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Id: 11948

Title: SPORTS MEGA-EVENTS IN BRAZILIAN MEDIA: 2014 FIFA WORLD CUP AND 2016 OLYMPIC GAMES BROADCASTING RIGHTS

Session Type: Individual submission

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Abstract: Considered to be “the football country” by both national and international press and “football boots homeland”, Brazil has achieved notoriety in the sport by the number of world titles achieved, skilled players and on its talent and improvisation based style of play. From the beginning, the Brazilian team achievements were reported in the country in a festive mood (advertising benefit that the Federal Government took advantage of), in the early XX century, in newspapers, later with striking power on the radio and reaching its zenith on television. Brazilian broadcasters were forced to learn how to do the coverage of mega sports events in foreign territory up to achieving the current know-how. In the first decade of the XXI century, the South American country was chosen to host two of the major sporting events in the world: the FIFA World Cup and the Olympic Games. This has urged immense efforts from the Brazilian Government in the organization of the host cities. At the same time, it challenged the local media to be prepared to cover events of this magnitude at its own home. This work reports the Brazilian media preparation in the context of globalized sports broadcasts, detailing Brazilian television channels special broadcast programming, which in World Cup season inflate its sports coverage according to football. It presents a history of international sports coverage on Brazilian television, describes the particularities of the broadcasting rights for the World Cup and the Olympic Games, delineating the disputes over rights between public broadcast television stations (traditionally Rede Globo, Rede Bandeirantes and Rede Record). It is also evaluated in which aspects these transmissions differ from the Brazilian Football Championship. This research makes use of Brazilian researchers (José Carlos Marques, Ary José Rocco Júnior, Anderson Gurgel Campos, Roberto Da Matta) who are working mega-event and sport mediatization concepts and analyze the FIFA World Cup coverage, contextualizing them with authors such as Maurice Roche and Bowdin Alles. They conceptualize Olympic Games and FIFA World Cup as “media events” and “mega-events” for “those events that are so large that they affect whole economies and reverberate in the global media, internacional tourism

market, target market, level of public financial involvement, political effects, extent of television coverage”.

Id: 12201

Title: Enacting Fan Identities through Binary Oppositions: The Case of Football Fans' Communication in Cyprus.

Session Type: Individual submission

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Abstract: In this paper we present and discuss some key findings from an on-going project on football fans' communicative practices. We focus on football fans' communication in Cyprus, where football fandom and football culture itself are largely characterized by intense rivalries between certain teams, rooted mainly on politics and locality. In particular, we discuss the ways in which fans publicly communicate their affection for their own team, especially when the team is in an outright opposition with another team, and we seek to understand what these oppositional communicative actions mean and what purpose they serve. To answer these questions we use data from field observations of first division football games in Cyprus, from in-depth interviews with fans and from an analysis of football-related websites. We find that, in attempting to prove the superiority of their own fan object over that of the rival, football fans engage in identity construction through a communicative struggle for domination. We term this struggle 'the symbols war'. A key characteristic of this warlike situation is that the superiority of one's own identity is constructed to a smaller extent by appraising one's own team and fan group and to a larger extent by reducing the value of the opposite team and opposite fan group. This 'us versus them' mentality is often articulated through heavy swearing, obscene chants, irony and insults. Another important characteristic of this communication is that these binary oppositions only occasionally refer to sports. Commonly, they refer to social divisions such as those related to politics (left vs. right), local dominance (the boss of the city vs. the subordinates), ethnicity (the Greeks vs. the Turks), gender, masculinity and sexual preference. In particular, rather than ridiculing or humiliating the opponent by stressing the opponent's inferiority in playing football, fans more commonly struggle to ridicule and humiliate their opponents by calling them (typically in obscene and vulgar terms) anti-patriots, weak, racially and culturally inferior, female, feminine, gay, etc. Although such divisions are often based on socio-

historical particularities and conditions of older times, which hold less value in current society, they are still adopted and reproduced in football fans' communication. A third key characteristic is that, although particularly harsh, these communicative practices are often creative, witty and playful. Thus, for fans, the 'symbols war' seems to be just a game; specifically, a game of antagonistic identity performance. At the level of football fandom, these binary oppositions are instrumental in waging the 'symbols war' against rival fan groups, as they satisfy the need for community, identity and distinction. Simultaneously however, on a societal level, these practices can be seen as manifesting, sustaining and reproducing prejudice, stereotyping and social divisions.

Id: 12255

Title: The Run-up to Rio. Framing the build up to the 2016 Olympic Games in The New York Times, The Guardian, Le Monde and El País

Session Type: Individual submission

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Abstract: The Olympic Games are widely regarded as the most prestigious international sporting mega-event. Given their significance and consumption on a global scale elite press discourse aims to make sense of the larger framework of the Olympics long before sporting competition itself get underway and aims to show that the Games are a much more complex event that encompasses significant issues of a social, economical, geopolitical, environmental and cultural nature. Journalists turn their attention to parallel relevant issues such as safety, legacy and ticketing and aim to reflect the often turbulent socio-political context featuring protests or demonstrations often linked to the Games. Reporting on all these issues in the run-up to the event is a crucial part of the public service mission of journalism in democratic societies. As Rowe (2007: 386) points out, sports journalism “cannot be quarantined from the requirements of critical investigation because of its popular cultural object”.

Taking this background into account, the paper examines how four prestigious newspapers in their online versions, The New York Times (United States), The Guardian (United Kingdom), Le Monde (France), and El País (Spain), have covered the run-up to the Rio Olympics, to be held from the 5th – 21st August 2016. For this investigation, researchers have employed the qualitative content analysis technique, with the goal of recording the salient features of the relevant texts included in the four websites. The sample of online newspapers was selected considering strategic criteria such as their relevance, tradition and respectability; the global approach lying at the core of their newsroom cultures; and their high circulation figures within their home countries and abroad.

In a similar vein to Brazilian broadsheet coverage, the research reveals that international media has not only engaged with noteworthy stories of sporting nature -such as the introduction of a new category of refugee athletes or the dropping out of the American

basketball player Kobe Bryant- but also shows that the newspapers sampled have raised the awareness of key contextual issues such as Guanabara Bay's pollution levels; the total cost of building the venues; the rapid spread of the mosquito-borne Zika virus; the cuts in spending due to Brazil's economic crisis; the slow ticket sales; the effects of the transformation of Rio on favela communities; or the concerns about safety, to list a few. The paper will continue tracing the evolution of these issues and others that will emerge in the previous months to Rio 2016. Particular attention will be devoted to how Rio 2016 fits into the macro context of Olympic press discourse to examine issues such as the shift from pre-Games critical coverage to the creation of a "celebratory atmosphere", the consequent appearance of news "black holes", unfinished tales and the substitution of the socio-political agenda for an exclusive sporting narrative.

