

# **IAMCR 2017**

## **Media and Sport Section**

Abstracts of papers presented at  
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**Id:** 14308

**Title:** La superación de los estigmas y de los prejuicios: los Juegos Paralímpicos de Rio 2016 y la representación de los atletas discapacitados en la prensa brasileña

**Session Type:** Individual submission

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**Abstract:** Hasta principios del siglo XX, una pequeña parte de las personas con discapacidad se reeducaba a través del deporte. Es sólo con la Primera Guerra Mundial (1914-1918) y, especialmente, con la Segunda Guerra Mundial (1939-1945), que surgen las primeras estructuras para la práctica física del mutilado en combate. El neurólogo alemán Ludwig Guttmann (1899-1980) fue el pionero de iniciar una obra que más tarde daría lugar a los Juegos Paralímpicos actuales: alrededor de 1945, se pasó a dirigir un equipo médico en el hospital Stöcke Mandeville, en la periferia de Londres (Inglaterra), con el tratamiento de heridos en la columna vertebral, especialmente los pilotos de la Fuerza Aérea Real que quedaran parapléjicos en combate. Con la realización de los Juegos Olímpicos de Londres en 1948, el Dr. Guttmann decidió organizar un evento deportivo paralelo para pacientes discapacitados que utilizaban sillas de ruedas. Tres años más tarde, creó los "International Games Stöcke-Mandeville" y comenzó a extenderse por todo el mundo la necesidad de los deportes para la rehabilitación física de los pacientes con discapacidad. Los esfuerzos del médico alemán fueron recompensados en 1960 con la organización en Roma de los primeros Juegos Paralímpicos de la historia.

Dada la importancia adquirida por el parolimpismo en el nuevo milenio y los retos a los que la cobertura de este tipo de evento ofrece a los medios de comunicación, en este documento se propone examinar la forma en que fue retratado, en tres periódicos de Brasil, la participación de los atletas discapacitados en los Paralímpicos 2016. Por lo tanto, tenemos la intención de aplicar los conceptos de Análisis del Discurso francés y de la sociología del deporte (a través de la contribución de Norbert Elias y Pierre Bourdieu) a la producción de dos de los principales periódicos generalistas brasileños (Folha de S. Paulo y O Globo), y a la producción del periódico más grande de deportes (Lance!).

La investigación trató de investigar cómo estos vehículos operaron los niveles de recorte y de reconstrucción del evento deportivo, a la vista del rendimiento de los atletas con discapacidad a través de la competencia más grande del mundo de los atletas discapacitados. Nuestra intención fue verificar las formaciones discursivas puestas en marcha por los diarios que se enumeran en nuestro corpus para noticiarem eventos deportivos.

Nuestra hipótesis es que una de las tendencias de los vehículos periodísticos es perpetuar ciertos estigmas y estereotipos que rodean a la persona con discapacidad – algo que se percibe en la cobertura similar durante las ediciones anteriores de los Juegos Paralímpicos. Este punto de vista hace que un péndulo que se balancea entre la representación del atleta o como un héroe, capaz de promover la resiliencia y la celebración de la humanidad, ya sea como un individuo a que miramos con compasión y torpeza, resaltando la diferencia dese deportista con aquel que no es deficiente.

**Id:** 14320

**Title:** Watching the 2016 Rio Olympics Across Multiple Screens: Mobile Media, Social Networking and the Continuing Power of Broadcast Television

**Session Type:** Individual submission

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**Abstract:** Live Olympic coverage and Games-related content are now spread across rapidly multiplying forms of personalised connective media – digital, mobile and social – potentially undermining the power of the Games to aggregate mass television audiences. This situation reflects an emerging reality in which the commercial success and cultural prominence of elite sports now pivots on an understanding of “the relationship between screens”: “Television, computer, tablet, and mobile phone screens connect different dimensions of live fixtures and events, as well as the secondary and complementary news and social media discussions that occur around them” (Hutchins and Rowe, 2012: 76). Understanding this situation entails examining the corporate relations, technologies, textual features and media practices that structure these relationships, particularly as these factors determine an ongoing recontextualisation of sports coverage in changing media systems and conditions.

Using the 2016 Olympics in Rio de Janeiro, Brazil, as a case study, this paper examines the intersections between: (i) broadcast television coverage of the Games; (ii) digital live streaming of Olympic events via desktop computing and mobile apps, and; (iii) the social networking services, Facebook, Instagram, Twitter and Snapchat. Based on systematic observation and note taking in both Australia and the United States over the course of the 2016 summer Olympiad (Brennen, 2012), it is argued that broadcast television anchors the flow of content across screens. Mobile social networking services act to both extend the televisual logics of media sports coverage and emphasise their own commercial influence and command of massive user numbers. This arrangement ultimately bolsters the power of television as the primary means through which sports mega-events are experienced even in an age of “connected viewing” (Holt and Sanson, 2014).

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**Id:** 14380

**Title:** No es "pobre" ni viene de la selva: tratamiento periodístico del ciclista Nairo Quintana en la prensa colombiana y europea

**Session Type:** Individual submission

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**Abstract:** Antecedentes: La identidad en el deporte es una línea de investigación que estudia el tratamiento periodístico a deportistas en función de su raza, nacionalidad, etnia y discapacidad (Billings et al. 2012; Billings, 2010; Kassing et al., 2004; Angelini et al., 2014). Nairo Quintana es el pedalista Colombiano que ha ganado pruebas en Europa donde participan ciclistas mayoritariamente de ese continente. De acuerdo con El País (2010) y Canal+ (2015), en sus primeros años como ciclista en Europa fue blanco de expresiones racistas y discriminatorias –como fucking indian- debido a sus rasgos indígenas, contextura física y procedencia. Objetivo: Con esto en mente, esta investigación quiere determinar si así como existe discriminación y racismo contra Nairo Quintana en el pelotón ciclista, ocurre lo mismo cuando se informa de él en la prensa de España, Francia e Italia, países donde se llevan a cabo las principales competencias de este deporte, y en la prensa de Colombia. En otras palabras, se pretende analizar críticamente el tratamiento periodístico realizado por la prensa colombiana y europea para identificar posibles sesgos informativos debido a la raza y nacionalidad de este corredor. Metodología: se emplea el análisis textual cualitativo (Weerakkody, 2012) a dos piezas periodísticas de medios impresos de Colombia de 2010 y 2014 y una pieza audiovisual de España de 2015. También se utiliza el análisis textual cualitativo junto con el análisis de contenidos cuantitativo (Velásquez, 2011) aplicado a 97 piezas periodísticas de prensa general y temática europea (Marca y El Mundo de España; L'Equipe y Le Figaro de Francia; Corriere della Sera y La Gazzetta dello Sport de Italia) de 2014, año en que el pedalista colombiano gana el Giro de Italia. De igual manera, se toma una muestra de 80 publicaciones de los mismos periódicos europeos del año 2013 para comparar el tratamiento periodístico entre el pedalista Vincenzo Nibali, ganador de la ronda italiana de ese año con el de Nairo Quintana vencedor de la misma prueba un año después. Resultados y discusión: La información sobre Nairo Quintana presenta las siguientes características: (1) los impresos colombianos crean el estereotipo del campesino marginado que ve en el ciclismo una oportunidad para salir de la pobreza; (2) la prensa europea reproduce el estereotipo del deportista del tercer mundo agreste y aislado que quiere mejorar su condición socioeconómica, así como su astucia y don de gentes, mientras que en Nibali se destaca su inteligencia y figura de héroe épico reivindicador del ciclismo italiano; (3) las declaraciones de Nairo Quintana en unas piezas periodísticas demuestran que algunos reporteros colombianos y extranjeros publican datos que no corresponden con su vida y con la realidad de su país de origen; y (4) es necesario que los periodistas deportivos tengan en cuenta la polivalencia del concepto de progreso y/o desarrollo para que contextualicen acertadamente la identidad de otras personas y culturas diferentes a la propia.

