformas digitales se encuentra la posibilidad de modificar esta mirada, debido a que estos espacios integran nuevas voces, colocan temas emergentes y permiten la participación de agentes que usualmente quedaban fuera de la agenda deportiva. Si bien estos los medios digitales tienden a reproducir formas y formatos propios de los medios analógicos, también incorporan otras narrativas sobre las problemáticas, la situación y los desafíos de las mujeres y el deporte.

En el caso particular de este trabajo, la creación de la primera liga profesional femenil de fútbol en México se analiza como una coyuntura por la cual se reconfigura el ecosistema de los medios deportivos. Creada en el 2017, la Liga MX Femenil ha generado el interés de una creciente afición, con récords de asistencia mundiales para partidos femeniles. Pero al mismo tiempo, ha evidenciado la falta de infraestructura, recursos y promoción para el desarrollo de las jugadoras y del fútbol femenino. En este panorama, el papel de los medios ha sido fundamental para visibilizar la liga desde distintas miradas.

La hipótesis central es que la creación de la liga ha provocado el surgimiento de nuevos espacios de información deportiva en el entorno digital, lo que a su vez a reconfigurado la agenda del periodismo deportivo mexicano.

Para poder comprobar esto, se realiza un análisis de contenido de 10 medios digitales mexicanos, con un corpus de notas seleccionadas en los momentos emblemáticos de las tres temporadas de la Liga MX Femenil. A partir de la revisión de temas, enfoques, formatos, recursos y protagonistas, se muestra que en esta agenda se enfrentan las formas usuales de representar al fútbol femenino contra otras narrativas y perspectivas emergentes, con lo cual es posible modificar el imaginario mediático de las mujeres en el deporte.

Id: 22192

Title: Radical football fans behavior in social networks - Case of Study: El Clásico 2017/2018

Session Type: Individual submission

Authors:

Name: Oriol Figuera Godoy

Email: oriol.figuera@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Emilio Fernández Peña

Email: emilio.fernandez@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Abstract: The radical fans, popularly known as ultras or hooligans, have been on the football fields for a long time. Spain has two of the most successful teams in the football history, FC Barcelona and Real Madrid, whose fans have enmity for years because of political, ideological and sports reasons (Viñas, 2005). El Clásico, the match between these two teams, is one of the most viewed sports events in the world.

This research analyses the activity generated on Facebook and Twitter by the ultras of those teams during El Clásico in 2017/2018 season of La Liga. The radical fans studied are Ultras Sur from Real Madrid and Supporters Barça from FC Barcelona. We don't include Boixos Nois in the investigation because they were expelled from Barça's Stadium in 2003. Despite this, it is important to mention that some members of Boixos Nois now are part of Supporters Barça.

This research aims to shed light on the use of social networks by the most radical fans of Spanish football. Our goal is to find out the engagement, nature and typology of the content generated by the ultras. The analysis of the data obtained will allow us to show empirically through the social networks the level of violence outside the stadiums.

The violence in the stadiums has been going on for many years, and now it seems that the extremist attitude has been transferred to social networks (Cleland, 2014). The research team wants to devise some possible mechanisms to regulate the activity of the football radical groups of La Liga in the social networks.

About the methodology, we could say that our research uses two tools developed by Digital Methods of the University of Amsterdam to analyze big data. Netvizz is software to study Facebook through their APIs always respecting the privacy politics of the platform (Rieder, 2013). The other software is TCAT also works throughout the APIs of Twitter. These virtual tools allow us to extract and analyze big data during a specific period of time in the most successful social media platform (Rieder et al., 2015). The methods developed are complemented by interviews with specialists in social networks and radical groups of Spanish football. We study El Clásico from the day before to the day after the match.

In the results, we will see that the language used by the ultras on Facebook is more provocative and aggressive than violent. In the last years, the radical fans started using more the metaphorical violence than the physical (Giulianotti et al., 1994). They try to scare and intimidate the rivals singing chants, shouting, using aggressive language or burning pyro. They hit or assault the other fans less than they used to do it in the late '80s (Adán Revilla 1998; Viñas, 2005).

This paper I would present is related to my Ph.D. dissertation, which is framed in an I+D Research Project funded by Ministry of Economy and Competitiveness of Spain.

