

# Three Problems of Sports Communication in China in the New Media Era

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**Abstract—** Social media era has brought the sports report in China great difficulties, challenges and chances, which inspires this research to find correspondent solutions and suggestions. This paper through literature review and case analysis discovers that the current status of the sports report in China is closely related to the policy adjustment and strategies of the officials in recent years. As the research for China's sport report started late and accumulated little experience in this field, it is high time for the sports report in China to make timely adjustment and take full use of the traditional media, focusing on the broadcast effect and emphasizing on the broadcast approach and achieving a comprehensive result.

**Keywords—** sports communication; new media; strategies

## I. INTRODUCTION

Sports communication means: "The behavior of human sports culture information transmission or the operation process of sports culture information system, which includes the communication, interaction and communication of sports culture information carried out by human, interpersonal, group, organization and mass media in a certain society" [1]. The way audiences receive information presents unprecedented complexity and diversity. In the face of the new background of the media era, the means, forms and behaviors of sports communication are also in sharp contrast with the traditional communication modes in the past. This requires us to adapt to the new communication situation, adjust our communication strategy based on the concept of sports, carry out reform in technology, content, form and other aspects, and apply the mutual integration and collaboration of multimedia to achieve the effective communication and international influence of Chinese contemporary sports. Speaking of the new media era, we need to understand the concept of new media in the first: what is the new media?

It is generally believed that the concept of new media was first introduced by CBS in 1967. It was first proposed by P. Goldmark, president of CBS technology institute: Compared with the four traditional media of newspapers, outdoor, radio and television, new media is vividly called "the fifth media". In a nutshell, we believe that the new media era is a media form emerging under the new technology support system marked by the rise of the Internet, and it is after the traditional media such as newspapers, outdoor media, radio and television in the past. Compared with traditional media, the

different, new media has the fundamental features of using digital technology, network technology, mobile technology, through the Internet, wireless communication network (WIFI), and satellite channels such as computers, mobile phones, and digital TV terminal, through which providing users with information and entertainment services [2]. "Faster speed, wider scope, greater influence, stronger participation and higher attention" are important features of information communication in the new media era. Therefore, it also objectively provides more choices and technical possibilities for China's current sports communication.

## II. THE PROBLEM OF SPORTS COMMUNICATION IN THE NEW MEDIA ERA OF USE

The research and development of sports communication started late in China. It is universally acknowledged that from 1950, with the first sports magazine <New Sports> published, the research on sports communication in China began to sprout. Up to now, in the course of more than 60 years, China's sports communication has made remarkable achievements. However, on the whole, it should be admitted that for more than half a century, China's sports communication research field of vision is narrow; the important research results are rare. Some people say that since the 2008 Beijing Olympic Games, China has already stepped into the ranks of sports powers. An important basis is that since then, Chinese athletes have ranked top in the number of winning gold and silver medals in major international sports events, thus opening a new chapter in the study of sports communication in China.

In fact, the harvest of Olympic medals at that year is tied to China's <Olympic glory program>, which began in 1994. It is clearly stated in the plan that "the state and society's investment in Olympic projects should be increase each year, key projects should be guaranteed and resources should be allocated more rationally. The training, nutrition and recovery of excellent Olympic sports teams are guaranteed by corresponding scientific research, and the national teams of key projects should be equipped with strong scientific research teams" [3] which is the origin of the so-called 'whole nation system' to win medals.

The implementation of the <Olympic glory program> has indeed benefited Chinese athletes with more medals, but in fact, it does not represent and reflect the true level of China's

sports, and objectively limits the deeply development of China's sports communication research.

Besides, the "Three Balls" of China makes no progress or even declining for many years, especially "the first movement of the world"--football, Chinese football sports is so poor that seriously impede the spread of Chinese sports communication. During the Russia's World Cup qualifier in 2018, the depressed situation and terrible result of Chinese national football team herald again that as an important carrier of the sports communication the national football career still has a long way to go.

### III. OPPORTUNITIES OF SPORTS COMMUNICATION IN THE NEW MEDIA ERA

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In October 2014, the Chinese government announced <Opinions of the state council on accelerating the development of sports industry and promoting sports consumption>, the "national fitness program" rose to national strategy, which is the realistic need of putting people first and developing sports culture, also is a necessary choice to be a true sports power. This embodies the significant adjustment and change of the governing idea, which had a very important practical significance and created conditions for spreading the new media era Chinese sports.

