

A Comparative Study on Chinese and American Sports News Reports on Print Media

Haixin Yao

Department of Physical Education, Hebei United University, Tangshan 063009, China

Abstract: In this study, we give the research data which shows that the refining of the content of the important American news is worth learning, which often express the important content of the article with just a few short words. The function of the American sports version locates explicitly and the daily publication are reported with the classification of sports. As for worldwide major tournaments, the United States all attaches great importance, not only designate the special monograph to report, but also develop detailed reporting plan to make preparation for the special issue. Chinese attaches great importance to the competition report, which is consistent with its status of the world's large newspapers. China attaches great importance to the competition report because the manager knows that competition is the important selling points of the newspapers, which should make efforts to conduct. Generally speaking, the American people are not too concerned about the events of the outside and the range of their loved sports are very narrow, only several sports, basketball, baseball, rugby, tennis and ice hockey. Another feature of the long articles in the United States is that the reporters don't spend too much energy to describe the tidbits outside, but simply focus on the sports itself and the sports stadium itself.

Keywords: American sports, print media, sports news reports

INTRODUCTION

As an important anchor to attract the attention of the market, major comprehensive newspapers of China and the United States all take the version of sport news as one chip to expand the amount of audience and the circulation of the newspapers. However, from the overall pattern, it appears that Chinese comprehensive daily newspapers is weak in sports reports while professional sports newspapers is rather stronger in this due to the impact of television and the network. Especially, sports versions of party newspapers are facing with a dimming prospect because of their own limits (Yair, 2008). On the contrary, there is an opposite situation in America. Similarly, due to the impact of television and the network, professional sports newspapers are meeting a tough survival, while sports news in major integrated newspapers is very popular. American Sports Editor association (APSE) is the manager of American newspaper sports pages and it selects the best sports news version each year across the United States, with the basis whole advantage of the layout of the newspaper, including reports quality, columnist, charts, pictures, the scope of the reports and effective utilization of news resources. In this authoritative chart, almost all of the comprehensive newspapers gather the crown, among which, China, regarded as its serious attitude and rigorous style is not only on the list, but also a ranked top ten consecutively from 2004 to 2006, as a model for integrated newspapers to make good sports news versions

(Boswell, 2010). In this study, we will try to understand characteristics and style differences among Chinese and American sports news reports by comparisons on the print media.

DEVELOPMENT OF AMERICAN SPORTS NEWS

After the nineteenth century, Britain conducted extensive education reform, among which the education policy of Thomas Arnold in the gulag public schools leaved great effect. During this period, various forms of sports activities were emerging constantly, reflecting the social needs of sports. In 1881, the first International Federation-the International Gymnastics Federation was established. Since then, international organizations of rowing, skating etc., came out consecutively in the end of the 19th century. Appearance of single international sports organization provided organization model for the revival of the modern Olympic Games. Booming of western sports could not go without the economic development and productivity development level of the capitalist society. In this sense, the western capitalist economy has greatly promoted the development of the western sports (Albig, 2011).

To the turn of last century, sports news of American newspapers got great development and the scope was also expanding. In the 1870s, sports reports started the first step from other news. The newspaper "New York le monde" took the lead in establishing the

special sports departments. Many major newspapers in big cities hired trained sports editor and there were some famous sports writers. The once popular yellow newspapers also paid special attention to sports news, their principle language and humorous style became the major style of sports reports gradually. 1920 to 1930 is considered to be the golden age for the development of American sports news. In 1890, sports news in newspapers took only 4% while in the 1920s, the proportion reached 16%. Sports have become an organic component of the business world which has been exerting its influence to all aspects of the economic system. Finally the sports news report market forms.

After the economic crisis in the 1930s, the focus of sports report transferred from university sports to professional sports and sports news coverage also ranged from traditional baseball, boxing, horse racing to professional football, basketball and others. In 1945, the Associated Press set up a special line cables for sports news. Two years later, regional special line cables were put into use, which expanded sports news coverage range to other regions from big cities. In 1950s and 1960s, print media sports news changed due to the intervention of the TV (Dyreson, 2010). The interest of the people was no longer only focused on the court and reporters began to pay attention to the conference room and places such as gyms. As a result, the advent of television did only replace the newspaper sports reports, but promoted the strength of such reports.