**Id:** 14442

**Title:** La estrategia digital de internacionalización de Marca para su consolidación como medio deportivo líder en Latinoamérica

**Session Type:** Individual submission

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**Abstract:** La puesta en marcha a principios de 2017 de la web MarcaClaro.com, fruto de la alianza entre el diario deportivo español Marca y el canal de televisión mexicano Claro Sports, propiedad del magnate Carlos Slim, supone el inicio de la nueva estrategia digital del grupo editor de Marca, el italiano RCS, en su objetivo de propiciar la expansión de Marca por todo el mercado latinoamericano y consagrarlo así como el medio líder en el ámbito del periodismo deportivo en lengua española.

La alianza editorial MarcaClaro conjuga las potencialidades de dos medios: por un lado, la web del periódico deportivo más leído en España, con más de 6,5 millones de usuarios únicos diarios; y, por otro, la televisión que compró los derechos de los pasados Juegos Olímpicos de Río 2016 para toda Latinoamérica excepto Brasil y que, a su vez, es propiedad de América Móvil, compañía de telefonía móvil presente en 18 países del continente, con más de 260 millones de clientes, 54 de los cuales están en México.

MarcaClaro.com pivota, además, sobre una doble estrategia claramente definida: la importancia de apostar por los contenidos internacionales, muy especialmente aquellos que estén relacionados con los deportistas mexicanos que compiten en las principales ligas europeas; y, por otra parte, la necesidad de avanzar y marcar diferencias en la información de carácter local o nacional.

La presente comunicación constituye un estudio amplio y detallado tanto del plan de contenidos preparado para el lanzamiento de esta nueva plataforma deportiva multimedia iberoamericana como de la estrategia digital desarrollada tanto en la web, la app móvil como en redes sociales con vistas a su implantación este año. Para ello, se realiza un análisis de contenido de las piezas (jerarquización temática por deportes y competiciones, así como nuevos formatos y narrativas) publicadas en la web en sus primeros dos meses de vida (enero y febrero de 2016), y entrevistas en profundidad a los responsables de MarcaClaro, tanto en España como en México, con el fin de conocer cuáles son los objetivos editoriales de esta alianza mediática transnacional.

**Id:** 14522

**Title:** Panel: Mediatization and sport ' institutional power, everyday media practice and cultural variation

**Session Type:** Panel Submission

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**Abstract:** Paper Title: A New Wave of Mediatisation? Mobile Media, Datafication and Emerging Logics of Media Sport

The popularity of media sport with mass audiences throughout the globe has, over the course of several decades, contributed to the shaping of broader institutional formations such as print and broadcast media markets, government policies and regulations, and national and transnational communication infrastructures, including cable and satellite television systems (Evens et al. 2013; Rowe 2004). Recent growth in scholarship tracing the extension of mediatisation processes in and through sport has added to this picture, offering evidence of the influence of public service media and civil society movements in the development of sport in northern Europe, and a rising complexity in the internal structure of sports organisations following the diffusion of digital media (Frandsen 2014, 2015). An outcome of these accumulated insights is that the institutional dimensions of mediatisation processes are often more readily apparent in the context of media sport than those occurring at the level of everyday media practice.

This paper suggests that the emergence of mobile media and datafication in sport is contributing to a new 'wave' of mediatisation (Couldry and Hepp 2017) that is producing mutually reinforcing intensifications, evident not only at the level of institutional power, but also in everyday media practice. This is significant for the study of both media sport and mediatisation processes more broadly. Based on three years of international research, evidence is available of extensive mobile media and data practices in the social rituals and habits of sports fans, spectators and athletes (e.g. social networking, apps, fantasy sports, 'second screen' viewing), the integration of mobile media and sensor-based data capture technologies into the bodily practices of sportspeople (e.g. wearable media devices, mobile cameras and 'smart' sports equipment), and the diffusion of telecommunications networks and media infrastructures throughout social spaces such as stadiums, arenas and sporting environments (albeit in uneven ways and with contrasting responses) (Hutchins 2016a, 2016b). These developments are, in turn, interweaving with new institutional arrangements in the production, circulation and consumption of media sport content and news, and the creation of new and ancillary markets for data collection, analytics, visualisation, monitoring and entertainment.

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**Id:** 14532

**Title:** "What a Farce!" A Netnographic Study of Video Assistant Referees at the 2016 FIFA Club World Cup

**Session Type:** Individual submission

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**Abstract:** On 14 December 2016, Colombian side Atletico Nacional faced Kashima Antlers of Japan in the FIFA Club World Cup semifinals in Suita, Osaka. The match sparked notable public interest – if not for its stature, then certainly because it featured a team from the host nation. Yet the event also became notorious as the “video assistant referee” was brought into play for the first time, with Viktor Kassai using the device to award Kashima Antlers a dubious penalty en route to a 3–0 victory. The verdict sparked bitter remonstrations by the Nacional players, whilst rekindling a global debate about the use of what philosopher Emily Ryall (2012) has aptly termed “adjudication technologies” in sport. In the second semifinal the following day, the VAR caused further controversy still when it helped render an offside decision, with one newspaper going so far as to call it a “farce.”

This paper examines how writers and reporters mediated the pair of incidents in question. Using a “netnographic” approach, it surveys how the controversies were discussed in Spanish- and English-language media outlets. In so doing, it considers the reactions of both traditional gatekeepers (i.e., journalists) and readers (i.e., in comments sections), which serve as a pulse for public sentiment and help scholars understand the processes by which technology is adopted, perceived, and (re)negotiated. Given that the incidents were the first high-profile controversies following FIFA’s adoption of “adjudication technologies,” this paper provides a timely contribution to a body of literature that was largely written before such methods were put into practice.

The analysis fits within existing research on media and fandom, which has traced the ways in which journalists shape public values and discourses. Beyond its theoretical potential, this project also has practical use. More specifically, it responds to Alun Hardman’s (2002) call for a “reflective ethnocentric” approach to evaluating sport technology. To date, much of the dialogue on “adjudication technologies” has been asocial and overlooked the notion that sport is a socially grounded practice – one that shapes and is shaped by fan cultures. By shining a light on which sporting principles are deemed important within and across societies, this work has implications for policymakers as they confront techno-dilemmas in the future.

**Id:** 14706

**Title:** View of Polish and Russian Media on Euro 2012: Comparing and Contrasting

**Session Type:** Individual submission

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**Abstract:** At the moment there is a modification of the fan movement. On the one hand, we see the transition from bullying to the cultural "fanatism"; on the other hand, the question arises, if the bullies were an integral part of this culture, do we talk about the death or rebirth of culture? Youth subcultures in the era of postmodernism and globalization are transformed, into the phenomenon of "postsubculture", and may enhance the destructive tendencies in the spiritual life of the young generation, increasing the level of nihilistic attitudes.

Considering the role of the media in modern society, we need to understand that public opinion about football fans in general is formed out of the information transmitted by the media.

