

# ***Research on the Application of New Media to Sports News Communication***

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**Abstract:** With the continuous innovation of media and the arrival of the new media era, the content production of sports news dissemination is becoming increasingly important. Compared to traditional media, the form of expression has changed. Indeed, the technology of new media has brought a series of advantages to the dissemination of sports news. But at the same time, the support of new media has also brought a large amount of false news to sports news, lacking authority and innovation. Excessive entertainment, the digital gap between the elderly and other issues require the media and the public to jointly complete the new health communication of sports. The paper involves the dissemination of sports news in the context of new media. The goal is to demonstrate that the dissemination of sports news has undergone a qualitative change with the development of new media. This is to analyze and explore the characteristics and differences of new media in sports news dissemination, discover the potential problems hidden in sports news dissemination under new media, and provide suggestions. By showcasing the optimization of sports news dissemination in the context of new media. This study emphasizes the prominent advantages and optimal dissemination effects of sports news in the context of new media.

**Keywords:** new media, sports news communication, excessive entertainment, digital gap

## **1. Introduction**

With the rapid development of information technology in modern society, various news media emerge in endlessly, gradually forming a large information world. With the integration of different media, sports news communication has undergone great changes and the public's views on news communication are also constantly changing and improving. In the context of new media. How to adapt to the form of news communication in the context of new media. How to organically combine with traditional media and how to explore a development path that is really suitable for the communication of sports news media has become a noticeable topic.

Media news discourse is the first signal for viewers to recognize news content and judge its value. A suitable news discourse can convey the main content of the entire news in just a few words, allowing readers to first understand the key information of the new door, and then selectively read all the news according to their reading needs. In this era of unprecedented information activity, readers always hope to obtain a large amount of information in the fastest and shortest possible time, and the process of selecting news for readers is mostly completed through browsing news discourse.

Therefore, the competition between new media and readers is also largely a competition for news discourse. Sports news discourse can be considered as its own type. However, sports news shares common characteristics with other types of entertainment media. Sports are an important component of culture and national identity, making sports media discourse a topic worth studying [1].

The rapid development of the media provides opportunities for sports news dissemination and at the same time brings certain competitive pressure. In the process of sports news dissemination. New media has outstanding advantages. It on the one hand enriches the content and form of sports news dissemination. New media opens up new channels for sports news dissemination. Sports news to get better development, must continue to work, actively explore ways to integrate with new media. New media has interactive, open, diversified characteristics. So in the sports news dissemination has a significant advantage. Sports news communication to make full use of the advantages of new media in information dissemination. Actively explore ways to enhance the effectiveness of news communication. In addition, sports news should also strive to innovate from different aspects such as content and form, better interaction with new media so as to achieve the most ideal communication effect with the least investment.

New media for sports news dissemination provides a new way of communication. In the context of traditional media, the media disseminates information and the audience is the recipient of information. The two sides belong to one-way communication and the new media communication mode is mainly interactive communication. The distance between the media and the audience is significantly reduced. The audience can choose whether to accept the information according to their preferences. While the level of information technology is improved, more and more netizens begin to choose to participate in sports news reporting through the network communication mode. In addition, new media gives ordinary people the corresponding right to speak and provides a platform for ordinary people to show themselves and express their feelings. So it is also loved by teenagers and the interactive communication mode is widely used in sports news communication. While sports news communication has also achieved new breakthroughs and development. This paper adopts a research method that combines universal analysis and literature review to comprehensively analyze the dissemination characteristics and channels of sports news in the context of new media.

## **2. In the Context of New Media, the Way of Sports News Dissemination**

### **2.1. Communication Subject**

The rapid development of new media in China has made communication means change with each passing day. Corresponding to the speed of media development, domestic sports news reports have ushered in a new period of transformation and development opportunities. In the past, the audience mainly relied on live TV programs to receive sports news but now with the help of WeChat, Weibo, TikTok, Instagram, forums and other communication platforms, news reports about sports schedule, sports stars and sports activities are more popular and down-to-earth. In the process of such communication, on the one hand, sports news reports have narrowed the distance between the athletes and the audience and spread the healthy concept of national sports; on the other hand, with the help of smooth information, the audience has achieved stronger public opinion supervision over sports and sports news reports [2]. Audiences like to compare competitive sports with other sports. Competitive sports scenes are more spectacular, more plot. It is easy to attract the attention of major media. People take the NBA as an example. Since the first start of the game in 1946, it has attracted the attention of many fans around the world. Especially in recent years, each event has become a hot spot in the media. Chinese media such as Tencent, NetEase, etc., have opened up special channels to report news related to the event and actively comment. Thus attracting a large number

