

“WHAT CHALLENGES ARE FACED BY MAINSTREAM SPORTS JOURNALISM COVERAGE IN THE LIGHT OF FAN-CREATED CONTENT GAINING GREATER AUDIENCES THROUGH SOCIAL NETWORKING TECHNOLOGIES?”

THE QUESTION



MEDIA RESEARCH POSTER

REFERENCES

FANDOM:
 1) ROBERTA PEARSON, "FANDOM IN THE DIGITAL ERA" (2010) - TRACKS PROGRESSION OF FANDOM, "BLURRING LINES BETWEEN PRODUCERS AND CONSUMERS"
 2) ADAM BROWN, "FANATICS!: POWER, IDENTITY AND FANDOM IN FOOTBALL" (1998) - INVESTIGATES TRADITIONAL FANDOM, I.E. FANZINES, COMPARISON TO MODERN DAY FOOTBALL FANDOM
 3) LEON DAVIS, "FOOTBALL FANDOM AND AUTHENTICITY: A CRITICAL DISCUSSION OF HISTORICAL AND CONTEMPORARY PERSPECTIVES" (2015) - CONCEPT OF BEING A "PROPER FAN", AND THE ATTRIBUTES THAT DEFINE IT

POLITICAL ECONOMY:
 1) RAYMOND BOYLE & RICHARD HAYNES, "POWER PLAY: SPORT, THE MEDIA AND POPULAR CULTURE" (2009) - ANALYSES POLITICS INVOLVED IN SPORTS BROADCASTING, TRANSFORMATION OF SPORTS BROADCASTING STYLE

SOCIAL MEDIA:
 1) L. MEGHAN MAHONEY & TANG TANG, "STRATEGIC SOCIAL MEDIA: FROM MARKETING TO SOCIAL CHANGE" (2016) - SOCIAL MEDIA & MARKETING MODELS, IMPORTANCE OF AN ONLINE COMMUNITY

METHODOLOGY

TWO DIFFERENT METHODOLOGIES TO GATHER RESEARCH:

1. I INTEND TO TAKE A CASE STUDY APPROACH TO MY RESEARCH, INVESTIGATING INDIVIDUAL FAN CHANNELS/GROUPS THROUGH A RHETORICAL & TEXTUAL ANALYSIS, PINPOINTING THE CHALLENGES THESE GROUPS POSE TO THE MORE TRADITIONAL MAINSTREAM MEDIA
 - CASE STUDIES WOULD BE GATHERED ACROSS A NUMBER OF PLATFORMS FOR BALANCE
2. AUDIENCE STUDY:
 - FOCUS GROUPS & INTERVIEWS WITH FANS FROM RESPECTIVE FAN GROUPS
 - WOULD ALLOW MYSELF A BROADER UNDERSTANDING OF HOW AND WHERE FANS GET THEIR INFORMATION AND COVERAGE FROM
 - ABILITY TO MAP OUT RECURRING TRENDS FROM THIS STUDY

THEORETICAL FRAMEWORKS

- I IDENTIFIED THREE FRAMEWORKS FOR MY DISSERTATION:

- 1) **FANDOM** -
 - FAN CULTURES IN FOOTBALL
 - EVOLUTION OF FANDOM THROUGH DIFFERENT GENERATIONS, I.E. THE FAN VOICE IN FOOTBALL, PRESENT IN THE FORM OF PHONE INS & FANZINES, GIVEN A BROADER REACH IN MODERN TIMES BY SOCIAL NETWORKING TECHNOLOGIES (YOUTUBE, FACEBOOK LIVE, PERISCOPE, ETC)
- 2) **POLITICAL ECONOMY** -
 - TRANSFORMATION OF FOOTBALL AS A BUSINESS, AND THEREFORE CHANGES AND CHALLENGES TO SPORTS JOURNALISM COVERAGE
 - FOR INSTANCE, BATTLE FOR SPORTS BROADCASTING RIGHTS, AND MAINTAINING AUDIENCES FOR SPORTS BROADCASTERS
- 3) **SOCIAL MEDIA** -
 - TECHNIQUES USED BY FAN GROUPS ONLINE TO GROW ITS AUDIENCE, BUILDING A SENSE OF COMMUNITY AND ESTABLISHING A BRAND IMAGE

JUSTIFICATION

- MY DISSERTATION PROPOSAL WAS BASED LOOSELY ON THE CONTROVERSY BETWEEN ARSENALFANTV AND SKY SPORTS PUNDIT GARY NEVILLE, WHO CRITICISED THE YOUTUBE FAN CHANNEL WHILST LIVE ON TV

- THIS ALTERCATION PROMPTED ME TO QUESTION THE GROWING SIGNIFICANCE OF FAN CREATED CONTENT ON SOCIAL MEDIA PLATFORMS SUCH AS YOUTUBE, FOLLOWING IT'S RECOGNITION ON A MORE TRADITIONAL MEDIA PLATFORM

- I HAVE A VESTED INTEREST IN FAN CREATED CONTENT, SINCE BEING A PART OF "THE FORWARD FACTOR" ON BRUM RADIO AND "THE BLUESCAST" - A PODCAST ON ALL THINGS BIRMINGHAM CITY, ALONGSIDE A STRONG PASSION FOR SPORTS JOURNALISM WHICH HAS EXISTED FOR A NUMBER OF YEARS

- PREVIOUS MODULES IN JOURNALISM (BROADCAST J'SM, JOURNALISM IN CONTEXT) AND SPECIALIST REPORTING HAVE HELPED ME REALISE THE WIDER PROBLEMS INVOLVED IN THE INDUSTRY

