

Sports Event Interpretation in the Age of Media Integration

Ziye Wang*, Bin Hao, Mi Tang

College of Journalism and Communication
Wuhan Sports University, WSU
Wuhan, P. R. China

Abstract—This paper chooses the explanation of sports events as the research object, and analyses the concrete manifestation and core content of media convergence from different aspects such as information collection, media form and technology, transmission relationship, disseminator, and the increased difficulty of information checking. It also expounds the promoting factors of media integration. Under the background of media convergence, it explores the role, contribution and era of sports event interpretation. The structure is set up based on ideological quality, professional quality, language quality and physical and mental quality. Further analysis is made in this foundation, and the development direction of sports event interpretation is discussed.

Keywords—*media integration; sports interpretation; live broadcasting of sports events; quality requirements*

I. INTRODUCTION

The progress of science and technology and the development of new media technology such as mobile Internet have brought serious impact to traditional media. In the era of new media competition, because of its diversification, convenience and timeliness, various communication platforms have built a broadcasting pattern, promoted the transformation of traditional television media, and formed a new era of media convergence.

New media has a strong dissemination, and constructs an open dissemination environment, which provides more opportunities for the audience to have close contact with information. In the new era, the audience is not only the recipient of information, but also the disseminator of it. Text, pictures, voice and video become means of information dissemination. If the situation and strategic development of new media and media convergence have not been fully considered and thought, there is no way to talk about future development [1].

Media convergence has brought great changes to the dissemination of information, and also put forward higher requirements for sports commentators. This paper explores the characteristics and changes of sports event interpretation in the new era, in order to find better development strategies and suggestions [2].

II. MEDIA CONVERGENCE AND ITS DEVELOPMENT

A. Definition of Media Convergence

Media convergence was first defined as “multi-media presents the trend of multi-function integration”, emphasizing the technical characteristics of multimedia combination. With the development of Internet technology, media convergence has gradually become a media organization based on new media technology and dominated by mass media, and it has changed the traditional functional structure and morphological pattern in the process of content production and dissemination [3].

The ultimate goal of media convergence is to establish communication agencies with modern enterprise organizational form to capture market and enhance their influence.

B. Specific manifestations of media convergence

Because of their own bias, various media have their own areas of focus. There are lots of diversities among media in technology, mode of communication, content production, media ownership, media organizational structure and management [4]. The essence of media convergence is to break the boundaries between various media in order to achieve functional integration. Concrete manifestations of media convergence are discussed below:

- From the perspective of information gathering: cross-media division of labor and cooperation in news collecting;
- Based on the viewpoint of media form/technology: multiple media forms coexist and technical barriers have been broken;
- From the view of the relationship between transmission and acceptance: the audience changes from consumers to producers;
- Seen from the disseminator level: the diversification of information producers, the increase of difficulty of information checking, etc.
- From the perspective of organizational structure, the integration of communication organizations is first presented in the coalition of media ownership, and secondly in the merger of operational mechanisms,

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that is, to break the state of separation between various media.

Those five aspects mentioned above are the concrete manifestations and characteristics of media convergence.

C. The Core Contents of Media Integration

The three core contents of media integration are content, channel and terminal convergence.

The integration of media content refers to the production of different forms of content, the application of digital technology to form cross-platform and cross-media, and the use of digital terminals to fabricate multi-level and multi-type content media products [5].

The integration of media channels refers to the integration and interconnection of different forms of media product communication channels.

The integration of media terminals designates the integration of multiple media functions and the transmission of information and services to users on an open terminal platform.

D. Promoting factors of media convergence

The emergence and development of media convergence are determined by technological factors, policy factors, economic factors in production areas and market factors in consumption areas.

- Technological factors: One of the important premises of media convergence is the maturity of new media technology. The development of technology lead inevitably to new consumption demand and industry model, and the fundamental motivation of media convergence are to adapt to the new consumption demand and reform the existing media industry model. With the development of Internet technology, high-tech communication, which is based on digital technology and represented by internet, has brought modern society into the era of media convergence. Technology not only provides the basic conditions for media convergence, but also is the driving force to promote it.
- Policy factors: Political ecology is an important restrictive or pulsive factor for media development. China's media convergence has got greatly support from government and policy. A series of national strategic plans such as triple play, IPTV and Internet +, have effectively accelerated the development of media convergence in China and pointed out the way forward for media convergence.
- Economic factors: Faced with the massive entry of Internet enterprises into the media industry, the competitiveness of traditional media is declining day by day. "The minimum cost for the maximum benefit", through media integration, enhance competitiveness, and obtain economic benefits is an inevitable demand.
- Cultural factors. The existing cultural accumulation

is the profound connotation of media integration. Foreign culture, including the influence of practice and theory of media convergence and the blending of Chinese and Western cultures, is the direct driving force of media convergence in China.

