

Research on Government Coping Strategies for Sports Events

—Analysis from the perspective of New Media

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Abstract: Since the 2008 Beijing Olympic Games, the number of major international sports competitions held in China has gradually increased, so the frequency of emergencies in sports events has also increased. "New media", one of the modes of communication for sporting events, has developed rapidly during this period. In today's environment of all things, the original communication pattern and public opinion ecology have been fundamentally broken, and the government's ability to deal with unexpected events in sports events is particularly important. Based on theoretical research, this paper systematically studies the existing problems and improvement measures of the government's response to emergency response capabilities in emergencies in the new media environment, aiming at the government's response to emergencies in sports events in the new media environment. Ability to improve provides new ideas.

1. Introduction

Since the 2008 Beijing Olympics, the number of major international sports competitions held in China has gradually increased, so the frequency of emergencies in sports events has also increased. With the in-depth development of the Internet, the social information dissemination medium is increasingly diversified, and information dissemination is more convenient and rapid, but it also causes distortion or even distortion of information dissemination. In this context, how to ensure the government's emergency response capability in the event of future sports events, ensure that relevant information released by the government is timely, accurately and completely communicated to the general public audience, actively guiding social public opinion from the positive, effectively curbing negative The dissemination and fermentation of negative information has become an important research topic at present [1].

2. New Media Gives the Government the Opportunities and Challenges Brought by Emergency Response Capabilities in Emergencies in Sports Events

The rapid development of the Internet has opened up a new social space and field of cyberspace. The rise of new media has deepened and expanded the dimension of cyberspace, bringing new opportunities and challenges to the dissemination of sports events.

2.1 Opportunity.

The rapid development of new media has accelerated the rate of information dissemination. In the past, traditional media published sports news, which was subject to a series of steps such as interviews, writing, and review. In terms of new media, traditional media extended the time for dissemination. The news has no "fresh" feeling. The rapid spread of new media has expanded the publicity, increased the number of users' browsing, and made the public more open and transparent to understand the fresh information, increased the transparency of information, and improved the ratings of sports events [2].

Scholar Goodnow believes that state power should be divided into two parts: the expression of the state will and the execution of the state will. The new media provides a platform for the

expression of the right to speak of different classes of society and different stakeholders. In the context of new media, the broad audience is not only the recipient of all kinds of information, but also the processing and re-publishing of all kinds of information. People can use the new media to express their opinions on all relevant carriers. Compared with the reporters' own opinions, the new media is more able to brainstorm or be knowledgeable. At the same time, the relevant staff can also communicate with the users, understand the opinions of the masses, and further refine the important information that has not been learned through the public. In the traditional media era, people can only accept news messages published by journalists, passively accept information, and cannot comment on them in a timely manner. However, with the continuous development of new media, everyone can now become the publisher of news, breaking the restrictions of news release, expanding the voice of the masses, and giving the public a platform to express their opinions and opinions [3].

The emergence of new media has further increased the freedom of speech of the public. Users use AAP to watch news and mega-news information without registering with real identity. However, if you want to comment and discuss under the news information, you need to register your real identity. This method provides convenient conditions for supervision. User online discussion is a public public opinion place to improve the public's own quality. The public is also supervised by other people while exercising supervision. This way is conducive to strengthening social supervision. It is conducive to the public to consciously improve their quality, and is conducive to the construction of a harmonious network public opinion environment.

2.2 Challenge.

Nowadays, many of the emergencies in sports events are the first-hand information that the audience releases from the game site to the new media platform. Scholar Shen Jinxia wrote in his "Analysis of the Characteristics of Information Dissemination from the Media": "The so-called "gatekeeper" in China is the relevant part of the government. In the traditional media era, a news release of a sports event is subject to interviews by reporters. The writing, the review by the press and publication department or the propaganda department of the party organization can only be published to ensure the authenticity of the news. In recent years, with more and more sports events, sports emergencies have emerged in an endless stream, government departments. The situation of getting out of control of "discourse power" is getting worse." The main reason for this phenomenon is that the speed and timeliness of new media far exceeds the mass media, especially after the major emergencies of some sports events. After determining whether to report and how to report, the department often delays the best time for news reports, and the audience gradually loses their expectations for traditional media. Contrary to traditional media, new media does not require layer-by-layer screening and check-in. It can be posted on the Internet with simple text, so that the audience can understand the relevant information at the first time, and it is easier to win the priority voice of public opinion. This has led to the emergence of the government's "discourse power" out of control in the dissemination of sports events.