Id: 12286

Title: Greening sports journalism and sports journalism studies

Session Type: Individual submission

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Abstract: Within sports, concerns are growing about the consequences of environmental degradation, and that modern sports are actually itself contributing to environmental degradation and global warming (Paramaguru, 2014). This paper will investigate the role journalism has to play in addressing environmental problems connected to sports. In particular, we want to probe the role and social responsibility of journalism education and educators, and explore the practical experiences of former students now working as sports journalists.

Described as the toy department of journalism (Rowe 2007), sports journalists are balancing between fourth estate and fan club (Rowe 2005). Journalists want to, but are seldom able to break out from sports schematic routine events. Many sports journalists today have knowledge of the social and political implications of sports, for instance sustainability, but cannot find ways to report upon it. Time pressure, professional norms on what to report upon, uncritical approach toward sources where critical approaches may backfire, are challenges that the sports journalists face (Krøvel 2015).

This paper is framed by an understanding that greening the media and media education (Maxwell and Miller, 2012) is necessary to raise consciousness to the ongoing degeneration of our environment. Critical realism and Nordic ecophilosophy understand empirical phenomena as results of a multitude of simultaneously working casual mechanisms, and see interdisciplinary as necessary and emphasise the need for general insights rather than narrow specialisation (Bhaskar et. al. 2012).

Empirically, this paper is based on textual analyses of existing courses given at various Norwegian journalism schools, and in-depth interviews with key educators at the journalism schools and former journalism students now working as sports journalists.

Preliminary findings indicate that there is a lack of consciousness of the connections between environmental issues and sport. For the institutions, structural limitations give a strong emphasis on teaching the “tools of the trade”. Many also stress the importance of students learning the ability to think clearly and rationally, while much less emphasis is given to issues and subjects such as the environment, politics etc. Many of the sports

journalist share this feeling of non-connection between these issues, and do not consider that sports journalism has anything to do with environment and climate. However, concern for environmental degeneration is prominent, and particularly the educators rate it as an important issue necessary for the journalistic profession to deal with. For the journalists, creative possibilities exists. Reflecting on the potential of doing journalism on sport and environment, almost all the respondents believe that, if they came to their department with an idea related to sports and environment, it would be well accepted if the idea was good enough.

A possible conclusion of the research is that more focus and more attention to environmental issues at the journalism educations, bringing it more to the front of their head so to speak, can be a way of lifting the attention from competition, results etc. towards concern about open and hidden power structures within the sports that inflicts the environment (Krøvel, 2015).

Id: 12305

Title: Ireland as multi-directional symbol: A comparative analysis of sponsored national mythmaking in Irish rugby and soccer

Session Type: Individual submission

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Abstract: A significant body of academic work has examined national mythmaking through sport and the mythologizing role of the media specifically, yet such work also acknowledges that these processes are never simple and that the results are never unified. Taking this as our point of departure, our paper focuses on what Rowe et al. (1998: 121) refer to as 'unpredictable fractures' in national mythmaking through sport. In more recent work, David Rowe (2015: 693) also notes the irony that 'as sport becomes more global and transnational in nature, the national is constantly re-asserted as a locus of collective identification.' In this cultural climate in which the national is valued and emphasized through sport – though precisely what the national is remains contested – the sponsorship of national sports teams can be rather a precarious business activity. This is made all the more complicated and precarious when the company involved sponsors two different national sports teams at the very same time – as is the case here.

Our paper examines Three Ireland's concurrent sponsorship of the Irish international football (soccer) and rugby union teams. Central to this examination is an exploration of the contradictions which lie at the heart of the operation and performance of Three's role as sponsor. We contend that the arrangement, whilst offering significant potential commercial benefit, presents various complications for the sponsor. In particular, the commercial benefits of sponsorship are contingent upon the sponsor working to obscure the financial arrangement that lies behind it, instead enacting a public performance as 'official fan' – a performance that we argue is increasingly unstable in the social media era.

In the case of Three, this unstable 'performance' is exacerbated by its simultaneous sponsorship of two different national sports teams: Irish soccer and Irish rugby. Our analysis centres on a comparison of two television commercials commissioned by Three: 'An Ode to Fans' (football, 2013) and 'All it Takes' (rugby, 2015). Our analysis compares

the myths about Ireland and Irishness at work in these texts and the complications which arise from this. In doing so, we draw on the work of Marcus Free (2013) and Liam O’Callaghan (2011) (amongst others), whose research examines the symbiotic relationship between sport and Irish culture in recent history. Our theoretical analysis also draws on Henri Lefebvre’s (1992) concept of “new scarcities” and Ernesto Laclau’s (2001) notion of the “empty signifier,” both of which are used here to interrogate how sports sponsorship attempts to commodify national identity and accommodate ‘the fissured nature of both nation and sport’ (Rowe et al. 1998: 130).

This paper is part of a larger, ongoing project examining cultural production and cultural storytelling through sport. In this paper we concern ourselves only marginally with institutional dynamics and audience responses to the sports media texts analysed, however, these are also central pillars of the overall project and will form the basis of future publications.

Id: 12331

Title: Covering FIFA scandals in the sports press: investigative journalism, reporting practices and sourcing methods in Mexico and Spain

Session Type: Individual submission

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Abstract: This study compares news coverage of the 2015 FIFA corruption scandal in two Spanish and two Mexican sports newspapers. The importance of the study is that so far the politics and practices of ‘watchdog’ reporting have been discussed and theorised in relation to political journalism, leaving sports and other beats aside. The paper discusses the challenges and opportunities for watchdog journalism in a consumer-oriented beat such as sports.

Besides their similarities in key aspects of their media systems and journalistic cultures (Hallin and Papathanassopoulos, 2002), Spain and Mexico are comparable in important ways. They both hold important leaderships in their respective football confederations – UEFA and CONCACAF—, have the most profitable professional leagues of their region, their national teams have championed their confederation tournaments at least once in the past ten years and both participated in the past six World Cup tournaments, providing a great deal of profit –and corruption opportunities— for both FIFA and their respective confederations. Most importantly for the study is that, as members of the FIFA executive committee, officials of both confederations have been prosecuted for white-collar related crimes.