A COMPARISON ON CHINESE AND AMERICAN SPORTS NEWS ON PRINT MEDIA

Sports news is part of the news communication and the newspapers open special space for sports news for reports, known as the sports news pages. In terms of the nature of communication, sports news is consistent with news of other contents. However, sports news has its own nature and characteristics as timeliness, authenticity, general audience and openness specifically (Rogers, 2011). With regard to social features, sports news has extensive social futures, seldom restrained by profession, age, culture background or other factors. Therefore, sports news is worthy of the name that "faced the general public". Since audience of sports news covers all areas and levels of the society, social effects it causes also have universal social significance. Table 1 shows the comparison of compound words.

American way of refining content of important news is also worth learning, which often expresses the news content in just a few words. For example, in the semi-finals when Italy eliminated Germany, the article in the front page of China in the sports pages seized the

fact that Germany was eliminated, reflecting the unique character of the news. When Brazil was eliminated from the finals, the news information on it was rather deep with a concentration in connotation, which was not boring at the same time. It can be seen that the adjectives were carefully considered by the editor to be so vivid.

COMPARISON OF FIXED COMPOUND WORDS AND COINED ONES

Sports pages of American newspapers are clearly function-orientated, with daily publication of classified sports reports. The first page introduces main content of all sports pages, matching the name of sports news essence version; the second page is specially for baseball which never changes, including commentary and statistical data of each player in professional baseball league teams; the third page is still for baseball, including close-up, reviews, communication; the fourth page is for golf, among which there are reviews, features and golf competitions messages and the accumulate points table and specially for live, copy and play time on TV and radio and this column is located in the central part of the whole layout, enable readers to catch at a glance; the fifth page is for American professional football, including reviews and features; the sixth page is for professional basketball, including close-up, reviews, communication; the seventh and the eighth page are for accumulate points table, including accumulate points of each team in basketball, tennis, baseball, athletics, university football, swimming, etc. and messages of TV rebroadcast schedule, brief comment and news in brief, covering all kinds of sports information; the ninth page is for horse race and boating, including reviews, communication and accumulate points table etc., the ten version is devoted to review, including depth comments and audience letter. Thus we can say sports pages in American print media enables different sports fans to find sports news quickly as they wish.

For world major competitions, the United States media always pay high attention. They not only open special space for report, but also formulate detailed reports plan, preparing well for special reports. China attaches great importance to major contests which is consistent with its identity as the world's great newspaper. In the newspaper, concerned reports on large competitions include global major competitions such as the Olympic Games, the World Cup, or important international competitions like the Wimbledon, or national important competitions of America like the Super Bowl. For example, in the 2004 Athens Olympic Games, China has launched a special "Athens Olympics" layout and increased the sports

Table 1: Comparison of compound words

	Total words	Compound words	(%)		Total words	Compound words	(%)
C1	968	6	0.69	U1	842	1	0.22
C2	483	3	0.81	U2	538	1	2.32
C3	674	4	0.73	U3	634	1	0.29
C4	852	3	0.42	U4	758	2	0.34
C5	657	3	0.58	U5	927	3	0.41
C6	432	2	0.61	U6	529	2	0.52
C7	614	5	0.92	U7	641	2	0.42

Table 2: Comparison of one-sentence paragraph (original figures)

	C1	C2	C3	C4	C5	C6	C7
A	17 (93%)	19 (81%)	21 (76%)	6 (61%)	7 (65%)	21 (63%)	12 (60%)
Total	18	23	27	10	11	32	20
	U1	U2	U3	U4	U5	U6	U7
A	8 (36%)	11 (25%)	10 (38%)	2 (12%)	4 (31%)	8 (32%)	2 (23%)
Total	23	42	25	20	14	25	7

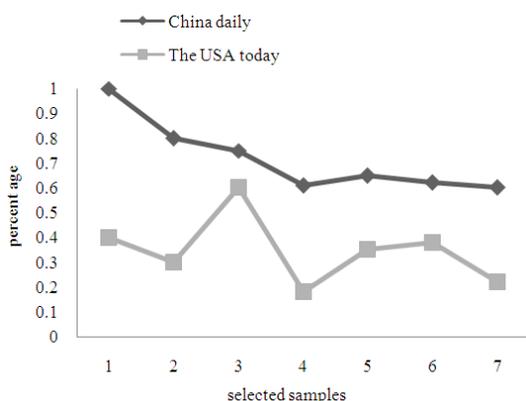


Fig. 1: Comparison of paragraphing

pages from regular news 2-3 pages to 12 pages, among which 6-8 pages were for Olympic reports and the Olympic coverage with the symbol of pillar of the Athens temple took about 10% (usually about 70 pages) of total daily pages. At the same time, China published versions of Olympics (including Saturday and Sunday) every day. From August 14 to 30, total layout of Olympic coverage reached 130 pages or so. Meanwhile, in this period, China usually made image guidance for reading Olympics reports in the A headline on the front page and published some editorial and letters from readers in the commentary version. Table 2 shows the comparison of one-sentence paragraph (original figures). Figure 1 shows the comparison of paragraphing.

