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## Comment on the development strategy of sports journalism

Muchun Hao

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

shiran\_hao@163.com

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### Abstract

In view of the sports commentary. Sports comment is one of the sports commentary in the most common form. For now, the entire network sports news comment original shortage, poor quality, and original comments is one of the important tools of website promotion authority, thus establishing a group of professional commentators team should become the top priority of each network media. In addition, the establishment of the zone to attract the net friend comment on it is also one of the effective ways to stimulate the original comments, this requires a news website editor with high quality in order to from a mass of variable quality netizens refines primary post good comments.

### Keywords

Online sports news;comments;The development strategy of.

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## 1. Methodology

strengthen the original consciousness, establish professional commentators team

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specification writing consciousness, establish a reasonable mechanism of writing

to strengthen the standardized writing consciousness is mainly based on the current network sports reviews some of the vulgarization, excessive entertainment and other unhealthy phenomenon, only universal standard consciousness, to avoid all sorts of undesirable tendencies in the process of practical writing. In addition, also exists in some sports news commentary is greater than the rating of phenomenon, that is too much news fact and ignored the "rating" one of the most important elements of the review. This situation can be caused by no reasonable commentary writing mechanism. So to strengthen the standardized writing consciousness is of great significance.

to develop brand awareness, create personalized comments section

to strengthen the supervision function, to establish the hedging mechanism of adverse comments

Hedging mechanism is mainly a pointer of the adverse comments to establish in the arbitrariness of online friends to speak of some vulgar words to avoid, to create more favorable comments on the environment. Site should put yourself or BBS for strict management, not to increase the click rate and set up some more vulgar topic attract netizens are discussed, once found too coarse speech, and deal with the delete and warning processing, etc.

to strengthen cooperation with traditional media, traditional media resources with high quality

the traditional media, especially television media in the sports news dissemination has accumulated plenty of experience and rich resource. As a new media network media both in form and in content transfer appear less mature, and traditional media cooperation is one of the focus of network sports commentary should be development.

## **2. Conclusion**

Ratings, in short, the program is to review, but only rating "is not an option, is to improve economic benefit, but never at the expense of grade, at the cost of social benefit, at the expense of media image, in exchange for economic benefits." [3] as sports media workers, be sure to who, firmly grasp the professional ethics, can't give up whenever what media social benefits. Sports media to improve their own quality, enhance the competitiveness of the media, in the basis of social benefit, realize media to pursue the economic benefits of the media, two kinds of benefits to achieve a win-win situation. So sports media would find their way in the competition.

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