



Media, Communication and Sport Section

Abstracts of papers presented at the 2022 Online Conference of the
International Association for Media and Communication Research

IAMCR

beijing2022.iamcr.org
July 2022

Version: 17/08/22

Table of Contents

Corporate communication and the 'Americanisation' of management in the Spanish LaLiga. A case study of the influence of a North American owner on RCD Mallorca (2016-2021)	4
Reshaping sports journalism practice through innovation: agenda diversity and creative formats in L'Équipe Explore	5
Playing Under a Bio-Dome? Cricket, Climate Crisis and Emancipatory Catastrophism	6
Social Media Crisis Communication: The Threat of Old Tweets to Professional Athletes' Reputations	7
Future Consumption of the Olympic Games. A survey of Germanys Generation Z media usage during 2021 Tokyo and 2022 Beijing.	8
Collaborative Writing of Online Collective Memory of Winter Olympic Games	10
In the name of the Olympics: Emotional Mobilization Practice in Social Media Space	11
Artificial Intelligence and journalism: current situation and expectations in the Portuguese sports media.....	13
Evolution of the campaigns featuring athletes with a disability: From common friends to heroes.....	14
The gender divide on Twitter: Analysis of sports journalists' tweets during Tokyo 2021	15
The Price of Freemium: Cultural Citizenship and Media Sport Policy Reform	17
Gendered Body with National Pride: A Content Analysis of Chinese Sports Magazine's Coverage of Athletes from 2000-2020	19
Contribution du sponsoring et cognition des publics ivoiriens durant l'Euro 2020	20
The Impact of Danmaku in Olympic Promotional Videos: Examining Nationalism and World-mindedness in China.....	21
Conceptual identity and cultural exchange: A Study on the reporting framework of Chinese and American media on the Beijing Winter Olympic Games under the background of the epidemic.....	22
Image of Athletes in Beijing Winter Olympics: Comparing Gender Narratives of Chinese and American Media	25
Changing Facets of Sports Journalism in Digital Era in India	26
We share the sport news: News values as audience selection criteria for Czech sports media Facebook profiles	27
The Steel Roses: A Quantitative Content Analysis of the Gender Representations of China's Women Football Team in People's Daily from 2012-2022	28
Sexualization reloaded - onlyfans.com as a platform for self-promotion.....	29
How the Union of European Football Associations (UEFA) plays the game: communicate football's social responsibility	31

Nationalism and Football - The Coverage of the Catalanian Independence Movement in Spanish Daily Newspapers	32
Ceremonial Construction of 2008 and 2022 Beijing Olympics Opening Ceremonies in CCTV Footage.....	33
Esports female athlete's lifestyle and tensions in the Free Fire League Latinoamerica	35
Tumblr as a Context of the Women's Football Fandom	36
A Study on the Influence Mechanism of Social Media on the Communication of Table Tennis in China - An Example of Sina Weibo.....	37
Chinese naturalised athletes' self-representation on social media during the 2022 Beijing Winter Olympic Games	38
A New Voice in NFL Media: A Qualitative Analysis of The Mina Kimes Show featuring Lenny Podcast.....	39

Corporate communication and the ‘Americanisation’ of management in the Spanish LaLiga. A case study of the influence of a North American owner on RCD Mallorca (2016-2021)

Authors

Dr. Xavier Ginesta - University of Vic-Central University of Catalonia

Mr. Nahuel Ivan Faedo - PhD student

Abstract

RCD Mallorca is the only LaLiga first division club owned by a North American company: ACQ Legacy Partners LLC. Its main shareholder, Robert Sarver, is also the owner of the Phoenix Suns (NBA). While the Premier League has been a gateway for US capital into European soccer (Ginesta, 2011; Ludvigsen, 2019; Rohde & Breuer, 2016; Wilson, Plumley & Ramchandani, 2013), LaLiga has remained beyond the interest of North American corporations.

Sports management in the US is governed by different norms than those adopted in Europe (Andreff & Staudohar, 2002; Markovits & Hellerman, 2001; Sloane, 1971). The closed competition model, based on franchises, and equipped with mechanisms to improve its competitive balance (drafts, salary caps and collective bargaining of audio-visual rights), has placed profit maximisation at the centre of the model. This has not been the case in Europe, where the competitive pyramid, with promotions and relegations, has caused club managers to place maximisation of sports performance as their priority, although this has meant falling into a debt crisis (Szymanski, 2015).

Today these differences are less noticeable. The globalisation of capital flows, which has allowed multiple holding companies in the sports and entertainment sector to invest in foreign markets (Helland, 2007), as well as the need to guarantee the survival of European competitions, have led to the belief that profit maximisation and performance maximisation are both guiding principles of sports management in Europe.

Some authors have already analysed how the arrival of foreign capital in LaLiga clubs has influenced both the management of clubs, and their relationships with their target audiences, one example of which is the case of Chinese capital (Ginesta, Sellas & Canals, 2018). The main object of study of this paper is the arrival of US capital in LaLiga. We aim: a) to analyse the changes in the RCD Mallorca management model with the arrival of ACQ Legacy Partners LLC as the main shareholder, and b) to determine the perception that the local media which usually cover RCD Mallorca activities have about the new North American owner and its management model.

This study follows a case study methodology. Firstly, a focus group discussion was developed, in which 5 non-sports executives of RCD Mallorca participated: these professionals are members of the executive board of the organization. Secondly, we carried out non-participant observation of the entity's day-to-day activities, during the match between RCD Mallorca and Getafe on November 27, 2021. Finally, 6 semi-structured interviews were held with sports journalists from the island of Mallorca which cover the club's daily information, as well as 2 in-depth interviews with the RCD Mallorca Business CEO, and its Communication Director.

Preliminary results of this research indicate that the arrival of ACQ Legacy Partners LLC has led to the implementation of rational management criteria by the entity, a focus of the departments on maximising income, and a transformation of the Communication department from the press office into a content factory.

Submission ID

42

Reshaping sports journalism practice through innovation: agenda diversity and creative formats in L'Équipe Explore

Authors

Dr. Xavier Ramon - Universitat Pompeu Fabra

Dr. José Luis Rojas-Torrijos - Universidad de Sevilla

Dr. Christopher Tulloch - Universitat Pompeu Fabra

Abstract

Mainstream sports journalism has been long characterized by an overwhelming lack of diversity in the agenda. The “advanced commoditization and consequent hierarchization of contemporary global sport” (Rowe, 2020: 6) has directly translated into limited diversity of content, which tends to be focused on a reduced range of sports at the expense of other disciplines, events, and protagonists, including sportswomen and athletes with disabilities (Ramon and Rojas, 2021; Schoch, 2020). Similarity of stories, approaches and sources has frequently contributed to uniformity and predictability in reporting (English, 2018). Concurrently, sports journalism has routinely failed to illuminate the relevant sociocultural, political, and historical issues connected with sports (Serazio, 2019).

In contrast to these shortcomings, since its launch in April 2013, *L'Équipe Explore* has been characterized by a distinctive agenda and its remarkable capacity to showcase “unique perspectives on well-known sports figures alongside the profiles of unfamiliar or even forgotten protagonists” (Tulloch and Ramon, 2017: 657). Led by Jérôme Cazadiou,

the website has recently been redesigned and repositioned as “the new platform of *L'Équipe*'s original content”. As part of an ambitious strategy that seeks to reach new audiences through a premium business model, *L'Équipe Explore* has reinvented itself to transcend the boundaries of the traditional longform format. Through a new grid view, users can now access a breadth of original output such as video-based interactive documentaries, series and podcasts, supplemented by other formats such as interviews and portraits. In light of such developments, this research endeavours to examine the agenda diversity and creative formats offered by *L'Équipe Explore* and understand the editorial practices behind the content. Following the approach by Planer and Godulla (2021), content analysis has been supplemented by in-depth interviews on the production side.

This research reveals that *Explore* has become a crucial asset for the most prestigious sports newspaper in Europe. The outlet was conceived as a site of “artisanship”, as an alternative destination that would help *L'Équipe* “find new audiences and reach new territories”. Thanks to the task of a multifaceted team composed by journalists, creative professionals and programmers, the 20 original items of content per month offered by *Explore* are essential to attracting and retaining subscribers who demand something else than ‘classic’ sports journalism. Through its lifespan, *Explore* has been characterized by innovation in content, formats and business models. Through its redesigned platform, *Explore* contributes to challenge the clickbait-driven news culture that pervades contemporary sports journalism (Ferruci, 2021) by cultivating an appreciation for diversity and deep research. Beyond showcasing high-profile sports such as football, rugby, cycling, basketball and tennis, the outlet gives visibility to minority and alternative sports, including trail running, deep sea diving, skiing, mixed martial arts, skateboarding, horse racing or wrestling. The adoption of a broader range of formats has proven valuable to strengthen the connection with audiences while further allowing *Explore* to embrace the contextual issues connected with sports. The strategies and practices deployed by *Explore* illuminate how the creative use of technology lends valuable opportunities for delivering cultural capital in sports journalism (Bourdieu, 1998; Broussard, 2020).