In a context driven by the political economy of the sports press that depends on the profit generated by professional football coverage, the aim of the paper is to explore whether the news outlets in question actively investigated the local tentacles of the global scandal, or, as we presume, covered it uncritically and passively. Specifically, we analysed whether the newspapers in question generated their own topic agenda on the subject, consulted a diverse range of sources, and investigated the involvement of local football executives rather than merely focusing on distant, high-profile figures such as Joseph Blatter.

To attain this, our quantitative study was based on an 80-variable coding instrument that measured item characteristics, topic framing, journalistic voice, reporting techniques and sourcing patterns. The sample consisted of N=443 news articles published between May and October 2015 from a selection of papers that better reflect two contrasting types of sports journalism: the consumer-oriented sports tabloids –Marca from Spain and Record from Mexico—and the sports sections from reference newspapers –El País from Spain and Reforma from Mexico—.

Id: 12707

Title: The football media event of the year in 2014 and its effect on football media interest in 2015

Session Type: Individual submission

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Abstract: Introduction

In 2014, Germany celebrated the Football World Championship title which caused an enormous audience. The media hit new record highs regarding to the number of recipients. Such huge sport events achieve more people than any other media events. In particular, sporting reports – especially about football – are highly represented on the German media agenda (Schramm/Klimmt 2003). Football receives relevance and acceptance in all social classes (Lohmar/Schauerte 2013; Fürtjes/Hagenah 2011) and is the most popular kind of sport of the Germans who receive preponderantly sporting reports. Given the great enthusiasm during the World Championship this study focuses the effect on football media interest in society.

Theory

This analysis is based on agenda setting research (especially relevance and involvement) and the uses-and-gratifications-approach (especially motives for sport media reception which have been researched very little up to now and are limited to TV, e.g. Aimiller/Kretschmer 1995, Wenner/Gantz 1998, Schramm/Klimmt 2003).

Method

The football media interest is examined using a quantitative survey (n=150; quota sample by age, sex and education level; May 27 to June 17 in 2015) which concerns the 1) attention on football reception in media (frequency; intensity; situation), 2) importance of football (personally and socially estimated relevance; playing football; attending football matches) and 3) motives for football reception in all media (TV, radio, internet, newspaper, magazine).

Results

23 percent of the respondents are more interested in football, 17 percent talk more about football, 10 percent receive more football games and reports in the media and 9 percent are more interested in playing football since the World Championship in 2014. The interest and the intensity in receiving football in media depend highly on personal relevance and the social environment (interpersonal communication and relevance as well as situation of reception (individually or jointly)). Social (social experience) and affective

(tension, fun) motives are accorded top priority during watching football games on TV and in the internet. Cognitive motives (information, having a say) are most important during receiving football reports in TV, internet, newspapers, magazines and radio and have a significant impact on the intensity of football media reception.

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Id: 12813

Title: Sports video games. Analysis and evolution of the Spanish case

Session Type: Individual submission

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Abstract: In the field of game studies, sports videogames is an understudied genre. On the other hand, the video game industry in Spain has had a growing development. Spain is the fourth European country with the highest expenditure interactive digital and videogame has become the largest leisure and entertainment industry in Spain (Dev, 2015). In recent years, they have been created spanish specific electronic entertainment companies that have developed products related to sport themes. The main objective of this study is to an overview of the sports videogames in the Spanish context, by examining its origins, history and evolution up to the present time. The paper examines a number of representative games involved in sports and created in Spain by different video game companies from the late 80s until 2015 that will allow understanding new communicative perspectives on the genre through an general and specific look. This study used a qualitative methodology based on content analysis (Bardin, 2011). Also, this research is supported from a game studios perspective that acknowledges a diversity of approaches and ways of understanding artifacts, individuals, industries and cultures. The data sample comes from review of 10 games (Radical Bikers, Uefa 2000, Micoach Tennis, Soccer Fury, PC Atletismo, Euro Tour Cycling, Football Power, World Rally, Sports connection, Motion Sports) corresponding to 5 video game developer companies (Bit Managers, Dinamic Multimedia, Digital Legends, Gaelco Multimedia and Ubisoft Barcelona). The instruments of analysis used include the observation, description and interpretation of the content analyzed together with a review of the scientific references (Juul, 2003; Consalvo, 2013; Sales and Zimmerman, 2004). The material selected is organized in 5 categories: title; release year; platform; type of sport; description. Thus, the paper analyzes the most representative characteristics of a set of contents analysis will explore the Spanish market for sports games. Based on the results obtained we will contribute to the emerging field of sports videogames research with this specific analysis of phenomenon in Spain.

Id: 12827

Title: Pursuing Athletes or Sport Celebrities: Taiwanese Baseball Player Views on the Media and Self-Positioning

Session Type: Individual submission

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Abstract: In the beginning of 2016, a prominent Taiwanese left-handed pitcher named Wei-Yin Chen signed a five-year deal with the Miami Marlins (National League) in the US Major League Baseball (MLB) for \$ 80 million, including a vesting sixth year option that would push the contract up to \$ 96 million. In the past four years, he has established himself as worthy starter with the Baltimore Orioles (American League). When the news covered his story, Taiwanese people felt proud of Chen's achievement because this deal is the highest for a Taiwanese but not for other Chinese sport stars, such as Yao Ming, Chien-Ming Wang, or Jeremy Lin. Through the coverage from newspapers and sport TV channels, Chen has been actually regarded as a Taiwanese sports celebrity.

Under a climate of tabloidisation over the past decade in Taiwan, the media has been pursuing entertainment celebrities and those who had prominent performances in the sports world, in particular professional athletes. More and more ordinary athletes have had their status changed from that of a 'nobody' to a 'somebody'. Apart from the moniker of sport celebrity, they have been regarded as the 'Honour of Taiwan', i.e. as representative of national heroes and role models by fans in Taiwan. That point has argued that a theory on celebrity who is "distinguished by image or trademark" and "propelled by pseudo-events" is not complete accuracy as sporting celebrities simultaneously have brilliant achievements and a huge influence.

Therefore, what are Taiwanese sport celebrity views on the media in this context? Do they see themselves as stars (or hope people to regard themselves as stars)? The two questions are the focal points to be explored in this article. The main research objectives are selected from four baseball teams in the Chinese Professional Baseball League (CPBL): Brothers-Elephant, Uni-Lions, Lamigo-Monkeys, and EDA-Rhinos. Due to its popularity in Taiwan, the 16 interviewees are of well-known baseball players. This research method uses in-depth interviews.

