

# The difficulties and coping strategies of sports events in the era of financial media

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**Abstract:** The tide of media convergence has swept all sectors of society in China, and challenges and opportunities coexist in the field of sports event reporting. Using literature data, content analysis and other research methods, taking the sports event reporting as the research object, discussing the dilemma and optimization path of sports event reporting in the era of financial media. Reporting dilemma: lack of activity of sports events communication subject; lack of depth of sports event coverage; low degree of technology integration of means of sports event coverage. Optimization path: introduce media talent, build user community; insist that content is king, improve reporting quality; help technology empowerment, create smart sports.

**Key words:** sports event reporting; sports media; event communication; financial media era

## 1. Coupling application: the fit of spectacle theory and sports event reporting

The formation of the spectacle theory is a constantly developing process, which is constantly perfected by several scholars. Kellner is the “master”, who first proposed the definition of “media spectacle”: as a symbol of modern social values, “media spectacle” can make people more adapt to the present life, and dramatize the contradictions in various societies.

“Financial media” is a concept put forward by domestic scholars based on the concept of “media fusion” in American scholars . At present, the academic community has not reached a unified definition of “financial media”, and the academic research focuses on the industrial perspective and the organic ecosystem perspective , etc. This research is a financial media, defining: make full use of the media carrier, gather the common characteristics and advantages of radio, television, newspaper and so on, fully integrate the media resources of all parties, and realize the publicity concept of “integration of resources, content, publicity and interests”. The research subject focuses on “media wonders”, “news reports” and so on. Niu Yantao et al. pointed out that the competition media assume important responsibilities in sports events, and the publicity and communication influence of the media should be strengthened before, during and after the competition, which laid a foundation for the benign interaction between the media and sports.

## 2. Problems: The communication of sports events needs innovation

### 2.1 Lack of activity of sports event communication subjects

Due to the long-term lack of activity of the event market, the lack of exercise space and momentum of market subjects, the lack of professionalism of the relevant operation subjects of market events and the vitality of communication subjects need to be improved, which has seriously restricted the development process of sports event reporting in China. The popularity of “we media” also provides new choices for sports event coverage, and users join the communication group after the role change. The scale of employees in sports event reports has expanded rapidly, cross-border we-media and grassroots anchors have joined in, and unprecedented low industry access standards and failure of industry norms occur frequently. The low vitality of communication subjects is another dilemma for sports event reporting practitioners.

### 2.2 Lack of depth of content of sports events

There are “lame” phenomena in quality and speed. When sports events are held, in order to pursue the timeliness of reporting and seize the “headlines”, sports journalists tend to “report what they see”. The content of the reports lacks critical, speculative and superficial. The content released by various media is focused on the broadcast level of the events, which cannot highlight the thoughts of the media people. In the era of financial media, there are still stereotypes in traditional media, and the spread of shame in the old media era is easily reflected in the reports. In order to pursue economic benefits, make profits by increasing traffic, and select the subjects with stereotypes for management research and report. Nowadays, the report content of sports events is no longer a one-way transmission to the public, but to grasp the pulse of the market and produce diversified and professional sports events content. However, in order to pursue stable page views and communication speed, the content of sports event reports is highly framed and procedural, and the reporting themes of different communication subjects are similar. In the era of financial media, sports event users are often pushed with similar content. In the era of attention economy, the homogenization and one-sidedness of content will make it difficult for the “mass production” content of sports events to break through and be abandoned by the tide of The Times.

### 2.3 Reporting means of sports events have a low degree of technology embedding

First, resources are unevenly distributed during the event. Large-scale international sports events reports are supported by the central media and official media, and can get more advanced and comprehensive technical support with strong capital. In the coverage of the 2022 Beijing Winter Olympics, a number of broadcasting innovations and new media applications have been realized by using 8k UHD and cloud broadcasting technologies. These technologies are the first investment in Chinese sports coverage, which is beyond other events. In contrast, since the establishment of the Chinese Track and field street Tour seven years ago, relying on the General Administration of Sport of China and the powerful Austrian sports in the sector, only 4k technology in the rebroadcast of the event, and the reporting methods have not been significantly innovated in recent years. Second, there is a digital divide between the event coverage and the presentation of the event users. The digital divide generated in sports event reports is reflected among different communication participants.

## 3. Rescue strategy: integrating the reporting path of sports events in the media era

### 3.1 Introduce media talents and build a user community

Man is the core element of development. In the communication of sports events, both the disseminator and the recipient play equally important roles. According to the Post-Industrial News Report released by Columbia University, journalists should have six hard skills: 1) professional knowledge; 2) familiar with data and statistics; 3) understanding user analysis tools; 4) familiar with basic programming knowledge; 5) storytelling; 6) understanding project management. The communication subject comprehensively controls the framework of the communication content, and constructs a systematic, hierarchical and intelligent full matrix communication system. Communicators should uphold the “user thinking” and build the effective communication connection on the construction of community. Through the collection, cleaning and integration of unstructured information such as users’ interest, emotion and behavior, the communicators can describe the vivid user portraits, which can greatly improve the effectiveness of the communication behavior of sports events.

### 3.2 Insist that content is king and improve the quality of reports

For the news media of sports events, it is necessary to grasp the typical cultural characteristics of reporting sports events, grasp the core needs of the audience, and shape the logic of content production and dissemination. In recent years, it has become a new trend for sports reporting to explore the stories behind sports events from a humanistic perspective. Take the Chinese track and field street circuit as an example, which has formed its unique cultural connotation since 2015. The event allows viewers to feel the speed and strength of track and field while watching the event up close range. In the process of the dissemination of sports events, sports events themselves, as the subject of actors, need to have strong attraction, so as to form attraction to the audience, constantly strengthen the brand value concept of the development of the events, and shape the image identification system of the events. According to the report content of different stages before, during and after the competition, grasp the different internal and external priorities of the competition media, and organically combine to build an effective communication mode, so as to strengthen the recognition and recognition of the terms of the competition. Using images, sounds, words and other symbols, we can process and recreate the information of the star athletes with small quantity and high quality, so as to stimulate people’s association with the image of the athletes and make it become the object of the audience.

### 3.3 Help science and technology to create intelligent sports

From the beginning of its establishment in 2015, it relied on technical action playback to the comprehensive use of 4k technology, high-definition live broadcast, panoramic presentation and other means for technical support in recent years, the technical means of the event are gradually “high-energy”. The release platform of China street track and field Tour should be expanded from the current commonly used wechat public account to Weibo, TikTok, Kuaishou and even Xiaohongshu, etc., to increase the frequency of release, so that the event culture can operate with higher commercial value. The way reporting continues also evolving as technology improves. Before the competition, through virtual means for sports events, the appetite of sports fans, foil the atmosphere of sports events. During the competition, the clarity of the sports event broadcast signal was significantly improved, which innovated the audience watching experience, overturned and reshaped the form of sports reporting. After the game, the whole competition can be presented and completely restored through data visualization application. The whole communication chain of sports events in the era of financial media is inseparable from the support of high and new technology. Based on big data analysis and visualization technology, the audience can fully understand the basic information of the event and the athletes in the sports event report.

## Conclusion

Throughout the contemporary all kinds of sports events, there is a significant feature, that is, the full occupation of the space for mass communication. In the era of financial media, the tentacles of news extend to every corner of the society, and sports events have received

unprecedented attention. This study aims to promote the dissemination of sports events to play a positive effect, in order to better serve the development of sports undertakings in China.

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