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体育·全球化·传播

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翻印必究

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前言

2007年9月中国传媒大学亚洲传媒研究中心成功举办了为期十天的“2007 亚洲传媒论坛”国际学术活动周,本次学术活动周以“全球化体育事件与体育传播”为主题,由中国传媒大学和韩国高等教育财团联合主办,亚洲传媒研究中心承办,并由西班牙巴塞罗那自治大学奥林匹克研究中心和瑞士卢加诺大学中国传媒观察研究中心协办。来自巴塞罗那、雅典、悉尼、伦敦、慕尼黑、首尔等数十年来最具代表性的奥林匹克举办城市所在国家的重要学术机构及研究学者参加了这次论坛,国内外传媒界围绕“奥林匹克全球化和体育事件的大传播观”等多个分议题展开了多元化、高水平的学术对话。

2007年是中国筹办奥运会的重要一年,以奥运会为代表的现代全球性体育赛事已经超越了竞技体育的内涵本身,变成了基于传媒且互动于传媒的媒介事件,全球化体育事件的传播特征出现了承载力极为丰富的新变化。

“体育”,作为人类社会客观存在的一种文化活动现象,始终伴随着人类社会从茹毛饮血的原始生存状态到近代化、现代化和全球化的演进过程,同时体育从一种个体性的身体锻炼向群体性、组织化的体育活动的发展过程伴随着国际政治、经济的发展变革,是不断发展的社会总文化的重要组成部分,对其概念的认知本身就具有深刻的价值。现代奥林匹克在百年的发展过程中,逐步能动地融入全球化的浪潮,并为国际政治、经济的全球化贡献了重要的理论和实践遗产。

基于此次学术活动周的成功举办,我们特将活动周期间征集评选出的优秀论文编辑成册,以“全球化体育事件与体育传播”作为组稿主题,出版本书。

由于时间有限,本书的编辑难免有疏漏之处,敬请有关各方谅解,并垂教匡正。

编者

2008年6月19日于北京

PREFACE

“Asia Communication & Media Forum 2007” (ACMF2007) International Academic Week which lasted ten days, organized by the Asia Media Research Center & Korean Foundation for Advanced Studies (KFAS), was successfully held on Sept, 2007. Under the theme of “Global Sports Events and Sports Communication”, co-operated organizing by the Olympic Studies Centre of the Autonomous University of Barcelona (CEO-UAB), Spain, as well as the China Media Observatory of the University of Lugano (CMO-USI), Switzerland, ACMF2007 had invited about seventy distinguished scholars and officials specialized in Olympic communication and experts from the leading research institutes of media & sports.

Asia Media Research Center (AMRC), as a result of six-year-effort since June 2002, has become a leading academic research organization in Asia, helping to enhance mutual understanding, trust and beneficial co-operation for Chinese & East Asian Media. Moreover, AMRC offers a unique and important channel for international academic organizations and researchers to exchange views on strengthening co-operation in the media and communications fields.

As one of the most important activities of AMRC, Asia Communication and Media Forum has become a media brand of high prestige with the participation of hundreds of media leaders and reputable scholars from dozens of countries.

As the host city of 2008 Olympic Games, Beijing will provide a more attractive perspective in understanding the globalization of major sports events. It is expected that the dozens of articles selected from hundreds of contributions in yearly journals will contribute not only to the great success of 2007 Asia Communications and Media Forum, but also create a unique intercultural communication approach between East and West in contemporary sports communications.

Editors

June 19, 2008, Beijing

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新体育、新经济、新传媒

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征稿启事

从传播学视角进行奥林匹克 研究的几个关键问题

The Key Issue of a Communication Approach on Olympic Research

Miquel de MORAGAS

论文摘要:

最早针对奥运传播的研究(Moragas, 1987)指出奥运会是理解媒介社会的最好缩影。随着新科技和新媒体形态的发展,奥林匹克与传播的关系越发紧密。不断变化的奥运主办城市,不同的大洲,不同的政治、经济情况,为我们更好地理解奥运与传播的互动关系提供了一个世界视野。

的确,媒体的传播作用和影响力在不断发展,它把奥运会转变成成为理解体育的社会及文化功能的不可或缺的一个窗口。

本文分析了奥运会主办方的内容生产过程和国际媒体的再传播体系。文章认为互联网的快速发展对制定新的奥运传播规则不断提出新的需求,同时将会导致奥运传播模式的变化。

In my first comments on Communications and the Olympic Games (Moragas: 1987), I argued that the Games were an extremely interesting laboratory for comprehending the place of the media in our society. The changes that have taken place since then, including the appearance of new technologies and fresh means of communication, have only served to confirm that analysing this relationship is of great interest. The constant change of host for the Olympics, organised on different continents, in very different political and economic circumstances allows us, in addition, to understand these changes on a global scale.

