

New Characteristics of Crisis Communication in the Sports Events under the Era of Media Convergence

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Keywords: the era of media convergence; sports events; crisis communication; new characteristic.

Abstract. We have entered the era of media convergence with the rapid development of information technology, and as for the crisis communication of sports events, the new characteristics are constantly prominent and have brought new challenges. In the era, information has its own distinct characteristics, mainly showing the faster communication rate and wider range. They have compensated the advantage the traditional media lack. This paper analyzed the crisis types and communication of sports events in the era of media convergence, elaborate the new characteristics of crisis communication in sports events and provide the related control measures.

1. Introduction

In the recent years, Chinese rapid economy development has effectively improved the social transition and made the environment of news communication have the corresponding change, which has furtherly influenced sports events report. At the same time, sports system is in the transition period, greatly increasing the difficulty of sports events communication. At present, sports have the important development directions, mainly including the industrialization and marketization, and they have effectively promoted the development of sports events. In our country, there are more and more sports events and more and more people participate in them, causing the increasing chance of crisis.

2. Crisis Types and Communication of Sports Events Under the Era of Media Convergence

2.1 Crisis Types

Sports event is the significant theme of sports events crisis, and all the cases that disobey the rules of sports event can be called the crisis events. The prominent characteristics of sports events crisis mainly include the great harm and strong sudden. As for the related staffs, they should effectively deal with the incident in a relatively short time after its happening to comprehensively control the influence and try the best to minimize it as much as possible. Crisis communication of sports events takes a significant part in the happening and development of crisis events. So the characteristics that the sports events crises are equipped with should be comprehensively studied and the law of crisis communication in sports events is supposed to be explored.

Sports events crises have two types, internal crisis and external crisis. And the former mainly includes the political boycott and environmental boycott; while the latter includes the public safety accidents and natural disasters.

From a narrow sense, sports events crisis mainly refers to all the crisis events happened inside and outside the field during all the phrases in the sports events. While broadly defined, it mainly means the events happened in the process of sports events.

2.2 Crisis Communication

Currently, the increasing social development rate has strengthened the social crisis to a great extent and caused the increasing types of sports event crisis, having a heavy effect on our society. It can be seen from the relevant research data that the sports events crisis in the narrow sense has the biggest influence, as the body, playing a significant role in the sports events crisis. It refers to the riot aroused by the related athletes or audience in the process of sports events. The information technology is constantly developing and new media are more and more popular, so the communication of sports events crisis has a highest rate, which makes the complexity of crisis communication have certain improvement.

3. New Characteristics of Crisis Communication in Sports Events Under the Era of Media Convergence

3.1 Communication Rate

As for the traditional media, the main types mainly include newspaper, TV and radio, and the information communication needs a rather long time to complete the production of information products, having a serious effect on the timeliness of information communication. As a result, the crisis appeared in the sports field needs a long time to be conveyed in front of audience. However, we have entered a era of media convergence where various urging scientific technology have made rapid development, information technology has made great progress and new media has been widely accepted in people's life and work. Under such condition, traditional information communication method has made the corresponding transition. As for the communication rate, information technology and new media play a very significant role in this aspect and its characteristics and advantages are constantly prominent, mainly including the fast communication rate and wide range. For instance, when there are riots in the sports field, the audience can spread this incident in the shortest time via the application with multiple platforms, mainly including microblog and we-chat to help those people outside the field comprehensively learn and master the incidents.

3.2 Both Sides of Audience

Traditional sports event crisis communication mainly take the full advantage of mass media to realize the communication of sports events crisis to audience who are rather passive. Meanwhile, crisis communication flows in the single direction. And in the era of media convergence, various urging technologies constantly develop, so does the information technology. In addition, new media has been widely accessible in people's life and work. So the limit of both sides have changed correspondingly and gradually been obscure, and there have been the heavy appearance of role exchange. The net structure has been equipped with new characteristics in the new media, mainly showing the decentralization and playing a very significant role. It has the important effect on all the people, and it can make us play the role of information communicator and shoulder the responsibility of information reception at the same time.

3.3 Agenda Setting

There are many differences among the different crisis communication receivers, mainly including social background, education degree and personal experience. Audience will add their own thought and judgement into the related information after the sports event crisis, so there will appear various explanation with the same information. At the beginning, the relevant objective conditions will limit and restrain it, but audience cannot judge the contents of all the aspects of the crisis under the premise, mainly including the intensity, characteristic and development direction. At this time, audience will usually regard their own experience as the significant basis to compensate the two characteristics of information, uncertainty and multiple meanings. And they can lead to multiple direction development of suggestions. The media convergence has aroused the initiative and enthusiasm of audience and strengthened their abilities to set agenda. When they face the same incident of sports events crisis, different audience will have rather big difference of setting agenda.