The objective of the study is to analyze the different views and aspects of the Euro 2012: its influence on countries development; its profitability but also the behaviour of fans – their cooperation and rivalry.

Dr Jack Fawbert or Brake noted that there are subcultures of middle and working class, which differ in structure and organization. Budford claimed that classic crowd theories do not take into account complex issues of violence in football movements as a part of English working class phenomenon. G. Armstrong said that the roots of hooliganism should be sought in the working class culture. Such myths are cultivated for the police authority and mass media content in order to control groups considered to be deviant by the social stereotypes.

However, contemporary scholarship on sports sociology and football fandom subcultures does not recognize class impact on the near-football movement.

European Football Championship 2012 showed problems of development and regulation of football fanaticism. It is interesting to see how events on Euro 2012 in Poland, collision and confrontation Polish and Russian fans were reflected in Russian, Polish and UK press. Qualitative and quantitative content analysis of media - "Sport-Express", "Soviet Sport", "Rossiyskaya Gazeta", "Gazeta Wyborcza", "Gazeta Polska", "The Independent", "The Guardian".

Football fans', organization, and culture require careful studies, not only for understanding what is happening, but, perhaps, also for the development of an adequate strategy of interaction with them in the run-up to the World Cup in 2018.

In our opinion, football fan movement requires a thorough, comprehensive study. It is also necessary to identify not only the relationship of this movement to the different sectors of society, but also a subculture itself and its image in public opinion shaped by the media.

**Id:** 14754

**Title:** PANEL: Mediatization and sport - institutional power, everyday media practice, and cultural variation

**Session Type:** Panel Submission

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**Abstract:** Shielding and bypassing: Sports stars' strategies to gain independence from traditional sports media

As in other domains of society, protagonists in sports are often dissatisfied with both the quality and quantity of mass media attention. On the basis of two empirical projects, we argue that athletes dissatisfied with the quality and/or extent of public attention via traditional sports media develop strategies to a) shield against mass media attention or b) to bypass mass media via social media. In our presentation we will incorporate these strategies into mediatization theory, conceptualizing them as further accommodations towards media logic.

On a theoretical level, we argue, that these strategies follow a similar rationale like progressive accommodations: (1) Athletes perceive sports media to have an influence on public attention for their sport (presumed media influence) which is presumed to affect the prospects for sporting success (in a positive or negative way). What is more, (2) athletes' media-related measures are always based upon their specific assessments of sports coverage (perceived media logic). If they are dissatisfied with either the quality or the extent of mass media attention and simultaneously believe public attention to influence the prospects for success they will take measures to become independent from traditional sports media. Athletes who feel themselves being inappropriately criticized in the public and blame sports journalists for a lack of expertise, are likely to shield against media coverage. Athletes in marginalized sports who feel ignored by the media, are likely to use alternative access routes (like social media platforms) to their stakeholders.

Based on two empirical projects, our proposal deals with these media-related measures. Study 1 focuses on athletes who receive major media attention: We conducted a qualitative content analysis of the autobiographies of 14 popular football players from Germany and the UK. We coded each reference towards media and analyzed what influence soccer players ascribe to them, how they assess sports reporting and what kind of media-related measures they hint at. Study 2 examined media assessments of athletes in a marginalized sport: We conducted an online survey of all male and female athletes of the 24 teams of the first German Volleyball Leagues. We asked them about the influence they ascribe to different media, about their assessments of different media's volleyball coverage and about the extent and goals of their social media efforts.

Both, football and volleyball players indeed express dissatisfaction with sports media. While football players blame media for intruding into their private sphere, volleyball players perceive the extent of volleyball coverage as too low. These negative assessments lead to different consequences. Football stars refer to strategies to shield against traditional sports media. Volleyball players ascribe

social media the potential to directly address fans. However, contrary to our assumptions, they do not primarily employ social media platforms in order to bypass sports media. Instead, most of them use social media for private purposes. Strikingly, more volleyball players understand social media as a tool to increase media coverage than as a mean to gain independence from sports media.

**Id:** 14815

**Title:** PANEL: Mediatization and sport - institutional power, everyday media practice and cultural variation

**Session Type:** Panel Submission

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**Abstract:** PANEL: Mediatization and sport – institutional power, everyday media practice and cultural variation

Panel chair: Kirsten Frandsen

Discussant: David Rowe, Professor, University of Western Sydney

Panel description

Viewed from both historical and contemporary perspectives, sport is considered an example *sine qua non* of how mediatization works. This panel addresses how processes of mediatization in sport are unfolding in different ways and entail sometimes distinct empirical approaches. Its aim is to advance understanding of both mediatization and sport by presenting arguments and evidence drawn from different media and sport systems.

Over the last decade mediatization has become a widely used and debated concept among scholars determined to advance theoretical understanding of media as agents of cultural and social change (Couldry, Hepp 2013; Hjarvard 2013; Lundby 2009, 2014). The continuing strength of broadcast media and the spread of digital and mobile communication technologies mean that media now saturate many aspects of our everyday lives. As a result, media are transformative agents in a complex co-existence with other forces like globalization, individualization and commercialization. And they exert their influence on sport in a double structure (Hjarvard 2013). On the one hand, so-called legacy media like major television broadcasters and various news outlets are powerful institutions in their own right, serving to shape the presentation, scheduling, conduct and reporting of competition. On the other hand, the logics stemming from these institutions, when combined with increasingly ubiquitous digital media practices, are increasingly integrated into fan practices, the routine organizational operation of individual sports and in exercise practices by individual athletes.

Many scholars share a broad ontological understanding of mediatization as a matter of interrelatedness (Hepp, Hjarvard & Lundby 2010). As suggested by the term 'MediaSport' (Wenner 1998), the interrelatedness of sport and media is well established historically, theoretically and empirically in the existing literature (e.g. Jhally 1989; Rowe 2004, 2011). But, as the members of this panel will show, the features of this interdependence and the resulting structural changes are not uniform, as they are informed by specific cultural and social dynamics. And they may be analysed empirically from various approaches using different analytical concepts.

Thomas Birkner and Daniel Nölleke discuss in *Shielding & bypassing* how athletes from two different sports develop different strategies and adapt to various media logics in order to gain more independence from traditional sports media. Ana Vimieiro engages in *Mediatization*, digital media and football supporting cultures in Brazil with processes of virtualization of fan cultures, which means that collective supporting is changing and the interactions at stadiums interplay with virtual places in specific ways. Brett Hutchins discusses in *A New Wave of Mediatization?* how the emergence of mobile media and datafication is producing mutually reinforcing intensifications on both an institutional level and in everyday media practices in sport. Finally, Kirsten Frandsen

discusses in Fitness Apps in networked societies how training through interaction with a medium can be seen as meaningful communication and a practice that stimulates the development of a 'soft individualism' which is changing the institution of sport from below.

**Id:** 14816

**Title:** PANEL: Mediatization and sport ' institutional power, everyday media practice and cultural variation  
**PAPER TITLE:** Fitness apps in networked societies ' institutional change from individual use.

**Session Type:** Panel Submission

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**Abstract:** As digital and mobile media and communication technologies increasingly saturate almost every aspect of everyday life in Northern Europe, they have also come to intervene with the institution of sport in a variety of new ways. One of those is a widespread use of fitness apps like Endomondo, Strava, Garmin Connect and Runkeeper where GPS based tracking and digital logging and archiving is integrated with social networked media. These technologies are communicative phenomena, that make training and exercise practices meaningful among both professional and semi-professionals and self-organized recreational athletes (Lomborg & Frandsen 2015).

