

# **The Communication and Innovation of Sports News from the Perspective of Media Convergence**

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**Abstract:** Technology has totally changed people's lifestyle and habits in recent years. And the integration of traditional and new media has made things have various forms to express. Now, people have paid more attention to the development of sports, especially the events, news and reports about sports. People can get the related information through the Internet or traditional media like newspaper. Therefore, this paper discussed the innovation of sports news under the integration with new media by analyzing the convergence of new and traditional media.

## **1. Introduction**

Along with the fast development of Internet, information globalization, integration of traditional and new media, the report methods of news have also become diversified. People can have an access to news by means of traditional newspaper and broadcasting, or new computer and phone. And there have been lots of change in the presentation modes of news, for instance, reporters can choose the live broadcast to report news. Because there are numerous people paying attention to sports events and watching them through Internet and television. So current sports news is increasingly strong in the era of media convergence.

## **2. The definition of media convergence**

Media convergence refers to the integration of traditional media and new media under some circumstances, and the trend of the media is multi-function. With the development of technology, media convergence has been inevitable and brought more convenience for people's life. In addition, sports news has more development potential in the era of media convergence. Current sports news should seize the opportunity to constantly innovate and develop.

## **3. The change of current sports news communication from the perspective of media convergence**

### **3.1 Reporting methods**

Reports on sports news in the 21st century have also been influenced by technology and society, for example, the reporting methods have transformed from traditional newspaper, radio and television to live broadcast on mobile phones. Through the interaction with net friends on the platform, related sports news workers can have the idea of what audiences want and think, so they can timely adjust the reporting methods. Sports news also has its own website through which more people can get a better understanding of sports events and basic knowledge.

### **3.2 Reporting content**

Reporters of sports news have changed former exaggerated reporting content, and now they turn into reporting true and practical content, basically guaranteeing the authenticity of news. Such change can greatly improve the readability of news and the interest of readers, and help readers gain a better understanding of sports events. In addition, the change of sports news content has gradually eliminated people's inherent cognition with it.

### **3.3 Sports language**

In the era of economic and information globalization, people are not just pursuing fame and interest, which has also helped get rid of some negative mood existing in the former watching sports games. Years ago, maybe people don't trust sports events, just chasing the rank and giving heavy pressure to competitors. Only those with good rank would be praised and those on the contrary would be blamed. So most people have trouble hearing taking part in sports or just the word "sports". However, current sports news workers have changed the attention of reports, which has helped more people be fond of sports activities.

## **4. Characteristics of sports news communication from the perspective of media**

### **4.1 Audiences will not be limited by traditional media**

People can merely use specific media like TV, radio and newspaper to get and share the information of sports events in the age where there is not enough network. And related sports games should be watched in the corresponding time; otherwise, it would be no. However, Internet has been very popular among the world along with the innovation and development of technology. People can search the engine to find related sports events, and watch related videos and get lots of information through the computer and mobile phone<sup>[1]</sup>. Audiences can feel free to choose related information about sports events and watch them with different media. Also, it can help sports closer with people's life, for instance, reporters can have live broadcast in microblog, watch audiences' screen comments, communicate with them, and close the distance between audiences and games.

### **4.2 Sports news and information will be effectively shared**

The birth of Internet connected every place in the world to some extent. Just like its name, everyone may have some connection with another, and no one will know what will produce. And it is exactly in this "net" that sports news is delivered and shared by all the people<sup>[2]</sup>. Mostly, editing workers can help people get different choices with sports information through arranging the layout, which can also improve the influence of sports events.

### **4.3 Strengthen the innovation of sports news communication**

In traditional media, information selection depends on the editorial staff, and people would select the recommendation of directed editor. But along with the progress of technology, we have entered the era of media convergence in which there is not just the traditional media giving news and information, but the new media has made audiences become the main part of news. Everyone can write and publish news, making the communication of sports news information more efficient and fast. In addition, sports news information has become more individual and personal so that people can choose what they want and get more understanding with sports news and information<sup>[3]</sup>.

