

APPLICATION AND PROSPECT OF NEW MEDIA IN SPORTS NEWS DISSEMINATION

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ABSTRACT

In the process of the rapid development of Internet technology, new media has been maturing with the development of information technology, providing a new way for information dissemination. The media promotes sports and draws people's attention to them. In this research, the same topic was revealed with documentary data, the qualitative method was used to clarify the topic, and all the accurate information that was published in reliable books, scientific magazines, and internet sites was collected. The application of new media in the process of sports news dissemination requires research and analysis of the application and development of new media, which is conducive to mastering the application of new media in sports news, understanding the development trend of new media, and giving full play to sports news. spread effect. Research findings suggest that new media has revolutionized the way sports news is disseminated and consumed. With the rise of social media platforms, sports fans now have access to instant updates and analysis from a variety of sources, including traditional news outlets, blogs, and social media influencers. The application of new media in sports news dissemination has led to increased engagement between sports fans, athletes, teams, and media outlets. Social media platforms such as Twitter, Instagram, and Facebook allow for real-time communication and interaction

between these groups, creating a more immersive and interactive experience for fans. The prospects for new media in sports news dissemination are tremendous, with continued advancements in technology and the increasing popularity of social media platforms. Overall, the research suggests that the application of new media in sports news dissemination has had a significant impact on the industry, and the prospects for future growth and innovation through new media channels are bright.

Keywords: new media, sports news dissemination, application analysis, development prospect

INTRODUCTION

New Media Overview

New media is constantly changing. To define new media technically, it can be defined as a new type of media that provides information to the audience. New media includes mobile communication, Internet, and new TV technology. Therefore, in the process of applying various technologies, the channels and methods of media information dissemination are relatively rich, and no longer rely solely on traditional newspapers, radio, television and other media for information dissemination. Compared with traditional media, the biggest advantage of new media is that information spreads quickly, spreads widely, is not limited by time and space, and has a huge amount of information resources. In addition, in the process of new media information dissemination, the roles between the audience and the communicator are not fixed, which is also a prominent feature of new media in information dissemination (Xu et al., 2023). Application and significance of new media in sports news dissemination in the process of the rapid development of new media technology, it is of great significance to apply it to sports news dissemination, mainly in the following aspects: First, a cross-media information delivery platform can be constructed (Rouhi DEHKORDI, 2017). In recent years, the rapid development of social media has provided a good platform for the public to participate in news dissemination. When reporting sports news, new media can cooperate with traditional media to build a cross-media communication platform. When new media cooperates with traditional media, it can effectively innovate the content and form of communication in a very short period of time, continuously stimulate the vitality of new media in the process of sports news dissemination, and satisfy the audience's expectations to the greatest extent. information content needs. Second, it can improve the objectivity and authenticity of sports news. At present, in the process of sports news dissemination, the framework of new media is relatively mature and perfect, and media workers should



fully integrate the advantages of traditional media according to the application value of different media types. At the same time, it is necessary to give full play to the application advantages of new media technology and improve the quality of sports news dissemination (Bellamy, 2009). In order to achieve this goal, when new media disseminate sports news, they need to learn from traditional media and pay attention to the depth of sports news content so as to reflect the spiritual needs and value of sports news. In addition, it is necessary to comprehensively analyze and summarize the laws, results, and turning point data of sports events. In this way, the application value of sports news dissemination can be further enhanced. Third, we can tap into and utilize the technological advantages of new media. New media itself is a new type of media developed on the basis of network technology, information technology, and digital technology (Bird et al., 2013). When disseminating sports news, it is necessary to give full play to the application advantages of these advanced technologies and deeply integrate new media technology with sports news dissemination. This requires the continuous development and application of new media technology in order to provide effective and reliable technical support for sports news dissemination. At the same time, it is also necessary to make full use of the current carriers, such as digital TV, Internet TV, and mobile TV, and continuously expand the channels of new media for disseminating sports news (Pilar et al., 2019). Fourth, it is conducive to enhancing the interaction and communication levels of the public when receiving sports news. In order to give full play to the interactive advantages of new media in the process of sports news dissemination, it is necessary to build a platform for social public interaction and communication. Especially in the era of mobile Internet, the roles between the audience and the communicator are highly transformable (Yuldashev, 2021). Whether it is a professional reporter or an ordinary audience, they can use new media to complete the sports news dissemination process. In response to this situation, it is necessary to give full play to the advantages of the new media as a communication platform to prevent the dissemination of false news information during the dissemination process and affect the positive role of the new media in the dissemination of sports news. For example, in the Rio Olympics, the Olympic official website used new media to interact and communicate with the audience in real time. Both Chinese and foreign mainstream media have made full use of the website to launch the Olympic Channel and set up a variety of interactive sections, which is of great help in expanding the influence of the Olympic Games and deepening their significance (Nataliia et al., 2019).



