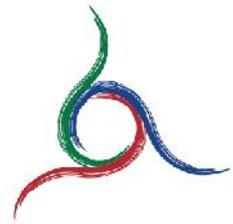




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Media and Sport Section

Abstracts of papers presented at the annual conference of the
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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

Id: 17218

Title: Archery to tennis: Women wheelchair Paralympians' media obstacles

Session Type: Individual submission

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Abstract: Despite having the double discriminations of gender and disability, sportswomen in wheelchairs nevertheless have an increasingly impressive sports record that continues to grow. Their multisport events vary only in that they are performed by athletes with various physical and/or sensory impairments (e.g., muscle power, passive range of movement, limb deficiency, leg length difference, short stature, hypertonia, ataxia, athetosis, vision impairment and levels of intellectual impairment). There are a number of organizations for the “disabled”/“variously abled” in sport, all heavily invested in helping their constituents, but their media reportage remains lacking.

The third largest sporting event in the world—after the Olympic Games and the Federation Internationale de Football Association (FIFA) World Cup, the Paralympic Games continue to evolve and female Paralympians are at last being recognized. This presentation includes a review of the literature on wheelchair sportswomen, theoretical background based on Gendered Critical Discourse Analysis (GCDA), and a description of the following wheelchair sports in which the women athletes participate: Archery, athletics, badminton, basketball, biathlon, curling, cycling, equestrianism, fencing, para-triathlon, powerlifting, rowing, rugby, shooting, skiing, softball, and tennis. From the author of *Female Olympian and Paralympian events: Analyses, backgrounds and timelines* (Palgrave Macmillan, 2018) come many case studies in which certain sportswomen are highlighted. Female para-athletes’ biggest problem, it turns out, is winning over perceptions of them not as “super crips” but instead as “regular” people who just happen to participate in, and excel at, various sports—in their wheelchairs.

Id: 17321

Title: The fight for second place ' Sports besides Soccer in German Media

Session Type: Individual submission

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Abstract: Soccer is market leader in the German field of sports: The largest number of spectators, highest revenues, most popular athletes, and highest media presence. All other sports are left over, fighting for second place way behind soccer. This study sheds light on how sports can win this fight – especially in terms of media presence, as it is the main vehicle to get public legitimation, political and financial support and to recruit athletes as well as supporters. What are the deciding attributes in the German field of sports?

In detail, this study examines the position and perspectives of basketball in Germany in line with social theory of Pierre Bourdieu, led by an a priori developed system of categories. Combining a question of communication studies with a sociological approach leads to a trans-disciplinary work. In doing so, all kind of sports are understood as actors with a certain amount of capital and a distinctive habitus, corresponding to their position. Sports like basketball and handball are fighting for positions at the top of the field, but are unable to push soccer of the throne. In comparison to soccer, all other sports lack social, cultural and media capital. Main object of this research is media capital and the determination of how sports can reach it.

To be able to examine the deciding attributes in the field of sports, understood as mixture of capital, a qualitative approach is applied: Data was collected by personally performed interviews with experts and document analysis.

Some authors focused more or less explicitly on traits of sports reporting on the one hand and characteristics of sports with extensive media coverage on the other hand (e.g. Gleich 2001; Schwier/Schauerte 2002; Horkey 2009). But all of these approaches are mainly descriptive, lacking theoretical foundation, and empirical proving. Contrasting, this study offers a new theoretical approach and a proposal of a classification system for sports as a guideline to secure media coverage.

The interim results of this work can be summarized in three theses. First,

basketball in Germany is lacking firmly establishment across generations, regions and social milieus as a central requirement to get media capital. Due to lack of international successes, the sport is not part of the national consciousness. Second, no matter how spectacular, diversified or dramatic a discipline may be, these traits only count as media capital in combination with well known and successful protagonists. Third and accordingly, success, consistency and national heroes are the deciding attributes when fighting for second place in sports.

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Id: 17417

Title: Standing out in the crowd: Mapping the elite football print magazine landscape in the age of digital plenitude

Session Type: Individual submission

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Abstract: In the current cluttered and increasingly complex media environment, sport content is “available from a growing range of digital, mobile media and telecommunications companies and intermediaries” (Hutchins and Boyle, 2017: 505). In today’s age of ‘digital plenitude’ (Hutchins and Rowe, 2009), quality and highly specialized football print magazines have unexpectedly found a space to blossom. As exponents of slow sports journalism, these handsomely produced publications have emerged as a “reaction to the dominant trend to newness, immediacy and a decontextualized narration of the news events” (Barranquero-Carretero and Jaurrieta-Bariain, 2017: 525).

In order to trace the expansion of this phenomenon, in this paper we examine 11 prestigious projects from the United States and seven European countries: Howler and Eight by Eight (US), Panenka and Libero (Spain), The Blizzard and Soccer Bible (UK), So Foot (France), Undici (Italy), 11 Freunde (Germany), Offside (Sweden) and Ballesterer (Austria). The text aims to identify the strategic proposals offered by these projects and to provide an insight into their creative business models. The body of material on which our qualitative analysis rests refers to those texts reproduced by the print magazines published by these organizations and the material offered on their websites and social media platforms. This will be complemented by consulting both decision-makers and those journalists involved in the projects.

