

# Exploration on Sports News Communication Strategies of Traditional TV Media in the Context of New Media

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**Abstract:** This paper focuses on sports journalism, analyzes the dissemination characteristics of sports news in the context of new media, take short sports videos as an example to analyze the "rise" of new media in sports news and explore the "shock" of television media. Based on the above, this paper also discusses how to maximize the advantages of TV media, keep up with the trend of the 5G era, and realize the sustainable development of TV media broadcasting sports news.

**Keywords:** Sports News; Television Media; New Media; Integrated and Complementary Development

## 1. Introduction

With the improvement of the people's material living standards in our country, people have begun to pay more attention on pursuing the richness of spiritual life. Sports as an effective way to alleviate mental stress has been given increasingly focuses. People not only actively participate in physical exercise, but also spend more time on sports news reports. Sports news communication has become an important content that modern media cannot ignore.

The development of science and technology and new online media has provided more diversified and novel ways for the dissemination of sports news, and revolutionary changes have taken place in the entire media field. After more than 30 years of development, TV sports in our country has always played a mainstay role in disseminating sports news. However, under the impact of the rise of many new media, the strong position of TV media has been shaken. If TV sports wants to maintain its strong ratings, it must seize the historical opportunities in the 5G era, make appropriate changes in a timely and appropriate manner, and maintain its long-term development.

This article reveals the current status of TV media and new media in disseminating sports news and explores the strategies for the integration and development of TV media and new media. To makes better use of the media's role in disseminating sports culture. It also provides reference for the news media dissemination of large-scale comprehensive sports events such as the upcoming Hangzhou Asian Games and Beijing Winter Olympics.

## 2. Dissemination characteristics of sports news in the context of new media

Under the background of different times, the dissemination of sports news shows different characteristics. In the context of new media, there are four characteristics.

### 2.1 Diversification of communication patterns

Television sports in China have experienced more than 30 years of development. Traditionally, traditional sports

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news dissemination is mainly based on television media-the audience watches at a fixed time, and different sports events attract specific audiences. However, since Sohu.com, which was founded in February 1998, has involved in sports reporting, sports news communication has gradually opened up new media "channels", and commercial portals such as Tencent have subsequently created sports sections.

Nowadays, sports news is spreading in more and more diverse ways. We can obtain sports news information through various portals, news clients, Weibo, WeChat public accounts, social platforms, short video platforms and other methods. For example, the WeChat public account "Sports Blue Book" is positioned as a professional, authoritative and forward-looking sports industry annual industry report. Users can easily understand the latest sports related policy documents issued by the country. Diversified communication methods provide convenience for everyone and break the time and space restrictions of traditional TV sports.

## **2.2 Fragmentation and personalization of information reading**

With the widespread use of mobile clients and a fast-paced lifestyle, people's reading tends to "get the maximum amount of information in the shortest time." Although we read a lot of information every day, most of this information is fragmented, which is different from the strict and in-depth analysis of the entire paragraph of logic.

In addition, through "big data" analysis, various new media platforms will recommend relevant event information based on users' reading habits and provide personalized services. Sports events and sports cultural dissemination activities have achieved a full range of online, offline, multi-angle, and full-time interactions through multiple channels, including Weibo and WeChat forums, to meet the individual needs of different users for sports culture.<sup>[1]</sup>

## **2.3 Mass and sharing of information**

New media provides a huge amount of information source for the audience. Compared with traditional media, new media is less affected by layout and space. While understanding the content of the text sports news, it can also be spread in all aspects through video, pictures and sound, which greatly enhances the fun of sports communication.

The sharing of information dissemination is not only reflected in the "one-click forwarding" between users, but also in the information sharing between TV sports and new media sports, which helps to improve the quality of sports dissemination.

## **2.4 Interactivity and breadth of audience participation**

The rise of new media has activated the atmosphere of sports culture communication. According to the data released by Weibo on August 22, 2016, the Chinese women's volleyball team won the championship that night, and the women's volleyball team won the championship on Weibo with 620 million views and 110 million interactions.<sup>[2]</sup>

The unique interactivity of new media has greatly enhanced people's enthusiasm and enthusiasm for participating in sports. In terms of the new media dissemination of the Rio 2016 Olympic Games, only Tencent Sports' full-platform video playback volume has exceeded 8.1 billion times, and user coverage has reached 7.5. Ten million people, Tencent's own ten programs volume exceeded 1.5 billion times.<sup>[3]</sup>

## **3. The "rise" of new media in sports news: Taking sports short videos as an example**

In 2016, it became the "first year" of short videos.<sup>[4]</sup> and it has grown rapidly in just a few years. Sports short videos are a branch of the short video category. It refers to sports-related video content about sports played on various new Internet media platforms, suitable for viewing in mobile leisure, and pushed at high frequency. A sports-related dissemination method within 5 minutes.<sup>[5]</sup> Sports short video is a new way of communication combining sports with new media. The combination of sports's entertainment and competitive short video is short and flat. It has been sought after by people and has become one of the major sports events.