Id: 22230

Title: "All even on style points" - Authobiography as the medium of female athletic identity

Session Type: Individual submission

Authors:

Name: Flóra Csatári

Email: fcsatari@eusp.hu

Country: HU (Hungary)

Affiliation: Eötvös Loránd University

Abstract: Sport is the number one news topic on which women are most likely not to report and the third most likely in which women not to be present in any medium (GMMP 2015). Manliness seems to be an inseparable characteristic of sportsmanship as an ideal type. Sportsman in a broader sense not only means an athletic man; it can be understood as a moral ideal as well. To a certain extent, autobiography as a medium offers a unique narrative position for female athletes. As perceived authors and principal characters of their own books, they can challenge this discourse and the available overt sexualized and/or ultra-feminine role models of it. In autobiographies, female athletes can have more narrative power to identify and represent themselves as athletes or even as 'sportsmen'. This presentation gives a narrative analysis of the autobiographies of the thirty-nine-time Grand Slam champion American tennis player, Serena Williams (titled: *On the line*) and the five-time Grand Slam champion Russian tennis player, Maria Sharapova (titled: *Unstoppable – My life so far*) from the point of view of cultural and gender studies. It reflects on the problematic aspects of authorship and authenticity with regard to the practice of ghost writing, moreover it identifies similar narrative strategies in the above-mentioned books. Williams constructs a powerful feminine type of sportsmanship, which appears as a role model. Sharapova merges her private and her public selves in an identity in which celebrity plays a more dominant role than femininity. Her purpose is not to set a role model and motivate the readers, her book is written out of a will of self-understanding. They both reflect on how they use their femininity as an athletic tool, they both give their personal definition on sports morality.

Key words: gender studies, sportsmanship, identity, autobiography

Id: 22336

Title: les vedettes sportives comme moyen de communication des marques en Côte d'Ivoire

Session Type: Individual submission

Authors:

Name: Katia Ouattara

Email: ouattarakatia@yahoo.com

Country: CI (Côte d'Ivoire)

Affiliation: Université Peloforo Gon Coulibaly de Korhogo

Abstract: La publicité est l'un des outils de communication les plus utilisés dans nos sociétés. A la télévision, sur internet ou en ville, nous sommes constamment sollicités par les spots ou les affiches publicitaires. Les marques recherchent ainsi à travers ce moyen de communication à influencer les consommateurs en vue de l'écoulement de leur produit ou service. L'on constate, ces dix dernières années, une utilisation de plus en plus importante des célébrités sportives comme moyen de séduction des publics cibles. Ainsi, il nous est apparu pertinent de porter notre regard sur l'usage de ces personnalités à travers ce type de media. Cette réalité nous conduit aux questions suivantes : quelles sont les stratégies persuasives utilisées, à travers les stars sportives, pour séduire les consommateurs ivoiriens ? Et quels en sont les messages ?

La méthodologie utilisée pour cette étude est la sémiologie qui s'appuie essentiellement sur le modèle binaire (dénotation et connotation) de Roland Barthe cité par Adam et Bonhomme (2014 :285), tel qu'appliqué par lui dans le cadre de l'analyse de la publicité des pattes Panzani. Barthe distingue trois types de signes présents dans l'image publicitaire : les signes iconiques (l'image), les signes plastiques (dimension esthétique) et les signes linguistiques (tout ce qui relève des mots écrits). Concrètement, il s'agit d'énumérer, à partir de chacun de ces trois signes ce que l'on voit et d'en interpréter les diverses significations.

Notre corpus est composé de dix affiches publicitaires que nous avons analysées afin de dégager les stratégies persuasives et les messages sous-jacents. Ce travail révèle plusieurs stratégies persuasives utilisées par les annonceurs pour séduire les consommateurs : utilisation des vedettes sportives comme porte parole des marques et surtout comme promoteur des produits du fait de leur jeunesse, de leur élégance, et de leur notoriété. Ces promotions sont d'ailleurs le plus souvent faites à partir des espaces de compétitions lieu d'exercice de leur métier. En raison du faible niveau d'alphabétisation des populations, on assiste à l'usage d'un langage simple, etc.

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Id: 22444

Title: Reproduction of Indian national identity and Gender Binaries in Sports Advertising: A Study of Cricket themed Campaigns in India

Session Type: Individual submission

Authors:

Name: Kulveen Trehan

Email: kulvin_78@rediffmail.com

Country: IN (India)

Affiliation: Guru Gobind Singh Indraprastha University , New Delhi , India

Abstract: Sports advertising is one of the most visible media in creation and reproduction of national identities . Sports can both define a culture and express it. The Indian national identity has been dominating the discourse in the recent years. A unique national identity for India is being created and catered to especially by the media. Billings (2014) notes that Sports media has been central to the discourse on construction of a ‘nation as an imagined community to construct national sameness and differences to the other national collective’ as outlined by Cilia , Reiseigl & Wodak (1999). Billings (2013) and Butterworth (2010) saw use of social identity gratifications in international sports and conceptions of nationalism in media sport consumption. Construction of national identity focuses on culturally meaningful pattern of signs and symbols and their meaning making along with dominant cues in the verbal narrative of sports media content. Sport because of its ability to hold audiences captive , creation of human drama , carefully crafted binaries of identity(Jhally, Guttman1996, Jackson,1988) and nationhood (Rowe,1996) acquires value as a socio-cultural commodity . Sports advertising has often served as a potent media text being a visible marker of promotional culture, consumption and capitalism that celebrates competition, achievement (Jackson,2012). Kennedy and Hills (2009) in ‘ Meaning between the Gaps – Humour and Identity in Rugby advertisements’ underline the use of national stereotypic signifiers , hierarchy of identities and the translation of meaning system of heterosexual masculinity and national identity onto the brand advertised. Cricket makes up the largest chunk of sports related media content produced and consumed in India. Boria Majumdar calls Cricket India’s “ de facto national sport”. Much of sports programming is dedicated to cricket in India. Therefore, cricket themed campaigns become the conduits of social communication and spheres of ideology making them a valid media text to study signification and meanings .