The results reveal some significant points in terms of the research questions: a. All interviewees believe that sports media plays an important role for reporting on the athletes' success and promoting national sports; b. The media creates a context for superb players to be a sport celebrity, which is those who were interviewed considered it a good, natural thing. Nevertheless, athletes dislike the non-sport media covering them for tabloid or trivial news; c. The media functions as an overseer, which makes professional players consider their behaviour more carefully; d. The media, including non-sport media, should

frequently report different sports news and inspirational stories on athletes' efforts and not just cover them as sports stars; and e. Participants never wanted to be baseball stars but only hoped to work hard to be accomplished, which means they saw themselves just as athletes and not as public figures. Even though they have become sport celebrities, they still concentrated on their professional careers.

Id: 12866

Title: Media Coverage of the 1955 Richard Riot: A reappraisal

Session Type: Individual submission

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Abstract: A March 17, 1955, riot of Montreal Canadiens hockey fans over the suspension of their star player Maurice “Rocket” Richard has become something of a marker in the narrative of Quebec’s drive for political and economic independence. Beginning with an influential editorial written by journalist André Laurendeau, much of the commentary on the riot has characterized it as an early expression of anger over Anglophone dominance. In this reading, Richard comes to symbolize the persecuted; English-speaking NHL commissioner Clarence Campbell the persecutors. Congruent with this narrative, English language media are described as being sympathetic to Campbell’s position, while French language media supposedly supported Richard. In light of Benoît Melançon’s critique of the Richard “myth,” my paper asks whether this characterization of an English-French divide within the media actually existed at the time, or was instead created by later accounts of the riots. That is, have historians simplified the Richard riot so as to fit it more easily into the narrative of emerging Québécois nationalism?

To answer that question, I examine two different sets of journalistic archives. The first of these are accounts, mostly in print, of the events leading up to and immediately following the riots. My main sources of material here are five different Montreal papers (two English language and three French language papers): The Montreal Star, The Montreal Gazette, Montréal Matin, Le Journal de Montréal, and Le Devoir. In addition, I look at five English language papers in other parts of the Canada: The Toronto Star, The Globe and Mail, The Ottawa Citizen, The Calgary Herald, and the Halifax Chronicle Herald. The second source of archival material is from the archives of Radio-Canada, and is composed primarily of televised and radio accounts of the riots made after the fact. My analysis challenges the standard account of the coverage of the riot, as constructed through both popular and academic histories. Most Montreal newspapers, both English and French, initially supported Richard and opposed Campbell; it was only after the riot took place that divisions appeared. A more important but more subtle difference is evident, however, in the framing of political subjectivity and responsibility, with English language papers assuming a more classically liberal understanding of the relationship between the individual and the community than their French language counterparts. The study’s ultimate goal is to provoke reflection on the ways in which historical narratives work to “smooth out” the complicated relations that exist between media, sports, and politics.

Id: 12882

Title: Fitting Reality: How U.S. News Coverage of Brazil and Its Social Ills Changed During the 2014 World Cup

Session Type: Individual submission

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Abstract: Journalists often use sports to help examine social issues. News coverage of large international sporting events helps influence how people around the globe perceive a country. Utilizing framing theory to examine U.S. news coverage of the 2014 World Cup in Brazil, this study determines that coverage of social issues in Brazil is generally negative in USA Today, The New York Times and The Los Angeles Times. More than half of the articles about the World Cup that mention social issues are framed in a negative manner during the 45-day period examined. The most negative newspaper is The New York Times, with 72% of its articles framed negatively. The Los Angeles Times has the largest percentage of articles that are positively framed, with 43% having a positive frame and another 43% of its articles having a neutral frame. For USA Today, about 50% of its articles are negatively framed and 37% are neutral. Overall, this study indicates that when the three studied U.S. newspapers mention social issues in their coverage of the World Cup in Brazil, the coverage tends to be negative. More than half of the articles are framed in a negative manner. While the majority of articles are pessimistic toward Brazil's ability to deal with problems in its society, some articles – particularly in the Los Angeles Times – are more optimistic about Brazil's ability to deal with problems like crime, violence and inequality. This study also finds that the news coverage differs toward the end of the World Cup, with articles, particularly in USA Today and The Los Angeles Times, becoming more positive as Brazil's success at hosting the tournament becomes apparent. While 77% of the overall articles at the start of the World Cup are negative, that drops to 30% at the end of the World Cup. For the individual newspapers, USA Today goes from 100% of its articles being negative at the start to none of them at the end. The Los Angeles Times also has no negative articles at the end. Only The New York Times remains negative toward the end of the World Cup, with 75% of its articles still having a negative frame. This study might be considered an optimistic one from a journalistic point of view. While journalists are often accused of focusing on the negative, the coverage of the World Cup in Brazil indicates that journalists can change their media frame over a relatively short amount of time. As it becomes clear that Brazil's hosting of the 2014 World Cup was successful, journalists start to write more stories that don't focus exclusively on the negative side of Brazilian society. The journalists are modifying their frame to better fit the reality.

Id: 12913

Title: Re-inventing a national tradition: Kano, 'Japanophile,' and the hegemonic struggle of sporting nationalism in Taiwan

Session Type: Individual submission

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Abstract: Baseball in Taiwan is coined “the national sport.” For a long period of time, the game had been utilized by Taiwan's authoritarian regime as a showcase for national glory, an indispensable element reinstating the "Great China" nationalism. The breakthrough moment for concocting the sport's foundation was often attributed to the victory of a Taiwanese elementary-school baseball team "Red Leaves" over an all-star team from Japan in 1968. Despite suspicion of fabrication by local sports historians, the so-called "Red-Leaves legend" remained central to the popular memory until a film's release. *Kano*, a Taiwanese film debuted in 2014, narrated a missed chapter of baseball history concerning how a mixed-race high-school baseball team from the colonial Taiwan of the early 1930s broke up the racial barrier and rose to prominence. The film's release challenged the collective memory of "Red Leaves" legend and gave rise to a discursive struggle of national identification: some pro-unification advocates (between Taiwan and China) accused *Kano* on whitewashing the brutal nature of Japanese colonialism and tagged the film's popularity as “Japanophile”; while pro-independence advocates came to its defense by justifying the tale as a third way of envisioning national identity out of the deadlock contradiction between Chinese nationalism and Japanese colonialism. The paper analyzes the discourse of news reports, reviews and commentaries related to the film to demonstrate two points. First, it aims to illustrate the hegemonic struggle of oppositional narratives of Taiwanese baseball tradition and sporting nationalism. We argue that the film's construction of an alternative foundation of Taiwanese baseball to the vaunted “Red Leaves” myth has given due credit to the Japanese colonialism on its legacies of colonial modernity. Furthermore, it boosted the pro-independence nationalism by justifying a bona fide Taiwanese identity rebelling against all forms of colonization. The emergent “Taiwanese subjectivity” is legitimated by invoking the sanguine aspect of the colonial memory as a leverage to the patrimonial “pro-China” nationalism. Second, we discover that much debate and discussion have used the film as an implication on Taiwan's political and cultural status quo, particularly when situating itself