Research's significance

Research plays a critical role in the development of new media technologies and their application in sports news dissemination. By analyzing audience preferences, understanding emerging technologies, and keeping up to date with industry trends, researchers can help sports media organizations stay ahead of the curve and deliver content that resonates with their target audience. New media technologies such as social media, mobile apps, live streaming, and virtual reality have transformed the way sports news is disseminated. These technologies offer new opportunities for sports media organizations to engage with their audiences, increase brand awareness, and generate revenue streams. The prospect of new media in sports news dissemination is vast, with the potential to revolutionize the way sports fans consume and interact with their favorite sports. For instance, social media platforms like Twitter, Facebook, and Instagram allow fans to connect with their favorite athletes and teams, share their opinions, and receive breaking news in real-time. Mobile apps and live streaming services enable fans to access sports content on-the-go and watch games from anywhere in the world. Virtual reality technology provides a fully immersive experience, allowing fans to feel like they are part of the action and attend sporting events remotely. In conclusion, the application of new media technologies in sports news dissemination offers significant benefits to sports media organizations and fans alike. By embracing these technologies and conducting ongoing research into emerging trends, sports media organizations can enhance their engagement with audiences, increase revenues, and stay competitive in an ever-evolving landscape.

Practical application of new media in sports news dissemination

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1. Provide a communication platform for sports fans.

In the process of continuous application and development of new media technology, it can provide audiences with a platform to choose news content according to their own needs and greatly mobilize the enthusiasm of sports fans to pay attention to sports news. On the communication and interaction platform, the audience can express their own opinions based on the received sports news (Chen, 2018). In addition, the sports news disseminated on the interactive platform is not restricted by region or time. Therefore, the audience can communicate and express their opinions on the content of sports news at any time. This method can enhance the breadth and depth of sports news dissemination and reflect a strong feedback effect.

2. Publicity and promotion of sports events

In the information age, we must give full play to the value of information in order to use it to obtain economic benefits. The process of sports news dissemination, especially the effective publicity and promotion of some major events before they are held, is an important measure to increase the attention of sports events. At present, when new media publicize and promote sports news, they can use Weibo, professional websites, WeChat public accounts, etc. to achieve the purpose of publicity and promotion (Hughes & Shank, 2005). This kind of publicity and promotion can lay a good audience base for the broadcast and live broadcast of sports events and is conducive to expanding the influence of sports events. Before the start of sports events, users can collect and find information related to sports events on the Internet and learn about the event arrangements in advance, which is of positive significance in promoting the dissemination of sports news. For example, before the start of the Guangzhou Marathon, in order to achieve the purpose of promoting the event, the operator directly released the appointment running app to the market. This product can not only record and track the user's running exercise and running route but also introduce the marathon. And various functions, such as competition pre-registration, can increase the popularity of the event to a large extent and increase the audience's participation in the event (Gumantan et al., 2021).

3. Broadcast and live sports events

The application of new media in the process of sports news dissemination has great advantages; for example, sports events can be rebroadcast or live broadcast. Since the successful hosting of the Beijing Olympic Games, the attention of Chinese people to various sports events has been increasing, which has laid a good audience foundation for the application of new media in the live broadcast and broadcast of sports events. When live broadcasting and rebroadcasting sports news, it can be divided into text broadcasting and video broadcasting according to the difference in communication media. The live text broadcasting appeared earlier, while the live video broadcasting appeared relatively late (Rowe & Gilmour, 2010). Before the application of new media to the dissemination of sports news, live text and live video coexisted. However, with the rapid development of new media technology, live video has become one of the main modes of broadcasting, including live broadcasting of sports news. As early as 2015, my country's Internet giant Tencent signed a contract with the NBA to sell the copyright of NBA sports events to Tencent, opening a new era of live broadcast of sports events in my country. The timeliness of using new media to broadcast sports events is relatively strong, and it can bring audiences the exciting feeling of major sports events in fierce confrontation, which is the main advantage of live video



broadcasting. Especially in the process of continuous development of online video live broadcast, viewers can use the live broadcast platform to communicate and enhance the audience's interactivity and pleasure.

The development prospects of new media in the application of sports news dissemination

At present, the application of new media in the process of sports news dissemination is relatively extensive, and with the further development of new media technology and its in-depth application in the process of sports news dissemination, new media forms and means will be used in the process of sports news dissemination. Great changes occurred. Especially with the development of mobile terminal technology, the application of new media in sports news dissemination in the future will be more inclined toward mobile terminals, which will become an important carrier for people to receive sports news. In addition, public transportation will also become one of the main application scenarios for new media in the dissemination of sports news. For example, on public transportation such as subways, buses, taxis, and high-speed trains, some promotional posters can be used to promote sports events.

Conclusion

The application of new media in sports news dissemination can greatly enhance the breadth and depth of sports news dissemination, broaden the channels of sports news dissemination, meet the audience's various demands for sports news, and enhance the interactivity and openness of sports news dissemination. However, there are also some problems when using new media to disseminate sports news. For example, some false information spreads faster, which may mislead the audience. Therefore, it is necessary to fully explore the development model of new media in the process of sports news dissemination, give full play to the positive role of new media in news dissemination, and promote the prosperity and development of sports news dissemination.

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