- Market factors: Market competition in the media has an unavoidable role in promoting or limiting. In the new media era, audiences have changed from passive watchers to active participants, and have more right to speak through multiple channels. Media products have the characteristics of interaction, timeliness, fragmentation and personalization, so as to survive in the new media environment.

With the rapid expanding of the Internet, traditional media have received tremendous impact. Media convergence is the development trend of "media transformation" which is independent of people's will.

III. PROS AND CONS ANALYSIS OF MEDIA CONVERGENCE

A. The Impact of Media Integration on Media Industry

The impact of media convergence on the media industry can be analyzed from the following three aspects.

- Technicalization and omnipotence

Media convergence is first of all the integration of technology. The fundamental and direct incentive of it is the maturity of digital technology. The rapid growth of new generation of digital technology, broadcasting technology and information technology has become the direct driving force to move media convergence and its enhancement. In this sense, media convergence shows distinct technical characteristics. In the times of media integration, relying on the competition and combination of cultural forms of different media, it shows the multicultural technicality and omnipotence.

- Intensive production and Nationwide announcement

Media convergence has changed the mode of production and communication of content. Integrative media means that different types of media change from independent operation to multi-media joint operation to minimize production costs, thus, a brand new mode of news communication "integrated news" has emerged in response to the proper time and conditions [6]. There are great differences between the news communication activities of the integration of news and the traditional single media. Its main feature is to integrate the news dissemination exercises of various media, and to spread news through multi-media and multi-channel [7].

- Content Fusion and Channel Fusion

There are many ways of media convergence, summarized as content convergence and channel convergence. From the physical form, content is usually divided into text, sound, pictures, images, and so on; from the media carrier, it is commonly carved up into newspapers, radio, television, the Internet, mobile phones and other media content.

B. The Benefits of Media Integration

The benefits of media convergence lie in three aspects:

- Media convergence enables all kinds of media to integrate and benefit from it;
- Media convergence creates new forms of media, which brings about new changes to the public's sports appreciation, the audience's multi-cultural needs and modern social life.
- Media convergence releases the energy of journalists to a greater extent. Media diversification is capable to meet the needs of journalists and provide a broader stage for showing their abilities.

C. *The Disadvantage of Media Integration*

Media convergence is considered to have the following four drawbacks.

- The professional expertise of journalists is not emphasized;
- The personality characteristics of journalists tend to be weakened;
- The humanistic implications of communication activities are somewhat neglected.
- The media is dislocated in the fierce market competition.

IV. THE ROLE AND CONTRIBUTION OF SPORTS INTERPRETATION

Sports commentary is an important role in mass media and has made great contributions to the promotion of sports activities and social life.

A. *The Role of Sports Interpretation*

Sports interpretation refers to the commentary activities that report the match action on the spot or relay the situation of a match according to signals from other sources [8]. Competition commentators need to make detailed and vivid descriptions or comments on the athletes' movements, performances, key scenes, atmosphere on the spot, as well as the specific circumstances of athletes and coaches, as well as the relevant background materials such as competition rules. By hearing interpretation and commentary, the audience can get the details of the competition spot as if he was there.

B. *The Role and Contribution of Sports Commentators*

Sports commentary is typically a mass communication behavior. The role and contribution of sports commentators are manifested in many aspects.

- Trends Driven by Sports Announcers

Sports commentators not only introduce the public into the palace of sports from the unknown world, but also lead the audience to be enthusiastic about sports, and to understand the knowledge of various events and all kinds of athletic stars [9].

- Culture shock brought by Sports commentator

The commentator can drive sports culture. Stadiums, sports commodities and sports fashion are all showing a kind of sports culture. It can bring sports enjoyment, and sports life often accompanies people around.

- Commerce chance brought along by Sports commentator

The commentator has promoted sports culture, popularized sports knowledge to the public, and introduced them some hot and fruitful sports products, thus promoting the hot sale of various sports goods.

- National Fitness Forced by Sports Announcers

Knowledge dissemination is the basic valuable function of news communication, and also one of the purposes of sports commentary [10]. By explaining sports, the sport commentator popularize sports knowledge, convey the beauty of sports, emphasize the vital function in public health, and attract more people to sports activities, so as to promote the construction of national fitness campaign and healthy China.