as opposed to China and Japan. We argue that underneath the discursive legitimization of Taiwanese identity is the popular sentiment to the push-and-pull between two power blocs. On the one side is the collective anxiety over China's threatening economic rise and political bullying in recent years. The similar anxiety also mobilized the "Sunflower Movement" against a closer cross-strait trade relationship with China in 2014 and partly led to the defeat of KMT in the 2016 presidential election. On the other is a recognition of the cultural dependency of the local baseball development on the Japanese baseball industry, including the continuing import of Japanese baseball commodities and the relentless export of local top talents to the ex-colonialist's professional leagues since the 1980s.

Id: 12950

Title: "I am winning, but who really cares "" (The perception of athletes with a disability by TV viewers)

Session Type: Individual submission

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Abstract: The paper provides a theoretical and analytical insight into the audience of sports broadcasting, specifically the broadcasting about athletes with a physical disability. This study focuses on the perception of athletes with a disability by TV viewers. It concerns a research of audience of programmes and news about athletes with a disability of public broadcaster Czech Television (Česká televize), which regularly broadcasts the programme "Paralympic Magazine" (Paralympijský magazín) and the disability topic also appears in the news programmes there.

"Paralympic Magazine" is broadcasted once a month and focuses on athletes with various disabilities. This magazine was watched by more than 170,000 adult viewers in 2015.

This paper presents results of the qualitative research, specifically of 20 semi-structured in-depth interviews with TV audience. The organizations for athletes with a disability provided us with the contacts to their fans. TV viewers were chosen among athletes, people outside the sports area and athletes' family members by the snowball method, and viewers were addressed randomly. The aim was to capture the reactions of viewers. This paper tries to answer several research questions: How do viewers perceive athletes with disabilities? Why do the viewers watch the athletes with disabilities on television? How are the athletes with disabilities presented by media according to the TV viewers? Are they the heroes (viewers admire athletes with disabilities), or these athletes have a disability (so viewers regret athletes with disabilities)? In the programme "Paralympics Magazine" and in the news of Czech public television, there appears a myth of athletes with a disability. The way how media presents the athletes with a disability leads to the stereotyping by the viewers. Roland Barthes described the concept of myth in his book *Mythologies* (2004).

This audience issue has not been of any academic concerns. Some articles with the theme of athletes with a disability occur but no audience research has been published in Czech Republic. For the Czech Republic the topic of athletes with a disability is particularly interesting because the Czech Paralympic team is very successful. It won 11 medals at the last Summer Paralympic Games in London in 2012. The most successful year for the Czech Paralympic team has been in Sydney in 2000, when the Czech Republic won 43

medals.

Id: 12966

Title: TV sports journalists in former Czechoslovakia: dancing among eggs to protect their souls as well as the possibility to do their beloved work

Session Type: Individual submission

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Abstract: Sports staff of the public service broadcaster Česká televize (Czech Television) has had the massive influence within the field of sports journalism in both Czech Republic and former Czechoslovakia. The change of regime in 1989 brought the change of the part of the staff (because of the revealed collaboration of some people with communist state security), but new stars emerged and the prestige of employment in this staff did not fall down.

Still the best sports staff in the country, with the majority of the university-educated journalists, it includes several generations of journalists from those who started their work in previous regime till the youngest people born after the Velvet Revolution. Topics like the communist past and auto-censorship has been not pretty much discussed, but sometimes, especially when some historical moment comes and there is a time for commemorative programmes, it evaporates to the surface.

Based on the research done for the documentary stories about the history of the Czech TV sports staff and six interviews with the “father founder” (the sports staff was founded in 1953 and its separate sports news programme in 1956), as well as people hired in 60’s, 70’s and 80’s of the 20th century, the paper presents a couple of controversial events watched differently according to the point of view and position of the interviewees, as well as their memories of the past: what they perceived as acceptable and unacceptable in dealing with dominant ideology within society and how they reflected their positions.

Those events involve also the two big causes when elite sports journalists were fired from the staff because of ideological reasons in 1970’s. In comparison with the situation of the “common” people or with the colleagues who were fired because of the ideological reasons, the prestige of the employment paid off by the conformity to the regime is easily recognizable. On the other hand we can see the difference in understanding of it based on the generational differences, with the tendency towards more opened and self-reflecting position within the younger generation.

Id: 13051

Title: Sport and Everyday Life: Media, Mobility, Memory

Session Type: Individual submission

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Abstract: Sport is a dynamic cultural phenomenon that, through participation, embodied spectatorship and mediation, constantly produces and reproduces ways of being and seeing. It is, like the human populations with which it interacts, both in global/transnational circulation and grounded in specific national contexts. As a key element of cultural citizenship, sport is deeply implicated in the making of social subjectivities, identities and practices. For this reason, analysing how sport contributes to the constitution of everyday life and to the shaping of socio-cultural futures – and, indeed, to the forging of extant and ‘future memories’ – is an important element of the broader task of understanding societies in perpetual transition. This paper draws on findings from two Australian Research Council-funded projects: Australian Cultural Fields: National and Transnational Dynamics and A Nation of ‘Good Sports’? Cultural Citizenship and Sport in Contemporary Australia. The first involves quantitative analysis of the component of a national survey addressing participation (both physical and spectatorial), taste and knowledge of sport and its communication through media in Australia. The second involves qualitative data analysis from Greater Western Sydney, Australia’s most demographically diverse region, concerning how its highly mobile citizenry orient themselves to sport, media and nation. In addressing this in-progress research, the paper seeks to explore sport’s place in national cultural formations and the ways in which diverse, mobile human subjects are exposed to and construct narratives of self and other by means of mediated sports culture.

Id: 13088

Title: Ronda Rowsey: the power, the glory and the image.