3.4 Controller

The controller of various levels should be given full play to when making the information communication through the method of traditional information communication so as to make them comprehensively control the information. The main role is to have a effective decision with the status of information contents in the communication environment and comprehensively understand and master the information communication dynamics. In addition, they have the rather distinct advantages, mainly referring to the communication with information rather than the control. For instance, the relevant platforms correspondingly deal with the key words after the sports events crisis, mainly through the microblog and we-chat. Even so, they still cannot realize the complete control with information communication. Therefore, the status and effect of controllers should be comprehensively highlighted when making the communication of sports events crisis under the era of media convergence to make them effectively promoted.

3.5 False News

Compared with traditional media, the information controlling model and role of both sides in the media convergence era have made the corresponding change and have greater differences. The difficulty of information filtering has been greatly improved so that the audience have more and more doubts with information, especially after the sports events crisis when the incident trend is in the emergency and there will always appear lots of false news to be spread. These information are mixed up with the real information, which has a greater effect on audience and makes them fail to effectively judge the accuracy of information.

4. The Control with Crisis Communication in Sports Events Under the Era of Media Convergence

4.1 Make the Corresponding Strengthening with Media Convergence.

The media convergence communication has its own essence, mainly including to realize the advantages integration among various media, to make full use of the media characteristics and advantages of multiple media and to effectively launch and complete the information communication and exchange on this basis. From the perspective of sports events crisis communication, the communication strength of various media should be compressively applied to realize the characteristic and advantage relation and connection of different media. Regard the types of sports events crisis as the significant basis to select the communication model and guarantee that the selected model is the best.

Various urging science and technologies have appeared in people's life and work at present and information technology has made great progress. In addition, the increasing popular new media has exerted a great effect on traditional media development. However, traditional media have their own characteristics, among which the rather prominent one is authority. And the characteristic of new media is not obvious. Besides, traditional media have very prominent communication characteristics and strengths. For instance, newspaper has certain convenience and it can be reserved in a rather long time and people can realize the purpose to repeat read. Therefore, the characteristics and advantages of newspaper should be take full use of, to realize the publish of authority information of sports events crisis and comprehensively explore and analyze the reason and process of crisis events.

The authority information publish of newspaper can be finished in many phrases, mainly including the sudden period, spread period and solving period. It can make the effective publish with the information of occupied people, fully satisfy with the demand of audience, give full play to the guidance role and lead social public opinions. For example, there was the incident of Sun Fuming's false falling in the tenth sports meeting, and many newspapers published a long article aiming at this incident to make the thorough discussion and exploration with the problems existing in the national athletic meet, comprehensively study Chinese sports mechanism reform and effectively explore its importance and necessity. Therefore, lots of traditional media can be applied to launch the research work on the reason and process of crisis event happening and development after the sports events crisis to give play to the leading role and drive the social public opinion, helping audience get corresponding thought from the incident.

4.2 Many Factors Have the Significant Effect on the Communication of Sports Events Crisis.

mainly including the communication awareness and language attitude. The era of media convergence requires the corresponding change of communication awareness and attitude as well as the service awareness strengthening to give play to the guidance role and drive the social public opinions. Meanwhile, the host of sports events should make the corresponding change with language attitude in the crisis communication process of sports events. Compared with the vague answers, audience can express their own idea through the full use of new media. The report of sports events crisis should use the declarative language under such condition. So the audience should be provided with more chances to directly state their opinions, not substituted. At present, there are many false news about sports events crisis, and sports events host should adopt effective measures when facing the condition, for example, actively organizing and launching the publish meeting to clarify the fact and avoid the suspicious mood of audience due to the false information.

4.3 Realize the Control with Crisis Communication Via the Application of New Media.

It is difficult for sports organization to hide some sports events crisis in the era of media convergence, and the related athletes are more likely to show the crisis in the process of applying the social media. Sports events organizations should make the effective change with their thoughts and give full play to the new media and do well in the crisis public relation. Also, they can timely find the crisis and complete the information publish through comprehensively launching the platform of microblog and we-chat to clarify the fact and effectively maintain the image of organization. In the current sports mechanism, most sports departments take part in the main status and they are bound to be passive under the premise of without fully applying the new media.

In the era of media convergence, the control role of traditional public opinions fails to meet the related demand, and it must connect with suggestions from many aspects to realize the common sense through effective communication. The main management content of controlling crisis communication is crisis issue. The core of this content is to effectively set the media agenda. Microblog, as the main object, plays a significant role in the current public opinions and has obtained the corresponding approval. Sports organization can take advantage of it to launch the crisis issue management.

5. Conclusion

It can be seen from the study on the new characteristics of crisis communication in sports events under the era of media convergence that we have entered the era of media convergence in the constant development of science and technology, endowing the crisis communication in sports events with new characteristics and bringing the related challenges and difficult issues. Information communication has very prominent characteristics in the era, mainly including the fast rate and wide range that the traditional media lack, and they effectively compensate the traditional media. It is of great necessity to comprehensively analyze the new characteristics of crisis communication in sports events under the era of media convergence and find the core content of crisis communication to effectively use the related measures. It can comprehensively prevent the appearance of false news, effectively guide the social public opinions and enhance the crisis dealing level to a great extent.

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