Submission ID

47

Playing Under a Bio-Dome? Cricket, Climate Crisis and Emancipatory Catastrophism

Authors

Prof. Brett Hutchins - Monash University

Abstract

Sport is now a popular setting in which the politics of the climate crisis are debated and the realities of environmental change are witnessed and experienced. Given its susceptibility to extreme heat, water shortages, rain and flooding, cricket is subject to increasing levels of media and public scrutiny about the need to act urgently on the impacts of climate change. Such action is required to protect the future viability of the game in regions and countries such as the West Indies, the UK, Australia, South Africa and the Indian subcontinent. Drawing on Ulrich Beck's concept of "emancipatory catastrophism", this paper presents evidence of how the future of cricket is being negotiated and/or contested *politically* by heads of state, NGOs and environmental campaigners; *symbolically* in media by journalists, commentators and environmentally aware players; and *materially* by grounds people and curators charged with preparing pitches and playing arenas amidst changing meteorological patterns. We argue that cricket has become a significant site for the staging of climate risks for worldwide audiences, and that a constellation of sporting, political, media and environmental actors are working to establish a new normative consensus about cricket's role in averting the worst impacts of climate change. In linking the best interests of the game with that of the planet, an image of the future is created that repositions cricket as a pro-environmental presence on the international stage.

Submission ID

75

Social Media Crisis Communication: The Threat of Old Tweets to Professional Athletes' Reputations

Authors

Dr. Duncan Koerber - Brock University

Abstract

Social media platforms have given professional athletes powerful channels to connect directly with their fans, bypassing mass media gatekeepers. However, social media platforms have also facilitated an environment for the development of crises threatening the reputations of professional athletes. In particular, oppositional social media users have worked as 'tweet archeologists' to uncover tweets that athletes posted on Twitter many years before, often when they were teenagers. These oppositional users then present the tweets to today's social media audiences as evidence of the athletes' poor moral character.

Previous research in the area of social media and crisis communication has three main streams:

- the communicative dynamics between social media and mass media during a crisis (e.g. Pang, Hassan, & Chong, 2014);
- the efficacy of response strategies on social media versus on mass media (e.g. Schultz, Utz, & Göritz, 2011);
- and the use of social media during natural disasters to help victims (e.g. Fraustino, Liu, & Jin, 2018).

These streams of research, however, still treat crises as 'offline' acts and social media as a means of transmission of news about them. This paper presentation opens up a new avenue in the study of social media and crisis communication by focusing on crises that are sparked solely online, crises of language that are 'discursive breaks' (Koerber, 2017).

This paper presentation will examine three representative case studies of 'old tweets'—by American baseball pitcher Josh Hader, NFL quarterback Kyler Murray, and NHL hockey goaltender Jordan Binnington—to show why these situations sparked crises for these professional athletes and how they and their professional leagues/associations responded. In these cases, the spark is a unique one: the recontextualization of old social media content with an intent to damage reputations. The tweet archaeology done in these cases positions old social media posts into new contexts of meaning, creating new crises for old speech acts.

Submission ID

128

Future Consumption of the Olympic Games. A survey of Germanys Generation Z media usage during 2021 Tokyo and 2022 Beijing.

Authors

Prof. Thomas Horky - Macromedia University

Prof. Christof Seeger - Stuttgart Media University

Abstract

The Olympic Games can be called one of the biggest media events of the world (Billings et al., 2018). Summer and Winter as well as Paralympic games reach extraordinary audiences. TV networks invest a huge amount of money to cover the spectacle (Markula,

2017; Tomlinson, 2017). Since years, scholars analyzed gender, race, nationalism, or identity of Olympic media consumption (Billings & Zengaro, 2021; Brown et al., 2016; Eagleman et al., 2014; Majid et al., 2007; Tang & Cooper, 2012). Recently, the digitization was in focus, demonstrating the impact of social media, new media platforms like live streaming or apps, and multiplatform media use (Billings et al., 2019; Gu & Zhang, 2009; Tang & Cooper, 2018; Tang & Cooper, 2017; Tang & Cooper, 2013).

The 2020 Tokyo Games (organized 2021) reached benchmarks in media usage. The IOC (2021) stated „a total of 3.05 billion unique viewers tuned in to coverage across linear TV and digital platforms“ and called Tokyo 2020 “the first streaming Games and the most watched Olympic Games ever on digital platforms“. The content on more screens than ever before, digital streaming, websites, apps and social media leads the amount of TV coverage increased 33% compared with 2016 Rio, while digital output was up 34%. During 2022 Beijing Olympics, similar outstanding viewing figures can be expected.

Meanwhile, the generation Z (14-29 years) shows different habits of media consumption (Andersen et al., 2021). In Germany, a study shows data for every generation (Hölig & Hasebrink, 2019; Kupferschmitt & Müller, 2020). Particularly, the younger generation (“the youth“; UN, 2011) is adepted to internet and simultaneous media use. In Germany, the generation Z’s daily media use is about 387 minutes, with internet usage of 257 minutes as most important type of media use. Additionally, non-media related usage of social network sites for communication or gaming (181 min.) is strong. Using the theoretical approach of uses-and-gratifications (Blumler & Katz, 1974), main motives for media consumption of this generation seems to be information and entertainment (Feierabend et al., 2016). Concerning this changing media usage patterns, the research question arise how media consumption of Olympic Games will look like in generation Z.

To get insights, we conducted two similar surveys during the 2020 Tokyo and 2022 Beijing Olympics. For the summer games 56 respondents (21 male, 35 female) between 18 and 29 years ($M=23.14$) answered an online questionnaire related to used media platforms, forms of distribution (linear TV, streaming, Apps). We also asked for viewing time and patterns as well as motives for media consumption. First results of the generation Z show the still remaining huge impact of linear TV (69.64%^[1]; 2.5 hours daily), which covers the Olympics in Germany, followed by social media (51.79%¹; 1.4 hours). Favorite watched disciplines are Athletics, Racquet Sports and Swimming. General interest was the main motive to watch Olympics. The spectators expect entertainment and physiologically arousal. During IAMCR, we will compare the results with findings of the 2022 Beijing Games.

[1] Top 3-answers on a 7-likert-scale (1=never; 7=everytime)

Submission ID

193

Collaborative Writing of Online Collective Memory of Winter Olympic Games

Authors

Ms. Yunfang Cui - Communication University of China

Ms. Renwen Jiang - Communication University of China

Mr. Yinglong Yu - Communication University of China

Abstract

The study of collective memory flourished in the 1980s, and then stagnated due to methodological limitations. With the development of mass media and social media, media plays a more and more important role in the dissemination of collective memory. The perspective of communication, especially the attention to the production, dissemination and consumption process of collective memory in the highly interactive Internet environment, provides a broader space for the study of collective memory.

At present, the non-governmental and systematic media platform represented by Wikipedia has become a global memory space. The structure of such websites provides rich analytical materials for online memory writing. The 24th Winter Olympic Games will be held in China in 2022. In addition to the news reports from China's official media, network encyclopedia, as an important source for the Chinese public to obtain information related to this event, also build the public's collective memory of the Winter Olympic Games. Therefore, we take the online editing records of Chinese entry of "Winter Olympic Games" on Wikipedia platform as the research object.

The main issues of this study involving:

- 1.What kind of collective memory does the Chinese entry of "Winter Olympic Games" show?
- 2.What changes in narrative structure are implied behind the huge number of entry versions?
- 3.What kind of revision relationship network has been formed between entry writers?

Quantitative historical research and social network analysis are applied as the main methods in this study. Firstly, we use Chinese word segmentation technology to segment 307 versions of entry text data. Then, subject model is used for modeling and analysis to classify the edited text content. After that, we construct social network matrix based on IP address data. Finally, text visualization technology and data visualization technology are used to visualize the differences and topic distribution of different versions of encyclopedia entries.

The conclusions are as follows:

We find that from 2003 to 2022, the Wikipedia entry directory is gradually improved by editors, and the classification of competition items is more detailed. Although there have been several malicious deletions, the content of the entry gradually recovers and tends to be value neutral after being modified by the editor for many times. Such narrative changes are consistent with the principle of neutrality advocated by Wikipedia. At the same time, the collective memory created by Wikipedia is also strengthening the public's attention to the ranking of the number of medals, which to some extent reflects the shaping effect of digital communication technology on Sports in the context of new globalization.

Key words: Collective memory; Winter Olympic Games; Wikipedia; Natural language processing

Submission ID

344

In the name of the Olympics: Emotional Mobilization Practice in Social Media Space

Authors

Mr. Zesheng Yang - Universitat Autònoma de Barcelona

Mr. Zehua Li - University of Macau

Abstract

Introduction

Emotional mobilization is an important perspective to understand the logic of collective action on the Internet. Previous studies about emotional mobilization in China mainly focus on protest events (Yang, 2018; Hu and Wu, 2021). However, mega sporting events at which sports fans often express their feelings of patriotism, nationalism, and internationalism offer us the other kind of emotional mobilization to examine. The Olympic Games are the most influential sports event in the world. The Games of the XXXII Olympiad held in Tokyo, Japan from July 23 to August 8, 2021. Historical factors have fueled complicated Chinese feelings toward Japan, which were vividly reflected at the Tokyo Olympics. The first reason is because of Japanese aggression against China in World War II. The Chinese have a strong anti-Japanese sentiment. The second is in the field of sports, from the early 1990s' He Zhili(Chire Koyama) to this decade's Harimoto Tomokazu. A large number of Chinese have become naturalized Japanese. This has caused mixed feelings among Chinese people towards these athletes. Thirdly, from a perspective of geopolitical, Japan and China Taiwan have strong ties. Mainland Chinese

sports fans' attitudes toward Chinese Taipei athletes at the Tokyo Olympics were indirectly affected by this. During the 2020 Tokyo Olympics, a large number of Olympic topics and online actions on social media provided a model for investigating online emotional mobilization mechanisms.