In contrast to click-bait and disposable content, these magazines pursue a broader editorial approach by exposing unique perspectives on football. They shed light on evocative, human-driven stories about triumphs and failures, transcending the nationalized coverage and the lack of diversity often found in mainstream media. Beyond top-flight football, these publications provide opportunities for women’s and amateur football to be showcased. Nostalgia and tradition are of heightened importance as those outlets frequently look back on clubs, stadiums, players, jerseys and even retro videogames. Magazines also excel in offering in-depth reporting on the larger framework of football, expanding their coverage to embrace issues of cultural, social, political, economic, and technological nature connected to the sport. Their output reflects a high standard of writing, research and storytelling, essential traits in the slow journalism movement (Le Masurier, 2015).

Despite the fact that each publication retains its distinctiveness, an undeniable aesthetics cult and refined presentation criteria are shared signposts of these carefully-crafted and beautifully printed magazines. The contemporary design and the purposeful integration of text with large-scale photographs and attractive illustrations and infographics clearly help to engage with their loyal and demanding audience. During their lifespan, these publications have cultivated a community of diehard readers and subscribers while gaining greater exposure to new followers through social media channels. Beyond marketing print magazines as collectable products with a long shelf-life, these outlets have diversified their income through advertising, their presence on a myriad of digital platforms, the celebration of in-house talks and the creation of subsidiary products.

By examining all these elements, the paper discusses how these publications provide value in economic and cultural terms and outlines the opportunities that these companies could undertake to expand their horizons in the future.

Id: 17756

Title: The Mediation Effect of Opinion Leaders on the Relationship between Identity Recognition and Consumer Desire in Square Dance Fans' Community in China

Session Type: Individual submission

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Abstract: Purpose:

Square dance has been a popular sport in China in recent years. The official definition is that a kind of mass fitness dance, which integrates body exercises, entertainment and aesthetics, takes the ordinary people as the main body and accompanies the rhythmic music in the spacious venues such as plazas, parks and courtyards. Due to its low cost and ease of participation, over 100 million practitioners have been involved, mainly in the elderly, especially women, according to CCTV, the country's official television network. Some businesses also see it as a potential market.

Based on community participation, the opinion leaders of the square dance become an important part in community. Chenhui, Wangxuecheng(2015) concludes that research on new mediated interpersonal communication should put its research core on the human being as a subject participating communication activities. Opinion leadership & "The Two Step Flow of Communication" are still important research objects. Zhang Zhuo, Gao Weihe(2017) finds "crowd sourced elites", elevating their levels constantly from ordinary internet users, play the role of opinion leaders in the network, which occurs in the square dance fans' community as well. The purpose of this study was to examine the mediational effect of opinion leaders on the relationship between square dance fans' identity recognition and consumer desire.

Methods:

Participants were obtained from square dance fans' community from 22 provinces in China. Of the total 449 surveys, 64 were removed because of invalid data. The total sample consisted of 32 male (8.3%) and 353 female (91.7%), and the mean age is 47.7 years.

A total of 27 items were measured using a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree). The scale for opinion leaders was adopted from Bernad Batinic et al.'s (2016) Generalized Opinion Leadership Scale (GOLS), which consisted of 10 items. The scale of identity

recognition (7 items) and the scale of the consumer desire (6 items) were modified and developed from interviews and literature. The value of Cronbach's alpha for each scale were .919, .919 and .894.

Structural Equation Modelling (SEM) analyses were conducted to test the hypothesized relationships.

Results:

The SEM provided a good fit to the data, chi-square (227) = 808.378, $p < .001$; the Standardized Root Mean Squared Residual (SRMR) = .068; the Root Mean Square Error of Approximation (RMSEA) = .082; and the Comparative Fit Index (CFI) = .904.

All estimated parameters were significant. The direct path from identity recognition to opinion leaders was significant (standardized $\gamma = .420$; SE = .055), the direct path from identity recognition to consumer desire was significant (standardized $\gamma = .213$; SE = .072), and the direct path from opinion leaders to consumer desire was also significant (standardized $\beta = .179$; SE = .081).

The results from the analyses supported the hypothesis that opinion leaders mediates the effect of identity recognition on consumer desire.

Id: 17964

Title: Scoring goals on Twitter. The microblogging network changes the rules of relations between soccer players and followers

Session Type: Individual submission

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Abstract: Soccer clubs and professional players spend more and more time and resources managing their corporate communication and brand image. Communicative paradigm change forces them to seek new ways to interact with their fans. Several authors emphasize the commitment to maintain an active presence on the Internet and interact with followers through social networks.

This changing relationship between football clubs and their supporters has been the subject of recent debate (Cleland, 2010). More and more football clubs are using Twitter to create new direct ways of communication between them and their followers (Bruns et al, 2014, Price et al, 2013), who, in turn, use Twitter to share experiences and knowledge about football (Jensen et al, 2015). In the same way, the use of the microblogging platform by players has increased, allowing them to communicate with their audiences and create powerful personal brands (Hutchins, 2011). In addition, media professionals also use it as a source of information (Reed, 2013).