Furthermore, the presence and influence of the media has continued to grow making the Games an indispensable observatory for understanding the cultural role of sport in our society.

The Olympic Games Communication Stakeholders

Communication planning begins at least six years prior to the opening ceremony (Moragas et al. : 2002), and can stretch back even further to the conception of the bid when the basic strategic elements including the image of the host city and country are defined. The pursuit of acceptable solutions for all stakeholders is a complex process, both professionally and politically.

firstly, the International Olympic Committee (IOC) has a long-term vested interest in positive communication involving several factors including: its collective organizational image and the image of key individual representatives; the communication of Olympic values; the protection of Olympic symbols and the combination of these factors that produces the Olympic brand.

Secondly, the local Games organizing committee (OCOG) has a short-term interest that focuses on the successful communication of the desired constructed image of the Games, involving balancing the interests of local stakeholders (local, regional, national governments, interest groups, community groups, etc). The management of this process is aimed at generating local public support, which is crucial for the successful organisation of the Games, but also global interest in the Games and the hosts. In the medium and long term, the communication process may be extended as the host becomes an 'Olympic city', the Olympics becoming part of its identity.

Thirdly, the official rights-holding broadcasters have developed a long-term interest in the successful communication of the Olympic Games. Many broadcasters have used the Games for the development of their own brand images, becoming the "Olympic channel". As often happens when large amounts are paid for exclusive rights, questions of journalistic objectivity arise and accusations of "embedded journalism" are made. This is compensated to a limited extent by the non-rights holding broadcasters, the press (both specialized and general), and more recently, new independent broadcasters on the Internet.

Finally, and in line with the Olympic Broadcasters, are the ever more influential official sponsors, who have exclusive rights in the World Market (The Olympic Programme, TOP) or in local markets. All of these have medium to long-term interests in the successful communication of the Games. While their agreements span different Olympiad, the biannual celebration of the Games provides a focus point for their promotional activities. Marketers from these organizations seek opportunities to add value to their brand image through their association with an Olympic Games, a process

2 that can be facilitated by the organizers... and by the mass media.

Indeed, the decision on a final image for the Games is the product of a process characterized by tensions and consensus, by negotiation between the different parties involved. Each new edition of the Games requires specific research of the political dimension and the management of their image.

The Olympic Games Communication Process

In terms of the professional or advertising aspect, the first step in communication planning involves defining the basic semantic contents that should subsequently be communicated through the mass media. The debate over the basic semantic contents inspires all of the Games' symbolic production, most notably in the following areas:

- The design of symbols (logo, mascot, the look of the venues)
- The selection of a cultural model for the ceremonies (opening, closing, torch relay, medal presentations)
- Basic information strategies for the mass media (books, brochures, guides, videos, etc).

During this process, there is a clear tendency to reinforce dominant and widely accepted values that are of a non-conflictive nature, which are often 'politically correct' and avoid controversial or divisive themes. These values are adapted to the Olympic rituals, as well as to the communication production routines of the time period in which the Games take place.

This adaptation to the Olympic rituals and to period-specific communication conditions implies the synthesis of a complex reality—the identity of the host—in a limited number of images and reference points.

Taking this into account, and based on research undertaken during the last games after Barcelona, it is possible to identify the following main categories and semantic processes:

For the organizers:

- Adaptation of the messages for an international audience (especially the more developed Eastern countries), but also for the expectations of local public opinion;
- Achievement of a consensus and negotiations between the protagonists involved in the organisation of the Games as regards areas for promotion;
- Resistance to publicly accepting the existence of conflicts, but when made obvious and public they are incorporated;
- Semantic synthesis (reduction) of the host's collective image and adaptation to the demands of visual languages;

For visitors:

- International media interpretation of the culture and social reality of the host, encoded as part of their established journalistic patterns;

In order to understand ‘image creation’, discussion of ‘missing elements’ is necessary. As with any promotional activity, conflictive and negative aspects tend to be left out of the image making and semantic processes (pollution, marginalization, poverty, noise, urban inequalities, political conflicts, etc.).