In the traditional media era, some real and effective information will be released through layers of checks, while new media will be greatly reduced in terms of information accuracy and reliability. In the emergency of the sports arena, different angles will be taken into different pictures and understood as different meanings. Netizens will launch public opinion on the Internet, misinterpreting the original intention of news publishers to publish news, maliciously distorted information overwhelming, illegitimate remarks, and ultimately unstoppable, resulting in extremely bad consequences. In the era of traditional media, the staff of the government and relevant departments of our country are the gatekeepers of the authenticity of news and information content. The arrival of the new media era means that the era of traditional media checks and screenings has passed, and the traditional media supervision model has gradually drifted away. We have entered a free information age without "gatekeepers", which not only gives society and the government brings huge problems, but also requires the audience to be more cautious in screening the authenticity of information and disseminating information [4]. Otherwise, an inadvertent forwarding will cause

uproar like the "butterfly effect", causing serious consequences of being out of control. .

3. The Current Misunderstanding of the Media Response Work by the Government in the Event of an Unexpected Event in Sports Events

In the new media environment, there are many problems in the emergency response of the government in emergencies in sports events, such as lack of awareness, imperfect systems, and lack of professional talents. The main reasons for these problems are as follows:

With the gradual deepening of China's government management system reform, the government that is undergoing transformation has not yet established enough crisis awareness. The emergencies in sports events are spreading very rapidly in the context of new media. The government is seriously passive in dealing with emergencies. For example, the first China Open tennis tournament is scheduled to be held in Beijing on September 14, 2004. However, due to the continuous rainfall in Beijing on the opening day, the organizers were forced to cancel the opening ceremony scheduled for the evening and lead to unlimited competitions. The occurrence of emergencies caused great public opinion pressure on the network. The relevant government departments could not respond to the network and give emergency plans in the first time, which seriously reflected the government's unsuccessful handling of emergencies in the network environment. Defects, and affecting the image of the government in the hearts of the masses, will have a negative impact on the credibility and authority of the government in future work. The fundamental reason is that the relevant personnel of the government lack the awareness of dealing with emergencies in sports events, and the sudden incidents become public opinion and cause resentment from the masses.

In China, there are no relevant laws and regulations for emergency response in sports events, so the relevant government departments lack corresponding compliance or basis when dealing with sports events. In the first round of the 6th group of the men's 110 meter hurdles preliminaries held at 11:00 am on August 18th, the Beijing Olympic Games, Liu Xiang retired from the competition in the first round due to the recurrence of his right heel bruise. Liu Xiang was highly regarded in the sports industry at that time. The retreat unexpected events attracted very large public opinion from netizens. There were positive and negative ones, which caused great psychological pressure on the athletes. Under the new media environment, the spread of news and information is changing with each passing day. It is very difficult for the government to deal with emergencies quickly and effectively based on the existing laws and regulations.

The analysis of the government's response to the network's grievances by the People's Daily Public Opinion Monitoring Office shows that some government officials have insufficient understanding of the Internet sensation, rigid concepts, and low news quality. They are overwhelmed by the sensational pressure brought by unexpected events. Following the previous treatment methods, I hope to use the method of suppressing, blocking or even covering up. The result is often intended to be overwhelming and counterproductive. In the 2017 World Table Tennis World Tour China Open men's singles 16-in-8 competition, Chinese table tennis players Ma Long, Xu Wei and Fan Zhendong did not appear on the court on time and gave up the competition. This is a high-profile competition, and the result of the athlete's retirement has had a bad influence. The State Sports General Administration gave the ITTF a letter of apology and responded to certain scrutiny, but there was no specific strategy for dealing with emergencies. The final incident was lost. It can be seen that in the environment of new media, the government lacks professionals who can correctly guide the public and deal with emergencies.

4. Government's Media Coping Strategies under Emergencies in Sports Events

In the rapid development of society, sports events have a very high social status and value. A good competition system is the basis for ensuring the smooth progress of sports competitions. Safety of events is an important guarantee for the competition. In order to ensure the smooth progress of sports events, it is a very important task to deal with emergencies in sports events. By consulting relevant data and analyzing and comparing, the author proposes the following strategies

to provide reference for the government to build emergency response capabilities in emergencies in sports events.