Research objective

Taking hotspots in Chinese social media such as Yang Qian' first medal, Xu Xidi's Ins dispute, and Ito Micheng's cyber violence during the 2020 Tokyo Olympics as research cases, and drawing on digital ethnography and text analysis, this study conducts an in-depth investigation of the emotional mobilization practices in contemporary Chinese social media.

Method

Digital ethnography is a form of online or remote ethnographic research. Digital ethnography has its origins in traditional ethnography. It is a digital transformation of in-person ethnography that leverages the power of smartphones and computers to help researchers remotely generate rich, contextual insights into human needs, behaviours, journeys and experiences.

Text analysis is to describe the content, structure, and functions of the messages contained in texts. Drawing on text analysis, we collected the posts and comments about the relevant issues in the different social media platforms to examine how the Chinese sports fans express their feelings on the Internet during Tokyo Olympic Games.

Conclusion

We found that, during the Olympics, online emotional mobilization revolved around the discourse of nationalism. With the expression of pride and anger, it completed the construction of the subject of online action and the other. In addition, the online emotional mobilization during the Olympics was influenced by fan culture. Sports fans connect with sports idols in the form of emotional communities. Geopolitical factors also make the discussion about the Olympics on social media connect with the current social reality. At present, the Olympic Games is undergoing a transition from a "media event" to a "social media event".

Submission ID

437

Artificial Intelligence and journalism: current situation and expectations in the Portuguese sports media

Authors

Prof. Joao Canavilhas - Universidade da Beira Interior

Abstract

Artificial Intelligence (AI) seems to be the latest technological trend in the field of journalism and is a sturdy weapon to fight the crisis that affects the activity. IA's use can occur in various activities of the news production process, from the detection of informational trends (Steiner, 2014), to the organization of data (Diakopoulos, 2019), the automatic production of texts (Carlson, 2015; Lokot & Diakopoulos, 2016) or the personalized distribution through recommender systems (Helberger, 2019).

Sports journalism was one of the first journalistic areas where AI was used, which is not a coincidence. Sports, as well as Economy, is an area that employs a lot of statistical data to feed the algorithms (Lewis et al, 2019) and where it is possible to use a variety of templates that are easily adaptable (van Dalen, 2012), allowing the media to use natural language to process and transform these data in texts with little or no human intervention (Carlson, 2015).

This research aim to understand if Artificial Intelligence is already being used in Portuguese sports media and what are the expectations of the decision-makers (directors and editors). A survey was sent to the Portuguese media with a response rate of 62.7%.

The results show that most Portuguese newsrooms (65,4%) do not use AI at all. Those who use it do so mainly in archival search systems (54,5%), data processing (45,5%) and automatic text production (36,4%). The three most cited reasons for the low usage of AI in sports journalism are the shortage of financial resources (59,4%), the lack of knowledge about its potential (56,3%) and the absence of professional skills in the newsroom (31,3%).

Among the reasons cited for using AI stand out: making the work of journalists more efficient and saving time (63,6%), followed by the deliver of more relevant content to readers (36,4%).

On the other hand, participants consider that the use of bots causes problems such as reduced contact with sources (89,5%), low quality of the text produced (73,7%) and ethical problems (63,2%), just to mention the most often mentioned.

About the expectations, respondents think that IA can help journalism in the spread of more personalized content, in the creation of new tools for data analysis, and to improve image and video search systems (46,9%). The identification of fake news and the automatic translation (43,8%) are also highlighted. Surprisingly, some of the most used

functions these days were less scored: to find new stories from data (28,1%) and to automate contents production (34,4%)

Among other conclusions, we can say that Portuguese sports media are not aware of the AI potential and although they strongly believe in the advantages of its use (average of 7,2 in 10), for now it is not much used in newsrooms due to economic and professional constraints. Another interesting conclusion is the concern about the ethical issues associated with the use of AI in journalism.

Submission ID

544

Evolution of the campaigns featuring athletes with a disability: From common friends to heroes

Authors

Dr. Veronika Mackova - Charles University, Faculty of Social Sciences

Dr. Katerina Turkova - Charles University, Faculty of Social Sciences

Prof. Alice Nemcova Tejkalova - Charles University, Faculty of Social Sciences

Abstract

Since the last decades of the 20th century, professional sport has become a commodity and it is (over)commercialized across the world (e.g. Nicholson et al., 2015). Paralympic sports have recently come to the forefront of companies interested in advertising.

Networking in several areas of the International Olympic and Paralympic Committees is also important for the development of the sport of athletes with a disability.

The IPC and the IOC signed a still valid joint agreement in 2001, which affected the commercialization of sports for Paralympians (IPC, 2021). The IPC seeks to raise public awareness of athletes with a disability and wants the audience to perceive Paralympic sport not only as a therapeutic element but as a professional sport (Jackson et al., 2015). The media play an essential role in socialization, which is the reason why the advertisements showing the athletes with a disability have great potential to influence the acceptance of disability by the general public.

Although studies focused on the (over)commercialism of Paralympic sport already exist (e.g. Jackson-Brown, 2020), there is still a lack of research. For this paper 27 audiovisual advertising campaigns with global impact featuring Paralympians or athletes with a disability of international companies and Paralympic partners from 1986 till 2021 (e.g. Toyota, Allianz, Samsung, P&G, Panasonic, Ottobock, Bridgestone, Airbnb, Citi, Nike,

AT&T, Guinness) were analyzed through qualitative framing analysis. This method allowed to reveal how the media showed and presented the particular topic or issue whilst using e.g. metaphors, images or symbols (Kim et al., 2017).

Previously, athletes with a disability were presented rarely in the media and advertising. Němcová Tejkalová (2012) stated that athletes with visible impairment gained more media attention than those with less visible disability. Media representation of athletes with a disability in the older advertisements generally aimed more at the inclusion of the people with a disability than at their achievements, to get the audience used to accept bodies with an impairment (cf. Silk et al., 2019). That has changed. Our research shows that in more current campaigns disability is acknowledged in all selected advertisements and is visible. The difference of the Paralympians and its acceptance have been intentionally targeted, Paralympic athletes becoming the main and often the only characters of the commercials.

In several commercials, athletes with a disability were even portrayed as cyborgs and super-humans (Howe, 2011). The analyzed advertisements mostly depicted wheelchair users or amputees, which overshadows other disabilities and grab the media attention. Another identified frame was supercrip, which challenges the notion of disability and highlights the courage of athletes (e.g. McGillivray et al., 2019). The advertisements also show that the disability should no longer be perceived as something regretful. The producers emphasize that being disabled and doing paralympic sport is not easy but both the lifestyle and the results can be worthy of admiration.

Submission ID

778

The gender divide on Twitter: Analysis of sports journalists' tweets during Tokyo 2021

Authors

Dr. Haim Hagay - Kinneret Academic College

Dr. Alina Bernstein - School of Media Studies, College of Management Academic Studies (COMAS)

Abstract

A consistent finding in sports media studies refers to the different coverage women's sport receives. Women are covered less, and what is covered highlights their femininity over their professionalism (Bernstein, 2020). Empirical studies found that the new media did not bring about change, women are given less coverage, and old coverage patterns

transitioned online (Fraidenburg & Backstrom, 2021). However, numerous studies indicated that during the Olympics, coverage becomes more equal (Billings et al., 2014).

The fact that female journalists can have unmediated interactions with sports consumers online, has given rise to a new discursive sphere that has the potential to challenge the patriarchal discourse dominating sports. Previous studies (Abisaid & Li, 2019; Hagay & Bernstein, 2021) Examined how male and female journalists use Twitter. The findings indicated that despite the potential for alternative discourse, female journalists had fewer interactions with fans, were tweeting mainly about their personal lives, did not maintain the ethos of objectivity, and provided less professional commentary.

In this research, we sought to examine whether, like in traditional sports discourse, social media discourse changes during the Olympic games. We sampled and analyzed all tweets and replies (N=4306) posted by 10 male and eight female prominent Israeli sports journalists From July 16th until August 8th, 2021. The analysis was based on the principles of grounded theory (Glaser & Strauss, 1967).

The findings suggest that tweeting patterns changed during the Olympics, with male and female journalists' tweets becoming increasingly similar in several aspects, whilst some differences persisted.

One novel trend refers to female journalists' professional commentary that depends on no backing male authority. Another shared aspect is the journalists' cross-gender patriotic zeal. Contrary to previous findings in which male journalists maintained the concept of objectivity, during the Olympics Games female and male journalists took on a patriotic stance.

One final shared aspect refers to interactions with Twitter users. In routine times, fans mostly tweeted male journalists, but during the Olympic games, female journalists were also asked questions.

However, there are differences. Whilst female journalists will have polite Twitter interactions, their male peers will take critical, blunt liberties towards the IOC, athletes, and even towards fans and colleagues.

Another difference is the way emotions are treated. When male journalists tweet about excitement, they favor the third person and there will be an apologetic undertone to one's excitement. Female journalists favor an emotional first-person tone.