Research Questions

1. What are the patterned signs of the India National Identity in Cricket Advertising?
2. Are the recent Cricket ads legitimizing jingoism and nationalist regression?
3. How do binaries of gender interact with national identity in ads?
4. Do the Cricket advertisements deploy tropes of victory of the underdog, or avenging defeat from the mightier?

Methodology

A semiotic analysis of the cricket advertisements, Neighbour Vs Neighbour (Asia Cup,2018) #JerseyKnowsNoGender (T20 World Cup 2018), Cricket Ka Asli King Kaun (Ind Vs Nz,2018) and Mauka Mauka (India vs Pakistan, World Cup 2015) was done . These campaigns gathered maximum viewership on Youtube. Semiotic analysis of the campaigns revealed patterns of signs, meanings and their ideological simulations. Signifiers were identified and signification affixed

based on Kennedy and Hills step by step guide to Analysing Media Sport (Sports, Media and Society, p29-32). Derrida's deconstruction and Barthes semiotics guided the analysis. Post structural critique forms the theoretical foundation of semiotics in the present study. Post structuralism argues that 'the orchestration and manipulation of signifiers' (sound, words, images etc.) determine the quality and the nature of the signified, hence inverting the relationship between them unlike proposed in linguistic structuralism (Lee, 2015).

Id: 22455

Title: Global Sports-Media Complex competition in France and Francophone Africa

Session Type: Individual submission

Authors:

Name: Gerard Akindes

Email: gakindes@gmail.com

Country: QA (Qatar)

Affiliation: Josoor Institute

Abstract: Global sport broadcasting landscape has transformed substantially since the 1990s. These transformations have led to an increased competition for domestic and international broadcasting rights acquisition. Satellite and digital technologies open national or continental league games to a global audience. These technologies along with the liberalization of broadcasting laws in many countries gave the possibilities to national and international pay-tv broadcasters to penetrate targeted local markets by broadcasting locally or internationally hosted or produced sporting competitions.

For pay-tv broadcasters, live football and sport audiences as potential subscribers became an important business driver. Canal +, the first pay-tv broadcaster in France acquired the rights to broadcast the French professional football league, Ligue1, in 1984. In parallel to the French market Canal+ also became the first pay-tv provider in Francophone Africa.

From the pioneer years of Canal+ in France and Francophone Africa with mostly French football broadcasting, sports television broadcasting evolved in France and Francophone Africa with a more competitive mediascape. In France BeIn Sports owned by Qatar entered the French sports broadcasting market acquiring the French professional football league Ligue1. In Francophone Africa, the Chinese owned Startimes is today now competing with Canal+ in Francophone Africa. Without a direct causality, can the transformations observable in Francophone Africa be linked to France television broadcasting competitive transformations?

The paper is a comparative analysis of the transformation of the sport broadcasting landscape in France and Francophone Africa. The first two parts of the paper describe the evolution of the sports broadcasting landscape in France and Francophone Africa. The second section of the paper analyzes the implications of new entrants in Francophone Africa sports broadcasting landscape. In conclusion the paper discusses possible correlation between France and Francophone sports broadcasting transformations.

Id: 22465

Title: Challenging dominant media messages about migrants through sport

Session Type: Individual submission

Authors:

Name: Chris Stone

Email: stonec@hope.ac.uk

Country: GB (United Kingdom)

Affiliation: Liverpool Hope University

Abstract: Media scaremongering since the turn of the millennium has contributed to a conflation of issues concerning changes in certain migratory patterns to the U.K. (Berry, et al, 2015; Hargrave, 2014; Spencer, 2011). This is reflected in the shift of attitudes towards asylum seekers and the rise of their presence within popular discourse (Macdonald & Billings, 2007) as well as the contested use of terminology about the migrant ‘other’ (Malone, 2015; Ruz, 2015). Negative popular media portrayal and inflammatory or dehumanising language from mainstream politicians prompted a change in the perception of those seeking asylum (Berry et al., 2015). Within the popular consciousness, the idea of the ‘refugee’ has been replaced by a construction of the ‘asylum seeker’ as a character that was somehow less worthy (Spencer, 2011). More recently, this has been extended to the term migrant, which has taken on a pernicious and all-encompassing meaning (Malone, 2015; Ruz, 2015).