The most prominent feature of sports short videos is to make the audience more involved. With the continuous development of sports media technology, during the dissemination of sports videos, the audience shifted from the role of the traditional viewer to the role of "director", realizing the reconstruction of sports media products. As a result, sports media are no longer the sole producers of sports texts. The audience becomes a producer, which not only changes the production method of sports media text, but also injects new connotation into it.<sup>[6]</sup>

Sports short videos play an important role in the dissemination of sports news. From an application perspective, it can not only report and comment on sports news, live and broadcast sports events, but also promote and promote sports events. By editing the highlights and matching the background music, they often resonate strongly. For example, during the Rio Olympic Games, short videos of Chinese athletes' moments of winning the championship were widely spread, which aroused deep national pride. From a functional point of view, short videos have enhanced the mobility of sports news, strengthened the communication interactivity of sports news, and also greatly enriched the content of sports news.

## **4. Development strategies of sports TV in the context of new media**

After understanding the characteristics of current sports news and the strong rise of new media, TV media can use the following strategies to adapt themselves to the development of the times.

### **4.1 Maintain TV media's own advantages**

On January 1, 1995, the CCTV SPORTS logo was transmitted from the CCTV main control center as a television signal. In 2003, the coverage rate of sports channels in mainland China reached 60%, representing 720 million people in China. It has the exclusive right to report on major sports events such as the Olympics, World Cup and F1 car races in mainland China. Compared with the current new media, TV sports has a long history of development, and in terms of reporting rights, TV sports can be described as "justified".

The most important means of disseminating sports information is fast timeliness, strong sense of picture, and a sense of presence. TV media is uniquely endowed with these characteristics.<sup>[7]</sup> Coupled with the promotion of large-screen TVs today and the use of 3D technology, to achieve a unique good for TV sports.

In addition, due to its relatively mature development, TV sports has more complete equipment for production and broadcasting of programs such as manpower, technology, and funds. This is an advantage that new media cannot surpass at present. However, at the production level, sports TV still insists on actively introducing outstanding talents and continuously input fresh "blood" for the production of TV programs.

### **4.2 Develop new program formats**

Derivative programs or special reports of large-scale events can often bring pleasing ratings to this stage, such as "Fengyunhui", which is CCTV Sports Channel's studio interview program with large-scale event reports as the program mode and the host as the core. By inviting our outstanding sports athletes and their coaches as guest studios, it helps audience understand more unknown efforts behind the glory of these outstanding sports athletes. Such in-depth sports programs often make people feel the charm of sports.

Moreover, in the off-season, how to maintain good ratings is also a problem that TV sports needs to think about. Based on the large number of charming football fans and basketball in China, some related programs can be appropriately added. In addition, some niche sports should be popularized appropriately.

### **4.3 Discover and utilize the technological advantages of new media**

With the advent of the "converged media" era, in the context of new media, TV sports uses this trend to build cross-media information delivery platforms. The central video that appeared on November 20, 2019, reflects this very well. The 5G new media flagship platform launched by President XI's internship to the station's "Stay innovate, build new media and new platforms, and make good use of it" directives is a platform that integrates the power of the whole Taiwan to enhance the mainstream media's power, Influence, and credibility.<sup>[8]</sup> TV sports should tightly seize the

historical opportunity period in the 5G era, focus on key technologies, and accelerate integration and development.

#### 4.4 Give full play to the role of opinion leaders and strengthen interaction

Opinion leaders are "active elements" who often provide information, opinions, and comments to others in interpersonal communication networks, and act as an intermediary or filtering link in the formation of mass communication effects.<sup>[9]</sup> They spread information to the audience, forming bipolar or multi-level communication of information transmission. The communication process is often the mass media-opinion leaders-audience.

Opinion leaders, as a relay and filtering link of media information and influence, have an important impact on the effect of mass communication. But opinion leaders are not necessarily celebrities and big names. They may be familiar people in our lives, or netizens who have never met on the Internet, but they have formed some kind of authority and persuasion because of values, beliefs, insights or certain specialties force. Using the new media platform, sports news can be disseminated on platforms such as Weibo or the daily promotion and knowledge popularization of Winter Olympics projects.

### 5. Summary

As an important content of social and cultural activities, sports have a close relationship with the country's politics and economy.<sup>[10]</sup> Due to the strong penetration and influence of the media to the society, how to spread sports is a concern of both new media and television media.

TV sports has now entered a benign development stage and has formed the "Matthew Effect", that is, the better the better. There are still many shortcomings, but this defect is not fatal. It is a better condition after being corrected. "Survival" in the context of new media is both an opportunity and a challenge for TV sports. New media and TV media complement each other's advantages, laying the foundation for the further development of new media, and also helping the long-term development of TV media.

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