The final difference relates to politics. Whilst female journalists avoided tweeting about politics, their male peers criticized politicians who tried to take credit for sporting triumphs.

One can conceive of two reasons for the tweeting parallels during the Olympic games:

1. The sporting field – gender-wise, the Olympic games become more of an equal playing field, with values of equality also taking root in social media.

2. The media arena – Israeli female sports journalists took center stage in the Olympic games' television broadcasts. Thus, social media authority can also be attributed to female journalists' prominence in traditional media.

References

- Abisaid, J. L. & Li, B. (2019). He Said, She Said: An Exploration of Male and Female Print Sports Journalist Tweets, Sports Coverage, and Language Style. *Communication & Sport*, 8(6), 757-781. <https://doi.org/10.1177/2167479519848352>
- Bernstein, A. (2020). Women, Media, and Sport. In K. Ross, I. Bachmann, V. Cardo, S. Moorti & M. Scarcelli (Eds.), *The International Encyclopedia of Gender, Media, and Communication*. Wiley-Blackwell.
<https://doi.org/https://doi.org/10.1002/9781119429128.iegmc240>
- Billings, A. C., Angelini, J. R., MacArthur, P. J., Bissell, K. & Smith, L. R. (2014). (Re)Calling London: The Gender Frame Agenda within NBC's Primetime Broadcast of the 2012 Olympiad. *Journalism & Mass Communication Quarterly*, 91(1), 38–58.
<https://doi.org/10.1177/1077699013514416>
- Fraidenburg, K. & Backstrom, L. (2021). Separate and Unequal? Representations of Sportswomen on espnW's and ESPN's Instagram. *International Journal of Sport Communication*, 14(2), 168–194. <https://doi.org/10.1123/ijsc.2020-0306>
- Glaser, B. G. & Strauss, A. L. (1967). *The Discovery of Grounded Theory*. Aldine Publishing.
- Hagay, H. & Bernstein, A. (2021). The male and female sports journalists divide on the Twittersphere. In M. L. Butterworth (Ed.), *Communication and Sport* (pp. 669–692). De Gruyter Mouton.

Submission ID

951

The Price of Freemium: Cultural Citizenship and Media Sport Policy Reform

Authors

Prof. David Rowe - Western Sydney University

Abstract

The screen media sport landscape is in flux to a degree not seen since the period in the late twentieth century when free-to-air television was, in many countries, placed under severe pressure by subscription platforms. In order to prevent the complete ascendancy of

pay TV sport and the consequent exclusion of large segments of the population from national and, in some cases, global popular cultural rituals, the nation state intervened to varying degrees in the marketplace of live mediated sport. One initiative to secure wide viewer access to key sport events was the introduction of anti-siphoning lists, which prevented their sequestration behind paywalls. This action was also, it must be acknowledged, a means of placating politically powerful broadcast television corporations. However, digitally-inspired changes to the screen environment have now blurred the boundaries between the free and the 'free-ish', with significant consequences for cultural citizenship as it relates to access and equity in the mediated sport experience.

While the questions addressed here are global in nature, the principal focus is on one of the countries most commonly recognised (a judgement now in question) as having one of the world's most robust anti-siphoning regimes - Australia. The immediate stimulus for this analysis was a submission initiated by the presenter to the Australian Government's 2020 'Media Reform Green Paper: Modernising television regulation in Australia'. Curiously for an exercise focused on regulation and reform in the televisual field, there was little concern with sport, which is one of the most important areas of programming both for free-to-air and pay-TV. Indeed, the Green Paper made much of the problems besetting the former under competitive threat from many new screen-based content providers, including Over-the-Top (OTT), streaming, web-based and mobile services.

This paper briefly examines the history of protection of sport 'events of national importance and cultural significance', as they are described in the governing Australian broadcasting services legislation, and the recent scaling back of the anti-siphoning list by the conservative government in power since 2013. Justifications for this policy shift include free-to-air television's privileged 'hoarding' of sports properties, its legal ability to on-sell broadcast rights to subscription platforms, and the array of new options for viewing sport. A case in point is Kayo, the OTT video streaming subscription service majority owned by the Murdoch-family controlled News Corporation, which offers a 'freemium' service requiring viewer registration and offers limited free access to some sport events with an 'upselling' option. The public policy and social equity implications of such developments are considered, and the degree to which OTT platforms that harvest data and algorithmically organise audience practices are equivalent to FTA television in terms of reliability, accessibility and cultural citizenship rights is questioned.

*This paper is based on collaborative work with Emeritus Professor Rodney Tiffen, University of Sydney and Professor Brett Hutchins, Monash University. Both have assented to this presentation, which fully acknowledges their overall contribution to its research and scholarship. The paper also contains some discussion and analysis solely by me as presenter.

Submission ID

1075

Gendered Body with National Pride: A Content Analysis of Chinese Sports Magazine's Coverage of Athletes from 2000-2020

Authors

Dr. Yu Guo - Macau University of Science and Technology

Mr. Ke Sun - Macau University of Science and Technology

Mr. Yuxuan Wang - Macau University of Science and Technology

Dr. Yiwei Li - Beijing Normal University-Hong Kong Baptist University United International College

Abstract

Sports are part of the culture and social system that are influenced by orthodox gender ideology, which reflect and reinforce the reality of gender inequality. Although female athletes have been actively participating in competitive sports and challenging the gender stereotypes in sports, the sweeping effect of mass media as a cultural unifier play a powerful role in maintaining hegemonic masculinity in sports. The coverage of male and female athletes in sports media is a major site of this hegemony, especially the representation of athletes' body image, in which their gender matches up with the cultural expectations of the sex they were assigned at birth. Accordingly, the current study focuses on Chinese sports magazines and attempts to investigate how they portray the body image of male and female athletes. Meanwhile, it is worth noting that competitive sports have been associated with nationalism all along. Media coverage of sports is a widely used tool for enhancing national identity and sense of collective belongingness. Therefore, this study also explores how symbols of national pride are embedded in the portrayal of athletes' body image.

To address the research questions, the present study selected *New Sports* (《新体育》), a famous sports magazine in China, as a research subject. Our visual content analysis was based on data collected from 207 portrayals of athletes' body images published in the magazine from 2000 to 2020. In terms of coding categories, "athletes' physical body" (e.g., body type, visibility of the body, pose, accessories, background), "athletes' emotional expression" (e.g., expression in the eyes, facial expression), "photographic perspective" (e.g., angle, types of camera shots), and "national symbol" (e.g., national flag) were coded. Results showed that the body image of athletes portrayed by Chinese sports magazine is consistent with gender stereotypes. More specifically, comparing to the portrayals of male athletes, slim body type (male: $n=34$, 23.3%; female: $n=30$, 49.1%), less active body posture (male: $n=52$, 82.5%; female: $n=11$, 17.5%), none-sports scene (male: $n=96$, 65.3%; female: $n=49$, 81.7%), and jewelry wearing (male: $n=13$, 8.9%; female: $n=22$,

36.1%) are more frequently portrayed among female athletes. Moreover, national symbols are attached to over 37% of Chinese athletes' portrayals in the magazine, among which female athletes are more likely to be associated with national pride than male athletes (male: $n=25$, 17%; female: $n=29$, 48.3%). Findings of the present study contribute to the understanding of how the female body is gendered and serves nationalism in the context of competitive sports.

Submission ID

1145

Contribution du sponsoring et cognition des publics ivoiriens durant l'Euro 2020

Authors

Dr. Ouattara Katia - Université Peleforo Gon Coulibaly de Korhogo

Abstract

La coupe d'Europe des nations de football 2020 (Euro 2020) qui s'est déroulée du 11 juin au 12 juillet 2021 a été une occasion pour des marques de communiquer avec les consommateurs du monde entier. En effet, les sponsors de cet événement continental retransmis à travers la planète, ces entreprises partenaires ont fourni auprès de l'Union européenne de Football Association (UEFA) une visibilité leur permettant de rechercher une reconnaissance mondiale.

Pendant l'Euro 2020, l'on a pu assister en Côte d'Ivoire, notamment dans la ville de Korhogo, à une mobilisation de ses habitants. Ainsi, lors de rencontres sportives, l'on a pu apercevoir des attroupements de populations devant des kiosques à café, des restaurants et des buvettes. Et cela pour suivre les différentes oppositions sportives. Les responsables de ces structures avaient pris soin à la faveur de cet événement d'y installer des postes téléviseurs. Cette manifestation sportive continentale retransmise à travers le monde a été l'occasion d'une exposition des populations ivoiriennes aux actions de sponsoring des parraineurs ou non-commanditaires de l'Euro 2020. En effet, quel est l'effet des actions de sponsoring des partenaires de l'Euro 2020 sur les populations de la ville de Korhogo ? En d'autres termes quel est l'impact de ces actions sur la mémorisation des habitants de la ville de Korhogo aussi bien au niveau de la notoriété spontanée que de la mémorisation assistée ? L'objectif de cette étude est de déterminer l'impact des actions de sponsoring durant l'Euro 2020 sur le niveau de connaissance des parraineurs de cette manifestation du public sportif de Korhogo.