The interest of this investigation lies in the few existing investigations on the same subject and in its originality. In this research we analyze the official accounts in the social network Twitter of the five professional soccer players who have more followers in it: Cristiano Ronaldo, Neymar Jr, Andrés Iniesta, Mesut ĩ zil and Gerard Piqué. This platform has been selected because it is a valuable tool to investigate patterns of information dissemination (Bakshy et al., 2011). The methodology used is the content analysis, and we investigate the use of Twitter and the reach achieved by the messages of the professional players in that platform. Semantic and hashtag networks present in messages are also studied to discover hidden patterns of meanings. For this, NodeXL software is used, one of the main open source analysis programs for networks (Hansen et al., 2010). The results show differences in the management of public relations in the digital environment by those responsible for the official accounts of professional soccer players.

Id: 18061

Title: Athletic Departments as Social Media Producers

Session Type: Individual submission

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Abstract: Athletic departments are entering an era of social media and increased connections with audiences, which include students, faculty, alumni, and donors, shifting towards becoming sites of media production. Rather than simply providing content or information resources to varying media outlets, athletic departments are increasingly bringing media production ‘in-house’ and building their own media brand and distribution networks, primarily through social media channels. Social media is reshaping expectations about the modern athletic department. To gain a better understanding of the motivations and opinions held by athletic department employees, specifically those in charge of creating social media content, a survey was distributed to ten different athletic department employees. This research articulates several factors that are contributing to this transformation of the contemporary athletic department. The rapid development of social media has caused the landscape of collegiate athletic departments to change, especially the communications and media relations divisions. Once primarily gatekeepers of information, solely maintaining social media accounts is not enough—producing engaging content is paramount, often relying on social platforms and short-form content to further athletic department branding. Implications for athletic departments and the potential for producing gender-biased content are discussed.

Id: 18238

Title: 2018 MENA Special Olympics in the UAE: Bringing the Games into the Classroom in a Changing World

Session Type: Individual submission

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Abstract: In the Middle East the conflict between ancient teachings and the contemporary approach to the issues of mental disorders has been described as a “Silent Crisis.” Today, the Special Olympics are unsilencing the crisis in the Middle East and bringing visibility in a changing world.

The first Special Olympics games were held in 1968 and the first Middle East North Africa (MENA) games were held in 1998. Preparations are underway for the 9th MENA regional Special Olympics Games will be held in Abu Dhabi, United Arab Emirates in March 2018. Zayed University’s colleges of Education, Health Sciences, Business, and Communication and Media Sciences (CCMS) were designated to partner with the MENA games through internships, student projects and courses and development of a volunteer training program focused on “living in harmony and tolerance.”

CCMS faculty brought the Special Olympics into eight classes as a client focusing on topics ranging from event planning, volunteer recruitment, PSA’s, and campaign public relations and advertising. They included:

- Tourism and Cultural Communication – Plan, Conduct, Evaluate & Reflect an Event
- Media Production and Storytelling – Web Design and Publishing
- Media Production and Storytelling –three SO PSA’s
- Media Production and Storytelling –video in Arabic and English
- Public Relations Campaigns —Volunteer recruitment campaign
- Strategic Planning and Development--Role playing client/partners
- Principles of Advertising—Advertising campaign
- Public Relations –Campaign writing (news releases, social media and magazine articles)

Subsequently, CCMS was asked to have 200 students volunteer as journalists, designers, photographers, animators, videographers contributing to media coverage and social media output. Ten students will be trained and participate in the SO inaugural Live Streaming Video Project.

The paper will assess CCMS SO class outcomes, as well as the recruitment, training and participation of CCMS student volunteers in the games. It will assess student involvement in media coverage of the games. The paper also will provide an overview of learning outcomes that will be used in preparation for volunteerism and media coverage of the 2019 international Special Olympics, which will be held in the UAE.

Id: 18255

Title: Complexities and identities in Santa Catarina (Brazil): an analysis of journalistic narratives on live radio broadcastings of local soccer derbies