The aim of this paper is to discuss first, how the use of fitness apps can be understood in a broader mediatization perspective. Second, how their capacity as networked digital media bring in changes in the institution of sport from the bottom up. On the basis of empirical material from a qualitative study of the uses of fitness apps among Danes, it will first be illustrated how mediatization of sport is a process, where mediated communication in very tangible ways becomes embedded in and affects the practices of the exercising individuals. The social and cultural activity of sport is performed through interaction with a medium, which brings various forms of meaning to the activity. Next, the paper will critically discuss these communicative practices in the light of Hjarvard's conceptualization of mediatization as a stimulating force for the development of a 'soft individualism' (Hjarvard 2009). In this perspective the individual in late modernity has become more disposed to monitor the surroundings through peer groups and media in order to get normative orientation, enter into social relations and get recognition. Following this perspective fitness apps are not necessarily to be seen as instruments for deeper individualization within sport. They enable sociability online and offline – often in concert with other social media – and are in good keeping with basic social mechanisms in competitive spectator sports (Caillois 1958/2001; Frandsen 2012), as they provide an arena for getting recognition.

Though, fitness apps and social media certainly accentuate and speed up a significant structural change towards more self-organized practices that for a long time has been in progress in the institution of sport in a North European context. Therefore the paper will end up by discussing how established distinctions between what is sport, and what is not is blurred. Because, one of the effects of mediatization may be the breakdown of established distinctions and the creation of more porous boundaries around established societal institutions (Hoover 2009). Fitness apps and related social network media support exercise by recreational athletes of whom some bring in alternative norms and goals. The technology enables more flexible and fluid forms of organizational frameworks around training practices, that deviate from the more formalised structures that have been predominant in traditional, competitive spectator sport. In that sense these media are significant agents of change that brings greater diversity into the institution of sport.

**Id:** 15020

**Title:** PANEL: Mediatization and sport ' institutional power, everyday media practice and cultural variation

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**Abstract:** PAPER TITLE: Mediatisation, digital media and football supporting cultures in Brazil

Diverse social and cultural institutions, including sports, have recently been the focal point of empirical and theoretical discussions informed by the mediatisation perspective (Lied, 2012; Frandsen, 2014; Lundby, 2009). This paper dialogues with these works, particularly exploring the changes that can be observed in everyday fan practices and fan organising strategies of Brazilian football supporters with the emergence of networked digital media. Three issues are explored in this paper: the de-territorialisation of fandom, the fragmentation of supporting groups, and the adoption of microcelebrity practices by supporting leaders of online communities dedicated to football clubs in Brazil.

By de-territorialisation of fandom, I mean the virtualisation process, to use Hjarvard's (2008) words, in which institutions stop being so related to singular places as in the past. If football fandom has not been that connected to a specific place (in this case, the stadium) for some time already, today, what seems to be also undergoing the same process is what I call here collective supporting, which was historically characterized by more close encounters between members of supporting groups and used to take place both at the stadium and at the headquarters of the traditional torcidas organizadas (TOs) in Brazil. Today, with the emergence of what has been called New Supporting Movements (NSMs) and with the growth of online communities, collective supporting has gone through a process of virtualisation. This does not mean that the stadium, in the torcidas' case, has lost its importance, but that these sites interplay with virtual spaces in such a way that "the reality and forms of interaction that take place in the virtual world will also have consequences for social praxis in the physical locality" (Hjarvard, 2008, p. 129).

By fragmentation of supporting groups, I mean the process observed in Brazil of an increasingly complexity found in the torcidas' ecosystem. From the 1960s to the 1990s, this ecosystem was dominated by institutionalized and highly stratified groups (the TOs). From the 2000s onwards, with the emergence of the NSMs – and their horizontal and informal structures – and online communities – with their leaders enjoying an outstanding mobilising capacity, coming from the personal publics (Schmidt, 2014) they are able to gather around in social networks –, such ecosystem fragmented itself in pieces that today depend upon digital media to achieve a kind of distributed and precarious coherence.

These leaders are also related to a process of microcelebrification taking place within such cultures. The emergence of the microcelebrities phenomenon is related to a process of incorporation of celebrities' media tactics and strategies by ordinary people and to a collection of self-presentation practices endemic to social media (Senft, 2013; Warwick, 2015). Many of these supporting leaders



have adopted such practices and this work briefly explores the implications of this phenomenon for the sociality forms, values and norms of Brazilian supporting cultures.

**Id:** 15162

**Title:** Of Afro-picks and clenched fists: A study of belonging

**Session Type:** Individual submission

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**Abstract:** Just as identity, at some level infers belonging – to family groups, communities, ethnicities or nations; there can be little doubt that since 1865 the construction of Blackness in the United States has been among the most debated and contested topics in US society. In the last 20 years, the crisis of identity fed by neo-racist rhetoric surrounding immigration and national origin has arguably subverted the hyphen as a descriptor of pride in being into a device of exclusion to describe all but the WASP who alone can claim the identity to which all others aspire – American.

The election of Barack Hussein Obama as the 44th President of the United States of America in 2008 and his subsequent re-election four years later, has surely brought to the surface of United States society the reality that “the politics of ‘race’, racism and ethnicity is invariably socially complex, politically and culturally contested, and historically on the move.” (Cottle, 2006). In the United States however, the more things change, the more they seem to remain the same.

Beginning in August 2016, San Francisco 49ers quarterback Colin Kaepernick has chosen to sit through the playing of the Star Spangled Banner, prompting a huge social backlash and heated debate across most media. While Kaepernick’s action is a political statement geared at drawing attention to circumstances that ‘oppress black people and people of color’; it has also brought the last verse of the national anthem into the harsh glare of modern sensibilities. This last verse calls for the death of runaway slaves who fought alongside the British in the War of 1812 and, when coupled with the nation’s race history, the discomfiture that Black people have historically felt in the United States is understood. The debate around Kaepernick’s action and those who have picked up on his example has brought the debate around identity and belonging into conversation with the binary of race in the United States leading to the question “Are afro-picks and clenched fists anti-American?”

As such, this research places Kaepernick’s action and the media coverage surrounding it in conversation with the protest action of Tommie Smith and John Carlos at the 1968 Mexico Olympics and the corresponding coverage of this event. Through discourse analysis of these two political protests, this paper interrogates the stasis of race relations in the United States as “the media define for the majority of the population what significant events are taking place, but, also, they offer powerful interpretations of how to understand these events. Implicit in those interpretations are orientations towards the events and the people or groups involved in them.” (Hall, 1978, p.59) The media’s role in the broadcast of live sport as an instrument of choice for the framing of these protests is also questioned, particularly given the discomfiture that such actions (politicising/racialising sport) bring to the viewing audience.

**Id:** 15179

**Title:** 2019 Special Olympics World Summer Games: Cultural Coverage of Disability

**Session Type:** Individual submission

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**Abstract:** An international organization, Special Olympics is dedicated to empowering children and adults with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. The coverage of the Special Olympics through media representation and promotion contributes to a growth of understanding of disability and special needs.

The first International Special Olympics Summer Games were held in 1964 at Soldier Field in Chicago, Illinois, USA. A thousand people with intellectual disabilities from 26 U.S. states and Canada competed in track and field, swimming and floor hockey.