Session Type: Individual submission

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Abstract: Against the backdrop of the growing worldwide popularity of the Ultimate Fighting Championship (UFC), Ronda Rowsey has parlayed her skills as an Olympic bronze medal-winning judoka into full-fledged stardom inside and outside of the octagon. Rowsey's 12-match winning streak, which remained unbroken until her defeat to Holly Holm in November 2015 in UFC 193, won her a significant following within the male-dominated UFC. But with 2 million followers on Twitter and more than 6million followers on Instagram to Rowsey's credit, it is clear that her celebrity statustranscends the UFC fan base. As a relatively recent phenomenon, Rowsey's fame has not been subject to the levels of scholarly analysis as other high-profile sports stars of her calibre. Accordingly, this paper is part of a larger project aimed at exploring the construction, meaning and implications of Rowsey's significance not just in a sporting sense but from also from socio-political and cultural perspectives.

Drawing upon critical studies, including Rojeck's taxonomy of celebrity and Marshall's work on persona studies, thepaper situates Rowsey's celebrity as a product of dynamic interaction among several personas: the recently defeated bantamweight UFC champion, the Hollywood actress, the media celebrity and the 'private' self that Rowsey projects publicly. The discursive construction of each persona is multivalent in nature and constantly in flux as the interplay among the personas provides for an ongoing iteration of identity-construction and re-construction. Although the paper considers the alignments and tensions between Rowsey's personas in general terms, the primary focus is on theframing of Rowsey's femininity across each of her personas and how this framing signifies in relation to the gender norms that prevail within the contexts associated with each persona. Particular attention will be paid to the implications Rowsey's hyper-femininity in UFC promotional discourses,as well as in relation to the representations of other female athletes who have excelled in their sport, particularly to her would-be opponent, Invicta FC world featherweight champion Cris 'Cyborg' Justino, currently the Invicta FC world featherweight champion

Id: 13110

Title: Tom and Vinicius, mascots of the 2016 Rio Olympics: a visual analysis of the animation characters as cultural representations of Brazilian identity

Session Type: Individual submission

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Abstract: The communication strategies of Olympic Games demand many solutions, including the creation of mascots that operate both as a signature character and as a translation of national and sporting values. The focus of this communication is to present and discuss through a visual analysis the characters Vinicius, Olympic mascot, and Tom, Paralympic mascot, both created for the Rio 2016 Olympics and protagonists of an eponymous cartoon series shown on Cartoon Network and online¹. The animated characters, whose name was given as given as an allusion to the two founders of Bossa Nova musical style, Tom Jobim and Vinicius de Moraes, aim to communicate geographical, social and cultural characteristics of Brazil. The analysis embraces the concept of culture, through the authors Geertz (1989), Thompson (1995) and Hall (2005). Ortiz (1994, 2006) informs Brazilian identity studies. The visual and narrative elements that shape the characters are discussed using Chong (2011), McKee (2002), Miguel (2012) and Wells (2012). Communication strategies such as the creation of fictional characters can be understood as actions that highlight an unified identity among different groups inside Brazil, widely known as a friendly, upbeat country with a wealth of natural resources and a respect for diversity. In this sense, the use of animation (with its iconic representation scheme) operates as a bonding membership between Brazilian and foreign audiences alike. As a result, we found that the episodes show a mix of (a) the presentation of competition venues; (b) suggestions of tourism in the city; (c) allusions to various sports and (d) socio-cultural aspects related to Brazilian identity and daily life.

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Id: 13132

Title: Formula E and Environmental Sustainability: A Framing Analysis of UK and Flemish newspaper articles

Session Type: Individual submission

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Abstract: In 2014, the first ever fully electric racing series Formula E aimed at ‘promoting clean energy and sustainability’ took place in the 2008 Olympic Park in Beijing, China. This series incorporates environmental sustainability as a core value as part of the ‘corporate social responsibility’ strategy to create more socially and environmentally responsible sport. The question remains if ES as a core value is acknowledged by the printed media as a previous study found that environmental sustainability featured as a neglected frame in the broadcasts of Formula E and Formula One.

Using a longitudinal and framing approach, this paper compares and contrasts how two bestselling quality and popular newspapers from both the UK and Flanders (Belgium) frame Formula E and environmental sustainability and is as such correlated with media representations of environmental sustainability in autosport.

We extracted data from 214 articles covering 5 years using a thematic content analysis to identify themes and thematic categories which led to establishing a set of dominant and secondary frames.

Research is ongoing but first results suggest that both Flemish and UK newspapers frame news about Formula E firstly in terms of the ‘Formula One (F1) Connection’ and more specifically in view of F1’s recent shortcomings and critique on Formula E. This dominant frame consists of secondary frames such as ‘F1 heritage’, ‘F1 bad health’, ‘FE vs F1 difference’ and ‘universal motorsport values’ (sound, speed, action and safety), the latter framed positively by UK newspapers and negatively by Flemish newspapers. Secondly, it is framed in terms of the debate about ‘urban electric transport’ which incorporates environmental sustainability through innovation in electrical transport as well as educating and involving younger generations. Thirdly, and to a lesser extent, UK newspapers use the frame of ‘national pride’ to refer back to Britain’s leading role in the motorsport industry whilst Flemish newspapers focus on Belgium’s most recent F1 driver.

From these preliminary results, we conclude that with the Formula One frame, all newspapers share a dominant frame with TV broadcasters to situate the relatively

unknown Formula E through its similarities and differences with the very well-known Formula One, thus establishing a base of reference for its readers which is strengthened by the frame of national pride. After this explanatory base of reference, the urban electric transport frame offers a means of validating Formula E in terms of larger social change. In this sense, the newspaper articles about Formula E significantly add meaning to the bare bones of the narrative shown by broadcasters.

Id: 13521

Title: Use of Social Media in Indian Sports with special reference to Hockey, Badminton Wrestling and Shooting (Focus Areas for Olympic 2020)

Session Type: Individual submission

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Abstract: Commercial and structural restraints vis-à-vis media coverage of non-cricket sports in India (Business of Sports KPMG&CII Report, 2014) provoke us to examine sports production, communication and consumption while re configuring media sport in the online world (Hutchins & Rowe, 2010). Social Mediascape is sports oriented as ‘half of the twitter affiliated social activity is sports’ (Smith,2014). Creedon (2014) called London Olympics ‘the Twitter Olympics’ since in the first social media games mainstream media used online conversations to select news. Social media creates more active relationships between sports consumers, media industry and participants unlike traditional mass media models (Bruns and Shirley ,1999). Social media in women sports is vital as finding a broadcast partner remains a challenge (Vann 2014). India is a valid site to review social media in redefining and repositioning sports (issues and events) firstly because of rapid adoption of internet and smart phone technologies (503 million internet users in India by 2017 , IAMA report 2014) and secondly the Sports Development Bill 2013 recognizes the need to broad base sports beyond cricket . CII report on Vision Sports India (at) 75 outlines the focus areas for Olympics 2020 as four specific games and key issues. Sports fosters understanding of gender, fan and communities (Wenner, 2013) besides presenting the images of a nation (Bernstein & Blain,2002) .Recent studies highlight the role of new media w.r.t women sports (Creedon , 2014& 1994; Tang & Cooper 2012; Schmidt ,2015) While social media builds ideological and technological foundations of web 2.0 w.r.t user generated content(Kaplan & Haenstein), it ends in convergence culture (Jenkins 2006;1992) where technology empowers the fans to become co-creators of meanings .