Furthermore, when the general secretary Xi visited Chinese sports delegation in the athletes' village of Nanjing youth Olympic Games in August 2014, as a head of state, he for the first time explicitly put forward a big goal of improving and developing the Three Big Balls - as the country's supreme leader personally gave the specific instruction on the Three Balls, it no doubt had a huge effect. On February 27, 2015, the 10th meeting of the central leading group for comprehensively deepening reform deliberated and approved the <overall plan for China's football reform>. In April, Liu Yandong, vice premier of the state council, took over the leadership of the leading group for China's football reform, making the "improving the Three Big Balls" a national goal.

In an interview with Reuters on October 18, 2015, Xi said, "my biggest expectation for Chinese football is that it can become one of the world's top teams."

On June 14, 2017, Xi, meeting with FIFA President Mauricio Infantino, pointed out that "building a great sports country and a strong sports country is an important part of the Chinese people's efforts to achieve the two centenary goals. The Chinese government attaches great importance to the development of football and gives strong and continuous support.

General Secretary Xi's series of speeches and instructions on developing China's "football basketball volleyball" have undoubtedly enriched and improved the connotation of sports communication in China in the new media era. With the policies at the national level, the dream of China's "Three Big Balls" project rising from the bottom of the valley should be said to be within sight, which objectively provides opportunities to promote the rapid development of China's sports communication.

### IV. CHINESE SPORTS COMMUNICATION STRATEGIES IN NEW MEDIA ERA

#### A. *Adjustment based on propagation mode in the new media era.*

A series of significant changes have taken place in the way of communication, the way of transmission and many other aspects. It is an urgent problem that how Chinese sports communication in the new media era to adjust these changes.

We believe that to actively adjust and adapt to the changing requirements of sports communication in the new media era, the role of new media in sports communication needs to be attached strategic importance.

In view of the powerful communication power of new media, if we do not fully understand and attach enough importance to it and stick to the traditional communication field, it will objectively reduce the communication effect of great sports culture influence.

To be specific, Chinese sports communication in the era of new media should be good at using modern media communication technologies represented by "Internet +", especially the application of new media technologies such as mobile APP client and WeChat public account in sports communication should be fully explored [4].

In this respect, the experience of developed countries in the western sports industry is worth learning. In the process of sports communication in some countries, such as Europe and America, a remarkable feature is that sports events, media operation and reports and related business activities are usually organically combined. In this way, the sports entity companies will get a lot of money, while the media operators will also get a lot of return t achieve the so-called mutual benefit and win-win situation. This new mode of communication, "sports entity company+sports media operation" is extremely effective. "Through these two ways, modern sports accelerate its spread and rapidly improve its globalization degree, and form a kind of "media--sports complex" with huge influence" [5].

Secondly, it is necessary to make full use of the traditional communication carrier.

There is a tendency that when discussing the communication effect in the new media era, some people will deny the traditional media completely. In fact, it is obviously biased."Historically, the theory of the demise of (traditional media) has always appeared after the emergence of new media forms, but so far no media has really died out, only a change

in its role, even the semaphore plays a big role in the modern navy” [6]. We must to clearly know that an important feature of the so-called new media age is the organic integration of traditional media; new media age does not completely reject the traditional media in a certain period of time, which plays an irreplaceable role to spread. Therefore, the traditional media should be placed on the new media age and make effective use of it to play the role in the sports communication.

#### *B. Attention based on communication effects*

How to maximize the effect of sports communication in China in the new media era is undoubtedly the focus of people's attention.

##### *1) In the content, make the “Three Big Balls” as the target.*

Sports communication is an important part of cultural communication. How can sports communication in China in the new media era be more comprehensive, detailed and effective? But there is a saying that “bite off more than you can chew”, “grasp the eyebrows beard” is not a scientific way of working. Therefore, in the era of new media, sports communication in China, we must find out the “principle” that affects the whole body, and this “principle” is an effective grasp! The construction of the “three big balls” project proposed by general secretary Xi is the best starting point, which is due to its natural attributes and characteristics of great attraction, high attention and strong initiative and dissemination.