The 2019 Special Olympics World Summer Games will be held for the first time in the Middle East. More than 7,000 athletes from 170 countries are expected at the 15th Special Olympics games, which will be held in Abu Dhabi, United Arab Emirates (UAE). Athletes will compete in 22 sports at multiple venues across the city.

The Middle East and North Africa (MENA) region had its first Special Olympics competition in 1999 in Egypt. Two hundred and ten male athletes from 13 MENA countries competed in four sports. Today, 14 MENA countries hold annual competitions: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Lebanon, Libya, Morocco, Palestine, Qatar, Saudi Arabia, Tunisia, and the United Arab Emirates. Their games are covered on the web, Facebook, Twitter and Instagram.

Previous studies have shown that media depictions of persons with intellectual disabilities focused more often on pity than on strength and achievements. The paper will review previous media coverage of the International Special Olympics to provide an assessment of image construction, promotion and advertising.

The media coverage of MENA Special Olympics games and athletes also will be reviewed. It will start with an assessment of cultural and religious perspectives related to disability in the region. Interviews with members of the 2019 Abu Dhabi World Summer Games organizing committee regarding their marketing and promotion strategies will be conducted. It will conclude with recommendations to prepare for media coverage of the 2019 Special Olympics.

**Id:** 15275

**Title:** Rafaela Silva y Carolina Marín. Media Representations of Olympic Heroines at the Rio 2016 Games

**Session Type:** Individual submission

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**Abstract:** The Olympic Games have traditionally inspired stories of human effort to exceed limits, especially when related to triumph. The Olympic gold medal is not only associated to victory, but also triggers the value of the heroic. Stories of excelling in sport are reinforced by the communication media so that winning athletes return true heroes, as a source of inspiration for their followers, stimulating the consumption of sport (Rubio, 2001). Numerous studies indicate that the media strengthen the concept of heroism, although with distinctions by gender (Whannel, 2002). The media dedicates greater space to male athletes, regardless of the type of sport, the level of competition or the country (Bernstein & Kian, 2013). Based on these considerations, this paper is part of a broader study whose main objective is to analyze the media treatment of the gold medalists at the Rio 2016 Olympics Rafaela Silva and Carolina Marín. The study seeks to identify mechanisms used by the media to construct female Olympic heroines. It will analyze how the athletic qualities, physical appearance and social circumstances of these women were presented by the media. The focus is on detecting how gender issues were treated in the discourses analyzed. A qualitative methodology was used to conduct the study supported by content analysis (Bardin, 2011), which allowed describing, analyzing and classifying the material investigated. The data sample includes a selection of articles from the newspapers Folha de S.Paulo and El País and broadcasts by TV Globo and TVE. The sample includes references to the media cited from their Internet sites, allowing the investigation to consider the broad realm of media convergence. The choice of these newspapers and networks is justified by the large influence that these newspapers have in Spain and Brazil, and by the fact that these television networks detained the rights to broadcast the Olympic Games. The period analyzed encompasses both the day the athletes won their gold medal and the day afterwards. The material selected is organized around the categories of analysis obtained from the registers of content. In general, the media situated the two athletes as heroines, emphasizing their unprecedented success and embellishing the content with certain doses of sensationalism. As a result, an effect of spectacularization was created in the discourses to attract greater public interest. Rafaela Silva was presented as a typical Brazilian because she is of poor origin, black and a fighter. Carolina Marín was presented as a Spanish personality with strong character and drive, which associates her to tennis star Rafael Nadal. The results allow discussing the repercussion and the degree of media visibility of women athletes through the two cases analyzed.

**Id:** 15312

**Title:** Nuevos espacios para nuevas comunidades: las mujeres como prosumers de información deportiva. El caso mexicano de Fridapop.

**Session Type:** Individual submission

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**Abstract:** El objetivo del trabajo es analizar los contenidos y las interacciones que se generan en las comunidades de Facebook (fan pages) dirigidas a mujeres interesadas en la información deportiva, una sección de la que usualmente son excluidas como destinatarias por los medios de comunicación.

El trabajo parte de recuperar los planteamientos de la sociología del deporte que señalan que espacio deportivo está constituido como un ámbito propio de la masculinidad, en el que cualquier presencia femenina queda marcada con un déficit: en el imaginario social existe la idea de que las mujeres no saben, no están interesadas y no viven el deporte como los hombres. Bajo esta lógica, en los procesos de socialización femenina el deporte se construye desde la ajenidad, es decir como un espacio que no es propio sino ajeno; por lo tanto, un espacio del que se tienen que apropiarse.

Lo anterior ha dificultado la participación femenina en cualquier área del deporte, incluyendo los medios de comunicación: las mujeres no se presentan como protagonistas de la información en la misma medida que los deportistas varones; no participan como emisoras de los contenidos deportivos en igualdad con sus colegas reporteros, editores, presentadores o productores; y no son consideradas como aficionadas o audiencias de los espectáculos deportivos. A pesar de que en los últimos años, el crecimiento de la afición femenil al deporte ha sido exponencial, desde los medios de comunicación la información deportiva se sigue dirigiendo al público varonil, que además se asume como exclusivamente heterosexual.

No obstante, con el surgimiento de las redes sociales en internet, se han diversificados los espacios para la búsqueda, intercambio, consumo y producción de la información. En esta diversificación, las mujeres han encontrado opciones alternativas para la representación, visibilización y construcción de intereses y aficiones en ámbitos de los que usualmente han sido excluidas, como el deporte. Por las características de las redes sociales, en estos entornos se modifican las formas de relacionarse con la información: las personas pierden el carácter de consumidores unidireccionales para interactuar con los contenidos, participando en los procesos de circulación y producción de los mismos como prosumers.

En este sentido, la pregunta es ¿cómo se modifica la situación de ajenidad del deporte para las mujeres en estos nuevos entornos? Para responderla, se analiza el caso de la comunidad de Fridapop, una fan page mexicana lanzada a mediados del 2016, que en menos de seis meses logró alcanzar un registro casi 250 mil seguidoras aficionadas al fútbol. A partir de la revisión de las publicaciones realizadas a lo largo de un mes, se analizan los temas tratados, los formatos de la presentación de contenidos, los recursos discursivos y el grado de participación e interacción de las integrantes de la comunidad. La intención final es destacar la importancia de este tipo de comunidades como espacios de apropiación de la información deportiva, pero además, como espacios de negociación y redefinición de la identidad de género desde la afición, la práctica y el interés por el deporte.

**Id:** 15437

**Title:** Community-Oriented Communication ' A New Promising Discourse in Sport Sponsoring'

**Session Type:** Individual submission

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**Abstract:** Introduction

Traditionally, the main objective of sponsorships concerning mass target groups is image transfer, empowered by advertising messages or the presence of a brand, e.g. on banners. However, with the advent of social media and community platforms, formerly passively addressed target groups become participatory. From the sponsors' perspective, this is a new territory and opens innovative opportunities, such as accessing new target groups. Nevertheless, it also unlocks inherent questions, such as which content is relevant for which community, and what could annoy potential customers, even to the point of losing them? At the same time, sponsored parties become more powerful through the value of their own communities.

Our research project focuses on the question of whether and how sponsors could leverage the value of their sport sponsorships by communicating and interacting with the communities of the sponsored parties.