Session Type: Individual submission

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Abstract: Authors like Santos (2002: 1), Woodward (in Silva, 2004: 67) and Hall (2005: 79) pointed that, at the same time that we've been walking towards globalization, we've been inciting regionalisms. Such affirmation may explain the currently soccer scenery, especially in Brazil. Brazilians' appreciation to European soccer clubs have been increasing simultaneously (not necessarily at the same proportion) with the number of people cheering for clubs that do not have great capacity of investment. In this context, Brazilian state of Santa Catarina has some particularities. Rather than have a big metropolis/capital, Santa Catarina has some small but puissant regions, economically and politically. Therefore, considering that disputes among districts/cities/states/countries are combusive to soccer rivalries (Alabarces, 1998: 11), the mentioned demographic scenery shows that Santa Catarina's clubs and championships are a fecund object to investigate tensions and representations constructed by local sports journalism. Thus, this paper proposes to analyze how journalistic coverage of local derbies through live radio broadcasting construct narratives about the five most important soccer clubs of Santa Catarina: Chapecoense (from Chapecó), Criciúma E.C. (from Criciúma), JEC (from Joinville), Avaí F.C. and Figueirense F.C. (both from Florianópolis). Two hypotheses surround our investigation: 1) radio stations localized in the cities mentioned above (Chapecó, Criciúma, Florianópolis and Joinville) construct different journalistic narratives among them and each city stick out its cultural particularities; 2) Rivalry, associated with an emotive report of the journalists involved in the coverage, is the main communicative strategy during the analyzed live radio broadcastings. To accomplish the objectives of this research, we analyze one radio station of each city: Chapecó AM (Chapecó), Eldorado AM (Criciúma), CBN Diário AM (Florianópolis) and 89 FM (Joinville). We recorded the radio broadcastings from 16 derbies (that is, four derbies coverage per radio station) during the 2017 Santa Catarina Club Championship, that totalizes about 48 hours of audio. As the main method, we utilized the Critical Analysis of Narrative, idealized by the Brazilian author Luiz Gonzaga Motta (Motta, 2013). The theoretical discussion of this paper aims to surround issues as identities in sports journalism, as well as some notes about sports coverage in Brazilian radio stations and its specificities.

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Id: 18287

Title: Young, Wild & (Commerce) Free' The Communication of the Alternative Sports Representatives Through Social Media (Case Study)

Session Type: Individual submission

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Abstract: The areas of media and sport are mutually linked, influencing each other and falling under the sphere nowadays called as “Mediasport” (Wenner, 1998). Although the commercialization of sport has been recognized as existing already for several years (see e.g. Bourdieu, 1996), it is now becoming a crucial and fundamental part of mediasport practice as well as research. As Real (1998) mentions, technologies enabling the commercialization of modern sport lead to a sort of conflict - traditional sports ideals are absorbed by the culture of consumerism. In recent times this also occurs in the new media, including social media (e.g. Hutchins, 2014). On the pages of professional athletes on various social media, we can observe a gradual increase of promotional and commercial content (e.g. Guerin & Clavio, 2015).

It could be seen as a kind of paradox that among the most active athletes on social media are also the representatives of sports, that were originally based on the ideas of freedom, independence, and alternative (cf. Thorpe, 2009). The specific “nature” of these alternative sports leads us to ask: How do athletes from alternative sports disciplines communicate through their official social media pages? And moreover, how much and in what proportion to the other content are their public profile messages arguably promotional? Are these athletes still “free” or do they become “slaves” of their sponsors?

To answer questions above, the official Facebook pages of reputable Czech athletes from alternative sports discipline will be analyzed. To provide consistency, all of the athletes examined are young women, and all of them are going to compete in snowboarding at the 2018 Winter Olympics in PyeongChang. The quantitative content analysis of posts on the official Facebook pages of the selected female athletes (Eva Samkova, Ester Ledicka, Sarka Pancochova) during this year's snowboarding season will be used in this research. Not only the presence of promotional content but also the character of the messages will be examined.

The main findings and their implications will be presented. The conference talk will be accompanied by illustrative examples and tables.

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Keyword set: Communication, Commercialization, Social Media, Sport, Sports Marketing

Id: 18330

Title: Mecanismos del silencio en redes sociodigitales: la violencia de género contra las periodistas deportivas en Twitter

Session Type: Individual submission

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Abstract: El objetivo de este trabajo es analizar la cibermisoginia que enfrentan las periodistas deportivas en las redes sociodigitales por la transgresión que implica su profesión, al participar en un espacio que se considera masculino.

Aunque las redes sociodigitales han supuesto un foro emergente para la discusión pública, también se han convertido en un espacio de conflicto debido a las múltiples voces que confluyen en ellas. Particularmente, las mujeres encuentran en estas redes la oportunidad de visibilizar problemáticas, reivindicar derechos y organizar acciones para mejorar sus condiciones de vida, ya sea a través de figuras públicas, colectivas y organizaciones. Pero también enfrentan agresiones, insultos y amenazas que forman parte de la violencia estructural de género presente en los entornos fuera de línea y que buscan silenciar su participación.

Este trabajo parte de definir a la cibermisoginia como una práctica de las plataformas sociodigitales que reproduce, mantiene y normaliza la violencia de género, la cual resulta difícil de erradicar debido al anonimato, replicabilidad, permanencia e itinerancia que caracterizan a estos entornos. Esta práctica adquiere características particulares cuando las mujeres participan en la discusión pública de temas que se consideran propios de la masculinidad, como el deporte.

Así, las periodistas deportivas enfrentan la cibermisoginia por considerar que transgreden el orden de género, la cual se manifiesta en discursos que reproducen estereotipos, minimizan su trabajo y se articulan con prácticas de acoso. Esto se presenta particularmente en Twitter, que constituye la plataforma más usada por el gremio periodístico, como una herramienta complementaria para la realización y difusión de su trabajo.