Speaking of the “Three Big Ball”, the first is undoubtedly football. This is because football is known as the king of sports. At present, there is no other sport in the world that can compete with football in influence. There is an interesting case in history, when the British brought soccer into the African colony, the early arrived French settlers in Africa were not interested, even a little rejected. However, with the aid of soccer movement development and popularization, the influence of UK to Africa came up behind, the soccer played an important role in it [7]. Of course, we should tell the differences and never be dogmatic. For example, baseball is more important than soccer in the US, Americans consider it an “American pastime”. It is a kind of sport that can fully represent the American culture [8]. But on the whole, if we do a good job in the construction of the “Three Big Balls”, especially the football, we should be able to achieve twice the result with half the effort.

##### *2) Formally, focusing on “three-dimensional communication”*

The so-called “three-dimensional communication” can also be called “seamless” communication, which is also a remarkable communication feature of the new media era. Specifically, refers to the new media era full media transmission technology in the field of general mobilization, including the traditional media, outdoor, website, WeChat, Weico, “Saul code interaction” live, mobile phones, big data analysis and visualization processing, and combines the use of the media platform, realizes the traditional media and new media integration of vertical spread sports layout [9].

The blueprint of “three-dimensional communication” of Chinese sports in the new media era should be applied to all media as far as possible to achieve the most extensive, comprehensive and full communication effect.

#### *C. Focus on the communication value*

New media era of China’s sports communication should adhere to the “people-oriented, positively spread” of the socialist culture values--In 2013, the third plenary session of the 18th central committee of the communist party of China adopted the decision on several major issues of comprehensively deepening reform, according to “adhere to the people as the center work orientation, we should give top priority to social benefit and integrate them with economic benefits”, the sports culture of ornamental value, entertainment value, economic value should be affiliated with. In the new media era, we must keep the original source, and firmly grasp the core values of sports culture to communication: from the “gold medal only” in the past, gradually turning to the “people-oriented, national fitness”, return to the real appeal of sports communication and sports pursuit. “We want to win gold medals, but we also need to strengthen our bodies. The performance of the “Three Big Balls” has been declining. The weak sports foundation and the lack of talents fully demonstrates that the transformation from a major sports country to a sports power cannot be achieved without the basic work of national fitness” [10].

#### *D. Response based on communication crisis*

At present, the crisis awareness and perfect handling mechanism of crisis public relations in China's sports communication in the new media era are the necessary components of the communication thought in the new media era. We know that in the new media era, the light and influence of any communication activity can hardly be limited. In recent years, 3 commentators were forced to resign due to some bad interpretation events. Moreover, it once attracted the attention of many foreign media and had a serious negative impact -- and all such negative sports communication events are objectively possible and inevitable to have a crisis. Therefore, it is necessary to establish forward-looking crisis awareness and a corresponding crisis public relations handling mechanism: First, crisis events in communication can be minimized. Second, the unexpected crisis events can be controlled within a controllable scope, so as to minimize their negative transmission effects.

#### *E. Based on the construction of comprehensive communication system*

The ability and level of sports communication is an important embodiment of a country's soft power. It has become a very urgent strategic task to construct a sports communication system adapted to China's national conditions in the new media era as soon as possible and enhance China's sports communication ability at home and abroad.

To construct China's modern sports communication system, we think we should focus on two aspects. It is necessary to make full use of new media technology to build a comprehensive sports communication platform, stand at the forefront of new media development, vigorously expand communication channels, enrich communication means,

accelerate the construction of a communication system with fast transmission and wide coverage, and effectively improve the boundary and quality of sports communication in China; The second is to raise awareness for the perspective of talent training. Whether China's sports communication can make a difference and make a big difference in the new media era fundamentally depends on the construction and function of the talent team. Therefore, as soon as possible to build a team of sports communication talents with excellent moral ideology and professional ability is an indispensable part of building China's sports communication target system.

#### V. CONCLUSION

China's sports report is a brand-new subject in this age. "Before this era, traditional media occupies the market for its public influence and unshakable place in the mass's heart, while people gain the majority of information from it" [11]. In contrast, whether the social media can earn such place and trust from the mass will decide its real broadcast effect. For this reason, this paper thinks that China's sports report should have an insight of the future, in other words, to reach the ideal broadcast effect, China's sport report should be integrated with the construction of culture system and formed the consciousness of "playing a chess" in all levels of departments. All departments cooperate and coordinate can realize an overall promotion of China's sports report in the new media era.

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