En raison du fait que les populations sont surtout accaparées par les rencontres sportives, cette étude a utilisé au niveau théorique le modèle ELM (Elaboration Likelihood Model) de Petty et Cacioppo. Celui-ci permet de rendre compte des mécanismes d'influence des consommateurs lors d'un événement sportif selon que ceux-ci sont en situation de faible ou de forte implication pour traiter le message publicitaire. Au niveau méthodologique, une enquête par questionnaire a été réalisée auprès de 480 individus ayant effectivement suivi l'Euro 2020.

Les premiers résultats démontrés, au niveau de la ville de Korhogo, une efficacité des actions de sponsoring des partenaires de l'Euro 2020 aussi bien en termes de notoriété assistée que de mémorisation spontanée.

Submission ID

1186

The Impact of Danmaku in Olympic Promotional Videos: Examining Nationalism and World-mindedness in China

Authors

Ms. Tuo Ji - PhD student, School of Journalism, Fudan University

Dr. Bin Shen - School of Journalism, Fudan University

Abstract

Focusing on Danmaku (which is a very popular online collective viewing behaviour in East Asia) presented in the XXIV Olympic Winter Games official promotional videos, this study analyzed how the intensity and emotional valence of Danmaku influenced viewers' perceived nationalism and world-mindedness in China. We proposed that Danmaku intensity and Danmaku emotional valence might interactively affect viewers' eye fixations and eye movements, as well as the nationalism and world-mindedness of viewers. In this study, there were four experimental groups and each participant's visual responses were measured via eye-tracking devices during the promotional video presentation. Meanwhile, a questionnaire method was included. In addition, national ingroup identification and involvement of sports were considered as two moderators given that people's identity cognition and level of user engagement were found to be inherently linked to the sports media consumption behaviour, which might help to enrich our findings.

In Host City Contract -Operational Requirements (International Olympic Committee, 2018), there is a specific requirement for the host country to execute – an effective digital media plan. Media coverage during the Games period influence perceptions of audiences. The

Olympic official promotional videos as part of the media plan present the features of the host country and its residents, and delivers the core value of the host country to the world which also affects the perceived social identity of the local citizens. As Andrew et al (2013) pointed out, Olympic media consumption was related to patriotism, nationalism, and smugness. Therefore, our experiments was based on social identity theory (SIT), which was originally formulated by Henri Tajfel and John Turner. It has been developed as a social psychological theory of the role of the self and identity in group and intergroup phenomena in general (Turner et al., 1987). Considering that participants have different national ingroup identification, this study introduced national ingroup identification as a moderating variable. Past studies have demonstrated that international events like The Olympic Games presents a significantly positive influence of nationalism, patriotism, internationalism and smugness for highly involved viewers (Billings, et al.,2013), so the involvement of sports was also examined as a moderating variable.

Danmaku refers to a type of comment that can scroll across the screen synchronically with the video flow, which is a relatively unique way of media interactions for many viewers. Prior studies about Danmaku tended to focus on live streaming platforms such as DOUYU.COM, Twitch and YouTube Live (e.g., Zhou et al.,). Because Danmaku was developed less than two decades ago with certain cultural features, studies in this area have been relatively limited (e.g., LI, 2017; Ma, 2017; Wang et al.,2021). From a theoretical perspective, this study offers a unique opportunity to explore Danmaku as one new synchronic comment form, and how the content characteristics might influence viewers' perceived identities, especially during the international events.

Submission ID

1220

Conceptual identity and cultural exchange: A Study on the reporting framework of Chinese and American media on the Beijing Winter Olympic Games under the background of the epidemic

Authors

Ms. Yang Zhang - 2370694688@qq.com

Abstract

Abstract: COVID-19 has increased the trend of counter globalization. Epidemic prevention and control and national image building have become an important topic of attention of governments and all sectors of society. As one of the largest home diplomatic activities in China in the post epidemic era, the 2022 Beijing Winter Olympic Games is an important opportunity to enhance China's international voice in sports and improve the national image. This study compares the reporting framework of China and the United States on the Beijing Winter Olympic Games, trying to reveal its deep-seated political and cultural significance.

Introduction: In November 2021, President Biden announced that the United States was considering a diplomatic boycott of the Beijing Winter Olympics. U.S. government officials would not attend the Beijing Winter Olympics in response to the Chinese government's "human rights violations", but would not prevent American athletes from participating. At present, the Olympic Games is the most influential comprehensive sports event in the world. Its influence is far beyond the sports competition itself and has a far-reaching impact in many fields such as politics, economy, culture and so on.

Methods : Combination of qualitative research and quantitative research. Two comparable mainstream media :

China-Xinhua News Agency. CGTN

US-New York Times. CNN

High level-put great emphasis on the theme, as "what is that is going on here?"

Middle level-the plot, background, attribution and analysis of the main event were divided into different dimensions.

Low level-the syntactic structures and vocabulary primarily based on the theory of discourse analysis.

Reality constructing with interests :moderate frame analysis in Middle level

Information source:

US athletes:3

Chinese athletes:12

US government official:6

Chinese government official:8

US experts:3

Chinese experts:8

US common person:3

Chinese common person:9

US working personnel:3

Chinese working personnel:10

The reality was constructed differently with different interests.

Chinese media:Talk about the events, interviews with athletes and speeches by government leaders.

US media : Closed loop management, violation of human rights, political color

Optional words:micro frame analysis in low level

Optional words were used to strengthen the frame selection and the geopolitical background.

Obvious difference of reports' key point

Chinese media : Chinese culture, international communication, new era and other macro positive descriptive words.

US media : Human rights, diplomatic boycott.

Political game:macro frame analysis in high level

All – political background.

Chinese media-politics ,brief coverage,medium comments.

US media-politics.

Report time distribution :

US media:Less quantity and mainly around the beginning of the Winter Olympics

China media:Long time span and large number of reports

Report length :

Brief:17 ;

Short:22 ;

Medium:11 ;

Long:15.

Report theme :

Culture:20 ;

Politics:15 ;

Olympic game:30.

Conclusions:

As China's main diplomatic activity, the 2022 Beijing Winter Olympic Games has profound political and cultural significance. For China, this is an important opportunity to shape China's image, vividly tell Chinese stories and excellent Chinese traditional culture to the world, and better show the real, three-dimensional Comprehensive China. For the United States, its media reports pay more attention to the political significance behind the Winter Olympic Games and play a political game through media reports.

Submission ID

1262

Image of Athletes in Beijing Winter Olympics: Comparing Gender Narratives of Chinese and American Media

Authors

Ms. Yuqing Zhao - Tsinghua university

Prof. Li Zhang - School of Journalism and Communication, Tsinghua University

Abstract

This study explored the differences and similarities between China and America's media construction of athletes of different genders during the 2022 Beijing Winter Olympics, and discussed the development and challenges in the process of gender equality in news reporting under the current complex international context.

As feminism continues to arouse social attention in the field of sports, female athletes have increased their participation and won impressive achievements in sports events. Media around the world are giving more visibility to female athletes while producing sports news as well. However, it has been widely accepted that male stares, gender stereotypes and implicit discrimination against female athletes remain widespread. With the influence of region and social culture, the gender issue in media coverage become more complicated.

This study analyzed and compared all the reports on 2022 Beijing Winter Olympics from Chinese newspaper *People's Daily* and American newspaper *New York Times*. A quantitative content analysis was conducted based on news frame theory. It examined the visibility of masculinity, focus of issues, way to construct gender image, degree of individualism/collectivism, and emotions over gender issue in media coverage on athletes of different gender and nationality.

The analysis demonstrated that masculinity is in general more visible than femininity in both countries' media reports. Yet Chinese media put more emphasis on the female athletes' professional life and tend to adopt a collectivism frame to present their success. In comparison, American media focus more on private life and use the individualism frame more frequently. In those reports that touched on gender issues, American media provided more negative feedback on Chinese athletes than on athletes from other countries. The empirical evidence suggests that the differences of gender image between Chinese and American media are largely interrelated with political and cultural factors, and that the process of gender equality in sports news requires the development of both perspectives.

Submission ID
1755

Changing Facets of Sports Journalism in Digital Era in India

Authors

Dr. Ankit Singh - KR

Abstract

In the words of George Orwell, "Serious sport is war minus the shooting." Whether this analogy with war is appropriate or not is debatable. What is not debatable, though, is the warlike mood and emotions sporting events invoke among players and fans alike. Sports like cricket, football and baseball are a way of life for a huge number of people. Following their favourite teams and players, for many, is as important as eating and sleeping.

At the heart of sports becoming a rage among people is the prominence with which sporting events and sportspersons are covered in the media. There is not a single newspaper that doesn't devote at least one full page to sports events. Similarly, sports-related programmes, especially the ones on cricket in India, hog maximum space on national TV channels. Radio too broadcasts live commentary of sporting events.

However, newspapers, radio and TV are not the only platforms offering sports coverage in today's time. Giving them a run for the money is new media which has emerged as the most instant and potent tool to cover games. In recent times, a number of sports dedicated websites like ESPNCricinfo, Cricbuzz, Sporskeeda, etc., have become widely popular. These websites post live updates of matches, besides offering detailed analyses, features and blogs.

The dawn of the digital era has brought a lot of changes in the existing template of sports journalism. With sports specific websites being launched, several direct to home TV services equipped with the facility of recording coming to the fore and social media platforms allowing everyone to cover and analyse games, the print version of sports

journalism, in particular, was faced with a massive challenge of transforming itself to survive in this new order.