C. *Basic Qualities of Sports Interpreters*

Sports commentators must have certain abilities, such as writing and to interviewing, on-site responding, as well as sports professional theory and knowledge [11]. Sport narrator should be quick in thinking, rich in vocabulary, articulate, concise, accurate and vivid. He has to be impartial and objective and avoid biasing one side. Any complicated, provocative, overly repetitive or irrational way of explaining is unsuitable and to be avoided. The requirements for sports commentators are comprehensive especially at the time of media convergence.

V. QUALITY REQUIREMENTS OF SPORTS INTERPRETERS IN THE AGE OF MEDIA INTEGRATION

Under the background of media convergence, sports commentary has both traditional professional characteristics and new quality features required by the times.

A. *Special Background of Sports Interpretation in the New Era*

In the era of media convergence, not only television, but also other media means, such as radio, television, newspaper, internet, mobile Internet (mobile terminal) and so on, are constantly integrated, providing many excellent communication platforms for some major sports events and beautiful sports moments [12].

The new situation of open information and full space-time communication has created a new situation in which "one person, one media"-as it usually called, and all people communicate to all others [13]. Public's attention and appreciation level of sports are constantly improving, and sports program hosts, especially commentators of live events, are becoming increasingly critical. Sports program host and commentators need to have high quality, in order to get more and better opportunities in a variety of media gathered by experts [14].

B. *Quality Requirements of Sports Interpreters in the New Age*

The era of media convergence has put forward higher quality requirements for sports commentators [15].

Figure 1 presents the quality structure of sports commentators under the background of media convergence. It

probes the quality and the concrete requirements into four aspects: ideology, specialty, language and body and mind.

Among them, ideological quality includes political theory and professional theory abilities.

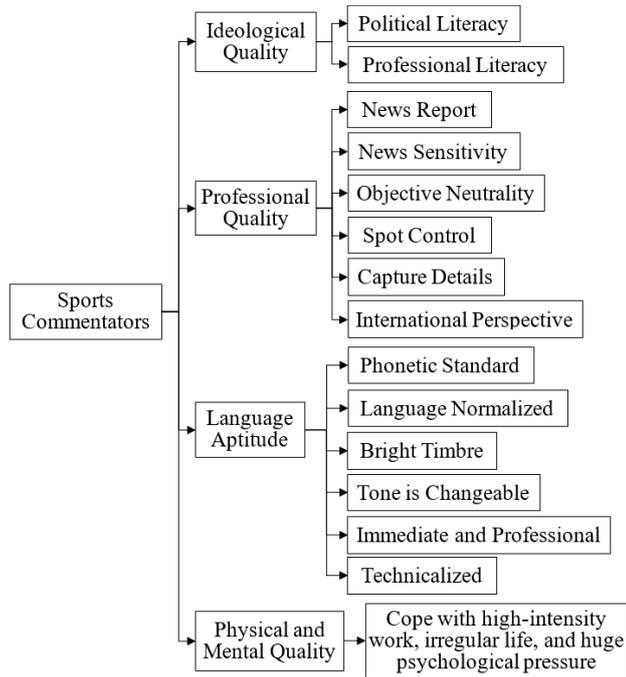


Fig. 1 Sports Commentators' Quality Structure

Professional quality covers more content. A good sports commentator must be a journalist at the same time. He has to have the ability of news reporting and news sensitivity, needs to maintain a certain degree of objective neutrality in his commentary and also requires the ability to control the scene and capture details. An international perspective is also indispensable.

Language is regarded as the "rice bowl" and basic skill of sports commentators [16]. The quality requirements in this respect are expressed as: their pronunciation is standard, the language is normative, the timbre is bright and the tone is changeable. Meanwhile, a sports commentator should be able to criticize the circumstance and event immediately, professionally, and technically.

Physical and mental quality mainly talk about that sports commentators should be strong enough to cope with high-intensity work, irregular life, and enormous psychological pressure.

VI. CONCLUSION

It is seen from the foregoing that in the age of media convergence, sports event communicators are facing new challenges, especially sports commentators, who need especially to have new skills and qualities in order to meet the requirements of work well.

Under the background of media convergence, this paper probes into the main contents, promoting factors, advantages and disadvantages of media convergence, and analyzes the professional characteristics, functions and contributions of sports commentators in the times of media convergence, as well as the new quality characteristics. The paper expounds the quality and ability requirements of sports commentators from the aspects of ideology, specialty, language, body and mind. The purpose is to put forward clear directions and suggestions for the improvement of the quality of sports event interpretation and career development in the era of media convergence.

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