

Virtual Seminar of the ECREA Temporary Working Group "Communication and Sport"
November 5–6, 2021; hosted by Aarhus University via Zoom

Media, Sport, and Diversity

Programme

Friday, November 5, 2021

- 9.00 – 9.15** **Welcome Address**
TWG Management Team: Daniel Nölleke (University of Vienna), Kirsten Frandsen (Aarhus University), Xavier Ramon (Pompeu Fabra University Barcelona)
- 9.15 – 10.30** **Panel 1:**
Fandom and media audiences
Mogens Olesen (University of Copenhagen, Denmark)
The analytic, the narrative, the reactive, and the social: A typology of sport audience tweets.
Zoe Olbermann, Jannika Prohl, Laura Riedel, Helmut Scherer (Hanover University of Music, Drama and Media, Germany) & Jörg Hagenah (Ostfalia University of Applied Sciences, Germany)
Make-up over performance? Gender-related determinants of the Instagram popularity of top athletes.
Riikka Turtiainen (University of Turku, Finland)
"Pernille and her badass gf post cracks me up" – Football fandom in Tumblr.
Jasmin Seijbel (Erasmus University Rotterdam, The Netherlands)
Expressing rivalry online: Antisemitic rhetoric among Dutch football supporters on Twitter.
Jessica Kunert (University of Hamburg, Germany)
More than pink it and shrink it: Programmatic issues in female ways of doing fandom.
Chair: Kirsten Frandsen (Aarhus University, Denmark)
- 10.30 – 10.45** *Break*
- 10.45 – 12.00** **Panel 2:**
Current avenues for sports journalism in changing (media) environments
Georgeta Drula (University of Bucharest, Romania)
Sports news sites – content optimization for the search engine & users' engagement.
Xavier Ramon (Pompeu Fabra University Barcelona, Spain), José Luis Rojas-Torrijos (University of Seville, Spain) & Christopher Tulloch (Pompeu Fabra University Barcelona, Spain)
Revamping long form sports journalism operations in the European landscape: an analysis of L'Équipe Explore's practices and output.

Inga Oelrichs (German Sport University Cologne, Germany)

Social media content in sport reporting.

David Puertas Graell & Pere Masip (Ramon Llull University Barcelona, Spain)

“Sportswomen entertain, don’t they?” Analysis of infotainment and Twitter on the invisible role of women in television sports programs in Spain.

Christiana Schallhorn (University of Mainz, Germany)

Female sports journalists. Voices that need to be heard.

Chair: Xavier Ramon (Pompeu Fabra University, Spain)

12.00 – 13.00 *Lunch Break*

13.00 – 14.30 Panel 3:

The (strategic) usage of (digital) media in sports

Molly Pollock & Michael Skey (Loughborough University, United Kingdom)

“They wanna know that you’re like them but not too much like them, they want you to be like them but with a performance element”: Elite female athletes and the need to maintain ‘appropriate distance’ in navigating online gendered space.

Luisanna Fodde & Eleonora Fois (University of Cagliari, Italy)

Linguistic strategies for women in sport: historical and contemporary challenges.

Philip Sinner (University of Salzburg, Austria), Daniel Nölleke (University of Vienna, Austria), Thomas Horky (Macromedia University Hamburg, Germany), Jörg-Uwe Nieland (Zeppelin University Friedrichshafen, Germany), Christiana Schallhorn (University of Mainz, Germany) & Christof Seeger (Hochschule der Medien Stuttgart, Germany)

A rich design: Communication strategies of German and Austrian non-profit sports clubs during the pandemic.

Carla Cruz & Maria João Cunha (University of Lisbon, Portugal)

Women’s sport and female athletes on Benfica’s Television Channel (BTV): Representations and perceptions in strategic communication logic.

Lida Tsene (Open University of Cyprus, Cyprus)

Tackling diversity and inclusion through football: The case of “Welcome Through Football” project by AEK FC and Athens Comics Library.