In this paper, some of the changes that sports journalism has undergone in its style and form in the digital era will be examined with a special reference to India. An attempt will also be made to dissect the success stories of a few Indian sports websites. Historical Research method and Case Study method will be employed to collect data and derive conclusions.

Submission ID

1792

We share the sport news: News values as audience selection criteria for Czech sports media Facebook profiles

Authors

Mr. Miroslav Langer - Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University

Ms. Nina Ortová - Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University

Abstract

As summarized in the newest compendium on news values (Temmerman and Mast 2021), modern news values research focuses not only on media and their routines but more and more on the audience. This change of subject of interest also reflects the newsrooms new social-media-oriented routines supported by the availability of the data from the digital media. The estimated shareworthiness, defined as the news value by Harcup and O'Neill (2017) can be measured and tested against the real data of shares and likes.

However, if the concept of news values is understood as a useful tool to describe and categorize the criteria applied during the news selection process in the newsroom environment, beginning with Eilders (2006), it is also proposed to use it as the tool to assess the processes of selective attention and selective retention. The quantitative news values analysis (Maier et al. 2018) can be performed on the data from social networks the same way as on the original media coverage.

For sports fans, media usage patterns are based on various factors including those specific to the sports sphere, including fandom identity and/or identification (Koronios et al. 2020). The parallels between these factors and news values as the description of criteria for audience's selective attention can expand the interpretation of the findings.

Analysis from the 2021 Facebook coverage of major Czech sports media shows that ethnocentric success, sport status, controversy and human interest are among the most prominent news values factors in the top shared posts. The strong role of self-identification in the process of selective attention can be identified in the data.

Further research, including the comparison of the prioritized news values in the original media service and in the most shared stories, will bring thorough understanding of audience selection processes in sports media, a topic that has a potential to open new perspectives on the field.

Note: Results presented in this abstract proposal are based on a preliminary sub-samples' research, full results to be presented in the conference once the abstract is accepted.

Submission ID

1997

The Steel Roses: A Quantitive Content Analysis of the Gender Representations of China's Women Football Team in People's Daily from 2012-2022

Authors

Ms. Peizhi Huang - School of Journalism and Communication, Tsinghua University

Ms. Min Zhu - School of Journalism and Communication, Tsinghua University

Abstract

This study examines the change of media framing for China women's national football team in People's Daily from 2012 to 2022. It aims informed by media framing and feminist theory to understand how the news framing changes and situated the sports news coverage in a larger socio-cultural context to examine why it changed and what implications arise.

Previous studies on sports communication have examined whether the feminisation of marketing has crossed over into male-centric sports magazines, challenged the status quo, and identified the gender role in the Olympics' traditional and social media coverage. Meanwhile, some studies have highlighted the presentation of the female body in sports communication, like how brand advertising presents female athletes, which linked the representation of gender in sports communication to stereotypical definitions of the image of women in the nation. Instead, this study focuses on the characteristics and changes of men's and women's sporting activities in media framing and the formation of attention in the socio-cultural context.

Much research on gender representation and news coverage of sports communication has focused on the U.S and the U.K, with less analysis on Asian countries, especially China. We chose China Women's Football because the team has neither received intensive attention from the media nor carried a high hope of winning compared to the man's team. Yet the women's team has won more medals than the highly funded man's team, which carried the most profound expectation of the public. We explore this phenomenon to uncover the differences in gender agenda setting in the media and the factors that have shifted news framing.

This longitudinal study applies quantitative content analysis to examine the representation of the women's football team for the past decade by capturing the content of People's Daily's coverage related to men's and women's football in the last decade. Which focus on how female athletes' textual and graphic representation changed in the news coverage, the typical misrepresentation of women's football during the past decade, and what has caused the attitude change in the news coverage.

This approach allows a vital perspective to navigate how gender stereotypes and social norms are being challenged and reoriented through examining People's Daily representation of women football. More importantly, to explore what drives the change in news framing. Preliminary findings indicate variables operating at various levels, such as the country's regulatory updates and the continuous winning of medals from the women's team influence coverage and news construction. It is also intriguing to notice that women's football team has increasingly become a point of entry to mock misfiring men's team and a metaphor to reflect the contemporary gender inequality in China.

Submission ID
2020

Sexualization reloaded - onlyfans.com as a platform for self-promotion

Authors

Dr. Joerg-Uwe Nieland - Zeppelin University Friedrichshafen

Dr. Daniela Schaaf - German Sports University

Abstract

The sexualization of sports in the media has a long tradition. Over the past 40 years, this media treatment of sports and female athletes has become significantly differentiated. This is primarily a visual representation strategy that can be observed across sports as well as media. Female athletes (both in editorial and advertising) are increasingly portrayed in

erotic poses; their appearance and attractive charisma become the most important image statement, while the performance achieved or the victories won are relegated to the background – the sexualization of sport has even been joined by tendencies toward the pornification of sport.

Obviously, the sports system has recognized the media's logics and rules of construction and is now trying to adapt individual sports to the changed media conditions. In particular, marginal sports are forced to adapt their competition rhythms and rules to the preferences of the media in order to receive attention in the form of broadcasting time or coverage and advertising presence. At the same time, initiatives by female athletes, federations and the media to counteract the increasing sexualization must also be taken into account.

Despite these public debates, the signaling of physical attractiveness and the emphasis on femininity continue to be of elementary importance in the self-marketing process of female athletes. Our study shows that these two criteria were rated as very important for more than half of the sponsors surveyed. In this context, the signaling of attractiveness took place predominantly through nude or bikini photos of the female athletes in men's magazines. Since 1995, around 50 female athletes in Germany alone have posed for Playboy or another men's magazine to commercialize their erotic media presence.

In recent years, the erotic self-promotion of female sports professionals has also extended into social media. In particular, the platform [onlyfans.com](https://www.onlyfans.com) offers the opportunity to generate revenue directly through the paid provision of web content such as photos and videos (including live streaming), erotic and pornographic content. The main difference to ad-financed social media portals is that profile owners have the possibility to charge money from subscribers (called "fans").

Against this background, our paper aims to discuss the current manifestation and the significance of the sexualization of sports in the media based on qualitative analyses of the forms of presentation and staging on the paid content platform [onlyfans.com](https://www.onlyfans.com). It will be examined how the factor "eroticism" is used as a marketing strategy by female athletes on this platform and how this is commented on by the "fans". First, the criteria of sport, nationality and status (active/former) will be evaluated. Then, case studies are used to analyze the way selected female athletes are portrayed and staged on [onlyfans.com](https://www.onlyfans.com). In the next step, selected comments by [onlyfans.com](https://www.onlyfans.com) users are examined. Finally, the long-term effects of the sexualization strategy on the career paths of female sports professionals on the one hand and on empowerment strategies in women's sports on the other hand will be critically examined.

Submission ID

2062

How the Union of European Football Associations (UEFA) plays the game: communicate football's social responsibility

Authors

Mr. Fernando Jesus da Rocha - University of Beira Interior

Dr. Ricardo Morais - University of Beira Interior/LabCom

Abstract

Racism, xenophobia, homophobia, sexism, and other forms of intolerance have been greatly demonstrated in our societies. Such growth in demonstrations has been accompanied by an increase in campaigns and communication strategies to raise awareness of the importance of respecting human rights.

Football, as one of the sports most played in the world and followed by billions of people, can, in this context, be a privileged stage to a socially responsible communication, especially considering its ability to reach and infiltrate the most varied segments of society (Walters & Tacon, 2011). Sociologist Richard Giulianotti, one of the world's leading researchers on the historical and sociocultural dimensions of soccer, states that "although it is the world's premier team sport, it was only in the 1960s that soccer's social importance received substantive and separate attention from social scientists and historians" (Giulianotti, 2013, p. 18). The author adds that social sciences especially highlight soccer, among collective competitions, as a distinct space for expressing communal identities (Giulianotti, 2015). Thus, in this work we start by drawing attention to the role that football can play in terms of social responsibility; a role that has often been underestimated. We believe that sports organizations, through strategic communication, using the adequate tools to communicate, namely in the digital environment, can be a vector of social transformation.

In this work and in order to deepen this debate, we aim to verify the importance that the Union of European Football Federations (UEFA) attaches to the communication of social responsibility. For this purpose, we consider the 17 Sustainable Development Goals, conceived by the United Nations in 2015, as a beacon of social responsibility content. Combining quantitative and qualitative techniques, such as a case study and content analysis (Coutinho, 2015), we analyze the publications content on Facebook, to understand the dimension and visibility they give to social issues. It is important to note that the observation focuses on the year of 2021, but necessarily considers that strategies aimed at communicating social responsibility, when they exist, result from an implementation that takes place over time, sometimes over several years, configuring, thus, a practice, and not just isolated actions in this analyzed period.

Yet, the first results denote actions limited in time, usually associated with the celebration of world days, which reveal attention on the part of the governing body of football in Europe, but at the same time denotes an attention that is sometimes too limited in time.

Also noteworthy are the various initiatives to which the organization is associated, which also seems to be part of its social responsibility strategy. If, as UEFA's director of football social responsibility says, "they invested €12 million in social responsibility activities" in 2021, in this work we try to understand how they communicate their actions in social media, considering that today digital presence is crucial to reach the different sectors of society, but above all the younger ones, important actors in the development of a more just and respectful society.