In the case of Barcelona, for example, a principle aim was to avoid outdated tourist stereotypes. These notions did not fit with the new Catalan identity of with the image of a modern Spain that were to be projected internationally.

Despite this, the final image of the Games is a result of many other interventions and tensions that are not under the control of those who officially manage the image. Every four years the Olympic Games take place in a different social context and the image of those Games is partly shaped by dissenting voices and alternative perspectives.

The Main Stages for Symbolic Production

The Host City Identity: Symbol and Mascot

The image policy of the Olympic Games receives its first test in the selection of the mascot and the symbol (or logo). It is no surprise that these first design decisions are the centre of controversy and mark the future orientation of subsequent decisions relating to the cultural model of the Games.

For example, the Cobi mascot was the product of initial tensions and the need for consensus in the symbolic production of Barcelona '92. Cobi broke radically from previous "Disneyfied" mascots. The ambiguity of Cobi enabled its adaptation to a long process of consumption and manipulation, over time becoming recognized as a high quality design (especially in commercial terms) and at the same time avant-garde in nature.

Following the tradition established by Otl Aicher for the Munich '72 Games, the official symbol of the Barcelona '92 Games was a basic element of overall identity of the Games. The red and yellow of the Spanish and Catalan national flags combined with the blue of the Mediterranean in a dynamic image that represented the sporting movement, but was also a vibrant and passionate identity for the hosts.

The symbol was a starting point for the development of other design activities such as signage, stationary, posters, publicity materials etc, that combined to form an overall

The Ceremonies: International Projection of the Host

In recent Games, and without doubt as a result of the impacts of television, the ceremonies have become one of the key projects of the Games' organization. The success of the Games is related to a limited extent to the success of the ceremonies, providing a window which opens into the athletic competition and sets the tone for the following day. Sixteen days later (with the closing ceremony) the window closes, providing a time for reflection on the Games in sporting and organizational terms, as well as the last chance to communicate key messages.

The ceremonies are the main media outlet for the symbolic production of the modern Olympic Games. This has been demonstrated by various research studies, in particular on the opening and closing ceremonies at Barcelona, Atlanta, Sydney and Athens. The results from these analyses have demonstrated the differences between 'ideas-proposal' of the message senders (the Organizing Committee) and the diffusion of these ideas through the international television broadcasters. These studies have highlighted numerous contradictions and imbalances in the representation of Olympic values, especially multiculturality, in the broadcasts of the ceremonies.

These studies have also demonstrated a two types—"local-global"—of media coverage of the Games. The Global scenario (Beijing'08) will mainly provide a shop window in which the host (local) will be able to present their own identity to the world. In the majority of cases, the identity of the host is then reinterpreted through the codes of the media (National-Local). This pattern does not only apply when interpreting the successes of the athletes (medals becoming national achievements). It also applies when interpreting the symbols and the cultural content of the ceremonies.

After Seoul'88 the ceremonies have generally been structured into two main parts:

- Celebration of the Olympic rituals (including parade of athletes).
- Final celebration expressed through the culture of the host in a dialogue (a hybridisation), with the dominant native cultural forms of performance (musical, cinematographic).

However, control will not entirely be in the hands of the organizers. The second part of the communication process lies with the international television broadcasters, in the phrases of the commentators, the selection of images and the placement of commercial breaks. The interpretation and editing of the ceremonies, what and how the audience see and hear as they experience the ceremonies is in the hands of a small number of media professionals. The research undertaken on this coverage forms a fundamental part of the final study of the legacy of the Games.

The Mass Media at the Olympic Games

International Press Coverage

Initial studies of the journalistic coverage of the Barcelona'92 Games showed that the international press focused on a limited number of issues. The phenomenon of semantic synthesis and reduction that took place in relation to image production is again evident.

An example of this process of reduction in the semantic area of Olympic interpretation can be found in the selection of images for photographic books that are published in different countries after the Games. The high degree of similarity when selecting the photos that form part of the history of each Games is surprising, considering the hundreds of thousands that are taken.

The selection of issues is influenced only partially by the cultural and informational policy of the host city. The most influential factor is the result of the interpretation process by journalists as they attempt to make the event conform to the expectations of the readers, following the cultural production routines for each media.