Research Questions

RQ1: Is social media a platform to build strong following for sports underrepresented in Print and TV in India ?

RQ2 : Is sports communication on social media creating conversations on ethics in Indian sports ?

RQ3 : Does social media go beyond ‘celebratization of the female sports persons’ to address issues related to her game ?

RQ 4: How are sports bloggers/ online sports writers framing the key variables of caste and regional identity in their stories?

Methodology

Mixed methods approach will be used. In-depth interviews with sports writers (online), sports bloggers and sportspersons (who play the four selected games; have social media presence on Facebook) will be conducted. Secondly, Qualitative thematic analysis of online sports content related to the four games hockey, badminton, shooting and wrestling in India on Facebook (based on Typology of Social Media Uses on Sports, Witkemper,2014) for a fixed time period will be done.

Implications of the study

This study will aid in formulating a sports communication construct for India which may be extended to other developing countries to fulfill the need for creating dynamic sports cultures across Asia and Africa. It will also bring forth key threads to bridge the gap between sports as a business and as a heterogeneous multimedia package of mediated and participatory communication.

Id: 13530

Title: Media sport ecology and its influence on sports betting behaviour

Session Type: Individual submission

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Abstract: Mediated sport has long ceased to be exclusively about game watching. The transmutation of the place of consumption of sport from stadium stands into living rooms was just the initial stage of a more profound shift Whannel, 2009). The fans' experience of consuming media sport has been complemented by add-ons that enhance the original content that is the competition itself. As Billings has noted 'a person can consume sports media for hours each day without ever seeing or hearing an enacted sporting event' (Billings, 2011). In this context, arguably one of the most thrilling aspects of consumption enhancement is online sports betting, based largely on innovative elements such as second screens, statistical data, and fans' active participation. By placing a bet or assembling a fantasy team, a modern form of betting, fans can engage in mediated sport in a deeper way. However, this expansion of media sport consumption and its progressive convergence with related forms of entertainment such as online gambling also poses a threat to consumers. The pervasiveness of sports betting communication in traditional media as well as in social media networks makes more meaningful the understanding of how these messages might impact the behaviour of sports fans and in a minority of cases induce problem gambling, especially to the most vulnerable groups such as adolescents (Derevensky, 2012).

This paper pursues a twofold aim. First, to illustrate how online sports betting has changed the media sport ecology (Lopez-Gonzalez & Tulloch, 2015), playing a growing part in the relationship between its traditional actors: sport institutions, media companies, and betting sites. Following Wenner's transactional model (1998) the paper explores the intersections between these elements and the impact the convergence of these new actors has had on their status quo: sportswriters turned into social media gambling influencers, traditional media as affiliate marketers of gambling websites or sports celebrities as mentors of gaming behaviour are just some examples of this new context. Secondly, to provide some preliminary results on the characteristics of the messages produced by the media sport ecology. These characteristics include both structural dimensions (Griffiths,

1993; Parke & Griffiths, 2007) and situational dimensions (Griffiths & Parke, 2003) dimensions and include attributes such as frequency, design, authorship, location within media platforms, duration, jackpot size, celebrities portrayed, or authority and respectability attributed to the source.

Id: 13627

Title: Tango dancing in cleats: Sports journalists and their sources

Session Type: Individual submission

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Abstract: The Journalism field is in the midst of a major crisis, driven mainly by technological changes and economic uncertainties. This crisis seems to increase the dependence of journalists on their sources due to staff cuts and lack of funds previously allocated to investigative journalism. Within this new media context, this study discusses reporter-source relations.

The scholarly literature on this topic focuses mainly on two questions: Who gets to be a news source and whether reporters or sources exert greater influence in shaping the news. Broadly speaking, the literature suggests that journalists favor official sources and that the relationships between journalists and their sources can be characterized as a power struggle. And so, scholars routinely use metaphors such as tango dancing and “tug-of-war” to describe the ever-shifting power balance between the two sides involved in the formation of news. Both the symbiotic and the unilateral models assume that journalists and their sources come from two different and oppositional interpretative communities and therefore battle for power over the framing of the news.

In order to examine reporter-source relations this study implements non-participatory observations that lasted two years and in-depth interviews with 20 Israeli sports journalists.

The findings suggest that the new media environment has profoundly shaped reporter-source relations. The need to cover more beats in shorter news cycles increases the reliance on official sources. Furthermore, the new media environment has also affected the nature of the relations and the balance of powers between journalists and their sources. The spectrum of relations can be conceptualized as follows: At one end are the journalists, mainly those who focus on magazine writing, who claim to have no friendly relationships with their sources; At the center of the spectrum are veteran journalists who describe their ties with sources in terms of utility, based on the parties' limited obligations to each other; At the other end of the spectrum are the young journalists who describe a “true bond of friendship” with several of their sources, that is, a relationship that involves a stable sense of solidarity over time. The friendship pattern affects the degree of criticism that journalists express toward their sources, and transforms journalists into actual actors in the sports field. Those young reporters, who are closer to their sources age, promote their sources, advise them on how to deal with the media in order to manage their image and mediate between sources and sports organizations, so that the boundary between PR work and journalism has become increasingly obscure. This kind of relations

creates barriers for older reporters' success giving veteran journalists one more reason to leave the field.

These findings stress the need to re-conceptualize current relations between sports journalists and their regular sources as less conflictual. It appears that sports journalists are abandoning their commitment to a neutral-objectivist model for a new model that can be described as "crony journalism".