of popularity. Throughout all kinds of media, most of the content of sports news is competitive sports, such as various ball games, etc. and chess sports and public fitness reports and their lack. For example, ESPN has occupied a large weight in the market, has almost no reports other than competitive sports. It is an indisputable fact that television, the Internet and other media that pay attention to audiovisual effects have focused all their reports on competitive sports. Competitive sports reports have flourished and even completely squeezed the space for the dissemination of other sports news.

## **2.2. The Application of Social Media in Sports News**

In the new media era, with the popularization of communication tools. Sports news is mainly disseminated through the Internet. When large-scale sports events are held, the organizers will create official media for the event, sharing daily schedules and exciting moments on social media to attract audience attention, transforming from traditional media such as newspapers and television media to today's new media that gain global attention through the Internet. Post-game sports reports can affect readers' perception of the event [3]. The author points out that the news value of sports news often comes from negative emotions. This is especially true of the research conducted by the authors during COVID-19. Everyone can post information on the Internet and watch exciting events. Audiences can't help but release viewing information through Twitter, Tiktok, and Weibo. In many cases, viewers obtain information on online platforms earlier than sports journalists' articles. Official and personal sports reports on the Internet are more "in-depth" and "extensive", which can attract more attention. Online bloggers have become a new type of sports journalist. In the context of new media, ordinary people can also become journalists to explore content and provide "behind the scenes stories" sports news, which is more casual, interesting, and entertaining than current political news. The most special thing is that on the sports field, there are bright spots both inside and outside the field. Expand the scope to understand the "peripheral details" of many audiences. The ownership of gold medals and other information related to gold medals can be known through Internet dissemination. Therefore, the new media dissemination of sports reports cannot be separated from the development of the traffic era.

## **2.3. Short Video Interactive Dissemination**

Short video has become the main medium of new media communication. The rapid increase in network speed and the decrease in traffic charges in the 5G era have made the short video platform occupy an important part of the mass culture and entertainment market in a rapid manner. The short video platform represented by TikTok has given users the space to share creative videos and become a channel for the rapid dissemination of sports news. The difference between the short video platform and the sports video on Instagram and Twitter focuses more on the details of sports events. Because the duration of the short video should adapt to people's fast browsing habits. The highlights of the news must be reflected at the beginning of the video, otherwise, the audience will delete it quickly, and the network algorithm is customized according to the user's personalized recommendation. Therefore, sports news is the characteristics of short video transmission. Generally, slow action playback will be carried out at the exciting moments of sports events and accompanied by passionate music to attract users' attention. In the past, sports stars were generally only able to meet the audience at various competition venues. Their serious and dedicated image has become an inherent impression in the public mind and has led many people to want to understand the other side of athletes in real life. Nowadays, the rich and colorful short videos of star life on and off the field allow people to appreciate the different styles of sports stars, while also combining their own traffic and platform traffic through sports stars [4]. When the video is liked by

netizens, the short video platform will recommend it according to the algorithm and push it to more netizens who love sports video information flow. The influence of sports short videos will continue to expand. At the same time, the content on the short video platform is highly imitative. The dissemination of sports video is easier to guide the public to participate in sports.

### **3. Characteristics of Sports News Dissemination in the Context of New Media**

#### **3.1. Immediacy**

Comparison between New Media and Traditional Media, only new media truly has unlimited time and can be processed and published at any time. New media uses powerful software and web pages to present content, making it easy to be online 24 hours a day. Having the characteristic of immediacy. The development of new media enables timely dissemination of various types of information and synchronization with news. The way of reception has evolved from static to dynamic, and the audience's autonomous status has been improved. They can choose and publish information independently, and timely interaction or temporary delay of information can be achieved independently; integrating interpersonal communication with mass communication. Especially for real-time reporting on the situation and results of sports competitions, new media can immediately provide feedback to the audience and play a prominent role. In the era of new media, the medium and object of information dissemination are endowed with the ability of two-way communication and can control the direction of information dissemination, which is the interaction between both parties in communication. While receiving information, information recipients can also become disseminators of information on social media or online forums. Therefore, in the context of new media, the limitations and differences of information are not a problem between information disseminators and receivers. Information can be disseminated and received anytime, anywhere. With the development of mobile terminal technology in the new media era, mobile network communication technology is advancing by leaps and bounds, with the unprecedented popularity of smartphones, iPads, smart watches, and other technologies. The Internet has been equipped with mobile wings, moving towards the era of personal media. Therefore, audiences can use mobile media terminals, portals, apps, self-media, and other methods, without being limited to specific situations [5].