One of the most evocative representational images of the issues surrounding migration into Europe remains that of Aylan Kurdi’s body being washed up on a Turkish beach in 2015. In its wake there was an outpouring of support, including from football fans across Europe using their very visual position as part of television sport’s scenery to ‘welcome refugees’. Such organic attempts at solidarity in the UK were less successful but have since become more formalised through the Football Welcomes campaign: an initiative organised by Amnesty UK to focus attention across one weekend of each football season on the ways in which football clubs are supporting refugees, the contribution refugees have made to football and raise awareness about issues facing refugees more widely. Similarly, the development of a Refugee Olympic Team for the summer games of 2016 had the aim of counteracting the negativity associated with refugee status by emphasizing the positive contributions made by refugees (Scheidler & Ledford, 2018).

Based upon on-going qualitative research examining different responses to what has become commonly labelled in socio-political discourse the ‘migrant crisis’, this paper uses Chouliariki’s (2013) critique of post-humanitarian solidarity to explore the role of media sport as an example of a ‘theatrical in-between’ that has the potential to promote public deliberation and questions of justification, antagonism, complexity, otherness, and historicity. This critique places the humanitarian imaginary as an historical journey from solidarity as pity to solidarity as irony before considering alternative ways of performing solidarity with vulnerable others. For Chouliaraki, the question of solidarity and its historical mutations cannot be examined separately from the communicative structure that has made this moral discourse available to us in the first place.

The question that this research asks is whether the communicative structure provided by media sport challenges dominant discourses surrounding the 'migrant other' or provides a mirror for the narcissistic reflection of sporting organisations' sense of self gratification and historically self-defined premise of philanthropic worth.

Id: 22543

Title: Equestrian sport, Influencers and identity.

Session Type: Individual submission

Authors:

Name: Aage Radmann

Email: aage.radmann@nih.no

Country: NO (Norway)

Affiliation: Norwegian School of Sport Sciences

Name: Susanna Hedenborg

Email: susanna.hedenborg@mau.se

Country: SE (Sweden)

Affiliation: Malmo university

Name: Lovisa Broms

Email: lovisa.broms@mau.se

Country: SE (Sweden)

Affiliation: Malmo University

Abstract: The aim of this presentation is to map out and analyse stable cultures in social media.

One of the most popular sports among Swedish and Norwegian girls and women is equestrian sports. This can be seen not only in the number of members in the Equestrian Federations, but also in relation to social media. Numerous blogs, Instagram, twitter and snapchat accounts are devoted to horses and horsey people. In this presentation Norwegian and Swedish social media influencers are studied.

According to Hirdman (2018) the constant flow of faces and bodies, the constant viewing, is characteristic of our time and perhaps the most revolutionary and profound experience of the media-driven society. It is a form of sociality where we can look at (un)familiar content, hidden from the eyes of others and be part of a community. We create emotional bonds of closeness and intimacy to media characters such as “Influencers”, people we do not know in personal and never meet. Relationships that we sometimes can experience as stronger and deeper than those we have for friends and family. This is a form of medial sociality (Thompson 1995) connected to attention economy (Miah 2017). It is “broadcasting of human emotions” contextualised in a relationship that we can control and fill with our own perceptions and expectations (Reeves & Nass, 1996). Social medias potential for informing, mobilizing, organizing and coordinating will be discussed (Larsson & Olsson, 2016).

This presentation is based on a study of the six most followed influencers on Instagram in the horse sector (3 from Sweden and Norway respectively). The number of followers were between 8000 and 365 000.. The influencers’ posts and comments to these posts were followed every day for one month (9/10–9/11 2019). Except Instagram Facebook, twitter, Youtube and Blogs was followed. A

netnographic method (Berg 2015) was used and our observations were documented using thick description (Geertz 1973).

The study shows that some of the Influencers use mixed social media in their communication with their followers others just broadcast their message. The most common themes concern: private life, knowledge about horses and general advices for (horse) life. Commercialization and admiration where important parts of the content and the use of pictures and emojis created an atmosphere of cozyness and happy life. A medial sociality, communicating an onstage version of life and a strong impression management from the Influencers was created.

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Id: 22611

Title: Sport and platforms: DAZN and the disruption of the Canadian Sport-Media Complex

Session Type: Individual submission

Authors:

Name: Anouk Bélanger

Email: belanger.anouk@uqam.ca

Country: CA (Canada)

Affiliation: University of Quebec in Montreal - UQAM

Name: Bachir Sirois-Moumni

Email: bachirmsoumni@gmail.com

Country: CA (Canada)

Affiliation: University of Quebec in Montreal-UQAM

Abstract: When DAZN appeared in the Canadian sport-media ecosystem in July 2017 it claimed that “The Sport industry is ripe for disruption” (Reed, 2018). Self-proclaimed the « Netflix of sport », DAZN is a sport streaming service owned by Perform Group. First launched in Austria, Germany, Japan, and Switzerland in 2016, then in Italy and the United-States in 2017, the platform adopts an aggressive strategy of acquisition of global sport markets. This rapid expansion and growth on national turfs, historically occupied by shared TV rights and sport coverage across an oligopoly of media conglomerates, offers the ground for an original cultural political economic analysis of sport media in Canada. Our presentation therefore aims at discussing the actual transformations of the Sport-Media Complex in Canada via a twofold analysis: (1) the economic and discursive strategies adopted by DAZN, (2) the content and mediations (cultures of consumption) offered on the platform in Canada.