China attaches great importance to the contest reports because the managers know that contest is the important selling points of newspapers and they must work hard to run it. From another point of view, monographs of large competitions can often China's editorial policies centrally, show its outstanding style more than ever, so some distinctive reporting characteristics also emerge during such periods.

Table 3: Comparison of sentence types (simple and multiple)

	Total sentences	Simple	Multiple
C1	19	10 (53%)	8 (42%)
C2	29	21 (69%)	8 (26%)
C3	28	21 (71%)	7 (24%)
C4	25	16 (53%)	7 (29%)
C5	23	16 (53%)	5 (23%)
C6	36	29 (53%)	6 (16%)
C7	21	15 (53%)	6 (25%)

Therefore, such time is the best time to discern the sports pages of China. Table 3 gives the comparison of sentence types (simple and multiple).

Generally speaking, American people are not so concerned about what happened outside and sports they love have a narrow coverage, restricted to just basketball, baseball, football, tennis and ice hockey etc. The current situation objectively decides China can not only take football as the only sports to report. It is worth noting that, during the World Cup, China arranges the World Cup monograph after versions of baseball and golf, which shows the position of this world top one sports in United States. The following statistical results show that the World Cup does not constitute the absolute main body of China's sports news version (Blair, 2011). Figure 2 gives the Hierarchical cluster analysis of compound words.

During the Germany World Cup in 2006, China continued its vaguely-positive attitude of reports, maintaining a constant news value standard, which was also the concentration of the newspaper. Generally speaking, media concentration can be popularly understood as the same principle of the media to deal with all kinds of environment changes. This principle should be constant and supreme and not changed by changes of the external environment. The reason that China can maintain 100 years of longevity is its relying on this principle. Such a principle is embodied in the constant standard of news value that the media insist on, namely, the core standard of news value is to publish news readers concerned, so as to help the

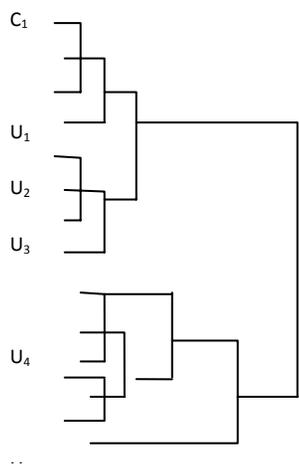


Fig. 2: Hierarchical cluster analysis of compound words

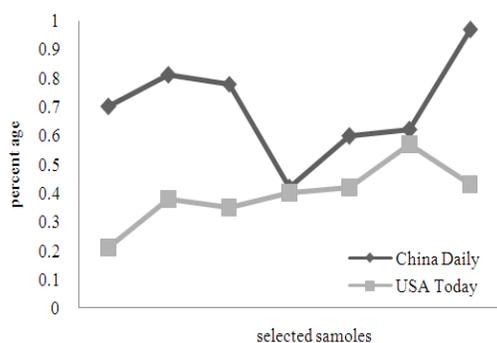


Fig. 3: Comparison of distribution of compound words

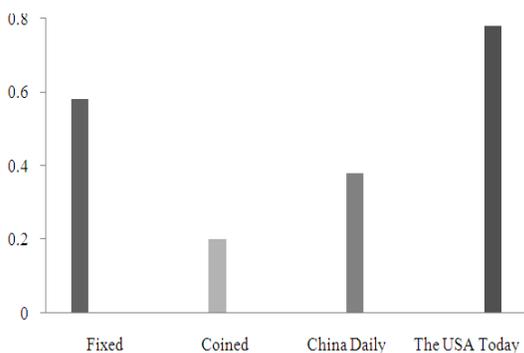


Fig. 4: Comparison of fixed compound words and coined ones

audience test their environment and recognize and understand the core standard of the news value. This is the first goal and newspapers managers should also think that entertainment function of the media should be subject to the first goal. The way to keep the normal central idea is to judge, select and report news with the constant news value standard, rather than impacted by