#### **3.2. Interactivity**

The interactivity of new media is extremely strong and the unique network media leads to an equal relationship between information disseminators and receivers. The audience is no longer easily manipulated by the media, but can generate more voices and influence information disseminators through the interaction of new media. New media is a direct product of the low threshold for information dissemination and flexible methods of information dissemination in the cyberspace. New media is manifested in the form of enhanced communication and interaction between the transmitter and receiver. This interaction is reflected in the forms of reprinting, sharing and replying, which have many similarities with traditional media hotlines. New media is also reflected in the changes in the entire process of information formation. In a truly interactive environment, information no longer relies on one party to send out, but is formed through the communication process between both parties. In the history of traditional media, there have been telephone calls, text messages, letters and other interactive ways. However, with the increasing demand for information, this form of interaction is difficult to continue to attract the attention of the audience. At this stage, many traditional media have set up columns on the new media platform to create characteristic content and increase audience participation and attention. The application of new media in the field of news communication has expanded and enriched the channels and modes of

content dissemination to a certain extent. The dissemination of traditional sports news mainly relies on television platforms to broadcast programs, with television stations as the leading factor, controlling and managing the production and broadcasting of content. In the context of integration, sports news programs can achieve cross platform and cross domain development and innovation. Both the editing and production of sports news programs and the selection of broadcast platforms have more significant flexibility and diversity. Sports news can be disseminated using network platforms as the carrier, which can be recorded and broadcast according to the established cycle, or the content of the program can be output using network direct broadcasting. Television media is no longer the only channel for sports news dissemination. Choosing an online platform for sports news dissemination can fully mobilize public participation and collect and organize feedback information in real-time from later stages of the program. This makes the production of sports news programs more informative and directional and relies on various forms of communication to maximize the personalized needs of the audience [6].

### **3.3. Improve Media Influence**

The influence of new media is increasing day by day. In the past, all information platforms were geared toward the public. However, new media can target a more segmented audience, targeting and allowing them to customize the news they need through new media. That is to say, the combination of information and content that each new media audience ultimately receives can be the same or completely different. Traditional media audiences can only passively read or watch undifferentiated content with significant differences. The impact of new media is mainly reflected in making information accessible to a wider audience, thereby spreading relevant news information. In order to make up for the limited broadcasting resources of the new media sports news platform. People can start from the perspective of technology development to minimize their dependence on traditional media. First, combined with the outstanding advantages of new media in technology and enhancing its advantages in news communication by increasing the use of digital resources and Internet resources and striving to obtain policy support, especially to obtain the live broadcast of large-scale sports events, and solve the problems caused by the right to live broadcast. Second, in order to open up new resource channels as much as possible, the new media platform can carry out in-depth research and development with the help of existing technologies. For example, through more stable and secure network monitoring measures, the risk during the live broadcast process is minimized, thus further expanding the resource space. Third, seize the most prominent advantages of new media, such as 5G technology, take it as a key link in future development, and clarify the advantages of such technology in video communication, making it a new media sport. The publicity highlights of news communication make new media sports news communication from. In the past, passively catering to the market gradually changed to actively leading the market, making a qualitative leap in the dissemination of new media sports news [7].

## **4. Analysis of Sports News Communication Issues**

### **4.1. Sports News Networks Spread Overly Entertaining**

The form of sports news reporting entertainment refers to the traditional media simply through the presentation and analysis of text symbols, pictures and images to mine news elements, it mainly relies on the inherent authority depth advantage and emerging media organically. The carefully selected pictures create the feeling of being born in their own environment, and the impact of the layout gives people aesthetic enjoyment. The form's timeliness ranks first among all media platforms and this form has the advantages of traditional media and electronic media, which has also led to the rise of various sports news clients, online sports broadcast platforms and self-media