New digital environments mean different business models, with strategic alliances between sport, media and entertainment industries (Hutchins et Rowe, 2012; López-González et al. 2017; Meese et al, 2016; Gill 2018). These environments also open up possibilities for new content and experiment with new forms of mediations. Concretely, it offers efficient ways for sport celebrities and personalities, signed by DAZN, to communicate with their fan base whilst operating as profitable and promotional vehicles for the service. It also reconfigures sport consumption habits from « sport programming network », to « sport specialized channels » (Whannel, 2009), to new services of intermediation (streaming services and platforms) (Lotz, 2017). In a general sense, it stages late modernity in Canada via the sport spectacle it offers (Gruneau, 2017).

This case raises pertinent questions and an original way to contribute to sport media research: How is DAZN transforming the sport/media complex in Canada and Quebec (production, distribution, offers, publics)? What are the discursive and promotional strategies adopted to position itself in this market? What does content tell us about the changing state of sport media industries today and the growing importance of sporting celebrities and personalities? What possibilities and mediations this streaming service offers to the sport spectacle? How is the internationalization of DAZN play into the Canadian relations between sport and nationalism? How is this case allowing us to rethink the

“sport/media complex” (Rowe, 2013), a core concept in sport sociology to critically understand relations between sport, culture and the media?

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Id: 23032

Title: "ROY'S TURKISH DELIGHT": Football, Nationalism and the Representation of Turkey in the British Sport Media

Session Type: Individual submission

Authors:

Name: Nilufer Turksoy

Email: nilufer.turksoy@emu.edu.tr

Country: CY (Cyprus)

Affiliation: Eastern Mediterranean University, Faculty of Communication and Media Studies

Abstract: Nationalism is an old form of particularism; it creates marginalization, polarization and inequalities of power between the Self and the Other. “The Other is always constructed as an object for the benefit of the subject who stands in need of an Objectified Other in order to achieve a masterly self-definition” (Pickering 2001, 71). Western thinking is founded upon the logic of binary oppositions: heroes versus villains, civilized versus primitive, and good versus evil, or sane versus mad. As social actors, media institutions are the primary vehicles for the circulation of binary forms of representations that emphasizes the differences between the Self and the Other (Poole 2002; Said 1978, 1997). They can use representational and conceptual systems to construct meanings in relation to the Other. Western media’s coverage of an international event, in this case a football competition, raises some ethical questions about the choice of specific lexical items and textual manipulation.

Drawing on the work of Stuart Hall’s representation theory, this study examines how Turkey, a nation located on the semi-periphery of Europe, is represented in Western sports media outlets. By looking at the role that sections of the British sports press plays in their construction of the Turkish national identity, I evaluate the Euro 2016 and Euro 2004 reporting of the UEFA European Championship qualifying matches between Turkey and England. I employ qualitative content analysis as a method of inquiry (Schreier 2012; Berg 2001). The corpus consist of 170 news outlets, published in two different time frames: Euro 2016 and Euro 2004. I apply a combination of lexical, thematic and narrative analysis , and I question the way that Turkey is represented in the British sport texts.

The style, manner and language used in the presentation of football games between Turkey and England reveals that the British media outlets cynically disseminate the notion of the Turkish national team as a weak opponent, which England need not take seriously. They were intent on ridiculing the Turkish team and exercising cultural hegemony over Turkish culture. This reportage works well in giving Turkey a low-status and an orientalist angle. Furthermore, a reductionist and over-simplified forms of representation is used to degrade Turkey as an inferior country that does not belong to Europe. Especially, British tabloid journalists were inclined to portray Turkey as an Asian country. Findings also suggest that the discourse of the “West” and the “Rest” is alive in the modern world.

Id: 23237

Title: Have We Really Embraced 'The start of an exciting new journey': A Content Analysis of the Olympic Channel's Original Series

Session Type: Individual submission

Authors:

Name: Mingming Xu

Email: xumm@bsu.edu.cn

Country: CN (China)

Affiliation: Beijing Sport University

Name: Dolma Yangchen

Email: yangchendolma@qq.com

Country: CN (China)

Affiliation: Beijing Sport University

Name: Xiaoyu Lin

Email: 37397037@qq.com

Country: CN (China)

Affiliation: Jinan University

Name: Wenting Xue

Email: 1742613357@qq.com

Country: CN (China)

Affiliation: Beijing Sport University

Abstract: Following the 2016 Rio Olympics, the Olympic Channel was launched on August 21, 2016. This multi-platform website provides content of Olympic Games, News, Originals Series and Live sports events to promote Olympic spirits throughout the world. Applying framing theory, this research analyzed 653 Original Series videos focusing on issues of nation and gender from Aug 21, 2016 to Dec 31, 2017. Compared to traditional media such as newspapers and television, the Olympic Channel has a unique advantage.