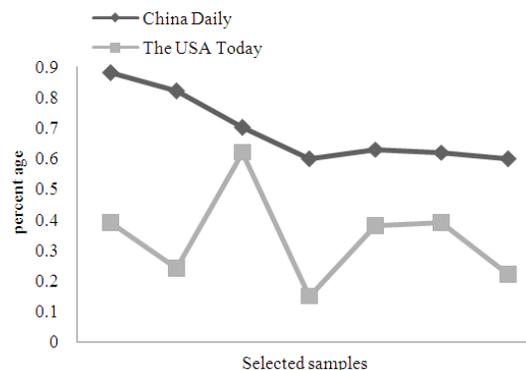


Fig. 5: Comparison of paragraphing

other factors. Figure 3 shows the comparison of distribution of compound words. Figure 4 shows the comparison of fixed compound words and coined ones. Figure 5 shows the comparison of paragraphing.

Generally speaking, layout density and layout content is proportional to the newspaper's capacity, in other words, the more manuscripts, the greater the layout density. Now, many newspapers are more exquisite in containing more manuscripts in the layout for this can meet different information needs of readers form different fields and different levels. Furthermore, the more articles, the shorter average length of them, which not only facilitates readers, but also be helpful for active layout. However, China goes the opposite way. The World Cup monograph does not have many manuscripts and the layout density is also very small. Such a layout is closely related with over 150 year's historical tradition of China. First of all, layout of this study is famous for its grave and insipid style, even if in the sports pages, editors are also quite cautious in the use of color to maintain its overall instinctive quality of grave, calm and elegant. Secondly, since this competes with others TV reports which are easy to become superficial by its full and depth reports, each report being quite long and this left readers the impression of less manuscripts in the whole page.

Another characteristic of American long articles is that the reporter does not spend too much energy to describe recordings outside, but only pay attention to sports event itself and sports action itself. This way to describe the process of sports event practice is doomed for reporters to pay more attention to every detail of games and pick out representative pieces of the scene of the news, assisted by some important information to be thrust in the article. As is known to all, at the time of rapid development of the media industry, the Internet is advantageous in terms of timeliness, American major TV networks play live pictures at the first time to be more intuitive and radio can cover all over the world in

terms of the penetration rate. If newspapers want to hold a position, they should deem readability of their news report as the key. Thus quite a number of newspapers adopt the form of magazine to provide more depth reports and special reports and more analysis and comment (Weiwei, 2010). In China, there are more comprehensive, investigative and analytical reports, which is hard to express by TV images.

Firstly, in the headlines, Chinese emphasizes the use of verb and generally does not show a complete sentence. The senses of the title are mostly simple present tense, simple future tense and present continuous tense, which aim to make the verbs expressive and have a sense of time. Secondly, in the daily layout, the photos at least occupy one-fourth of the layout, which have a strong visual impact. When there is important news, photos even occupy half of the layout. At the same time, there is a high frequency to equip headline with photos. While in the central and lower section, the small photos are always provided, which don't have a strong visual impact, but they are mainly moment capture. And the photos, which describe the competition and physical contact of the players, are widely used.

According to the presentation of newspapers, readers can smoothly find the extended coverage of the D7. In the layout of D7, China reports the front page and headline at length with seven small pictures and a large picture. Readers can see the same headline with the front page in the layout of D7 and the content of the photos are more detailed. The lens in which Zidane withstand Materazzi with his head are presented with seven pictures and slow motion and the seven small pictures are equipped with a big picture about the competition. And the extended report including the article occupies half of the layout.

CONCLUSION

To extend discussion from the development of the sports and news career of the United States and to regard the content of the sports news report of Chinese and American print media as the research, research data shows that the refining of the content of the important American news is worth learning, which often express the important content of the article with just a few short words. The function of the American sports version

locates explicitly and the daily publication are reported with the classification of sports. As for worldwide major tournaments, the United States all attaches great importance, not only designate the special monograph to report, but also develop detailed reporting plan to make preparation for the special issue. Chinese attaches great importance to the competition report, which is consistent with its status of the world's large newspapers. China attaches great importance to the competition report because the manager knows that competition is the important selling points of the newspapers, which should make efforts to conduct. Generally speaking, the American people are not too concerned about the events of the outside and the range of their loved sports are very narrow, only several sports, basketball, baseball, rugby, tennis and ice hockey. Another feature of the long articles in the United States is that the reporters don't spend too much energy to describe the tidbits outside, but simply focus on the sports itself and the sports stadium itself.

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