sports channels. In the era of integrated media, all kinds of media platforms report on events by transferring the TV broadcast rights of large-scale sports events and sharing the resources of multiple platforms to share the competition, whether it is traditional print media reports or TV broadcasts or self-media people can become communicators live broadcast through mobile phones at the sports competition site. Enable the game to be presented to the audience in all directions and without blind spots. However, in this situation, the problem is that the threshold for becoming a disseminator is too low, and its reporting forms will also be diverse. Many media platforms often deviate from the direction of sports news reporting. The form of entertainment in sports news reporting refers to the difference between traditional media and traditional media that simply excavate news elements through the presentation and analysis of text symbols, pictures, and images. Reporting mainly relies on the inherent authority and depth advantages to organically combine with emerging media, breaking away from the previously focused and boring game process and tactical analysis, adding rhetoric and humorous language expressions such as war and martial arts, and taking the path of news storytelling and literariness. Carefully select pictures to create an immersive feeling, and the impact of the layout gives people aesthetic enjoyment. Through emerging media that occupy a large amount of resources, its timeliness has steadily ranked first among various media platforms and has the advantages of traditional and electronic media. It has also led to the rise of various sports news clients, online sports broadcast platforms, and self-media sports channels. In the era of integrated media, various media platforms report on sports events through the transfer of television broadcasting rights for large-scale sports events and the sharing of competition resources across multiple platforms. Whether it is traditional paper media reporting, television broadcasting, or self-media people can become broadcasters to broadcast live sports events on mobile phones at the scene of sports events, presenting the game to the audience in all directions and without dead ends. In this situation, the problem is that the threshold for becoming a communicator is too low, and its reporting forms can also vary widely. Many media platforms that aim to attract attention often deviate from the direction of sports news reporting [8].

## 4.2. The Digital Divide among the Elderly

Elderly people are also at a disadvantage in terms of media participation. Nowadays, elderly people still choose to obtain information through traditional media and news and information dissemination is mainly focused on new media on the Internet. In addition, an increasing number of elderly people are completely unaware of the information channels spread in the media form of wireless communication technology and network technology. The elderly experience psychological fear and resistance towards the use of many complex functions in wireless communication products, which seriously affects their service and participation in using wireless communication devices. This has led to the gradual marginalization of the elderly population in the participation of new media. It is evident that in this wave of digitalization, the participation of the elderly in new media at the macro level lacks breadth and depth. They face challenges in integrating digital technology. On the contrary, a “digital divide” has been formed at the micro level.

## 5. Suggestions

### 5.1. Avoid Excessive Entertainment of News

Marshall McLuhan's view is that different media act on people in different ways and trigger different psychological and behavioral responses. The information conveyed by “hot media” is relatively clear and clear. The recipient does not need to mobilize more sensory and associative activities to understand, and the message conveyed by “cold media” is less ambiguous. Understanding requires multisensor cooperation and a rich imagination. According to McLuhan's

classification, new media is a composite media that transmits text, images, audio-visual and other information, bringing vivid images and considerable information to the audience, belonging to the category of “hot media”. In “hot media”, sports information is transformed into exciting or beautiful pictures and amazing videos, which immerse the audience. Although McLuhan’s “hot media” and “cold media” theories are still controversial in the field of communication, the lack of in-depth consideration of sports information brought about by new media by viewers is objective, which is caused by various reasons. For most viewers, sports information itself is just a visual enjoyment of entertainment. The characteristics of new media information texts cultivate the habit of shallow reading. In the long run, once viewers become accustomed to this recurring “hot media” environment, they will lose their ability to think and innovate. The audience needs to leave this fast-paced information receiving environment. Audiences need to effectively utilize new media technologies to understand sports dynamics, collect scientific fitness methods, publish positive sports reviews, and benefit from them. Media communicators need to be more rigorous. Entertainment is not the main purpose of news, and false news or exaggerated headlines should not be released to attract attention in order to win traffic. Media communicators need to correct their attitudes towards news, improve the quality of news brands, and emphasize the social responsibility of media workers. In addition to self-discipline of the media, the government should also play a public role in supervising the operation of the media. Give full play to the supervision role of professionals from all walks of life and various media should employ well-known professors, relevant scholars and high-level athletes from the sports news industry as consultants to review and criticize the reported content, ensure that the reported content is authentic and regularly provide professional lectures to practitioners to improve their professional gaps and ensure in-depth research on the report. To further increase the audience’s choice of reporting content. Fully investigating public opinion is necessary, understanding the recent audience’s needs and experiences for news reporting, accepting the joint supervision of the whole society, accept opinions and suggestions with an open mind. The formation of healthy competition in the selection of athletes and audiences really makes media with conscience, depth, sincerity, depth more popular with everyone. And always maintains the healthy development track of sports news outlets [9].