The study found that the Olympic Channel is trying to cater to the younger generation's habits. For instance, "Original Series" records athletes in a documentary way, making the images of athletes more vivid and solid, narrowing the gap between the athletes and fans. In regards of the content of the Olympic Channel, it has been enriched from traditional focus on the event that represents the spirit of competition, to the Olympic humanistic spirit. The top five sports in Olympic Channel (track and field, skiing, swimming, basketball and gymnastics) vary from the top five most-covered Olympic events (gymnastics, track and field, swimming, diving, volleyball) in traditional sports media. The Olympic Channel's "Original Series" promotes the Olympic spirits mainly by telling characters' stories, nearly 60% are non-Olympic champions, which is another difference to traditional media. The characters include not only athletes, but also coaches and sports instructors involved in the Olympic movement. The shooting perspective also extends to ordinary athletes, and the multiple identities of athletes' outsides the field. In terms of gender, males and men's sports (46.3%) were still maintained the major position of sports coverage, the amount was larger than

coverage females and women's sports received. In addition, the coverage on men was related to their games and athletic abilities, while about women were more exposure to their personal life. The framing of coverage for the Olympic Games is yet to completely free from the stereotypes of traditional Olympic coverage on nationality. The uneven coverage of different types of countries and sports on Olympic Channel virtually increases the gap of people's awareness and exposure to sports among countries at different economic levels, may eventually create an imbalance in the spread of the Olympic spirits.

The result shows that the Olympic Channel is IOC's first step into a changing media environment, trying to secure the younger generation's understanding towards Olympic spirits. Placing the overall amount of coverage in a global context, how to make the Olympic Channel the primary medium for young people around the world to embrace the Olympic spirits requires the IOC to focus more on the content and propensity of the Olympic Channel. The true meaning of the establishment of the Olympic Channel is not only the transformation of media format, but also the transformation of Olympic culture "decentralization".

Id: 23267

Title: El periodismo deportivo de opinión en la televisión. Un análisis comparativo de las maneras de presentar la información en dos programas especializados: Futbol Picante (ESPN México) y El Chiringuito (MEGA España).

Session Type: Individual submission

Authors:

Name: Jair Hernández Toledo

Email: reporjair@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Ciudad de México

Abstract: Como muchos otros contenidos mediáticos, los programas deportivos de opinión en la televisión también informan y ofrecen a sus audiencias datos y puntos de vista sobre temas específicos y lo hacen (como es usual en todo proceso de comunicación que busca persuadir y generar adherencia) a partir de utilizar estrategias argumentativo-retóricas (recurriendo al lenguaje verbal, sonoro y visual). En el caso específico de los programas televisivos que se centran en el tema de futbol como “Futbol Picante” (que en México se transmite por ESPN) y “El Chiringuito” (MEGA TV España), es evidente que se trata de dos programas que buscan informar y persuadir a sus audiencias para que se mantengan consumiendo sus contenidos a partir de dar estadísticas, presentar resúmenes de partidos, editorializar, analizar y opinar sobre partidos, etcétera. Se trata de dos programas especializados en futbol cuyo formato ha sido muy exitoso (como lo demuestra el tiempo que ambos han durado al aire). El problema es que en muchas ocasiones este tipo de programas de periodismo deportivo de opinión en la televisión al estar enmarcados dentro de ámbito del info-entretenimiento, son denostados y criticados por ciertos sectores intelectuales al considerar que construyen una imagen repetitiva, simple, predecibles y estereotipada del balompié profesional, a veces hasta banal e incluso hasta superficial (ya que no van más allá de la cancha y la especulación). A partir de este desprecio y de la escasa producción académica en México y América Latina que existe sobre este tipo específico de programas, en esta tesis se compartirán los resultados de una investigación sobre Futbol Picante” (ESPN) y “El Chiringuito” (de España) observados como organizaciones, comparando las diferentes estrategias retóricas-argumentativas que utilizan los periodistas que ahí colaboran. Esto a través de un análisis cualitativo, la herramienta de recolección de datos es la documental.

La base de este trabajo es documentada a través de autores como Andrew C. Billings, Mike McNamee, Willian Morgan, Robert Simon, Steffen Borge, Paul Davis, Leslie Howe y John Nauright, quienes con sus estudios en diferentes ámbitos del deporte apoyan a su contribución a los estudios de la comunicación y medios deportivos.