Para explorar las especificidades de esta violencia, se realiza un monitoreo de las cuentas de twitter de periodistas deportivas de los medios mexicanos. A partir de un análisis semántico de las publicaciones y las interacciones, se revisa la temática de los mensajes, las situaciones que se manifiesta con más virulencia, los perfiles de las cuentas agresoras, y las reacciones de otros seguidores en redes. La intención final es comprender cómo se generan, reproducen y normaliza la cibermisoginia en el ámbito del periodismo deportivo, a fin de proponer acciones concretas para su erradicación.

Id: 18354

Title: A Critical Approach to American Cinema Through Sport Films: The Case of 'The Blind Side'.

Session Type: Individual submission

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Abstract: Sport and Film have been widely discussed and analyzed as separate areas of study. However, the relationship between both fields has not been approached extensively (Poulton & Roderick, 2008). “It seems unusual that so little attention has been paid academically to such an endeavour given that both Sport and Film occupy such dominant positions in contemporary social life” (p.107).¹ This issue gains even more significance if we take into consideration the ideological discourses we can find behind Sport Films (Babington, 2014). Therefore, it appears to be hugely relevant to study, analyze, and discuss these kinds of narratives and reveal the political, social, and cultural messages lying under the surface of this type of storytelling. In this presentation, I examine what is the ideological agenda behind the film “The Blind Side” (Warner Bros. Pictures, 2009). Under these guidelines, “The Blind Side” is a very interesting object of study since it has been the most successful Sport Film in the past decade, raising over U\$300 million in worldwide box office and receiving acknowledgement from the Film industry (an Academy Award, a Golden Globe, and an Academy Award nomination for Best Picture). I start my analysis by briefly describing five categories established by Babington (2014), which aim to examine the ideology behind Sport Films. “(i) American sports as a symbol of Americanness, with success in them a means of moving from society’s margins to its center; (ii) Sport, especially baseball, as an industrialized society’s postlapsarian pastoral, though, paradoxically, as the product of industrialism, itself growingly industrialized, something generally obscured by the films; (iii) Sport as a site where tensions between the individual and the group, and between the drive for success and more restraining attitudes, are significantly enacted; (iv) Sport as a moral force; (v) Sport as celebrating both the life of the body and marking its limitations” (p. 27).² In second place, I will briefly apply these five categories to “The Blind Side”. Thirdly, I will expose in a broader way how “The Blind Side” especially lies under Babington’s first category, being a Film where Americanness has a huge presence under the subject of Sport and will also point how the main character of the Film -Mike Oher- finds in Sport the only vehicle to be able to move from the margins of society to the center of it.

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2. Babington, B. (2014) *Sports Film. The Games People Play*. New York: Wallflower Press Book. Columbia University Press.

Id: 18514

Title: Artistic gymnastics in Switzerland: Why media professionals struggle with a sport that is "in the nations' DNA".

Session Type: Individual submission

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Abstract: At the beginning of 2018, due to the sexual abuse scandal in the US, artistic gymnastics receives much more media attention than usual. Suddenly, training practices and the governance of this athletic discipline are even discussed in Western Europe, where sports headlines and airtime are normally reserved for (men's) football. However, the media's attention will not last: According to German scholar Thomas Horkey (2009), artistic gymnastics is not a "media sport" like football, but rather a "marginalised sport": Between the Olympic Games, where the events finals attract a huge audience, and are televised live at prime time, gymnasts perform their sport almost unnoticed for four years.

The reasons, and the extent to which media marginalise artistic gymnastics has not yet received systematic or comparative scrutiny from the social sciences. Most research that has been conducted addresses the physics of gymnasts (e.g. Barker-Ruchti 2009), the vulnerability of young athletes (e.g. Jacobs/Smith/Knoppers 2016), or the relation between gender and this sport (e.g. Pfister 2010; Quin 2015). Studies that address the media's involvement normally analyse media content from a specific country, outlet, or time frame (e.g. Moore/Hesson/Jones 2015, Stier/Blomberg 2016). One of the few authors analysing media production is Australian scholar Brigid McCarthy (2011, 2014), who focussed mainly on fan blogging.

To learn more about media production in this field, I am conducting a study on artistic gymnastics in Switzerland. While Switzerland might be famous for its winter sports, or its tennis players, the popularity of artistic gymnastics as a semi-professional leisure activity among the Swiss population might be less well-known. Parallel to their Olympic program, the Swiss Gymnastics Federation maintains a unique competition structure for non-elite athletes, with individual and group tournaments on both the regional and national level. However, despite the large number of people involved in artistic gymnastics, it is a "marginalised sport" in terms of media attention. It is therefore intriguing to ask why media professionals in Switzerland struggle to adequately promote and portray artistic gymnastics – a sport that most of them would describe as "in the nations' DNA"?

To answer this question, I will present findings from a range of semi-structured expert interviews with media professionals: Interview partners are both journalists working for sports sections of newspapers or broadcasters, and press officers of the Swiss Gymnastics Federation and regional associations. The first interviews reveal that most importantly, the media professionals struggle with a lack of resources to adequately cover artistic gymnastics, and to critically reflect upon their own role, and their audience. While all interview partners addressed the positive effect of 2016 Olympic bronze medallist Giulia Steingruber, their stance towards the semi-professional, non-elite artistic gymnastics differs.