**Theoretical Background**

Sponsoring theories (Grohs/Reisinger 2014; Kim et al. 2015), as well as community building literature (Chan et al. 2014; Dessart et al. 2015; Homburg et al. 2015) provide potential determinants of community-oriented sponsoring success. Based on both these sources, we identified three determinants of community participation:

- “Interactivity”: Activities allowing involvement of community members are more likely to induce community engagement.

- “Exclusivity”: When community members are given exclusive information or the exclusive opportunity to participate in special events, their engagement is more probable.
- “Affinity”: The higher the affinity between sponsor and sponsoring object, the more probable is community members’ participation.

As dependent variables we defined: (1) Perceived attractiveness of community measures, (2) Perceived value of community measures, (3) Willingness to participate in community measures.

#### Empirical studies

Quantitative pre-study: We surveyed 52 students at Lucerne University of Applied Sciences and Arts. We used a questionnaire which concerns the evaluation of three case studies in the context of community-oriented sponsoring (2015). For instance, we found that, for community members, “affinity” (-0.185) is of lesser importance than “personal benefit” (0.380).

Qualitative pre-study: We designed a qualitative study involving 15 user and expert interviews to define different types of community-oriented activities (2016).

Quantitative study: In a survey (2017), which is currently being conducted, we examine the impact of the three determinants: interactivity, exclusivity, and affinity. Participants are community members of seven communities (expected sample size: at least 100 members per community) of five Swiss business partners. In an online experiment, each respondent evaluates a scenario representing one of eight types of community-oriented sponsoring activities, which vary according to the three determinants. In order to measure the dependent variables, i.e. perceived attractiveness, perceived value and willingness to participate, we use scales derived from literature. The data are analysed using ANOVA.

#### Implications

The project’s theoretical considerations and the empirical results gained will deliver insights into sport sponsoring management and the nature of participatory community communication. For the first time, the effectiveness of sponsorships is extended towards community relationships in the triangle sponsor – sponsoring object – communities. The results gained in April 2017 will be presented at the IAMCR 2017.

**Id:** 15455

**Title:** The Media-Sport Nuptial: Something Old, Something New, Something Weird

**Session Type:** Individual submission

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**Abstract:** The idea that media and sport constitute a ‘marriage made in heaven’ has acquired the status of intellectual orthodoxy. But, just as the institution of marriage has experienced profound change, so has the relationship between media and sport. Both entities have transmuted, separately and in combination, with notable consequences for the wider world that has, in turn, substantially reshaped them. Over the last century or so, the dominance of the print coverage of sport has given way to broadcasting, with television exercising considerable power over the media sports cultural complex. Television, despite undergoing various changes itself, retains a strong position in the representation of sport, but it now operates in an environment where older and emergent media forms and technologies coexist with other, synthetic (and even bizarre) cultural phenomena. These circumstances do not lend themselves to the convenient, conventional narrative that the new is comprehensively and smoothly supplanting what preceded it in terms of media-related experiences, practices or discourses. Instead, the media-sport nexus is larger and more diffuse than ever before and, like all familiar and familial relationships, it appears more mysterious the more closely it is inspected. This paper draws on institutional analysis and current quantitative and qualitative research in seeking to understand contemporary developments in culture, sport and media. It examines the relationship between institutional and social media in the domain of sport, as well as the ways in which citizen-consumers navigate the various offerings presented to them in national, transnational and global contexts. It is proposed that, although media sport is in constant flux, the possession of the means of communication across much of the population does not necessarily have a positive, transformative impact on the relations of its production and consumption. Instead, the conflictual, multi-layered nature of the media sport field, figured in Bourdieusian terms, shapes the terrain in which various forms of capital struggle for control over sport and its mediation. These circumstances are not conducive to relational harmony, constantly presenting the prospect of discord over how sport is encountered and seen.



**Id:** 15573

**Title:** How Representations of Sports Women are Interpreted by Audiences in India: A Reception Analysis of Sports Consumers especially Fans in the New Media Age

**Session Type:** Individual submission

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**Abstract:** Dangal(2016), a story of two rural female Indian wrestlers' struggle to stardom, Mary Kom , a biopic of six times world boxing champion, Fictional drama series' Tamanna' about the journey of a female cricketer from small town India on prime time TV (Star Plus) point at the belated recognition of sportswomen in mainstream media. Both films and the TV series received positive audience response in a gender unequal (real and cultivated ) social world. Medals at Rio Olympics 2016 saw PV Sindhu and Sakshi Mallik become household names; superlative individual performances by Dipa Karmarkar, Bhakti Sharma (Swimming), Aditi A.(Golf) and Asia Cup by the women's cricket team made 2016 'as the year of Indian sports women'. Sports fans met online to 'comment, argue, advocate and watch' the matches. New representations were visible in advertising. Dove India's #change the rhyme and Nike's viral video Da Da Ding showed female athletes tearing the notions of femininity and sexist vocabulary. In cricket cleanup, the Lodha Panel recommended inclusion of women player associations in decision making in Indian Cricket. Such developments propel an inquiry into how sports consumers interpret sports communication, especially the media frames used for women sportspersons. For long, fandom expressed their emotion and excitement for the male sport (Elias & Dunning, 1986). Women sports is often treated with disdain and apathy (Raymood Moore's remarks on women tennis players as "riding on the coattails of the men") coupled with trivialization and marginalization by the media (Bernstein & Galiliy, 2008). E-sport too records nonexistence of female athletes (Hutchins & Rowe, 2012). Bernstein (2002) rued the focus on attractiveness in women sports while Fink, Cunnigham and Kensick (2004) questioned the use of sexualization as a potent media frame. Theoretically my paper is based on reception analysis as an extension of uses of and gratification theory. Kirk Wakefield's conceptual framework of sports media consumers & fans and media frames used for women in sports by Toni Bruce (2008) form the core constructs.

**Research Questions:**

1. Are there gender differences in how sports audiences interpret media representations of women in sports?
2. Which particular type of images will engender a fan's interest?
3. Is there a relationship between sexualizing female athletes in media and increase in viewership/online consumption ?
4. Will use of social media increase profitability of professional women sports?
5. Does Situated Knowledge of sports audiences affect interpretation of media messages?

**Methodology**

It is an audience reception research to understand what a sports consumer brings to a media message. Seven groups (9-12) of sports consuming audiences were extracted from sports communities. In the first phase, the respondents were shown clips from "Dangal & Tamanna' and focus group discussions were carried out. In phase II the respondents were exposed to media representations of Indian women in sports media (TV& web) in 2016 followed by interviews. Finally, critical discourse analysis of web posts by the respondents on women sports events.

The paper fixes the spotlight on interpretation by Indian sports audiences of media messages to find the connecting lines between media, medals, masses and margins in the women sports ecosystem.

**Id:** 15635

**Title:** Title: The brazilianness notions in the anglo-saxon journalism: a discourse analysis of The New York Times coverage in the period of the World Cup FIFA 2014

**Session Type:** Individual submission

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**Abstract:** The research will consider the relations between sport, communication and culture in a context of global sporting mega-events and in a capitalist, intercultural and globalized society. We will analyze the speech of the americans' journal The New York Times, in order to identify the way in which the newspaper described the 2014 FIFA World Cup, held in Brazil between June and July of that year.

We will present a theoretical foundation about the involvement of sports with mass media, journalism and culture in contemporary times - especially when we think about production and reproduction of national identities through media discourses. Notably, we'll work with Renato Ortiz's criticism to the "essentialist" perspective which the Social Sciences - in particular Cultural Anthropology – legitimized, until the 1980s, the idea that "every nation would imply an intrinsic character to their culture".

