

Online sports news review state of consciousness

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Abstract

With the vigorous development of the sports enterprise in our country and the growing popularity of the Internet technology, online sports news commentary has achieved great development in our country, a variety of different forms of sports news commentary arises at the historic moment. However, in the actual process of development, the network sports news comment on the lack of originality, opinions, entertainment and other undesirable tendency. To solve these problems, the network sports news commentary should strengthen the original consciousness, the normative writing consciousness, strengthening brand awareness, and actively carry out cooperation with traditional media.

Keywords

Sports comment, State of consciousness.

1. Introduction

Online sports news comment is the combination of sports news commentary and network media, is published in the network media have valuation opinion about sports events or sports figures.

with the diversified development of Chinese sports news, network sports comment has become an important part of network media to participate in media competition. Four major portal tencent, sina, sohu and netease have opened up a specialized sports comments section or BBS discussion area. This paper respectively from the content, form and features of sports news commentary summary of the current network sports comment on three aspects: state of consciousness.

2. Methodology

2.1 comment on the characteristics of sports journalism

transmission of real-time. Compared with the traditional media, not limited by printing cycle and layout, network sports news comments can be followed even synchronization with the spread of sports news. Major portals have set the NBA live broadcast, for example, by commentators synchronization according to the game situation with explanation of events, all can be in the public discussion area to carry out the discussion can also communicate with commentator, end of the event site will quickly launch of the game.

The diversity of 1.2 point of view. Network source of sports news commentary universality has created the diversity of its view. For the same sports news, both from the professional commentators say, there are views from the ordinary Internet users. Network virtual space aggregation comments from different channels, different points of view on network platform collide with each other, for example in lang ping, Chinese women's volleyball team's comments again, apparently formed the support and against two opposing views.

of the interactive communication. Of the interactive network sports comment reflected in different views to touch, BBS and BBS is the most can reflect the network sports comment on interactive features. With tiger flapping sports BBS posts "people are not afraid of butch of hunting Wolf!!!" As an example, this post on May 3, published in 2013, but, as of May 4 01:40 points, there are 139218 people in just 12 hours browsing this post, 509 people. These interaction can reflect people's sports news in the first opinion, this kind of information communication and exchange of views also contributes to promoting the development of network sports commentary to depth.

1.4 opinions of contributions. Because of network characteristic layout characteristic of contributions sex, each website tend to set up special comments section. In this section on the for the same or different from different media or individual sports news' critiques. Sina sports "media commentary" section, for example, the market offer a lot of sports comment from traditional media. Netease sports comment section is a combination of traditional media comments, expert comments, the popular blog comments, reviews a variety of different forms such as the types of comments gathered a lot of the latest sports commentary.

2.2 network sports news of the defects in the comments

lack of originality, a lack of authority. Each website especially portal though, such as the comment lines or section devoted to, but still more traditional media reprinted the news comments. Because the network transmission homogeneityphenomenon serious, causing the site to appear slack in original ways, more is given priority to with reprint others critiques. Ideas are the soul of the media, lack of originality opinion of the media is difficult to in the cutthroat medium environment neutral firm footing. Network media portals and specialized institutions, in particular, once the lack of independent point of view, and its authority will gradually lose, traffic will be dropped.

too casual, generic views tend to be serious. On the one hand, network publication of anonymity given the opinion from the condition of blame, some people in critical comment is more casual narration of state, when the views of others does not accord with oneself, then to attack each other, lead to some trivial and even beyond the moral bottom line of speech; Opinion too scattered, on the other hand, lead to the loss of the guidance comment. In comments for some major sports events, the media as well as many Internet users have been launched, a variety of opinions is in the entire field of public opinion, seemingly bright view actually the whole event, lost.

some vulgar language, showed a trend of excessive entertainment. In the network environment under the influence of undesirable tendency, network sports news commentary also appeared a trend of excessive entertainment, in terms of content, and comment on all have direct embodiment. Such as "green army specialist shame melon speech exposure: Kevin garnett you wife", "why girls are like kobe Bryant, content or too vulgar, or too much entertainment. These articles may be able to impress the audience eyeball temporarily, but it cannot meet the higher demand of audience, nor to guide, are more likely to develop low interest orientation of audience, not conducive to the development of sports communication.

3. Conclusion

With the gradually development of network sports commentary, a variety of different forms of sports news commentary arises at the historic moment, constitute a dynamic network sports comment on environment.

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