Submission ID

2136

Nationalism and Football - The Coverage of the Catalanian Independence Movement in Spanish Daily Newspapers

Authors

Dr. Joerg-Uwe Nieland - German Sports University

Mr. Kai Försterling Beltrán - Hochschule für Medien, Kommunikation und Wirtschaft (Campus Cologne)

Abstract

Being one of the most popular activities across the world, sport's impact surpasses its recreational role and often implicates other parts of society, such as politics. It is therefore not surprising that reporting on politics also deals with aspects of sport and that sports reporting provides more than results and the sport-related information - the (media) debate about the 2022 Winter Olympics in Beijing has once again impressively demonstrated this.

Our study investigates the interaction between sport and politics in the coverage of football in Spanish daily newspapers. Specifically, we study how the Catalanian Independence movement is discussed in sports reporting. Four newspapers were analyzed, two for each nationality that coexist in Spain: El País and Marca on the Spanish side, and Diari Ara and Mundo Deportivo on the Catalanian side. Every day and national coverage is analyzed in the context of four major events in recent Spanish history. These events represent some of the main social and political phenomena in Spanish society - including Catalonia or the Basque country ("Two Spains"). Considered were the two days before the event, the day of the event itself and the two following days. Of the 3441 articles analyzed, only 157 addressed the topic of politics. The content analysis quantifies the influence of politics as well as the role of nationalism. In the next step of the research, a frame analysis was conducted. Three frames were analyzed: the "fundamental rights"-frame, the "hero"-frame, and the "reconciliation".frame. Through a frame analysis of the main topics of the media coverage we confirmed our hypotheses but also showed some unexpected results that

broke the duality which dominated the approach to the topic. This duality was investigated further by measuring the positioning of the newspapers for any of the parties involved in the chosen events.

Our results show that nationalism is the main political topic in Spanish football. The context lends itself to "trench journalism" where the rivalry between the two clubs, Real Madrid and FC Barcelona, represents a historical conflict that has never been solved and still affects politics nowadays. In this way politics is a central part of the Spanish football and therefore the journalism covering it. Differences in how different newspapers react to a given event can be explained through their nationalistic lens.

The findings have implications for the role of politics in football coverage at large, especially in the context of sport mega events and states that are represented by multiple countries. Nationalism is also likely to play a role in the interaction between politics and sports in the coverage of other sports, for example, cricket.

Submission ID

2292

Ceremonial Construction of 2008 and 2022 Beijing Olympics Opening Ceremonies in CCTV Footage

Authors

Prof. Xiaojing Li - School of Media & Communication, Shanghai Jiao Tong University

Ms. Yan Pan - School of Media and Communication, Shanghai Jiao Tong University

Ms. Xiaoding Zhou - Department of Physical Education, Shanghai Jiao Tong University

Mr. GENG YANG XIE - School of Media and Communication, Shanghai Jiao Tong University

Abstract

For a long time, national identity has always been the core of the Olympics opening ceremony studies. Existing findings often revealed that the Olympic opening ceremonies have been widely identified as festivals that attempted to reinforce national identity and belonging. Politics is also an inescapable topic in Olympic sports. In addition, the application of technological elements in previous studies to the presentation of the host country's traditional culture is often neglected in similar studies. More importantly, most existing findings mainly focused on how narratives of the nation were constructed in the Olympic opening ceremonies in different countries. However, there are still few concerns

on longitudinal studies on ceremonial construction of the Olympic opening ceremony in the same country.

Inspired by media spectacle theory and ritual view of communication (Andreasson, J., & Johansson, T., 2019; Debord, G., 2012; Kellner, D., 2003; Paché, G., 2020), this study focused on how the Olympic ritual symbols and Chinese cultural symbols were presented in the opening ceremonies of 2008 Beijing Olympic Games and 2022 Beijing Winter Olympic Games. It attempted to explore the changes in China's national image construction in the opening ceremonies of the two Olympic Games. To illuminate the ritual approach to communication in two Beijing Olympics, the study coded CCTV's live broadcast cultural symbols on the two Olympics opening ceremonies. The lens is the unit of analysis and four coding categories have been used. The results have been combined with a more nuanced textual analysis.

The results showed that: (1) Compared with the opening ceremony of the 2008 Beijing Olympics, the sense of science and technology has become an important symbol in 2022 Beijing Olympics. More technical elements were presented in the connotation of Chinese culture in a modern form. (2) It reflects the change of Chinese political identity: not only expressed herself as showed in 2008, but also has risen to the height of the host country and a leader to explain "all-inclusive" and "harmony in diversity" as a major world power. (3) Though mega-event analysis depoliticized Debord's theory of spectacle, this study offered a macro sociology that incorporated insights from ritual, spectacle, and media event theory (Roche, M., 2000). (4) With Chinese cultural symbols and Olympic ritual symbols, it expressed the expectation of "A Community with a Shared Future for Mankind", and also profoundly reflected China's interpretation of the "together" of the Olympic spirit and the application of "together for a shared future" in the context of a "new era".

Until now, little is known on the ceremonial construction and national image of opening ceremonies in sporting events using content analysis of video encoding. This study used content analysis of video and image-encoding on Olympic ceremonial symbols and cultural symbols from two Olympic opening ceremonies, which provided new insights into the construction of "media rituals" in sport communication. The opening ceremony is an important part of the highly ritualized sports event, which reflects the current situation and future in the background of different international situations. This research provided practical significance in media ritual, and also contributed to national image construction and ritual discourse in international communication expression.

Submission ID

2322

Esports female athlete's lifestyle and tensions in the Free Fire League Latinoamerica

Authors

Prof. Adolfo Gracia - Universidad Nacional Autónoma de México. Facultad de Ciencias Políticas y Sociales

Mr. Cesar Iza Castillo - Student

Prof. Patricia Martínez Torreblanca - Universidad Nacional Autónoma de México. Facultad de Ciencias Políticas y Sociales

Abstract

Even when the competitive practice of video games, esports, have become an entertainment product that attracts millions of people worldwide these remain male dominated. According to data from esports earning there's no women in the top 300 earners in esports, in fact the first woman appears in the 374th place. These contrasts with the global trend where, according to the consulting firm NewZoo, female gamers in 2019 accounted for 46% of the gaming population (Bosman, 2019). Mexico is the 12th biggest market for videogames in the world and of the online population, 65% of men and 60% of women play on mobile devices (NewZoo, 2018). Despite these statistics, there is little academic research examining women esports athletes' experience in the professional esports scene.

This paper, through in depth interviews with female esports athletes that compete in the "FreeFire League Latinoamerica", seeks to understand their experiences via the construction of their lifestyle choices. That can be understood as "a more or less integrated set of practices which an individual embraces, not only because such practices fulfil utilitarian needs, but because they give material form to a particular narrative of self-identity" (Giddens, 1991, p. 81). Where the lifestyle project and the life planning tied to it is not only constrained to day-to-day actions but is also shaped by the institutional settings. Thus, this paper also studies how the female athlete's lifestyle project is modified by the tensions produced by the interaction with the institutional setting of the esports community and their teams. Where these institutions interact with the female athletes through social practices that can be studied as structures with a moral, power, and communicative dimension (Giddens, 2013). These will be analyzed through in depth interviews with their coaches and male teammates.

This article looks to further expand the discussion of women's experiences and the challenges they face in a male dominated esports scene, hoping to help bring forward insights that can help create a more diverse esports scene.

Submission ID

2380

Tumblr as a Context of the Women's Football Fandom

Authors

Dr. Riikka Turtiainen - University of Turku

Abstract

Despite of the recent positive progress around women's football and its media coverage (Turtiainen 2021), football fandom is still regarded as a male-dominated phenomenon in the public discourse. However, the microblogging platform Tumblr seems to serve as a *safe place* for the female football fans (Kunert 2021) and fans of women's football especially. It is a community in which fan interaction can take place without marginalization and trivialization.

Tumblr has been a home for groups marginalized by mainstream media, such as youth, LGBTQ+ and nonbinary persons, people of color, activists, disabled and feminists. And it has been defined as the "social justice" platform with inclusive media representations (McCracken et. al 2020). Likewise, the fan practices and media fandoms have always been a part of Tumblr. Fans have described Tumblr communities more supportive and accepting than other social media contexts. Technically Tumblr is a public online forum: the users have usernames, but the visual structure of the Dash increases the sense of anonymity and privacy by presenting all the posts (published, followed or re-blogged) in a similar way, and thus fading the original authorship. However, the users may experience Tumblr as a quite private since it provides a favourable space for emotional connections (Burton 2020; Kanai 2020).

In this paper, I describe the fandom of women's football in Tumblr by analysing how the platforms' users express their fandom and how the fan communities are formed. In Tumblr it is difficult to collect a systematic research material from certain users or within certain time frame, thus my research method is more like digital observation with *unobtrusive method* (Hine 2015) or as Kanai and others (2020) call it: *an ethnographic approach of immersion* which aims at a deep, qualitative understanding of the platform and its' significance for the users.

With my research material I point out that the female football fandom in Tumblr is combination of the traditional features of football fandom (e.g., communication and improvement of knowledge) and affordances of specific social media service (e.g., GIFs and video clips from mainstream media material). Different contents are marked by hashtags, and the fan communication is formed around asking questions. The most dedicated members of the fan community translate media contents to different languages and for instance transcribe over 40 minutes podcasts from Swedish to English.

