

The influence of theory of sports news for students

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Abstract

The mainstream values of physical education and sports in our country is good, is positive, most students have positive values of sports, but also the performance in positive sports behavior. Students' health sports life style, it will directly affect the national physical health problems. As a result, the school should enhance of physical education to the student, to insist on their various forms of positive education, to instill correct sports values. In addition to the school education function, but also to strengthen the education of students identify media propaganda, through a variety of ways, combined closely with the schools, social education, optimize the educational environment, to cultivate students with media PiPanLi, with good public opinion environment influence, influence students, thereby promoting students have positive sports lifestyle.

Keywords

Sports news; students; impact

1. Introduction

Sports news, is a professional media organizations use advanced communication technologies and means, to the general public in society as an object and a large number of sports information in the form of communication. Sports news media is a major force influencing people's sports value, it will sport culture and values through a variety of ways to show the general audience, guides them to know sports, to participate in sports. CenChuanLi dialectically analyzed in the comprehension of sports communication effect of sports news: "after being disclosed in accordance with the sports news events generated by the positive and negative effects, it can be divided into positive and negative news events. The characteristics of the positive news event is the event promotion to society, had no adverse effect on the sports itself; the negative news is different, the negative news about sports itself has some negative effects, and has more sensationalism." Therefore, the analysis of the effect of sports news audience of students has a certain significance.

2. Methodology

2.1 sports news to student's positive effects

develop sports culture time and space, shape positive sports values. Students by sports news for a lot of new information, constantly enrich their own "knowledge base", but also directly affects the student's individual sports behavior and attitude, and the potential hidden performance is on the students' sports cognition structure, value idea, the role of emotional tendency and behavior patterns are huge. According to related survey, frequent contact with sports people have a very strong desire to exercise at the same time has good sports value concept. Sports in the implementation to enhance physical fitness,

the entertainment body and mind, so to speak, is full of competition, exercise perseverance, under the condition of self-realization, and other functions, but also has improved the commercial value.

enhance student participation, stimulate sport desire. Sports not only provides the sports audience, but also provide the athletes in the future. Can only have a large number of people to participate in sports, sports mass base, to make the development of sports undertakings have endless. Especially heavy play, greatly improved a lot of sports view and admire a gender, to promote the project. Street dance, for example, can perfectly show movement in the process of power and beauty, give a person with "move" the impulse. The World Cup and NBA games charm and atmosphere for students to participate in sports plays a big role, has a strong appeal. Can at some point, all movement of desire and the desire to contribute to the development of sports and all be attributed to the contemporary sports news.

physical exercise, the entertainment body and mind. Under the impetus of the modern communication technology, the sports is the entertainment functions in the process of the combination of media and sports are fully excavated, sports also gradually become a kind of fashion consumption activities of entertainment. Sports concept also changed, from limitations that sports is a kind of physical exercise and training methods, means of will gradually turn into entertainment, fitness, games, etc. The essence of sports properties are gradually reducing, entertaining, athletes and spectators constitutes the practice subject of sports together. In addition, students in the process of sports entertainment not only for the health, exercise the will, and to experience happiness, make full play of the sports entertainment function.

2.2 false sports news the negative effect on the students have incorrect cognition on sports knowledge

first of all, the sports news as a kind of sensory appreciation of the cultural emphasis on public opinion, and entertainment, may make the person produces an illusion, sports will always be successful, strong and handsome, strength, rich and colorful life. When the sports news will be these things lively, vividly in front of the student's side and, but often forget to tell them "sunshine always after the rain" is the sport of the world's most true portraiture. Second, due to different sports journalists own quality is different, the differences determine their professional quality, so not all sports journalism and communication of knowledge is positive and effective, and some things do not conform to the sports in the real situation in real life, discrimination and judgment is not strong students would have a different degree of sports news in the negative, the result must cause the student to have the incorrect cognition to the sports.

unethical competition, one-sided public opinion direction weakening the motivation of students to participate in sports. In recent years, false ball, black whistle in the sports events, sports news widely reported that some students with poor analysis judgment of "competition" may the resulting one-sided or wrong understanding on the surface of a.

sports there is always the result of the wins, negative, and the winner gets a "hero" of the crown, the loser often reviled jacked up to, and even insulted and personal attacks. - there reasons, have lost reason, propaganda not only stay in the surface layer of the outcome of the report, also deal with the outcome of in-depth analysis. That as long as you can win, will become the target that is exalted and sing one-sided public opinion direction, tend to produce very big negative effect the motivation of students to participate in sports.

3. Conclusion

sports star is a sports arena, they have a superb skill, good quality, excellent performance, has made a contribution to the development of undertakings of physical culture and sports. For their work style, professional spirit and moral accomplishment, should be encouraged, but not a good is good, for those who "puts on, put on AIRS, out of the audience" and other bad habits and practices should also give criticism and expose. Sports news propaganda made a variety of different styles of idols, if the light has positive publicity may causes the student to produce an illusion, also easy to make good at learning of

students on a path to mimic chasing idols, the result is bring unrealistic high consumption trend, this phenomenon is also not allow to ignore.

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