Optimizing the Interactive Relationship Between Sports Industry and New Media

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ABSTRACT: In today's consumerism is the feature of the popular culture background, the combination of sports industry and new media, the Internet began to shift to the entertainment, it has attracted a large audience, but also in the process of pursuing the interests of appeared many discordant notes. How to further optimize the interactive relationship between the new media and the sports industry, so that the coordinated development, cooperation and win-win, is a proposition to be solved.

KEYWORDS: Sports industry; New media; Interaction

1. ANALYSIS ON THE CURRENT SITUATION OF THE INTERACTION BETWEEN SPORTS INDUSTRY AND NEW MEDIA

In the information age, with the rapid development of communication technology and computer network application technology, human society has entered a new stage of modern information dissemination. Strengths in the formation of environmental information, the new media has other traditional media incomparable, it through the production of large amounts of information, copy and large area spread, can in a short period of time, similar information spread throughout society, cause popular momentum of information; secondly, new media information with openness, significant and direct the create information environment has become an important person.

Sports on the individual as a human instinct, society is a social phenomenon, however, in the context of the modern social impact of information, sports development is also facing a new situation, in the face of new problems. Our study of sports communication has to be based on the background of the information society, on this basis to explore the present and future development of sports.

American Society of scholars Jay J. Coakley (Jay.) in the study of the relationship between sports and media that since the seventies of the 20th century, global economic factors greatly strengthen the link between sport and the media, sports and media mutual dependence is based on the concern of economic benefits, each side with in the other party to achieve commercial success, both sides have a mutually beneficial interaction between. The interaction between sports and the media must be in a larger cultural environment in order to be able to form and develop. In this environment, people often pay a high degree of attention to the competition of commercial profits and media reports.

2. THE TWO SIDES OF THE INTERACTIVE RELATIONSHIP BETWEEN THE SPORTS INDUSTRY AND THE NEW MEDIA

New media in its unique way in all aspects of sports industrialization produced a profound effect, but this effect not unilateral, sports industry in the influence of new media at the same time, also in their way to constantly on new media exerts an influence, make the new media in the development of sports industry at the same time itself is also in constant change.

2.1 Sports industry and new media in the common development of mutual promotion

From the point of view of communication, the spread of any information must have its own charm. Sports to make the content of the new media richer, more attractive, more powerful, is one of the most vivid source of content. In the rapid change of information communication environment, the new media can be multi angle, multi side, multi view as much as possible for the audience to capture the latest and most complete sports information. Sports itself unique charm decided it has a large number of a high degree of loyalty to the audience, to sports news, the sports information dissemination, providing knowledge of sports and sports entertainment sports programs for the purpose of business, not shake to occupy a market of the audience.
The new media and the sports industry have a mutual benefit relationship between the two and are particularly closely linked. Sports for the new media to provide a rich variety of programs to improve the new media hits and ratings for the new media increased advertising revenue, but also to promote the new media constantly improve technology, rich media. At the same time, the new media through the purchase of broadcast rights and other forms of sports industry to provide economic support, and promote the further development of the sports industry. With the new media, the unique charm of sports to enjoy the show, but also to attract more attention and participation of the audience.

2.2 The negative effect of the interaction between the sports industry and the new media

On the one hand, the emergence of false news weakens the credibility of the new media. Is not conducive to the healthy development of the sports industry and the new media, but also to the new media in the dissemination of sports information, supervision and other business caused a negative impact on the business, weakening the credibility of the new media.

On the other hand is the emerging sports reports showing vulgarization, sex and money tendency. Sports humanistic spirit and professionalism is a sports journalists cannot be lack of the basic conditions, but a lot of sports reporter is keen on collecting fighting, suicide, violence in sport, coach class, celebrity divorce, bar affair "Mengliao", reported in the vulgar and pornographic and other common phenomenon, which is mainly manifested in the title and pictures. In addition, a variety of language violence is full of in network sports news, a very normal sports competitions as bitter and language violence is full of in network sports news, in the title and pictures. In addition, a variety of common phenomenon, which is mainly manifested reported in the vulgar and pornographic and other classes, but a lot of sports reporter is keen on.

The emergence of false news, from the one-sided pursuit of economic interests. The direct cause of the false news in the sports media is the hope of causing a sensation, attracting the attention of the audience. Therefore, in order to suppress the new media blindly pursue the maximization of economic benefits and exercise effective social responsibility, should be enacted as soon as possible about the new media communication and new media management of special laws and regulations, the new media business trend in an operation is very strong and than the male, is the industry law within the framework of"; or continuous modification and improvement of the constitution, criminal law, civil law and other laws applicable to the news published in legal terms, which can adapt to the status quo of the development of new media.

3.2 To enhance the credibility of the new media, the key to provide a guarantee from the system

In the interior, the establishment of quality control system, collecting, editing, examining, sowing the program are rules to follow, avoid in the journalism and communication in a disorderly state. Correspondent, special correspondent, freelance writer of the new media articles to guard a pass strictly, to establish manuscripts responsibility system. That 'who manuscripts, who is responsible for' system. That is to say, if a manuscript provided by correspondents and stringers or freelance writer, manuscripts are also responsible. If manuscripts often appear problem, media, apart from the need to give certain measures to deal with the relevant contributors, should also give a warning and punishment primarily responsible for manuscripts. In addition, it is necessary to further improve the assessment system. In uphold and improve the existing assessment scoring system at the same time, the media should also stressed to reporters edit the annual comprehensive assessment, such annual assessment should also be quantified as far as possible, should also be the reporters and editors in this year whether to write the false news included, if any shall severely punished.”

3.3 To promote sports journalists to the rational cognition of sports industry, improve the professional quality, strengthen industry self-discipline.

"The media should be perennial tirelessly for journalists of professional ethics education, to a strong emphasis on solid interview style, to vigorously promote the deeds of some thought honest, pragmatic style of work of journalists and establish a model for everyone to learn. In addition, it should also be held in a timely false news site anatomy." Sports journalists should also continue to improve their literacy, according to their own
practical work to enhance business awareness, strive to become a scholar type, expert type of journalists.

REFERENCES