Id: 13735

Title: Sport and public service broadcasting in the digital age

Session Type: Individual submission

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Abstract: In an era of multi-channel digital television and increasingly fragmented audiences, live television coverage of major sporting events remains one of the few forms of programming able to bring the nation together for a shared viewing experience. In 2012, for instance, over 90 per cent of the UK's population watched (at least some of) the BBC's coverage of the 2012 London Olympic Games, with audiences for the opening and closing ceremony each exceeding 25 million. However, the access of viewers to live television coverage of major sporting events in such large numbers is dependent on their continued availability via public service broadcasters and/or free-to-air commercial broadcasters. Drawing on a range of national examples from Europe and beyond, this paper argues that there is a very real danger that sport (and particularly live sport) will become an increasingly marginal feature of public service broadcasting in the digital age and that as a result a valuable source of collective memory and cultural citizenship will be lost.

To begin with, the paper outlines the vital role played by PSBs in the historical development of shared national sporting calendars, by providing national exposure to certain sporting events and competitions and raising the profile of these sports beyond their traditional followers. The remainder of the paper is then divided into two parts, which consider, in turn, two issues that require the attention of policy makers and regulators. First, the paper highlights how a combination of the escalating costs of sports rights and a squeeze on their own finances has resulted in a significant dilution in the capacity of many PSBs, perhaps most notably the BBC, to offer live sports coverage as part of a public service mix of programming. For PSBs, sports coverage provides a means

to both bring communities and/or the nation together, as well as to reach audiences that are otherwise often under-served by PSBs, such as young-men, lower-income and ethnic minority audiences. However, to continue to enhance cultural citizenship in these ways, PSBs require adequate funding. Second, the paper moves on to emphasise how, against this backdrop, the position of PSBs (and, albeit to a lesser extent, other free-to-air broadcasters) in the sports rights market is more dependent than ever on the continued existence (and enforcement) of major events legislation, which effectively guarantees that certain key national sporting events remain available on free-to-air television (sometimes also known as 'listed events' or 'anti-siphoning' legislation). Here, it is argued that there is a strong case for the use of major events legislation to enhance cultural citizenship and that, in most cases, the EU and/or national governments should resist the arguments of pay-TV broadcasters and some sports organisations to reduce or 'water down' such legislation.

Id: 13981

Title: How Spanish main football teams are using Twitter

Session Type: Individual submission

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Abstract: The aim of this contribution is to present the results of a content analysis of more than 8,000 tweets to examine how 5 of the most influential Spanish football teams are using Twitter. Although this service is an excellent tool not only to disseminate information but also to talk with followers and to create community, the results show that the leading Spanish football teams are using Twitter mainly with a 1.0 mentality to disseminate promotional information and for live coverages. However, they hardly respond to the mentions or reinforce the contact with their followers through this service. In order to inspire a more appropriate use of the tool, in the last part we will present a set of good practices to create community, from screenshots of the performance at this platform of some of the most prestigious teams in the world.

Id: 14025

Title: Sporting Integration and the Productive Population

Session Type: Individual submission

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Abstract: After the extension of birthright citizenship (*jus soli*) to German-born children of long-term foreign residents in 2000, German migration policy shifted from a focus on exclusion and repatriation to focus on the management and socialization of immigrants and their descendants. At the center of this shift stands the idea of integration, a concept that is poorly defined in policy and public discourse, but which is proposed as the middle ground between assimilation and multiculturalism for managing cultural difference. Several of the first national institutions to develop programs promoting the integration of immigrants and transnational Germans were the German Olympic Sports Confederation (DSOB) and the German Football Association (DFB), which is in charge of fielding the national soccer team. To investigate the conceptualization of the relationship between sports and integration, I examine the place of sports in the National Integration Plan of 2006 and in the integration programs of the German Football Association (DFB) and the German Olympic Sports Confederation (DOSB). Using discourse theory and analysis (Carpentier and De Cleen, 2007), I investigate the social policies and rhetoric around the participation of minority Germans both in youth sports programs and on elite national sporting teams. Following theories from Foucault's lectures on biopolitics, this paper asks how discourses of sporting integration illustrate the connection between integration discourse and the optimization of national life. How does promoting "integration" through sports manage supposedly unruly bodies and turn them into productive citizens? By claiming that "sport is the primary engine of integration in Germany" and that elite athletes of color represent "lived integration" (*gelebte Integration*), politicians and leaders of national sporting organizations have placed sports at the center of national agendas addressing the management of minority and immigrant populations.

This paper concludes with an analysis of the seams of this sporting integration. To reveal the limits of the promises of belonging offered by sporting integration, I examine a debate that flared up after the poor performance of the national soccer team at the Euro Cup in 2012. This debate called into question the loyalty of the mostly minority players who do not sing along with the national anthem before matches begin. This debate included proposals by politicians to require national team members to sing the national anthem. The easy transition from the celebration of beneficial diversity to skepticism and condemnation of transnational athletes reveals the dual nature of biopolitics. The logics dictating that resources and energy be poured into governing non-normative bodies to

transform them into valuable members of the population also dictate that those provisional members be surveilled for evidence of errancy. Despite assurances that sports provide a route to integration, and, thus, to full citizenship, this case shows that even for the nation's most accomplished athletes, the citizenship conferred by sporting integration is provisional and is always subject to question in the national media sphere.

Id: 14057

Title: Where are the results' Transformation of sport section in tradition daily newspaper

Session Type: Individual submission

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Abstract: It would be a moment of full nostalgia, if the Czech sports fan and also devoted reader of newspapers looked back, flipped a favourite newspaper issued several years ago and compared. What would this reader find in an ancient issue? More results, more tables, more pages, more information. But would they be new and useful also in this time? What was the past and what will be the future of the sport sections in traditional daily newspapers?

This paper reacts to the on-going changes when the massive development of new media (and new technologies) influences the traditional media, the printed daily newspapers among them. Sport sections are not excluded, maybe they are - especially in the past form - more influenced and more endangered than some other parts. Sports reporting is generally based on the speed of published results or on visuality which are both main advantage of the Internet. This case study focused on sport sections can demonstrate how the newspapers react in this the new situation and under new conditions.

Based on theoretical approach of the development of new media and potential coexistence of them next to the traditional of Jenkins (2006) or Jakubowicz (2013), this paper provides a analytical insight into traditional daily newspapers in Czech Republic and it deals with transformation of their sport sections.

The quantitative research of Czech daily newspapers Blesk, MF DNES, Právo, Lidové noviny, Hospodářské noviny (has the number of pages changed, decreased, did they completely disappeared or not?) was followed by the qualitative research methods (which content was presented by newspaper before and now - results, tables, reports, interviews, stories, analysis, commentary etc). The in-depth interviews with people who were or still are on the lines of sport department at the time involved are also important part of this study. It focused period from 2001 (when number of Internet users in Czech Republic started to grow strongly and social networks became more popular in Czech Republic) to 2015.

