Research on the Reconstructing National Image of Football

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\textbf{Abstract.} This research tries to analyze the current situation of mass media in building the national image of national football, and explore the reasons for the mass media's public image formation and the public media to build the public image of the national football, and then put forward reasonable proposals, forming a good circulation of football public opinion, and laying a good foundation of public opinion.

The Current Situation of Constructing the National Image of Football by Mass Media

Although the strength of national football is weak objectively, whether the mass media can be able to build national football image and guide the direction of public opinion is also an integral part of deepening the reform movement of football. So Kunitari to different image display to the audience. The official authority of the media because of the national football athletics downturn is unable to guide public opinion, so the direction of public opinion to encourage more discourse-oriented. The official media to build the country enough to "football reckless person", "loser" image to the public; the general media to meet the audience tastes, recognized by the audience and access to economic interests, the layout is more violent and pornographic Content presentation. For example, "the ancient and the troubled country drama football staged again, Big Brother" Lippi "down the mountain, the strongest lineup and then together," the article's lakes flavor want to cover the lack of national football competition level, the national football head coach Lippi now seems to become rivers and lakes big brother, Rivers and lakes, football into a "Liangshan Ju Yi Hall."

Since the media because of low barriers to communication and interaction with the audience, so since the media views and opinions in the process of dissemination of the audience has spread the advantages of speed; from the media's remarks, public opinion is not perfect, since the media content is biased ridicule irony And teasing abuse. "30 years of professional lose, there are many national football" excellent "quality is worth learning", for example, the article is not only the minimum ironic national football as "special can lose" and "lose porters", but also innuendo Teasing China's foreign policy, the article mentions that: "If, for example, before the game, a friend decisively choose not to watch the ball. Her argument is: if we win Syria quite embarrassed, after all, people war, everywhere, wins the non-martial arts, it seems that I want more...she really wanted to more, the national football consciousness is not her high? You see, the national football to decisive action to 0: 1 at home lost to Syria, This is a kind of spirit? This is a great international humanitarian spirit, the first friendship, the second game, more fully embodies the Chinese concept of foreign justice: war relentless, national football friendship." Article by the national football lost to China Real estate economy is insane, the stock market blew out, and finally questioned whether the realization of the Chinese dream. The article in a few days to read more than ten million, resulting in poor public opinion on the network. Since the media to a low threshold, inadequate supervision of the characteristics of the country into a curse and Tucao attack the object. Since the media reported on the national football problem not only brings great damage, but also lead to network of public opinion ecological system imbalance.
Reasons for the Formation of Chinese Football in Public Media

After the reform and opening up, mass media is influenced by the freedom of the press. The marketization of the economy has swept the mass media market. The demands of the mass media for the mass media have been continuously improved, and the economic base, structural framework and media scale of the mass media have changed. The official media is weak because of national strength so weak to guide public opinion, the general media is different from the authority of the government media guidance public opinion, general media guidance of public opinion tend to the needs of the public, the media shows vulgar content, different from the authoritative media powerless attitude. Mass media to guide public opinion to meet the "entertainment to death" era; mass media and public opinion guide the image of Guowu ugly, national football formation of unhealthy public opinion.

Mass media entertainment media to avoid the authority of the agenda set by the media framework and public opinion, the general media and media by the national football entertainment trend and the inevitable herd mentality, the national football by the media to create a negative image representative. Negative images start from two dimensions. First, the image of national football in real estate, health care, food, medicine and other industries as if for a variety of industry endorsements. Second, the National Football into the entertainment information collection station, the audience with social policies in the country, to talk interesting topics. Each audience is constantly sarcastic, ironic and cursing, personal attempt to derive national football to get a sense of group presence. The mass media successfully transformed the national football into a victim of "entertainment to death" and "universal carnival" derivatives, the audience will be a rigid concept of the game needs to follow the entertainment trend of soft demand.

The national football image and a variety of factors closely related to the most important thing is the image of football crisis management departments can not form a united front with the media to deal with the problem of national football image building. The media get news, because the football management department can not confirm the accuracy and objectivity of the message, it can not be timely and accurate message; there are some general lack of media literacy, prior to the release of information without verification, after the release of authoritative information And not timely correction, resulting in the audience can not distinguish between true and false news; football management department is different from the media to send and receive news advantage in the timely dissemination of authority and lack of public opinion and ability to guide the football management department as a result of citizenship and power Role status, public opinion and guide the role of participation in the consciousness of weak behavior lag. The communication between the two weak communication caused by early loss of initiative, let the distortion of the news circulated, distortion of the message seriously damaged the image of the national football and had a bad effect of communication, public opinion serious deterioration of the ecological environment.