Themes of Journalistic Interest

Olympic information can be put in two main groups: sport (with all its complexity), and political, cultural, and social questions relating to the host country. We should also mention that there is a very limited interest in general aspects of the Olympic movement.

Sports information is focused on the activities in which the athletes from the home nation of the journalist compete (above all the medals they win), as well as high profile controversial stories e. g. doping or other forms of cheating. Peripheral to this coverage are stories about the success of athletes from other countries, particularly in the most prestigious events.

Increasing interest is shown in the peculiarities of the host country, which is subject to exhaustive scrutiny and evaluation. Due to the importance of China as a world power, journalistic attention in this area will surely be more important than ever at the Beijing Games.

The criteria for analysis of the Olympic host used by the international press are primarily centred on factors directly related with the organization of the Games:

- Quality and efficiency of the organization
- Transport, punctuality, and speed

- Facilities and services (particularly those provided to the journalists themselves)
- Security
- Technology used
- Economic factors related to the Games
- General infrastructure
- The impact of the Games on urban change

Apart from these criteria, journalists reporting on the Games are increasingly interested in other factors related to the social and political model of the Games:

- Political use of the Games
- The environmental impact and the adaptation of the Games to the demands of sustainability
- The participation of citizens and volunteers
- Urban and economic development

Analysis of the press coverage of the Games cannot simply be restricted to the Games or to the period of the Games themselves. In the six months before the inauguration, the media will especially centre its attention on the organizing nation, China, and not only on Beijing, scrutinizing its political identity and its level of democratization and economic development, as well as its social and demographic characteristics. As an example, all of the major international newspapers will prepare specials supplements devoted to China for the days before the opening of the Games.

The Stadium Becomes a TV Studio

The presence of the media at the Beijing Games can be classified as massive, far greater than at all previous events. While in Barcelona the total number of accredited journalists was 12,831 (7,951 from radio and television), in Beijing it has been announced that there will be 21,600 registered journalists (12,000 from radio and television). The press centres (MPC) (60,000 m²) and Radio and Television Centres (IBC) (90,000 m²) have not stopped increasing their demand for space and services. ①

Beijing Olympic Broadcasting (BOB) will produce approximately 3,800 hours of live Olympic coverage and this coverage has a clear economic factor: television rights represent 50% of the total income of the whole Olympic Movement. ②

① [Http://en.beijing2008.cn/media/broadcasting/](http://en.beijing2008.cn/media/broadcasting/)

② [Http://www.bob2008.com/index.aspx](http://www.bob2008.com/index.aspx)

Accredited and Non-accredited Media

In the most recent Olympic events, and as the Games have become mega-events, it has become necessary to distinguish between accredited media (in accordance with the strict protocol of the International Olympic Committee this fundamentally means sports or specialised journalists) and unaccredited media, basically those more interested in the social and political aspects of the proceedings than in the sporting events themselves.

Already, in 1992 the Olympic Studies Centre (UAB) had created a non-accredited press centre in collaboration with the Organizing Committee to provide support for journalists who were not officially accredited but were reporting from the host city. This idea was repeated in Sydney. In Beijing the presence of some 10,000 non-registered journalists has been announced, a figure that needs to be added to the already mentioned 21,600 registered journalists. All of this indicates unprecedented media coverage.

Internet: a New Stage for Olympic Communication

Analyses of communication at the Games, which have so far concentrated on mass media, should now extend its focus to include the influence of the Internet. The fact that the Internet did not exist as a generally available medium of communication at Barcelona '92, highlights the accelerated nature of this process. Sixteen years later, in Beijing, it will be impossible to interpret the Games without considering the new applications of the Internet.

The Barcelona'92 Games will form part of the history of the Olympics as the last Games of the "broadcasting era".

The growth of the Internet presents a new set of opportunities and challenges for the organizers of the Olympic Games. The Internet enables highly efficient communication of information, inside and outside the organization overcoming barriers of space and time. Contents can also be delivered in interactive formats and through personalized services to customers, combining sports information with opportunities to connect with related websites and make purchases online.

However, the appearance of the Internet also means the transformation of fundamental aspects of the traditional broadcasting of the Games: especially the appearance of new independent broadcasters (not always welcomed by the organizers) and the superseding of national territory as the natural ambit for the media's audience and consequently, as a space for the distribution of publicity. As a consequence,

8 Olympic Committees, broadcasters and sponsors have seen the necessity of drawing up