

The harm of sports news entertainment for teenagers

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Abstract

Along with the development of the socialist market economy in our country, sports pay more attention to commercialization, more active with the media publicity, so in contemporary media report, sports news, more and more become a big entertainment into a trend to sports news.

Keywords

Sports news; entertainment; harm; teenagers

1. Introduction

In recent years, the sports news, entertainment, sports media competition and the product of market expansion, also is the media pursue ratings or reading quantity of a necessity. It reported the emergence of active way, enrich the content, the already serious news more kind, rich and colorful, more popular, and it also is the sports section of the paper media in compete with electronic media such as TV found the gap. There is no denying the fact that it in the development of sports news has played a certain positive role.

Responsibly and everything, however, we often say "too much of a good thing," the news entertainment. With the development of market economy, news politicised from the planned economy era, is at an amazing speed pan entertainment of transition to a market economy era. Many malignant hype, fake news one after another, we know that once had her head in entertainment, news reports will be distorted, dishonest, lost is lost, rope, the harm is immeasurable.

2. Methodology

"sports entertainment", is the extension of traditional sports coverage of extension, to expand the content of the reports from the sports event itself to people, things, things associated with events, etc. Entertainment sports news on the content of the emphasis on culture and entertainment content, was full of virility and strength in beautiful sports events into entertainment, sports better, let original repulsive-looking easily up technical and tactical analysis of boring figures, trying to from various people and things about competitive sports news entertainment value, emphasizes the story, plot, strengthen the appropriate. Analysis from the perspective of communication, the entertainment function is one of the basic functions of mass media, entertainment and sports one of the basic elements for the combined with media.

in quite a long time in the past, because of too much emphasis on political demand, our country's sports report ignored and suppress the individual, the pursuit of human nature and the beauty of sports and entertainment. With the prosperity of economy in our country, the development of undertakings of physical culture and sports has entered a fast track, the politicization of the sports colour has faded, began to return to the game and entertainment function. Therefore, sports entertainment is a kind of inevitable trend of social development, is the very nature of entertainment and sports thought.

in sports news report take entertainment gimmick to attract and attract audiences, for the modern media in the fierce competition is understandable. Problem is there are some media in sports entertainment, has been greatly beyond the bottom line of professional ethics in sports news report some vulgar tendency of excessive entertainment and even, make sports into the mire of the entertainment.

a presumptuous guest usurps the host's role in the sports news phenomenon become fashion. Some reports in the media at sporting events, not the report's emphasis on sports event itself, but with competition will focus on the relevant people, things and objects, especially focus on the coverage of star athletes life and tidbits. Sometimes a big event report, readers can't see anything about the game in many pages process and result of detailed reports and comments.

sports news reports in the lack of humanistic care. Construction of socialist harmonious society emphasizes humanist, pay attention to man's existence and development. However, in the current sports news report often full of intense longing for the "money worship", by adversities hero. In sports news report, celebrities, such as the championship was newspapers, radio, television and other mass media reports of the mainstream, and those who are weak in event athletes are rarely reported. Not only that, some media also touted to some athletes a temporary failure or setback, ignore the athlete's emotion.

sports news excessive entertainment media credibility. In traditional theory of journalism and communication, the primary function is to monitor or watch news environment, information service for the decision of people's behavior. In the trends of "sports entertainment, sports news on its value orientation, to" interest "as the primary criterion, performance on media content is serious news have fallen sharply, and recreational sex" interesting news ", have risen sharply. The prime function of sports news turned into entertainment, become a part of the leisure life. Sports news in the phenomenon of excessive entertainment, in to the media surface and brief benefits at the same time, but there is a huge potential negative impact, the credibility of media pose a serious threat. If a media focus too much on some anecdotes, and ignore the normal competition, as time passes can make those loyal fans because of can't see the "real" sports information from the media.

as is known to all, sports news, there is an important function that is reported sports information, sports culture, inheriting civilization, to build a harmonious social and cultural atmosphere. Sports culture is the essential content of education, it is a good enlightenment tools, and filled with the language violence and the lack of humanistic care of sports news reports and comments but with the spirit of sports, ladies in meet the demand of audience cheap sports information at the same time, also damaged the foundation to the benign development of social sports.

3. Conclusion

Media should strengthen the training of writing staff, improve the competitiveness of the media. Media personality, cultivate depend on the audience. Now highly homologous media information, provide the original news rarely. So, really can not stimulate the impregnable medium and low taste, but the media began to form in the long-term process of reporters medium characteristics. As a unique insight into ability, excellent processing capability as well as the media audience relies on value judgment system, etc. Building brand columns, raises the audience expect consciousness of articles and programs.

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