Media's Construction of Chinese Football Public Image

Professionalism is the mass media coverage of the news of the foothold, "entertainment to death" affect the mass media to build the national football image, mass media entertainment reports national football trend, the vast majority of the media can not extricate themselves, so that the media lost a unique feature of the audience fatigue Ugly. Now the public rational thinking gradually return to assess the value of the increase, the previous cliche reports have long been unable to meet the needs of most of today's audience, vulgar, low-level reports so that the audience disgusted away, and excessive professionalism only meet the professional vision, does not apply to most audiences. In the mass media rendering under the formation of a stereotype, such as the Beijing Northern Hemisphere International Culture Communication Co., Ltd. produced the "football all the hey," the column to comment on football hot events interspersed during the sarcastic Guozu scripts to attract the audience attention, The play reached more than 26 million hits. Since the media interaction with the audience because of the advantages of communication, so the audience is more willing to network in the field of public opinion to express their views and opinions. The majority of people in
a short time gathered in the center of the subject, the audience is very obvious psychological characteristics of the group. Therefore, the majority of the public opinion, the majority of the public opinion is the main part of the reality of the fans and the other part of the virtual users, both exist and not contradictory. Gustave Le Pen, a famous social psychologist in France, explains the conditions for group formation in "united people": "the first personality disappears first, and then their feelings or thoughts are concerned with the same thing." In the audience, "Opinion leaders", most of these groups have good written language skills and unique views, and has a very strong sense of criticism, and from the real life football "unique" insights to express the various network platform to attract audiences; As a result The lack of communication between the mass media and football management departments due to lack of interaction, both sides can not effectively voice and guide public opinion to achieve the image of the national football crisis as a turning point. Mass media through the continuity and scale of the report, the formation of a consistent set of goals of public opinion, thus affects the direction of public opinion. Public opinion is usually regarded as a view representing the interests of the majority of people; it can effectively induce the public to move closer to the central event, and thus the formation of image crisis. Football management departments in dealing with national football image crisis is the key to the use of mass media power, is the formation of public opinion process to effectively monitor, guide and grasp, to the football management department in favor of the direction of development.

**Rebuilding the Public Image of Chinese Football by Media**

Strengthen the supervision of news media, and create a good public opinion soft environment is only temporary move, to improve the national football level is the root of the problem. Strengthen the supervision power of news media, mass media to create a healthy atmosphere of public opinion, change the direction to guide public opinion. Kunitari public image of the complex causes of its own tactical level of ability is a flawed, in order to solve the problem of national football image, the parties need to work together. Mass media as a vane, the direction of public opinion to guide the audience will indirectly affect the perspective of the problem. Such as Xi Jinping in the propaganda work conference requirements: "do propaganda and ideological work, we must solve the 'for whom, who, who I am,' the fundamental problem, adhere to the correct orientation in the first place, adhere to the unity of party spirit and people", adhere to the party media unshakable.

Guide the football authority in the public debate in the process of public opinion to guide the direction of the fans is a large number of different identity, occupation of the individual with the same interest and a group gathered together, the interaction between groups of members, emotions easily infected with any football The events are easily change the group's psychological state and tendency. Football authority figures similar to Lippmann "public opinion" mentioned in the opinion of the leaders of ideas, opinion leaders on behalf of the dissemination of information in the special influence of people who have the power to change the thinking and behavior of the team, so the mass media Opinion leaders of great significance, the General Secretary said, "to resent complaints to resolve in time to correct the wrong view to timely guidance and correction" from the media to guide the public to the positive direction and create a healthy and upward public opinion atmosphere.

The mass media and football management departments to interact with each other in order to play a combination of boxing, in order to completely strangle the national image of the nationalization of the throat. In the national football crisis public relations, the media must be mutual interaction with the football management department to eliminate and resolve easily lead to the outbreak of the conflict of public opinion, to safeguard national football public image. The media should be more criticism and constructive comments; less emotional catharsis to help Kunitari timely detection and correction; more on the team live performance encouragement, less exaggerated praise, to help clear their objective positioning, to establish a can And the goal; football management and media communication should not be emergency, sudden, and should be smooth channels, relying on the system to form the normalization of news communication, the media and the formation of a good PR relationship.
Acknowledgement


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