The female football fans in Tumblr emphasize equality-based values and certain assumptions and create *imaginary personalities* for their idols – based on these *Tumblr's metatexts*. The fans are extremely active when they seek information about their favorite

footballers and follow the personal social media sites of the players. Likewise other fandoms, fans of women's football create, and share fan fictions strongly based on these reports and shared understandings and values. (Grönroos 2020; Kunert 2021.)

Where women and girls are often marginalized in offline and online sports discourse, Tumblr shows that there is need for more diverse aspects and representations of fandom in sports culture.

Submission ID

2467

A Study on the Influence Mechanism of Social Media on the Communication of Table Tennis in China - An Example of Sina Weibo

Authors

Ms. Xuejiao Qin - Xi

Abstract

Table tennis originated in the late 18th and early 19th centuries, and has become one of the major Olympic events after more than 100 years of development. The Chinese table tennis team, the "gold medalists" of the 2016 Rio Olympics, has become the "online sensation" of the entire country, exploding on social media. On Sina Weibo, 220 million people watched the athletes' live broadcasts and Olympic-related videos were viewed 10.4 billion times. In addition, the Chinese table tennis team became the hottest team after the Rio Olympics in China. The Chinese table tennis team's popularity for the Tokyo Olympics in 2021 continues to grow, and Sina Weibo trending topics are rising. According to data from the Weibo platform, table tennis players Ma Long (men's singles champion) and Xu Xin were recognized as the top five athletes with the biggest fan growth by August 8th, after the Olympic Games ended.

Current academic studies on table tennis focus primarily on psychology, physiology, and kinesiology, with little emphasis on social media research on table tennis. Therefore, this paper takes sports communication as the research perspective and Sina Weibo as the research field, aiming to clarify the relationship between social media and table tennis communication, to understand the current situation of table tennis communication in social media and the characteristics of the content, and to explore the reasons and internal mechanisms that trigger the "table tennis communication effect" in social media.

This study uses a combination of quantitative and qualitative research, choosing the content analysis method, data mining method and in-depth interviews to conduct the

research. Specifically, this paper intends to select the super-talking communities of six top Chinese table tennis players in Sina Weibo as the observation object, and collect all statements in the relevant super-talking communities between July 21, 2021 and August 20, 2021 (during the Olympic Games) and January 1, 2022 and January 31, 2022 as the research material for overall characterization. Furthermore, the tweets of 50 of these users were chosen at random for coding analysis of the sample. In addition, I will select table tennis fans at random for in-depth interviews. Theoretically, this study can broaden a new perspective of table tennis sport communication research; practically, it has significant practical implications for better promoting table tennis sport and culture through social media.

Submission ID

2517

Chinese naturalised athletes' self-representation on social media during the 2022 Beijing Winter Olympic Games

Authors

Mr. Junru Li - The University of Edinburgh

Abstract

In recent decades, labour migration has become one of the key features in international sport (Maguire, 1999; Elliott and Maguire, 2008; Molnar and Maguire, 2008). The phenomenon of foreign-born athletes transferring their national allegiance - athletic naturalisation - has also aroused controversy, triggering the question: who can represent the nation? Media texts influence audience's understanding towards national identity. The media can reinforce such imagined communities of nation through its narratives, and these national discourses can influence people's actions by helping to construct and distinguish the conceptions of "us" and "them" (Hall and Du Gay, 1996). The emergence of social media has vastly changed the relationship between media and sport. The nature of social networking sites is uncentered and interactive which entitles athletes to generate and share content directly and immediately with global audiences. Thus, social media is an effective tool for elite athletes, especially those foreign-born athletes, who compete in international competitions to present their national belonging during the period of massive media attention and heightened patriotic sentiment. Yet, the social media usage of foreign-born athletes has not been fully investigated in the literature; this is even more pronounced in the case of China. This paper, as part of an ongoing doctoral thesis, aims to explore how Chinese naturalised athletes construct their national identity through social media

amid the Olympic Games. Beijing 2022 is the Olympic Games with the largest number of Chinese naturalised athletes (with or without Chinese origin) in history. The paper will discuss preliminary data from a content analysis of the Weibo posts made by Chinese naturalised athletes from 4th to 20th February 2022. Weibo is chosen as the social networking site for analysis due to its status as the most popular social media platform in China as well as its blend of textual content with visual content (photos and videos). The new sociological understanding generated by this may well further our understanding of the meanings and norms of national identity during the Olympic Games and contribute to wider socio-cultural debates around the notion of 'Chineseness'.

Keywords: sport, social media, naturalised athletes, national identity, Olympic Games

Submission ID

2559

A New Voice in NFL Media: A Qualitative Analysis of The Mina Kimes Show featuring Lenny Podcast

Authors

Dr. Benjamin Brojakowski - Angelo State University

Mr. William Gotcher - Angelo State University

Dr. Ellada Gamreklidze - Angelo State University

Abstract

Sports have traditionally been a male-dominated field in many cultures (Kaiser, 2016). Research and anecdotal examples show a substantial difference in men and women's sports coverage (Delia, Katz, & Armstrong, 2021), hiring practices (Claringbould, Knoppers, & Elling, 2004), treatment of media personnel (Hoffman, 2017; Hardin & Shain, 2005) and fans (Auman, 2015), equal pay (Chang, Contreras, & Handel, 2021), and both verbal descriptions (Poniatowski, 2014) and physical appearance of athletes (Krane, Ross, Miller, Ganoë, Lucas-Carr, & Barak, 2011). Research (Kaiser, 2016) also indicates that masculine communication styles are more common in this male-dominated field.

One woman that is gaining popularity in the American sports media world is Mina Kimes. Kimes appears on a variety of ESPN television shows, other media broadcasts, has provided commentary for pre-season National Football League (NFL) games, and currently boasts more than 725,000 Twitter followers. She also hosts the weekly podcast "The Mina Kimes Show featuring Lenny." The show began in September 2018 and is still providing regular content in early 2022. The show is also "cohosted" by her rescue dog Lenny. In each episode, Kimes discussed current NFL events with a guest from the social

media world and includes unique discussions about NFL analytics, storylines, contract negotiations, etc. The show balances these real issues with humor and lightheartedness. This is not very common in the ultra-masculine, traditional NFL media coverage.

In this study, we aim to understand Kimes' communication styles by conducting a qualitative thematic analysis of her podcasts through a genderlect lens. Genderlect theory argues that men and women are taught to communicate in different ways. The theory argues that women use language which focuses on establishing a connection with others and men use talk which focuses on commanding attention and gaining respect (Maiorescu, 2016). Furthermore, through this qualitative analysis of podcasts, we can examine vocalics to better understand how Kimes and her guests use their voices to create informative and entertaining content for the listeners.

In this study, we analyze 27 episodes of this podcast from 2019-2021. We are analyzing the annual division preview episodes (24 podcasts) and the team draft episodes (3 podcasts) that follow the final division preview episode. This data set was chosen because the division preview episodes take place in the weeks leading up to the beginning of the NFL regular season. Opinions about team success during this time are often varied because there is no game data to support any of the host's and guest's opinions. This allows for more personal discussions instead of game recaps that occur during the NFL regular season.

This study is important in better understanding diverse communication styles in sports media. It also allows for a nonverbal analysis of ways media personalities create informative and entertaining content in audio formats. (457 words)

References

- Auman, G. (2015, August 07). Tampa Bay Buccaneers' women's outreach program sparks huge backlash. Retrieved from <http://www.tampabay.com/sports/football/bucs/bucs-program-for-women-sparks-backlash/2240234>
- Claringbould, I., Knoppers, A., & Elling, A. (2004). Exclusionary practices in sport journalism. *Sex Roles*, 51(11-12), 709-718. doi:10.1007/s11199-004-0720-3
- Delia, E.R, Katz, M., & Armstrong, C.G. (2021). Understanding the lack of team identification research in women's sport. *Sport Marketing Quarterly*, 30, 58-68. DOI: 10.32731/smq.291.032021.05
- Hardin, M., & Shain, S. (2005). Strength in numbers? The experiences and attitudes of women in sports media careers. *Journalism & Mass Communication Quarterly*, 82(4), 804-819. doi:10.1177/107769900508200404
- Hoffman, B. (2017, October 05). Cam Newton Draws Rebuke for Mocking Female Reporter. Retrieved from <https://www.nytimes.com/2017/10/04/sports/football/cam-newton-reporter.html>

Kaiser, K. (2016). Challenging and breaking down traditional conceptualizations of genderlect. *Online Information Review*, 40(6), 761-784. 10.1108/OIR-02-2016-0040

Krane, V., Ross, S. R., Miller, M., Ganoë, K., Lucas-Carr, C., & Barak, K. (2011). "it's cheesy when they smile:" What girl athletes prefer in images of female college athletes. *Research Quarterly for Exercise and Sport*, 82(4), 755–768.
<https://doi.org/10.5641/027013611x13275192112104>

Maiorescu, R. D. (2016). Crisis Management at General Motors and Toyota: An analysis of gender-specific communication and media coverage. *Public Relations Review*, 42(4), 556–563. <https://doi.org/10.1016/j.pubrev.2016.03.011>

Poniatowski, K. (2014). "The nail polish underneath the hockey gloves": NBC's framing of women hockey players in the 2010 Winter Olympics. *Journal of Sports Media*, 9(1), 23-44.

Submission ID

2605