Influence of Sports Journalism in Improving the Quality of Sport and Increasing the Awareness of Public about Sport and Sport Culture

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Abstract
The issue of recognition of a sports journalism as a quality component of social life that can positively influence the sports and its perception by the population is omnipresent in contemporary society in Moldova.

Key words: sport, journalism, marketing, management, Moldova, olympic

Influence of sports journalism in improving the quality of sport and increasing the awareness of public about sport and sport culture represent a very actually issue and research subject in 2014. That because the sport becoming an industry and sports journalism becoming, as well, an industry.

There is a very nice project which can be applied for Republic of Moldova, a country where the romanian language is the official one. Moldova present right now a very nice option for increasing and improving awareness of public about sport and sport culture, too.

In this project can be involved more organisations, from Moldova, Romania, or international, who can make a lot of things for our goal, which is application of marketing strategies in sport journalism.

The next sports organisations can be involved:
- National Olympic and Sports Committee of Republic of Moldova;
- Romanian National Olympic and Sports Committee;
- Romanian Rugby Federation;
- Romanian Oina Federation;
- Romanian Ice Hockey Federation;
- Moldovan Rugby Federation;
- public TV channel Moldova 1;
- Radio station ”Moldova Youth”;

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Radio station "Romanian Actualities";
- www.sportclasic.ro;
- Radio station Ukraine International;
- TV channel Neptun (Romania);
- TV channel Sport 1 Romania.

Short explanation for about the management issue will be the next.

The issue of recognition of a sports journalism as a quality component of social life that can positively influence the sports and its perception by the population is omnipresent in contemporary society in Moldova.

National Olympic and Sports Committee is making efforts in order to increase the population’s Olympic culture. The organization of broadcasting of Winter Olympic Games for the first time in the history on Moldovan TV channel was achieved with great difficulty in 2014. The perception of this event as one of the low interest was the main barrier that resulted in difficulties in acquiring TV rights and not fully understanding the value of the event. However, at the end of the Olympics, the feedback received from the audience was very good that demonstrates that population desires to be informed about such type of events, and efforts in bringing the sports closer to audience should continue.

The sports journalism in Romanian language needs to regain its traditional role of the educator of the public opinion. The present situation in sports journalism has two major problems. On the one hand, the mass media do not reveal the positive aspects of sports.

Journalist are constantly seeking some explanations for defeats, without dissecting from the technical point of view or consulting the rules, and consequently athletes gain a certain aversion to journalists. This relationship must be tempered and reinvented in that way that media should find their balanced status, be objective and treat analytically but in a professional manner all successes and defeats. In this way, a good relationship between the sports clubs, federations, athletes, coaches, referees and mass media will be established for a long term.

The previous being addressed mass media should concentrate on the second existing problem – low awareness of the population about the sports and sports culture. The familiarization of readers, viewers or listeners with the demanding performance environment, the beautiful world of competitions will reveal aspects of the sports that are not known now to the big part of the population.

If the audience will manage, with the unconditional support from mass media, to penetrate beyond the simple result of a sporting event, and understand the story and message of each competition and each athlete, the
mass media may become the tool of a massive popularization of the sport, increasing the selection base.

Parents will be more likely to bring their children towards sports, if they know better and more about how to perform. In this way, the media must regain its position as a bridge between population and athletes, sharing fairly the information with benefits for both sides. A special attention should be paid to sports schools, considered by the author of this application, a strategic base for further development of the sports. Moreover, graduates who choose not to continue the participation in competitions must be harnessed in a different form and maintained in the system as referees, journalists, club managers, and in other functions complementary to sports.

Particular area of management might be concerned:
- strategic management;
- marketing;
- human resource;
- financial;
- event management.

Work methods chosen:
- document analysis;
- interviews;
- questionnaires;
- case study;
- literature reviews.

As a consequence of this research paper, I am expecting a better collaboration between national sports federations and National Olympic and Sports Committee, improved awareness about cooperation possibilities with national Olympic forum for sports clubs and sports schools, enhanced partnership between NOSC and mass media. This research should result in organization of public symposiums for analysis of national and international sports events, and conclusions from these symposiums to be used for other events of the same kind in the future. If speaking about the 2016 Olympics, I hope that Moldova will be able to prepare a team of valuable athletes that will win 2-3 medals.

The public perception of different sports branches must be realistic, and the degree of knowledge of the public must grow exponentially until then. In the long term, the possible organization of the Youth Winter Olympics in Brasov in 2020 should be promoted, making the population from Romania and Moldova appreciate the social, economic and sporting advantages induced by such a great event.
The main goal of all these actions, after all, is a positive social impact - if a majority of the population is occupied in sports, the degree of delinquency and crime will decrease, and social security and education will be positively impacted.

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