We will therefore analyze the coverage of The New York Times' journalists, published in its online version, during the 2014 FIFA World Cup. The analysis will be based on concepts of French Discourse Analysis (specifically, the idea of "implicits" by Oswald Ducrot) and on Cultural Studies (notably, in the writes of Stuart Hall), in order to verify the way in which newspaper's speeches worked with the epithet "Brazil: country of the soccer".

To that end, we'll revisit discussions about the treatment given by the press and society to this "imagined" aspect (in the sense that Benedict Anderson employs the term) about Brazil and the Brazilians: that is, in a context of fragmentation identities and crisis of the "classic identities" (in the words of Néstor García Canclini), we would still be described by the press as "the" country of football, from an essentialist and homogenizing perspective, as if all Brazilians were passionate about football (with no exceptions)? How does the foreign press work with this discursive construction in the coverage of a World Cup? This is what we intend to reflect with the research.

It's also important to point that, in our master's degree project (in which this work is based), we analyze the identities created and/or reinforced by another three journals (the american The Wall Street Journal, and the british The Times and The Guardian) using the same theoretical and methodological perspective we describes above.

**Id:** 16211

**Title:** Olympics Nationalism in China -From London to Rio, In the Perspective of Media Policy-

**Session Type:** Individual submission

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**Abstract:** This paper is aimed at validating contemporary Chinese nationalism through 2012 London Olympics to 2016 Rio Olympics. By analyzing the nationalistic character of online discourse and official media discourse during these two Olympics, and comparing the difference and analogy of the two groups of discourse, I argue that CCP's information controlling policy does successfully consolidate the nation in the aspect of nationalism, even though there is still cleavage between Chinese official media discourse and online public discourse.

To be described as "Mega-Event", 20th century Olympic games always gain national or global attention. The Olympics have been imbued with ultra-competitive nationalism since the 1936 Summer Olympics in Berlin. In the context of cold war, the tension between the U.S. and USSR was illuminated throughout the reporting of Olympics.

For China, the nationalistic emotion evolved from Olympic games has elapsed several steps. Till the 1976 Innsbruck Winter Olympics, the title of "Republic of China" was used for KMT Taiwan. Since Mainland China participated Olympics from 1980, the title of China was used for PRC, associated with the issue of anti-Taiwanese separatism. Moreover, faced with the criticism of athletics' drug abusing under authoritarianism system, both Chinese people and Chinese athletics showed their desire for more golden medal, which was rooted in competitive nationalism. Furthermore, owning the Olympics in Beijing prompted the proud of nation, especially in contrast to the narrative of unowned Chinese team during the colony period of 1930s-1940s.

At 2012, under the impact of boosting of SNS, alternative information and critical sentiment dominated Chinese cyberspace at one time. Before London Olympics, the issue of abandonment of sports centers which are built for Beijing Olympics, and the miserable life of retired athletics were brought out for online discussion. However, when Chinese young swimmer was suspect as doping by western media, both online opinion leaders and the nation's official media turned to be nationalistic patrons for the swimmer.

On the other hand, discourse conflict between online post and media reporting was weakened at Rio Olympics. When People's Daily report Chinese pistol shooter's "near-miss" for the golden medal, such medal supremacism was criticized online. After that, most of the official media abandoned the frame of gaining or losing the medal, but concentrated on the stories of athletics who face pressure and stay tough. Thus, online discourse and media discourse converged on Chinese athletics' sportsmanship.

As showed by other quantitative research on Chinese online post, it is surprising to find that criticism on the political system and political elite were not censored in China, while information that could arise collective behavior were deleted. Such policy of censorship is analyzed as air release for the society. This means online criticism were took as an index of social aggrievement and orientation for government's "comfort" policy. As showed in the example of Rio Olympics, online criticism was embraced, and then nationalism discourse aroused cohesion.

This paper will contribute to Chinese sports nationalism research, in the context of media policy change.

**Id:** 16214

**Title:** The research on the promotion of the integration of sports industry and culture industry to national economy

**Session Type:** Individual submission

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**Abstract:** Through the documentary analysis and the collection of the relevant authority economic data, the research took American sports cultural industry as the research object, made a comprehensive discussion of its rapidly development over the last 20 years, which played an important role in promoting the development of the whole sports industry even the national economy. Further researching the pattern of American sports cultural industry have a profound significance to the integrative development of Chinese sports industry and culture industry. China has put forward the strategy of improving its cultural soft power and accelerating the blossom of sports industry. On this background, sports cultural industry as a new industrial organization form, is likely to become the new economic growth point and the new driving force of the optimization of industry structure. From the perspective of culture innovation, the research studied the mechanism of the integration of sports industry and culture industry, deeply analyzed the internal conflict of the integration of sports and culture industry, proposed solutions for the internal contradictions taking into account scientific and technological innovation, concept renovation and service innovation. Overall, the outcome of the research will promote the progress of the integration of sports and culture industry and provide new ideas of the scientific development and deepening transformation of our sports industry.

**Id:** 16314

**Title:** The Male and Female Sports Journalists Divide on the Twittersphere

**Session Type:** Individual submission

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**Abstract:** Scholarly studies of journalists' Twitter activities have steadily been on the rise, the more journalists take to this platform as a means of disseminating news stories. These studies suggest that Twitter has in fact overhauled journalistic notions of objectivity, readership interactions, transparency, and fact verification (Hermida, 2013; Lasorsa, Lewis, & Holton, 2012). In sports journalism specifically, sports journalists primarily tweet commentaries and opinions on latest events (Sheffer & Schultz, 2010).

With these shifts in mind, this current study explores whether the gendered sports journalism discourse, which remains predominantly patriarchal in traditional media, has in fact changed owing to journalists' migration to the Twittersphere.

To that end, tweets by prominent Israeli sports journalists were sampled (15 men and 15 women selected by number of followers and tweets) between 2014-2016. The study population was comprised of 67,000 tweets of which 200 by male sports journalists and 200 by their female peers were randomly sampled. The corpus of the study was then subject to a Grounded Theory analysis [Glaser & Strauss, 1967].

The findings point to major differences in four main areas, in the tweeting of male and female journalists:

1. Interaction – Male journalists maintained more frequent fan interactions than their female peers. Sports fans will tweet male journalists, probably viewing them as professional authority figures whereas only a handful of fan-tweets were aimed at female journalists.
2. Personal Life – Unlike the majority of male sports journalists their female peers frequently tweet about parenting, fashion, romance, etc.
3. Sports fandom – Unlike female sports journalists who publicly pledge support of their favorite team, male journalists attempt to maintain the appearance of professional objectivity
4. Professional commentary –Israeli male sports journalists comment about events in their field of coverage whereas the female journalists will at best offer a recap of events.

With that, two prevalent types of Twitter users emerge in the Israeli context:

The professional Tweeter: common amongst male journalists whose tweets predominantly relate to their own field and limit their political or personal tweets. These journalists view Twitter as a professional platform by which they brand themselves as authority figures.

The all-around players: Versatile tweeters whose tweets are also political and personal. This type is prevalent amongst female tweeters for whom Twitter is both a social and professional arena.

The study's conclusions thus far are based on a limited sample that will be expanded ahead of the conference. However, they already offer insight into the conservative, patriarchal nature of sports discourse that has prevailed in new media, too.

