

Sports communication, beyond sports journalism

Comunicación deportiva, más allá del periodismo deportivo

INTRODUCTION

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This monograph is dedicated to sports communication from a global point of view, where aspects as diverse as journalism, sponsorship, the media, social networks, broadcasts, etc., are dealt with. That is why the concept of sports communication encompasses much more.

This issue reflects the need to disseminate research in sports communication, which is necessary in the times we live in, where leisure and, specifically, sports are part of our daily lives and where they are an essential part of our lives.

There is a need for academic research and publications in this field, as it has often not been given the importance it deserves due to its economic and social potential, which is much more potent than any other field. Sport has excellent social and economic power; the academy cannot turn its back on this vital power.

To some extent, the articles included in this monograph cover this need to give visibility to studies in this field. Firstly, in the paper on *Sponsorship as a conditioning factor in the development of the careers of Spanish elite sportsmen and women*, an attempt is made to detect

how the scope of sponsorship affects the success of sportsmen and women. Through the study of the variables of gender, discipline, or country where the profession is exercised, Óscar Gutiérrez-Aragón, Joan-Francesc Fondevila-Gascón, and Alba Gracia-Conde of the University of Girona structure a qualitative research, through personal interviews and focus groups with Spanish elite athletes, to conclude that success is conditioned by discipline, gender, country or previous successes.

Secondly, authors Roxane Coche and Benjamin J. Lynn from the University of Florida and Matthew J. Haught from the University of South Carolina examine, in the article *Divide and Conquer? A Model for Live OTT Sports Streaming* explores the model of multi-level streaming sports broadcasting through new sports fans, traditional fans, and hardcore sports fans. Thus, a quantitative survey of adults in the United States shows that sports fans could increase if broadcasters implement this streaming model.

Thirdly, this time in English, *Fencing on Instagram: Examining self-presentation as branding*

strategies of professional fencers, authors Admilson Veloso da Silva and Tao Yiming, both from Corvinus University in Budapest, study the branding strategy of professional fencers through their public presentations, which they disseminate through social networks, specifically through Instagram. These authors examine the accounts of the top ten fencers, according to the International Fencing Federation (FIE), to explore the opportunities for professional fencers to develop self-presentation and communication strategies on the digital platform. In short, the main result shows that the active use of Instagram by fencers improves their self-presentation and positively influences the image of fencing as a sport.

Fourthly, Francisco Javier Zamora Saborit (International University of Valencia), Guillermo Sanahuja Peris (Jaime I University), and Sandra Arias Montesinos (University of Alicante) present a study on the *Evolution of the use of TikTok in Spanish football. Comparative study 2021-2023*. These authors compare the different profiles of the social network TikTok as a communication channel of *FC Barcelona, Real Madrid, Atlético de Madrid, Sevilla CF, and Valencia CF* for two years, complemented by four in-depth interviews with sports professionals. After comparing both methodologies, it is concluded that there is a 135% increase in the number of publications and that the stylistic resource of humor and entertainment is the main content used.

The monograph dedicates the fifth article to the research on *The role of women in the production of journalistic pieces: analysis of Mundo Deportivo and Marca during Qatar 2022*, authored by Nahuel Ivan Faedo from the University of Vic. This paper analyzes female sports journalists' role in producing journalistic pieces published in the Spanish sports press during the FIFA World Cup-Qatar 2022. The author carries out a quantitative content analysis of informa-

tion published between 20 November and 18 December 2022, which coincides with the celebration of this sporting event. Among the most noteworthy results, it shows a low presence of female journalists in producing articles and fewer women designated to work with information on Qatar 2022.

To conclude the research, Caroline Patatt from the University of Beira Interior in Portugal analyzes the SporTV channel, which is the audience leader among those specializing in sports during the COVID-19 crisis. Through the case study, based on content analysis and interviews, this author presents the results that journalistic convergence was fundamental for developing television sports journalism in Brazil during the COVID-19 pandemic.

The monograph concludes with a review of the publication *Multinational entertainment companies. Football, Diplomacy, Identity, and Technology*, published by the UOC and written by Professor Xavier Ginesta Portet. In the review, *The evolution of the football business as a multinational entertainment company*, written by the coordinator of this monograph, Gema Lobillo Mora, she gives an overview of the different chapters, complete of theoretical foundations and years of research. She presents an essential text for students who want to specialize in sports communication.

This introduction aims to present the exciting studies compiled on sports communication. Still, readers are encouraged to delve into every one of the texts that will fill them with knowledge and generate a desire to approach this field from an academic point of view beyond the traditional informative and journalistic one.

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