Palabras clave: Periodismo Deportivo, Televisión, Info-entretenimiento, Futbol, Teoría de los Sistemas Sociales

Id: 23279

Title: E-sports: from a network communication phenomenon to a marketing strategy

Session Type: Individual submission

Authors:

Name: Catia Ferreira

Email: catia.ferreira@fch.lisboa.ucp.pt

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Name: Rui Patarrana

Email: r.patarrana.digital@gmail.com

Country: PT (Portugal)

Affiliation: Universidade Católica Portuguesa

Abstract: Digital games are one of the main cultural industries. According to the Global Games Market Report (Newzoo, 2018), the global games market generated \$137.9 billion in 2018, 91% from which corresponding to digital games. There are more than 2 billion frequent players in the world (Newzoo, 2018), and what had appeared as an entertainment product in the 70's soon became much more.

E-sports are an emerging phenomena worldwide. The competitive play of digital games appeared as a local popular activity in South Korea in the 2000's, but rapidly conquered the players and fans all over the world. Nowadays E-sports are already recognized as a sport, there are being created federations to support players and it is being discussed the possibility of integrating E-sports as a demonstrative sport in 2024 Olympic Games.

We would like to argue that E-sports are one of the activities that best illustrate the dynamics of network communication (Cardoso, 2005, 2008). What had appeared as a digital media phenomenon, shortly became a legacy media content. Media companies throughout the world are investing in broadcasting E-sports competitions and establishing partnerships with individual content producers that are contributing to the emergence of a new professional activity - digital games streamers (Taylor, 2018). Additionally, E-sports are asserting themselves both as a cultural and a creative industry. They are part of a complex network of media, game producers, players, individual digital content producers, and more and more brands that see this emergent type of sports as a fertile territory for experimenting different marketing strategies.

E-sports already compete with traditional media for marketers' attention. According to Statista (2019), the E-sports market revenue has grown from 130 million dollars revenue in 2012 to 906 million dollars in 2018. The value of this sector is expected to continually increase until 2021, Statista (2019) forecasts that it would reach a total revenue of 1,65 billion dollars. Over 80% of the revenues still have as primary sources sponsorships and advertising. From 2012 to 2017 the time spent by Twitch viewers watching video content on the streaming platform have increased from 72 billion to a record of 355 billion minutes (Statista, 2017), contributing to the consolidation of Twitch as a dedicated streaming platform. E-sports involve mass audiences, offering then different channels for implementing marketing strategies, targeting particular audience segments, E-sports competitors and fans, articulating the investment on legacy and digital media, as well as on live events. From championships sponsorship, the constitution of their own teams, SEO and SEA

strategies implementation, direct work with streamers that are asserting themselves as micro-influencers, to the investment on content marketing in particular, there are different opportunities for marketing in E-sports and it is important to fully understand them.

Based on a mixed methodology, this paper intends to discuss the growing relevance of E-sports as a networked media phenomena and to present the particular case of Portugal. We will present the data of a exploratory qualitative research aiming at in deep characterize the Portuguese E-sports media ecosystem, contextualizing it amid the global E-sports reality, through the analysis of quantitative data about the E-sports market worldwide.

Id: 23448

Title: Shadows beyond the boundaries and the pitches: An Analysis of caste and sport in Indian Cinema.

Session Type: Individual submission

Authors:

Name: Venkat Nagesh Babu Karri

Email: kvn@tiss.edu

Country: IN (India)

Affiliation: Centre for the Study of Contemporary Culture, School of Media and Cultural Studies Tata Institute of Social Sciences, Mumbai, India

Abstract: Popular discourse as well as academic writing around sport in India is dominated by cricket, hockey and football. Works of Guha (2005, 2014, 2017) Sen (2015), Majumdar (2017) have been influential in taking into account the sports of cricket and football largely.

Within the limited academic writing on sport in India, there is precious little by way of an analysis of caste. The work of Guha (2006) on the Palwankar brothers is an exception in this regard. But the work unpacks caste through historiography. Caste was not a framework of analysis.

Caste is the Indian system of social stratification based on hierarchy that limits participation of the various classes of people through a curtailment of access to resources material, social and cultural.

It further locks lives in notions of ritual purity and profanity. It has historically been used to subjugate populations and sport is not an exception. Despite this there has been not only participation, but also sporting excellence by the members of subdominant castes in India.

Within the writing on sport in Indian cinema, an analysis of caste is found in Majumdar (2001) and Manuthakkaren (2001) but this discussion is limited largely to the film Lagaan (Gowarikar, 2001).

As above these works have do not use caste as a framework of analysis but as an outcome.

This paper will analyse the representation of caste and sport in Indian Cinema through a selection of films released in the time period of 1980-2018. This it will do through a critical analysis of representation in film texts within Indian cinema. The texts were chosen through a purposive sampling to allow for an examination of the categories of sport and caste. The texts were chosen to go beyond the usual categories of cricket and football to include the sports of track and field, cycling, boxing, hockey, carroms, and wrestling.