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**Id:** 16502

**Title:** Female team sports athletes in social media ' Challenging the representations of gender, race and sexuality

**Session Type:** Individual submission

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**Abstract:** Sport unites millions of people regardless of gender, skin colour, age, religion, or nationality. Therefore, sport may play an important role in the building of a discrimination-free society. Top athletes are idols and role models (cf. Meier 2015) of modern society and if they want they have the opportunity and power to open public debates. As media coverage has a direct effect on public opinion (e.g. Hall 2000) athletes may have a strong effect on people out of the sports context as well. It has been argued that along with social media, athletes can connect directly with fans without the necessary presence of the mass media and instead of having their messages filtered through the public relations departments of sports organisations and mainstream-media outlets (e.g. Hambrick et al. 2010). However, athletes' use of social media has not been studied considering the multidimensional nature of the phenomena. In previous studies, social media has been examined particularly in the sports fans point of view (Sanderson 2013a; Sutera 2013) or during major sporting events (Sauder & Blaszk 2016) or by using quantitative methods (Frederick et al. 2014). Research has focused on the relationship between athletes and fans in general; not on social media as a tool for influence. However, athletes may have a chance to effect on public opinion and equality of society by their acts on social media.

In this study, I have chosen three successful athletes and active social media users as my research subject. They are Finnish ice-hockey player Noora Räty, Kiwi (New Zealander) rugby player Portia Woodman and Swedish football player Nilla Fischer. I focus on female team sports athletes because of their marginalized presentations in traditional media (e.g. Fink 2015; Cooky, Messner & Musto 2015). My research questions are: What topics are these female athletes representing in their social media profiles? And how do they perform gender, race and sexuality in their social media contents? My research method is qualitative online content analysis. First, I have categorised female athletes Instagram posts and Twitter tweets published in 2015. At this point, I have compared my results to previous studies of athletes social media updates (Geurin-Eagleman & Burch 2016; Reichart Smith & Sanderson 2015; Lebel 2013; Sanderson 2013b). After that, I have analysed contents dealing with gender (Räty), race (Woodman) and sexuality (Fischer) by taking into account the context of online publications; such as captions, comments, re-tweets and responses. This close reading of the social media material finally tells how these athletes express their identities and values in social media profiles and updates, and how they simultaneously act as equality role models.



**Id:** 16538

**Title:** Power media, Sports and Politicization of the game

**Session Type:** Individual submission

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**Abstract:** The continuous expanding role of sports in media as a particular phenomenon of the 20th century popular culture was intriguing. Media especially television has tremendous control over the nation's identity, with reality game shows and web series, a recent fascination in the new media has created state of mass-hypnosis. The 21st century obsession is the media, sports and popular culture. The recent fascination with sports and the rise of representation of new sports stars such as Priyanka Chopra with Mary Kom, Amir Khan with portraying a boxing champion and our country India exploring a wide range of sports through this medium, as well as prevalent issues including gender, race, nationalism and the changing patterns of media sport consumption in accordance with its representation.

In this paper, I propose to examine the political economy and the changing patterns of media sports consumption. The media in a way has increasingly come to dominate how sports is played, thought and organized in a society and examine the business relationship that has grown around television and sports taking into account the Indian Premier League(I.P.L.)which has been commercialized and politicized in our country and how it is played. I would try to explore the linkages between big corporations and their association/involvement in this industry and the benefits for brands who aggressively pursue their rivals at a national level.

For the latter part of the paper, I would like to explore the portrayal of sports events or a sports persons in the media especially through the lenses of movies and its influence in the sports person's credibility and the sport. The public attention is then successfully gripped, when media (television) focus more on the sports.

The methodology used will be an amalgamation of observations and hypothesis as well as newspaper articles. Seeking a valid sample size that I will be using to gather information about the impact of mass mediated sports persons on the youth in a generalized manner.

Given this scenario I would like to explore the above mentioned themes and incorporate them through commercialized lenses. I choose to work on sports, and how it is constructed by the new media and its representation in movies as well as the politicization of the development of sports in our country.

**Id:** 16722

**Title:** Chivas TV and Rights of Audiences

**Session Type:** Individual submission

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**Abstract:** Mexico has entered into a debate to define new media and content platforms, so-called Over-the-Top (OTTs), services defined by institutions such as Federal Communications Commission (FCC) and international organizations such as International Telecommunications Union (ITU) as the new development to distribute the content.

Furthermore, OTTs have a particular interest in sports content, as it has been seen internationally, OTTs are gaining popularity specially in soccer matches. That is the case of Chivas TV, the first project of Mexican soccer team to set a pay-per-view scheme on OTT platform prior the termination of broadcasting contracts with Televisa, the most important TV player on a free-to-air basis.

The aim of this contribution is to present Chivas TV case and new media scenario for sports content, which has changed since broadcasting is no longer a business and there are new strategies for upcoming players and TV through OTTs platforms. Chivas TV decision was a risk but it sets new paradigm for sports in Mexico, especially for soccer teams, while Federal Consumer Protection Agency fined Chivas TV for illegally sets clauses against the users that are no longer audiences.

The results of this paper aim to clarify dilemma of new media and sport contents in Mexico which is still pending to be defined in the following years.

**Id:** 17023

**Title:** Why does Ronda Rousey (still) matter'

**Session Type:** Individual submission

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**Abstract:** As the first American woman to medal in judo at the Olympics and a dominant fighter in Strikeforce and the Ultimate Fighting Championship (UFC) with an impressive 12-fight winning streak that includes 11 first round victories, Ronda Rousey has left an indelible mark on Mixed Martial Arts. At the height of her winning streak, Rousey was hailed as the 'Best Female Athlete Ever' in an online ESPN poll and she publicly claimed to be the UFC's highest paid fighter. Buttressing her fame in the octagon with acting roles in films such as *The Expendables 3*, the release of an autobiography, and numerous promotional appearances in print and television media, Rousey now occupies a position in popular culture that sits at the intersection of discourses around celebrity, sport, economics and gender. As long as Rousey was winning, the public narrative around her stardom situated her status and meaning in terms of being a winner, despite difficult odds. But in the wake of Rousey's defeat to Holly Holm on 15 November 2015 and Amanda Nunes on 30 December 2016, the chief attribute by which Rousey's celebrity has been defined no longer exists. This raises the question of why Ronda Rousey matters if not for being a winner.

Despite the extensive coverage of Rousey's celebrity in the popular press, little in the way of scholarly analysis has been devoted to assessing the implications of her career trajectory and the media discourses around it. Accordingly, this paper seeks to fill this gap in the scholarly record by considering the significance of Rousey's pioneering achievements outside of a competitive context in which value rests on coming first or being undefeated.

The focus on Ronda Rousey's "firsts" (first appearance on a particular magazine, first woman to win a particular award, etc.) situates her as a trailblazing figure, particularly in the context of women fighters, but also women athletes generally. Even if she never fought another match, let alone won it, she opened the door for greater participation by women in the sport. However, the gender discourses around women fighters problematizes the notion that Rousey has truly opened the door for female fighters to go on to equal or exceed her fame. Rousey enjoys the status of the golden girl of the UFC (and its Chairman, Dana White) and is represented/regarded differently from fighters who do not conform to heteronormative standards of appearance and sexual orientation. In exploring this issue, the paper will interrogate whether Rousey matters because she has challenged the normative paradigm despite seeming to reaffirm it, or whether she matters because her status as pioneering trailblazer obfuscates the extent to which her rise and fall in MMA reinforces heteronormativity.