### **4.4 Increase the interaction of sports news**

People were forced to accept some information in the age of traditional media, so there was very little interaction between people and traditional media. News editorial reports couldn't make relevant discussion with people's problems or suggestions. However, the advent of new media has made it possible that everyone can share and edit sports news. People can accurately position matters and share their opinions with net friends on the Internet.

## **5. Specific modes of sports news innovation from the perspective of media convergence**

### **5.1 Use various media convergence to expand the communication range of sports news**

The new century has witnessed people's improving living standards, constantly developing technology, upgrading network and increasing news. Under some circumstances, media convergence has provided more communication platforms and models for sports news and made news more accurate<sup>[4]</sup>. Besides the authenticity of news, people also pursue the depth and width, so

the media convergence has make sports reports deeper and wider. At the same time, the opinions and demands of audiences can be considered to make corresponding adjustment and change, help them get better understanding with sports news and add some vigor to sports.

## **5.2 Create related sports news based on audiences' demands**

There has been certain competition among various reports on sports events along with the economic and information globalization. In addition, our nation has attached more importance to sports, so it is catering to the era that making the response to national policies and appealing and increasing the number of people caring about sports events. Therefore, the report should transfer from traditional media to integrated media in which the main part is audiences rather than media editors. Such method can help establish a new sports news communication system in line with the trend of the era. Although the communication of sports news information serves audiences, news editors should have certain moral requirements, vocational qualities and responsibilities. They should polish their responsible news, write meaningful passages, and report them on the filtering communication media after finding the characteristics of news. And they should improve the related skills to give audiences deep and wide news and reports.

## **5.3 Increase the authenticity and reliability of sports news**

People are always fond of those articles full of authenticity and depth. So sports news editors should connect both sides and write reliable reports. Reporters should write articles with original spirit and culture to make sports news more influential. In addition, they should pay attention to the accuracy of information, and timely check and correct the wrong numbers and words<sup>[5]</sup>. What's more, they should constantly strengthen their abilities to make more people know and like sports news.

## **5.4 Strengthen the training of related sports news talents from the perspective of media convergence**

Nowadays, reports on sports news need more talents due to the attention of our nation on sports industry and constant development and innovation of sports news. And more professionals are required to meet the social change and media convergence.

### **5.4.1 Current status of training sports news talents**

Sports include various projects, and reporters should be at the spot. So comprehensive talents are required in the era of media convergence<sup>[6]</sup>. But now, the media market is constantly expanding, and all kinds of people have entered the media industry to make the competition more fierce. But there is still a shortage of related compressive talents about sports news and reports. Recently, there have been two extreme problems in China. One is that related sports colleges provide not professional courses, so they just have abundant sports experience and knowledge but lack corresponding abilities. The other is that some news colleges also put forward related sports concepts, but there are not physical teachers having exercise, which leads to an awkward situation<sup>[7]</sup>. Even though some colleges have related courses, the lack of profession makes students' academy exist some problems. And to some extent, some students only pay attention to theories rather than learning practice. Therefore, there must be two methods to face fierce competition in current media market, in other words, constantly improving their academy and reforming corresponding problems to train comprehensive talents.

### **5.4.2 Train sports news talents under the media convergence**

Colleges should follow the trend of era to constantly adjust and improve curriculums, and to help students get better understanding with sports news. Comprehensive talents also need the training of media and colleges so that students can practice in social environment, learn related skills about sports news and close the distance between theory and practice. In the cooperation with relevant media, colleges can have corresponding economic compensation, provide corresponding sports equipments and practice opportunities for college students, and make more people have chances to

exercise. In addition, colleges should make curriculum arrangement and practice according to the change of current social media. And the “double-teacher system” can offer corresponding guidance for college students to help them have an access to sports and news<sup>[8]</sup>. What’s more, colleges should pay attention to students’ practical abilities and give students opportunities to quickly connect with society, which can help them hunt related jobs in short time. Besides, colleges should timely adjust courses based on the appealing of our country, exactly know what students want, and help them build correct values.

## 6. Conclusion

Along with the integration of traditional media and new media, colleges should make corresponding curriculum arrangement according to the characteristics of era development and their own features. Related systems, learning mechanisms, scientific technology like new media should be applied to teaching. We should train comprehensive talents for national construction. Now that the sports news has made some progress and development, its reports requires the media convergence.

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