Further caste as a concept within this analysis will range from the dominant to the subaltern.

Such an analysis has repercussions not only for unraveling the politics of participation and popularisation of the sport but also policy formulation for representational diversity in sport. An outcome of this paper has bearing on the ideas of cultural citizenship.

Id: 23460

Title: Discourses of Women's Sport: Pop-up Comments in Live Sports Streams

Session Type: Individual submission

Authors:

Name: Riikka Turtiainen

Email: rmturt@utu.fi

Country: FI (Finland)

Affiliation: University of Turku Digital Culture

Abstract: The research findings have proved for decades that there is gender inequality in the sports world. However, women's sport coverage on television has failed to evolve much. Women's sport has a secondary status compared to male sports and the female athletes are constantly treated differently. (E.g. Messner 1988; Kian, Bernstein & McGuire, 2013; Cooky, Messner & Musto, 2015; Domeneghetti, 2018.)

In recent years, the media sport scholars have paid attention to mobile media sport and second screen practices (Hutchins, 2018). The television is still a dominant sports technology and it can define and maintain the popularity of the mainstream sports. However, social media plays nowadays an obvious role in sports and it can be utilized to compensate the lack of coverage of women's sports on traditional broadcasts (Vann, 2014). For example, social media platforms offer a chance for the sports organisations to present live video streams targeted especially for the fans of the female athletes. One of the platforms offering live video stream is Facebook which launched its Live feature in 2016. Live video streams can be seen as a social medium combining the real-time video and the text-based chats. Therefore, this recent phenomenon is described as social live-streaming. (Rein & Venturini, 2018.)

In this study, I examine the pop-up comments on Facebook's live sports streams with qualitative online content analysis. I analyze the character of the comments posted during the Women's Rugby World Cup final (2017) and during the women's final events in the CrossFit Games (2018). I categorize this research material in three main groups: expressions of fandom, performance related comments and negative criticism – by negative criticism I mean comments used primarily for insulting. I want to know if the live sports streams contain gendered comments such as deprecation or sexual objectification of the female athletes. My aim is also to find out how the pop-up comments are structured: do they form a discussion or are they just separate comments without any proper responses. So how social the sports live-streaming really is? And finally, does it bring an alternative approach to women's sports like the hypothesis is.

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Authors:

Name: Haim Hagay

Email: haimhagay@gmail.com

Country: IL (Israel)

Affiliation: Netanya Academic College

Name: Alina Bernstein

Email: alinabernstein@gmail.com

Country: IL (Israel)

Affiliation: School of media studies, College of management academic studies (COMAS)The Steve Tisch School of Film and Television, Tel Aviv University

Abstract: In recent years, there has been a rise in scholarly attention to online coverage of female athletes and women's sport. This interest is linked to the emergence of social media as a novel way for athletes to cut out “the middle man”. For undermined, under-represented female athletes having direct interaction with the public via social media, presents an opportunity to empower women to defy masculinist narratives.

Indeed, in examining gender differences on Instagram researchers found that women typically depicted themselves in active poses, thus challenging mainstream media representations of them as passive. However, women who had posed, did so in more sexually-suggestive ways than men (Smith & Sanderson 2015), which prompted researchers to question whether women feel compelled to strike a seductive pose when photographed.

With this in mind, one should consider how the advent of social media provides athletes with an opportunity to portray themselves. Do they present themselves as sex objects for the masculine gaze? Do they construct an "apologetic identity" (Barnett, 2017), emphasizing the time and energy they sacrifice for their sport, whilst maintaining traditional feminine roles? Do they continue to enforce the message that for female athletes, skill is not enough, that looks, and “ladylike” behavior are as important?

To answer these and further questions, 300 photographs posted on Instagram by prominent Israeli women athletes were sampled in early 2019. Athletes were selected based on activity level on Instagram and the number of followers they had. The corpus of the study was then subject to a Grounded Theory analysis (Glaser & Strauss, 1967).

The findings indicate that most of the photos posted by the athletes feature them in active poses, wearing professional clothing during training or competitions, far from the mainstream media representation. However, the Instagram profiles that were analyzed differ regarding the combination of professional and personal life. On the scale between these two aspects, three prevalent types of Instagram users emerge:

The professional athlete – common amongst track and field athletes whose photos are focused primarily on training and competitions.

The human athlete – these athletes present a mix of professional and personal photos (on vacations, in family moments etc.) giving their followers a glimpse into their non-athletic identity. The pro Instagram athlete – these athletes are “digital natives”. They are younger, have more followers and use Instagram in a more varied ways: promoting brands, participate and initiate joyful “challenges”, upload social photos and use emojis to accompany the photos. These differences are explained mainly by factors related to the athletes’ age and the type of sports. In our in depth analysis we aim to look further into these findings and analyze more closely the different types of photographs in order to answer our research questions.

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