Id: 18544

Title: Social media, representation and sustainability - case study of sponsored female climbers

Session Type: Individual submission

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Abstract: Traditionally rock climbing has been perceived as a sport in which Western masculinity flourishes (Ortner, 1999; Robinson, 2008), and is often described as being male-dominated (Robinson, 2008; Young, 1997). In recent decades, however, the sport has undergone significant changes. These include an increasing number of female participants, its acceptance in the Tokyo Olympics in 2020, and what has been called the 'indoorisation' of the sport with increasing numbers of indoor climbing facilities (IFSC, 2017). Simultaneously, with the ever-increasing ubiquity of new digital media, the diversity and visibility of people displaying their climbing practices on social media has also increased. For sponsored climbers, the production and consumption of social media has become a driving factor in their career development (Dumont, 2017). In particular, it has granted sponsored female climbers the capacity to self-represent in a manner that challenges masculine rock-climbing stereotypes.

This paper draws on ethnographic fieldwork and interviews of sponsored female climbers (N=26), exploring sustainability in two different ways: how the sport and endorsements can stay sustainable for the female climbers; and whether sustainability in its environmental sense is something that the participants consider when building their social media presence. Two strands of athletes emerge - those, who have built their career prior to or at the cusp of the emerging era of digital media; and those who build their athletic career not only with their achievements but also with their social media, requiring them more carefully to consider their social media presence and their self-representation.

The paper takes a feminist and embodied approach to sports study, using the body as the starting point whilst not forgetting psychological and social factors (Wellard, 2016). It discusses the female athletes' social media strategies taking into account representation, in particular, of the 'circuit of culture' (Du Gay, 1997), sponsorship and endorsements. This is done in a novel way, using photo-elicitation interviews (PEI) and interpretative phenomenological analysis (IPA). While examining data gained from these interviews, I also draw on my first-hand experiences as a sponsored female climber, exploring the cultural and intersectional tensions that women can encounter when making meaning of their gendered experiences in social media and in the sport.

Keywords: climbing, gendered experiences, social media, representation, sustainability

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Id: 18643

Title: Iniesta's goal and the Spanish Democracy

Session Type: Individual submission

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Abstract: The contemporary socio-political crisis within the Spanish state initiated with the explosion of the global financial crisis in 2008. Paradoxically, that same year La Roja (Spanish Men's National Soccer Team) started its victorious streak of international triumphs in European Championships (2008, 2012) and the World Cup (2010) and, of global recognition and admiration due to the fact that these wins were obtained through the practice of "the latest evolution of soccer" (Wilson, 2012), the sophisticated playing style of tiki-taka. The coincidence and the collision of these two apparently contradictory phenomenon happening in contemporary Spain, have produced conflictive manifestations within the cultural field. This study focuses on the investigation of the meanings and uses associated with La Roja in its portrayal as a representation of the Spanish national identity. More specifically, it examines *La gran familia española* (2013), a film which was both distributed and received by the critics as a commercial Hollywood-esque type of comedy destined to produce a feel-good feeling to alleviate the effect of the crisis. Contrary to this, my analysis first reads it as a symptom or manifestation of the proceedings of the cultural hegemony of the post-Franco regime, (the so-called "Transition Culture"). Then, by offering an examination of cinematographic strategies such as mise-en-scene and lighting and by looking very closely to the role played by the male star actor of the moment (Quim Gutierrez), this paper emphasizes the series of contradictions, ambiguities and fault-lines that are undermining that supposedly normalized, modern and celebratory depiction of the Spanish family. Finally, I analyze the relation to this contemporary depiction of the Spanish family with its subtext from 1962, *La gran familia*, which was supposed to be also a celebration of the conservative ideology of the Francoism, but as the cultural critic Sally Faulkner has proved recently, it is far from that when looked closely. Therefore, by linking itself with the 1960s developmental years, *La gran familia española* (2013) is arguably denouncing the efforts of preservation of the traditional architecture rooted in Francoism of the patriarchal Spanish family and nation.

Id: 18718

Title: Question the social responsibility of sports journalists: is diversity taken into account and how in the mediatisation of major sport events'

Session Type: Individual submission

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Abstract: The issue of the sustainability of sport events is periodically raised because of the growing gigantism which gains the organization of international competitions and because of the conditions for their implementation (Horne, 2017, Brownell, 2012) so that public controversies, now repeating (Timms, 2012, Fox Gotham, 2016, Giulianotti & others 2015), can no longer be ignored by the media whose interests are intrinsically linked to those of the organizers of these events.

How do the media position themselves vis-a-vis the increasing demand for transparency from public opinion concerned about the social, economic and environmental impact of the sports events

they broadcast? Should not the social responsibility of the media and journalists, in this context, be questioned?

Our team of researchers aimed to question the social responsibility of sports journalists within the framework of a research relating to three events: the 2016 European Athletics Championships, the 2016 Olympic Games and the 2017 World Athletics Championships, as well as a survey within France Télévisions, French public broadcaster.