Veera Ehrlén (University of Jyväskylä, Finland)

Digital networked communication and communality in recreational sport cultures.

Chair: Alice Němcová Tejkalová (Charles University Prague, Czech Republic)

14.30 – 14.45 *Break*

14.45 – 16.00 Panel 4:

Current issues in media(tized) football

Raymond Boyle (University of Glasgow, United Kingdom) & Richard Haynes (University of Stirling, United Kingdom)

Football, media, ownership and diversity: The European Super League.

Kirsten Frandsen (Aarhus University, Denmark)

Video-assistant-referee in elite football as intensified mediatization.

Anne Beier & Eva Spittka (Freie Universität Berlin, Germany)

The norm determines the discourse: About the mediated construction of the heterosexual norm in German professional men's football.

Arne van Lienden (Erasmus University Rotterdam, The Netherlands)

Constructions of race/ethnicity and the nation in Polish televised football.

Siqi Liu (University of York, United Kingdom)

Sports commentary on live-stream: A study from six football clubs' TV channels.

Chair: Philip Sinner (University of Salzburg)

Saturday, November 6, 2021

9.30 – 11.00

Expert Panel:

**Communication and sport research in a European context:
Status, challenges, and future perspectives**

with

Raymond Boyle (University of Glasgow, United Kingdom)

Kirsten Frandsen (Aarhus University, Denmark)

Thomas Horky (Macromedia University Hamburg, Germany)

Alice Němcová Tejkalová (Charles University Prague, Czech Republic)

José Luis Rojas-Torrijos (University of Seville, Spain)

Moderation: Daniel Nölleke (University of Vienna, Austria)

11.00 – 11.15

Break

11.15 – 12.30

Panel 5:

Media representations of sports

Thomas Horky (Macromedia University Hamburg, Germany), Jörg-Uwe Nieland (Zeppelin University Friedrichshafen) & Christof Seeger (Hochschule der Medien Stuttgart, Germany)

Medium of quality or still the toy department? A comparative analysis of sports reporting in European print media during the corona pandemic as part of the International Sports Press Survey 2021.

Fabien Wille (University of Lille, France)

Sport, diversity and the media: How to grasp the elusive? An injunction tested by professional constraints. Women's soccer in the context of the 2019 Women's World Cup.

Evianda Noka (LCC International University, Lithuania)

“Active males and passive females”: Gender relations in Albanian sports media.

Guilherme Longo & Valci Zuculoto (Federal University of Santa Catarina, Brazil)

An analysis of the Brazilian media coverage of the 2016 Paralympic Games.

Robin Guyot & Lucie Schoch (University of Lausanne, Switzerland)

The media coverage of women's football: the case of the Swiss Women's Super League during the 2020-2021 season.

Chair: Raymond Boyle (University of Glasgow, United Kingdom)

12.30 – 13.30

Lunch Break

- 13.30 – 14.45** **Panel 6:**
Mediated construction of sport and its cultural effects
Anna Tous-Rovirosa (Autonomous University of Barcelona, Spain)
Constructing femininity in Sports TV Series. Spinning Out and The Hockey Girls.
- Steph Doehler (The Open University, United Kingdom)*
Land of the free and home of the brave - a Star-Spangled kneel: The media framing of Colin Kaepernick's 2016 National Anthem protest.
- Jörg-Uwe Nieland (Zeppelin University, Germany), Daniel Nölleke (University of Vienna, Austria) & Thomas Birkner (University of Münster, Germany)*
Fallen heroes and the mediatization of sports.
- Desiree Campbell (Northumbria University, United Kingdom)*
Stuck in the pitlane? The representations of women racing drivers in British printed newspapers between 2010 and 2020.
- Johanna Dorer & Matthias Marschik (University of Vienna, Austria)*
Changes in the “don't ask, don't tell”-journalism? Intersectionality in sports reporting.
- Chair: Christiana Schallhorn (University of Mainz, Germany)**
- 14.45 – 15.00** *Break*
- 15.00 – 16.00** **Social Wrap-up (information tba)**