

# The supply and demand of the sports news propagation of shallow

Muchun Hao

Changchun University of Science and Technology 7089 Weixing Rd, Changchun, Jilin,  
130022, China

shiran\_hao@163.com

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## Abstract

Sports news reports as indispensable important component of news reports as a growing force in my life. Along with the rapid development of it, as well as rising demands for sports people, the demand for sports news reports also will increase and ascend. Combining with the audience needs to establish sports news media framework, and stratified analysis was carried out on the different levels of demand.

## Keywords

Sports; News, The supply and demand .

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## 1. Introduction

News media on sports news reported today, considering the commercial value, the high ratings of competitive sports news as the main content, and the mass sports, such as the national fitness of social sports news accounts for only a small proportion. To occupy the mainstream newspapers, television, and mass communication network as an example, the author sports coverage of newspapers and TV sports news has made the investigation, the data showed that competitive sports news accounts for more than 80%, social sports news is only less than 20%, the network is sports news sports development to an extreme, thus the people suffered the cold side of the social sports news. This report a lack of will lead to the lack of the cognition of sports people, thus reducing the concerns of social sports. For ratings, reading rate, one-sided reports will also lose a part of the audience.

## 2. Methodology

Some media only pay attention to the domestic and foreign large-scale athletics, strong antagonism sports news, but ignored the public sports, such as the national fitness at the grass-roots level and the people are engaged in social sports activities. Competitive sports than social sports and school sports and other activities more exciting, confrontational, and a competitive advantage. Natural world championships for basketball fans, amateur basketball game is more attractive than community, focus on athletic sports news for young and middle-aged men, more demand for this group is intense and intuitive. As a result, their popularity of the sport news is far higher than social sports news. But this doesn't mean no mass sports news is concerned, the community sports can participate both men and women, old and young, often become people in dinner conversation, has a broad mass base. But in the ratings, reading rate, advertising and driven by economic benefits, the media overwhelmingly tend to competitive sports, and ignore the social sports. Media coverage of the deviation made people for sports awareness of the one-sided, mistakenly athletic sports as a whole, this to a certain extent reduces the enthusiasm of the people engaged in social sports activities. Media in the pursuit of economic benefits at the same time, also should take on social responsibilities, strengthen the attention to social sports news, meet the needs of different people for sports news.

## **2.1 demand for school sports news reports**

Consists of competitive sports, social sports and school sports, the corresponding sports news should also include news of competitive sports, social sports and school sports news. The basis for the development of school sports is being virtuous, can be seen from the words of the importance of physical education and sports. In the past we always emphasized that sports should grab from children, let them during the period of the students generate interest in a sport, and love sports, which in turn reuse the foundation to improve the whole country on sports international competitive level. But school sports is difficult to really be concerned, school sports news report has not been media attention. The reason is that students participate in school sports, and its content often is give priority to in order to cultivate the students' interest in sports games and games, for example, the school sports meet is equipped with many sporting funny games. These for adults is not attractive, news media security ratings, reading rate will be the be fond of and meet the advantage, the competitive sports news reports as the mainstream, gradually reduce the attention of school physical education; In the long term, the school sports will gradually faded, play an important role in the development of sports of the school sports, will be less and less attention to by people and understand, this is very bad for the development of school sports.

## **2.2 sports news reporting requirements for the event**

single game process and the result is known as event news, this is the most common sports news report form. Its advantage lies in: 1. Has a strong timeliness, a match was going on at the same time can through the media to report. 2. Has strong appeal, for a detailed description of can grab the reader's psychology, to attract readers' attention. Its defect is: 1. The report cannot span. Olympic Games, Asian games, world championships, World Cup football match, basketball, golf, tennis grand slam tournament and so on, almost every moment of sports in the exciting showdown, for most sports fans, even have plenty of time, also often attend, busy all games, news and events just reported in detail a particular game, cannot help sports fans care globally. 2. The report cannot have depth. Just about every game for regular reports, but only with one game to analyze the competition both sides in a series of events in the comprehensive performance, is clearly not persuasive. It does not have in-depth look for events.

sport event news also is a kind of news report form. News coverage of sport events is not a specific event which, but for a kind of sports phenomenon deeply integrated with rational analysis report. General news reports the content of the sport events can be divided into three types: news review, a comprehensive news and empirical. Its characteristic is: 1. The vast and concise reports, whether period how long the game, or at the same time for several large domestic and international sports events, through a comprehensive sports news of not more than thousand words, can let the reader a basic understanding of each event in recent days, let the busy many people don't miss the hot game the result of the game and simple process. 2. Reports have depth and forward-looking, the game parties in game more than one event, the performance of the deep analysis of the comprehensive and reviewed in this paper, an event analysis about hundred words can enhance readers' reading of the game, on this basis, for after the game there will be a hotspot and focus make forward-looking predictions.

## **2.3 for the demand of the sports news reported moderate entertainment**

Beijing Olympic Games broadcast broadcast of the country, no matter from the amount of time or a global audience, most of previous Olympic Games. There are so many countries, so many people pay attention to sports news, its essence is that people have put on sports appreciation as part of the life. One of the purpose of sports is the result of the game, the game is entertainment. It can be in the increasingly faster pace of life, work and study pressure is increased in today's society, make people relax, from a state of intense and complicated, this is the charm of sports entertainment function, also is one of the driving force for the development of the sports news quickly. In addition, pay attention to sports news entertainment function can get huge economic benefits for the media, the media in a competitive environment to the survival and development. But in the ratings, the reading rate and driven by economic interests, excessively to sports news, entertainment will make sports event itself was down in the report, even lose its significance. Comprehensive sports news reported in recent years, a rule can be

found, the sports event itself reported length of the smaller and smaller, and for star athletes eloquent lace news reports. Especially the network, from sports stars in detail, marry and have children to raise your hand is cast sufficient, in their daily life to taste. Some media try to make sports news entertainment news, watching an event reports, athlete's private life became a theme, while the game became an ornament, context. What's more, some online sports coverage in order to attract reader's attention, with a "bloodbath" and "killed" bloody word as subject, content are full of violence, looks like a horrible news; Some Internet media loves to relate "star" and "sex", to confuse the audience at fabricating false news, content slightly vulgar 4 to embody humanistic care of sports news reporting requirements

sports movement is the movement in people, people is the main part of the movement, people naturally became the core of sports news reported. In power and beauty of sports fully or not, depends on the people involved in sports. Audiences loved a sport, engaged in the sports star athletes will become their idols, the audience for their attention will be very high, this shows that the importance of in the sports coverage, embodies the physical characteristics of the "people-oriented". Sports news reports should be fully displayed emotional attention and respect to people, embody humanistic care.

sport is without the originally, but also is an Olympic sport, also have the athletes in our country, but not media of paralympic athletes that enthusiasm, for the simple reason that the attention of people for the paralympic games is not high, the ratings of media, reading rate is low, lack of interest. The effort and the paralympic athletes are impossible, they also have a desire for glory, for they don't just should pay more attention and care? Is one of the media reports the role of propaganda and popularization, as long as the media propaganda, more believe that attention and care about their people will be more and more.

### 3. Conclusion

As people living standard unceasing enhancement, the material life is gradually to be satisfied, people growing demand for spiritual, sports news reporting is one of important part of it. Only on the basis of existing, find insufficiency, advancing with The Times, can truly meet the needs of social development for sports news reported. In this paper, from the above five aspects proposed the deficiency of sports news reports exist in reality, illustrates the social demand for sports, emphasize the key role of the media to improve sports news reports, seek sports news report is more comprehensive and healthy development.

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