Sports Journalism and the Quality of Sport and Sport Culture in Romania

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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 Romania.

Key words: sport, journalism, marketing, management, Romania, Olympic, marketing, sportive journalism, strategy, public, sport

Nowadays we witness a huge increase in public interest towards sport and information about sport. Growing popularity of sport has attracted businessmen to this area that has become a good possibility for investments. Sport and sports journalism are representing not just social activities now, but turn out to be a part of economic sphere, therefore should act according to economic principles, particularly those of marketing. Sports journalism should behave just like any other service or product that has to be sold in conditions of the best possible visibility.

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 Romania. Our country present right now a very nice option for increasing and improving awareness of public about sport and sport culture, too.

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 Romania.

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 Romania will be able to prepare a team of valuable athletes that will win 15-20 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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