

## *Original Paper*

# Sports Blog, Micro-Blog Moral Disorder and Development

## Research

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### **Abstract**

*In this paper, by analyzing the sports blog, micro-blog in the continuous development of moral lost fan of facts, and sort out the correct and improve moral norm method and strategy, and strive to sports blog, micro-blog in to avoid the loss of moral problems faster and better development.*

### **Keywords**

*sports, blog, micro-blog, moral disorder, development*

## **1. Introduction**

The continuous innovation of network technology has led to the continuous change of the way and method of news communication. With the continuous maturity of network technology, sports blog and micro-blog have emerged as the times require. This new mode of communication has attracted a lot of attention and dissemination due to its inherent characteristics. However, due to its rapid development, various regulatory failures to keep up with many other factors, resulting in its moral anomie. Therefore, how to make sports blog and micro-blog continue to develop on a benign track has become a problem that all walks of life have to think carefully.

## **2. Analysis of Moral Anomies in Sports Blog and Micro-Blog**

With the development of network technology, sports blog and micro-blog are becoming more and more mature. However, the problem of moral anomie exposed in the process of its development also needs the attention of the government and all sectors of society.

### *2.1 False Reporting Issue*

False reports have appeared since the birth of sports blog and micro-blog. In order to increase the attention of blogs and micro-blogs, the author often publishes some false news that can earn eyeballs

and clicks, regardless of the principle of authenticity of news. For example, Bai Yansong, a well-known host of CCTV, published “Fake News Tries Chinese Football, True News Is Painful” in Sohu-Blog (<http://sports.sohu.com/20081127/n260898228.shtml>) and said “Recently, Chinese football has become the world of false news, and some famous sports media have become the starting point of false news. For example, Zhu Jun’s friends want to buy Liaoning and withdraw from the competition so that Shenhua can make good use of the rules to earn enough points and win the championship; for example, Xie Yalong Tie will remain in office, one of the reasons is that no one takes over the mess; for example, Liu Chunming becomes the head coach of the National Olympic Games” (Note 1). From words of Bai Yansong, we can easily see a disdain and anger of a journalist for false news in blogs and micro-blogs.

### *2.2 Vulgar and Pornographic Issue*

Sports blogs and micro-blogs themselves shoulder the important mission of sports news dissemination, while news itself is based on the premise of reporting facts and spreading positive energy. As the report and disseminator of sports news, sports blogs and micro-blogs should have presented sports events, fighting spirit, beauty of sports and other positive sports news to the audience. However, some blogs and micro-blogs, in order to pursue their own interests, have greatly marginalized the news that has nothing to do with sports or related to the personal lives of stars, and some of them even contain vulgar, pornographic and other issues. For example, the content of English goddess playing cosplay show breast, English baby red silk to breast and so on can be seen everywhere in all kinds of blogs or micro-blogs.

### *2.3 Copyright Issue*

With the promulgation of Copyright Law in China, the copyright issue of paper news has been well solved. But because of the short rise time of sports blog and micro-blog, and the reproducing and duplicating in the network are very simple. Therefore, at present, sports blog and micro-blog have become the disaster areas of sports news copyright disputes. In the current sports blog, micro-blog can be seen everywhere about the game, training, interviews or tactical analysis and other articles with depth and connotation are randomly reproduced. This makes the audience can only absorb the essence of the article while reading, but often do not know who the author of contents is.

### *2.4 Lack of Supervision Issue*

News has been endowed with its supervisory function by the society. The traditional sports news media, because of its development and precipitation for many years, can often exercise its supervisory authority under the condition of managing itself well. However, as new sports news communicators, sports blog and micro-blog are partly set up by traditional sports news media, and more of them are occupied by individual or non-news media. Therefore, the content of its dissemination often contains the issues mentioned above, which need to be effectively managed by the regulatory authorities. Otherwise, a mixed way of sports news communication will inevitably bring impact to the development

of sports journalism in China.

### **3. Analyses on the Development of Sports Blog and Micro-Blog**

#### *3.1 Improve the Quality of Bloggers, Clean up the Network Environment*

Among the existing sports blogs and micro-blogs in China, grassroots blogs and micro-blogs have the most problems, and celebrity blogs and micro-blogs have the most influence. Therefore, we need to start from the above two types of blog, micro-blogging, to clean up the network environment. First of all, grassroots blog should pay attention to their own blog, micro-blog spread content, should be strictly controlled containing pornography, violence and other factors of the blog, the retweet article should be noted, and some of the official did not clarify the content, do not retweet, should do not spread rumors. As a celebrity blog, its attention is often blogs, micro-blog category of the highest, its words and deeds image power is very wide. As a result, they do in grassroots class blog should abide by the bottom line, should also be effectively regulate their own behavior, not by self-hype, lace news content such as increased exposure to himself, and shall strive to exert celebrity effect positive energy, much valuable sports news to spread, to set an example to enhance the spread of sports news network environment.

#### *3.2 Strengthen the Management of Public Opinion and Optimize News Content*

News itself has a strong public opinion orientation, and the audience is often guided by the information conveyed in the news after reading. Whether the guidance of public opinion is correct or not directly affects the thoughts and behaviors of the audience. Therefore, the management of sports blog and micro-blog must strengthen the management of public opinion guidance and optimize its content to ensure the correct orientation of news. To strengthen the management of public opinion must do the following.

First of all, we should ensure the authenticity of the content of sports blog and micro-blog, and the content spread in the blog and micro-blog should be true, and the data and various opinions quoted in it must be true and reliable. By all means, random speculation and taking out of context will greatly reduce the reliability. Secondly, entertainment topics should not occupy a lot of space in sports reports. Sports and entertainment, two industries that were never meant to be, are getting so close that even news coverage is often confused. This led to the original sporting spirit of struggle, struggle and faster, higher, stronger being added to the label of entertainment, making many reports run counter to the Olympic spirit. Therefore, as a sportsman, we must wake up to the fact that sports news is excessively influenced by the current entertainment atmosphere, and change the nature of its report and dissemination of sports spirit. Third, strictly control business topics. With the increasing number of sports blogs and micro-blogs' audiences, many businesses have also recognized their extensive publicity effects, followed by various commercial advertisements. Audience when reading sports blog, micro-blog is often the first time for the purpose of sports contests, the data such as the latest sports

news, but some of the celebrities, business or government blog insert some advertising or promotion force, not only makes the audience's reading desire to drop, and violated the essential characteristics of news facts. Also hope that the majority of bloggers do not drip interests attracted, contrary to the nature of news dissemination.

### *3.3 Establish Relevant Laws and Regulations, Train Management Personnel and Standardize Their Development with Systems*

At present, the laws and regulations on how to manage the news in China are relatively absent. Since the founding of new China, the Press Law of China has not been issued yet, while the relevant measures of network news management are almost blank. This brings many difficulties to the development of sports blog and micro-blog. So far, a lot of content in the sports blog, micro-blog is good or bad we only measured through moral, have to do is only to praise or blame, this is not to grasp the direction of the development of sports news, just like a speeding car in the grasslands of no road, certainly will go a lot of detours. Therefore, it is extremely urgent to introduce a law of news or network news management method. This would require the portal uses the technical features of sports blog, micro-blog content filtering, shielding, at the same time cultivating a group of know the connotation of the news, can distinguish true and false news, the advantages and disadvantages of "gatekeeper" in the network to exercise their rights to managers, in line with the attitude of portal to guard a pass, make sports blog, micro-blog release some management.

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### **Note**

Note 1. Bai Yansong. Sohu blog. [DB/OL]. <http://sports.sohu.com/20081127/n260898228.shtml>