## 5.2. Enhanced Adaptive Aging

Nowadays is the most approachable time for the elderly since the birth of the Internet. In the past, elderly people used to use keyboards and mice to operate complex computer systems and applications in order to enjoy the internet. Keyboards, systems, and applications have all become obstacles for the elderly to enjoy the internet. Elderly can enjoy convenient internet applications with fingers, when the elderly acquire new knowledge, they can also feel the filial piety and care of the younger generation, and enhance their sense of participation, satisfaction and happiness. Smart devices should also be changed to meet the needs of the elderly. They should produce some devices with more functions that are more suitable for aging, and the functions should be more concise and suitable for aging. APP aging modification should be put into practice. Actively addressing aging, developing the digital economy, and transforming the mode of economic development has become China’s development strategy in the 21st century. This requires technology and elders to move in the opposite direction, seek the greatest common denominator, and achieve symbiotic development. Technology enhances home safety for the elderly. The emergence of Leling Technology products helps to address the balance between aging and digital information technology, making elderly people live safer and more vibrant lives. In the context of active aging, individuals, governments, society, and the market should jointly promote Leling technology, build an age friendly information infrastructure and governance structure, and achieve people-oriented digital inclusion. Implement the idea of technological innovation as the first driving force and strategic support for actively

responding to the aging population, strengthen top-level design and policy guidance, and incorporate the development of Leling technology into the development plan of aging and science and technology undertakings. Specifically, first, further increase investment in research and development of Leling Technology. The government needs to increase investment in research and development by actively addressing the overall situation of population aging and developing intelligent technology. Second, people need to further optimize the technological innovation environment of Leling. Increase publicity, change people's insufficient understanding of the importance of Leling Technology, and provide information support and policy preferences for Leling Technology innovation enterprises to obtain investment and financing and develop the market. Establish a Leling technology exchange platform to promote scholars, experts, research and development personnel, and industry personnel from different fields to carry out cutting-edge technology exchanges around Leling technology, and promote interdisciplinary integration. Third, people need to further improve the policy environment for the application of Leling technology. It is recommended that multiple government departments regularly conduct evaluation and review of existing provisions, and timely adjust policies and regulations based on the latest progress in technology and products [10].

## 6. Conclusion

In the era of rapid development of the sports industry, both traditional media and new media are indispensable links in the dissemination of sports content. It can be effectively integrated from the three levels of information content, communication channels and influence. With the rapid development of new media, great changes have taken place in sports news communication. Sports news should make full use of the advantages of online social media in information dissemination and accelerate the integration with modern information technology. Maximize the development and utilization of various media resources and strengthen the efficiency of news dissemination on the basis of fully respecting the spirit of sports news and the humanistic society. So as to form a good interaction between sports news and the media market. In the new media environment, the function of sports news communication is further improved in promoting sports culture and transmitting sports value. However, in the process of communication, it is still necessary to strengthen supervision, wish relevant practitioners the cultivation of professional quality, pay attention to the balance between competitive sports and mass sports, ensure that the news is true, the value orientation is correct, and improve the new sports. It is authoritative and innovative. Doing a good job in scientific and effective dissemination of sports news, organically integrating sports with the development of new media, and promoting correct sports culture and values, is conducive to achieving leapfrog development of becoming a "sports powerhouse" and a "sports powerhouse". Based on the research on the impact of new media background and sports news dissemination, the writing process is limited by the author's cognitive level and understanding ability. The text has certain limitations in the research process. Firstly, in terms of research methods, the sample range is narrow, the sample size is insufficient and the collected evidence is subjective. Secondly, the research content mainly focuses on the theoretical aspects of sports news dissemination in the context of new media. There is less integration of theory and practice. The third reason is that the selection of variable influencing factors for new media is not comprehensive and does not cover all the content of sports news dissemination. In short, under the background of new media, sports news dissemination is gradually trending towards globalization and diversification. When information dissemination channels are enlarged and expanded, and the dissemination areas are wider, relevant personnel need to innovate in sports news production, editing, and other work. To ensure that sports news dissemination can meet global audiences and achieve healthy and sustainable development in



the field of sports news, more importantly, it is necessary to further integrate the sports industry with the field of news dissemination and gradually form a new trend of sports news dissemination.

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