Combining interviews, participatory observations and analysis of TV and web contents, we endeavoured to grasp how the daily exercise of journalism, in this particular configuration, is likely to contribute specifically to the expression of ethnic and gender diversity, as well as sexual orientation or disability, in broadcasted contents.

Our communication questions the notion of social responsibility of sports journalists, its relevance and effectiveness in a context where the directorates of France Télévisions developed policies encouraging diversity and established "diversity" devices in response to public policies and to converging injunctions of regulators and sports bodies.

In what way does the notion of social responsibility and its rendering into professional injunctions influence the journalists' representations of their profession and of their social role? Considering the conditions of production of sport information on TV and on the web platforms, do day-to-day professional practices integrate, and if so, the issues of diversity and inclusiveness?

First, once mentioned the institutional framework for the implementation of "diversity" policy at France Télévisions, our proposal will relate on the production processes of TV and web content. We will analyse how the professionals involved in the production line can influence the production of editorial content, and therefore, whether "diversity" and the recommendations stemming from the regulation authorities are taken into account, or not.

Second, focusing on TV and web contents, we will analyse journalists' discourses through the lens of diversity and attempt to seize the conditions of emergence, the sets of themes and the forms which are associated with it.

Our research highlights the fact that the issues of diversity have still little resonance among the journalists. Although sensitive to their social responsibility, their editorial positioning remains led by the logic of audience and sports hierarchies, and their speeches and comments are part of a cognitive and interpretive framework centred on sport, its rules and values.

Id: 18760

Title: Construction of Indian National Identity through Sports Advertising : A Semiotic Analysis of Recent Cricket Campaigns in India

Session Type: Individual submission

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Abstract: The concept of India as a nation has dominated the discourse in the recent years .Need for a uniquely differential national identity is being created and catered to. 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 the use of social identity 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 a case study ‘ 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. Boria Majumdar calls Cricket India’s “ de facto national sport”. Cricket makes up the largest chunk of sports related media content produced and consumed in India. Much of sports programming (news and non-news) 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 qualitative textual analysis was done of the two cricket ad campaigns , Mauka Mauka (India vs Pakistan, World Cup 2015) and Revenge advertisements on the India Vs South Africa 2017. These two campaigns gathered maximum viewership on Youtube . In the present study, 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 ‘blissful reading ’ (as quoted by W. Lee, 2015 p -) guided the analysis.

Id: 18846

Title: The Media Exposure of Athletic Success and Its Mediating Effect on Prospective Students' College Selection

Session Type: Individual submission

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Abstract: Media exposure of collegiate athletics has helped multiple universities boost enrollment and the quality of prospective students choosing to apply. The University of Oregon has doubled its number of nonresident students to approximately 45% of the undergraduate population over the last 20 years. Institution officials attribute much of the enrollment growth to media exposure in higher profile athletic events during postseason play. There is similar enrollment growth due to media exposure at the University of Florida, which increased out-of-state applicants by almost 11% after championship seasons in football and basketball.

While enrollment growth at some institutions is being correlated with athletic success and media exposure, the University of Idaho chose an alternative direction in 2016, choosing to move football to a lower division. Having lost tens of thousands of dollars over the last five years in athletics, University of Idaho officials believe it can no longer financially sustain operating at the highest level of collegiate football. Additionally, the university is bypassing the possibility of attaining athletic success and the positive media exposure it could bring.

The purpose of this study was to examine prospective students' motivation in college selection, and if media exposure of athletic success has a mediating effect on their choice to apply. Self-Determination Theory was utilized to see if participants behavior can be either intrinsically or extrinsically motivated when choosing a university through media exposure. Intrinsic motivation refers to engaging in activity purely for the satisfaction derived from doing the activity. It also refers to activities that allow individuals to experience feelings of competence and self-determination. Contrary to intrinsic motivation, extrinsic motivation pertains to behaviors that are engaged in doing an activity as a means to an end and not for their own sake.

To examine the motivation behind college choice, multiple focus group interviews were conducted with high school participants from the Northwest region of the United States. Thirty-two participants were divided into four groups with each containing student athletes and non-student athletes. Groups answered questions concerning their motives for college selection. Questions were designed to (1) identify specific factors that impact prospective students' college choice, (2) to determine if athletic reputation impacted their college selection and, (3) does media exposure of athletic success have a positive mediating effect on the perception of academic excellence.

The seven factors identified were: athletic reputation, interest in a specific sport, academic reputation, social opportunities, family tradition, economic status, programs offered, job outcomes, student services, and proximity to home. Researchers found answers that could be considered both extrinsic and intrinsically motivated responses. In addition, the results suggest that there is a link between and media exposure of athletic success and perceived academic quality, which impacted participants' college selection process.

Future research should assess sports-centric cultures in other countries and see if similar trends are noted. Overall, this paper will make recommendations for appealing to prospective higher education applicants by emphasizing the role of athletic performance and media exposure to schools situated to take advantage of that recruiting aspect.

Id: 18878

Title: Creating a new sports field: The mediatization of Slacklining and its strategic communication promotion through digital media

Session Type: Individual submission

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Abstract: This study examines digital media practices in slacklining (an increasingly popular lifestyle sport) through the theoretical lens of mediatization and strategic communication.