In the context of new media, dealing with emergencies in sports events, government workers must first change the concept of traditional media, and can not "cover" the real information of the incident because of fear of taking responsibility. Reporting again under the pressure of the public will seriously affect the image of the government among the people. With the rapid development of new media, the public's requirements for the openness and transparency of government information are becoming more and more intense. Therefore, it is necessary to increase the awareness of relevant personnel, improve the government's understanding of information disclosure, and protect and respect the public's relevant crisis. At the same time, it is necessary to train relevant staff to make emergency plans for the safety issues and emergencies of sports events before holding sports events. This will gradually increase the public's trust in the government and establish a good image of the government in the public mind. In the case of government workers who are unwilling to disclose information during crisis management and the use of information to seek private interests, they must be criticized and punished. Cultivate the contingency plan or strategy before the game and the awareness and ability to properly handle emergencies in a timely manner, and improve the credibility of the government [5].

In the age of information technology, new media influences our daily food, clothing, housing and transportation. Especially in the dissemination of information, the traditional media's television, radio, newspapers and periodicals have been transformed into the current mobile phones, digital TV, Weibo and so on. Applying these new media to sports events has brought new ways and means to event marketing. At this stage, major sports events have their own websites, and the real-time information of the events is posted online, which increases the promotion of the events and enhances the competition. However, in the new media monopoly today, the rapid spread of new media, the variety of ways, the interaction of users, the orientation and other characteristics make the events of sports events more difficult to manage. The application of traditional laws and regulations to the handling of event emergencies is not very large. Therefore, it is necessary to increase the government's supervision of the network, establish a network real-time monitoring system, and effectively filter the network information. In addition to traditional media and major portals, the scope of monitoring should also pay attention to various forums and hot blogs. Etc., from which to find key information that may occur unexpectedly, promptly alert the relevant personnel of the organizer to pay attention.

In today's social environment, new media has emerged, and the public's comments on news events are more free, because each person's views on different events are different. The positive guidance of public opinion and the dissatisfaction of public dissatisfaction are the most suitable practicing ability of new media practitioners today, and strive to eliminate the sudden public opinion frenzy in the bud. This is what the journalism professionals who are urgently needed at the present stage should have. In order to ensure the quality of new media practitioners, we should start from the training plans of various universities, and carry out relevant innovations in the mechanism system. We can also combine the national conditions of our country and learn from foreign training methods for new media talents to differentiate our new media practitioners. . And attach great importance to the moral education of relevant personnel, so that they can establish correct values, and have the ability to combine theory with practice, professional knowledge and application ability [6].

In the new media era, the messages users see on the Internet are not necessarily authoritative and real. Sometimes, some false information will affect the public's perception of some events and generate public opinion. Therefore, the government should establish relevant management institutions, and be responsible for the planning, manufacturing, distribution, and service of government network information resources development, so that the organization has the full authority to send, receive, organize, and provide technical support for network information, in the context of the network. Ensure that the source of the information is authoritative. Building the government's own website, publishing authoritative information on the website and constantly

updating the information content, attracting more people to pay attention to the government website, bringing the relationship between the government and the netizens closer, and expanding the information distribution channels in the emergency. The government can quickly and efficiently publish authoritative information to clarify false information on the network, and ensure that the news information received by the public is authentic and authoritative.

5. Recommendations

The new media is a double-edged sword, which has brought many changes to information dissemination, enriched the information dissemination medium, improved the speed of information dissemination, and improved the way information was presented. At the same time, the new media has also raised questions about the authenticity of information in information dissemination. In the context of new media, it is suggested to strengthen the government's emergency response system under the emergencies of sports events with Chinese characteristics by strengthening the awareness of government workers, improving the system of media supervision mechanisms, highlighting the construction of professional talents, and optimizing the establishment of government institutions. The system ensures that the government responds promptly, properly and positively in the event of sports events, effectively guides public opinion with authoritative information, creates a good atmosphere of online public opinion, and earnestly safeguards the credibility of the government and forms emergencies of sports events under new media.

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