In contrast to other lifestyle sports, e.g. rock climbing or surfing, the sport had only been mediated to a small degree prior to the 'digital era'. While athletes certainly took pictures and videos, there were no dedicated magazines, movies or mediated competitions that would have made the sport known to a broader global audience, as to institutionalise it.

The emerging paradigm of mediatization is broadly concerned with how media and communication changes are intertwined with cultural and social changes (Couldry and Hepp, 2013). However, the field still has difficulties theorising mediatization (Asp, 2014; Hoskins, 2014; Finnemann, 2011), particularly without assuming a linear progression induced by media and technology (Couldry, 2008; Hjarvard, 2008; Lunt and Livingstone, 2014; Deacon and Stanyer, 2014; Hepp et al., 2015). Digital media not only affect societies and cultures in different ways than traditional media; they also modify the effects of previous mediatization. Exactly how digital media's power manifests in society remains difficult to assess (Ekström et al., 2016).

The current study addresses this problem by focusing on a cultural field that had been exposed to very limited mediatization before the digital era. Conceiving mediatization as a process where the media possess a 'moulding force' (Hepp, 2009) on the way individuals communicate, this study shifts the focus away from 'the media' (both as institution or technology) and towards the actions and experiences of individuals as conscious agents and drivers of mediatization. By looking at mediatization as an effort of strategic communication to create a new sports field, this study aims to elucidate the impact of digital media in lifestyle sports and follows Pedersen (2013, 2017), Ferrel et al. (2001), Woermann (2012) and Dumont (2017).

For the purpose of this study, 26 in-depth interviews with professional and nonprofessional slackliners were conducted, and thematically analysed. Schulz' (2004) four sub-processes of mediatization (extension, accommodation, substitution and amalgamation) were used as a guideline

for the analysis. The Strategic Sport Communication Model (SSCM) was also used to understand the communication strategies of slackliners to promote and help institutionalise a new sports field.

The findings suggest that the mediatization induced by the digital media practices of athletes has had significant impact on the sport and culture of slacklining (especially via social media). Digital media are used to share knowledge, create an imagined global community and prolong motivation, and promote the sport in an effort to ensure its survival and institutionalisation. Moreover, digital media substitute and amalgamate with institutions in the sport in particular ways.

By exploring the interrelations between digital media and slacklining (i.e. its digital mediatization and online strategic promotion), this study improves our understanding of both mediatization and promotional processes in lifestyle sports and the cultural field of sports more generally. Therefore, the focus of this study is highly relevant to understand the specific effects (Ekström et al., 2016) of the influence of digital media in society.

Id: 19028

Title: Sports Journalism and Sports Communication of Soccer Clubs. The impact of club-owned media on sports journalism in Germany.

Session Type: Individual submission

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Abstract: The interaction between football clubs and associations with sports journalists has evolved. This can be seen in Germany in a conflict between TSV 1860 Munich and the media (Tusch, 2017). In England, there are cases like that seen in the Premier League (James, 2015; Connelly, 2017). This raises questions regarding the role of independent media in football. When clubs begin to exclude independent media and provide information to the public only by their own media outlets, this might be seen as a new development. It appears that the impact of independent reporting is declining.

This led to drastic changes for clubs, media outlets and journalists. The development is described by Horky and Hestermann (2016) as a "self-reporting of sport". Degen and Köhler (2015) investigated the rising impact of club-owned media outlets in the German Bundesliga, In the US, Welch Suggs (2015) investigated access potentialities and work methods of journalists and discussed emerging ethical issues (2016) including different behavior patterns in the organizations. Mirer (2016) described the problematic relationship as "boundary work". Concerning this, the theoretical approach differentiates between the self-image and the external image, as well as possible changes in the content and working methods of the journalists struggling under the increasing impact of club-owned media.

The following research questions arise: must independent media change their content in order to provide the recipients with additional value and thus secure its position? In which way the working methods of sports journalists are changing?

For this contribution we present data of a content analysis of the current state of club-owned media of the Bundesliga. In the second part, three journalists from Germany-based media, as well as a club representative of Hamburger SV underwent in-depth interviews. In a third part, additionally we did five different in-depth interviews with sports journalists and members of club-owned media outlets reporting on the same sports topic or club.

The results largely confirm that club media is increasingly influencing the independent media and the media system in sports. This affects the self-image of the journalists, as well as their daily work. Sports journalists are questioning their role and they are now more subject to the rules of the clubs. The results also show that the role of sports journalists is subject to change. Sports journalists must obviously redefine their work roles in relation to the competition of the club-owned media in order to balance their interests with theirs. They do not perceive the club's media as journalism, but as a

form of competition. However, their content is sometimes also used for their own work (cf. Grimmer, 2014).

The impact of club media seems to increase. Horky and Hestermann (2016) have described the fact that media departments of clubs use journalistic methods as well, but have different aims. In order to that the role of a sports journalist in the future seems to be primarily the critical observer. This also creates an opportunity for sports journalists to strengthen and redefine their professional responsibilities.