The purpose of this study is to examine sports information motivation according to the media acceptance and value of information. The population were adults who contact and use the media. The sample was male adults over 20 who enrolled in a soccer community in Seoul and Kyungki Province. 320 survey questionnaires were distributed and 294 were used for the analysis. The survey questionnaire was used after reliability and validity tests. The collected data were analyzed with SPSS 16.0 Version package. Frequency, One-way ANOVA, Correlation and multiple-regression were processed for the analysis. The results were as follows: First, we analyzed differences in media acceptance by various demographic variables. Age group had significant differences in radio and internet. Education and occupation groups revealed differences in TV, radio, and internet. Groups by income showed difference in internet. Second, we analyzed differences in media use motivation according to demographic variables: age, education, occupation and income groups all showed significant difference in their media use. Analysis of sport information value according to the demographic variables showed that age groups had a significant difference in easily acquired information and abundance. Education had significant difference in easily acquired information, abundance and characteristics. Occupation groups had a significant difference in easily acquired information and abundance. Income groups had a significant difference in abundance. Third, analysis of media acceptance difference, according to degree of exercise training participation, showed that newspapers had significant difference in participation period. But there were none found in participation frequency and time.

The purpose of this study is to critically explore media discourses regarding a nation-building project around the South Korean men’s national ice hockey team. As South Korea is holding the Winter Olympics in 2018, the government and the Korean Ice Hockey Association have been working on a project of recruiting and naturalizing White athletes from Canada and the US in order for them to play on the team. White athletes’ naturalization has been processed with ‘Koreanness’ discourse constructed through the media. This study utilizes Anderson’s (1983) concept of ‘imagined community’ to understand the intersection of ethnicity and sporting nationalism built upon the discourses of the nation-building project within the sport of ice hockey. Since 2013, six White athletes have obtained dual nationalities of Korea and Canada/US. This study focuses on media reports on the Korean national team from 2013 to 2016. Preliminary findings show that Korean media has tried to link White athletes to the imagined ‘Koreanness’ through elucidating their ‘pro-Korean’ behaviors. This was done to produce discourse embracing White athletes as ‘Koreans.’ However, the media developed racialized discourse emphasizing the performance differences between White and Korean athletes, perpetuating White athletes’ superiority. Implications and future research directions will be discussed.

Since the 1990’s, sport talk radio has grown exponentially in the United States. The Telecommunications Act of 1996, which promoted robust cross-media ownership without antitrust scrutiny, ignited the
expansion of terrestrial radio (Drushel, 1998; Nyland, 2004). One of the more popular formats on the radio is sport talk radio (Goldberg, 1998). The purpose of this study was to examine how local and nationally syndicated sport talk radio hosts discuss racism and racial issues on the radio. This study was guided by 2 research questions: 1) How do sport talk radio hosts discuss racism on the radio? 2) How do sport talk radio hosts discuss racial issues on the radio? This qualitative study used a semi-structured interview protocol to examine how 15 sport-talk radio hosts discuss racism and racial issues on the radio. Bonilla-Silva’s (2003) color-blind racism, which is a lens to examine how existing racial structures in our purported “post-racial” society are sustained, was the conceptual framework used. Participants were recruited through Instagram and Twitter and interviews were recorded over the phone.

3E Courtney Szto, Simon Fraser University
“Mahria Shot, Keeta Goal: Hockey Night Punjabi and the Significance of Ethnic Sports Media”

During the 2008 National Hockey League Stanley Cup Finals between the Detroit Redwings and the Pittsburgh Penguins, the Canadian Broadcasting Corporation tried a pilot project offering hockey commentary in a variety of minority languages including Cantonese, Mandarin, Italian, and Punjabi. The assumption was that it would be a one-off venture into multiculturalism, and for most of the languages, it was. However, nine seasons later, the Hockey Night in Canada Punjabi broadcast has become a powerful symbol of Canadian multiculturalism, and a perfect example of how cookie-cutter models of sports broadcasting, and other communications strategies, are not necessarily transferable. This presentation will provide a broad introduction to the growth of ethnic sports media in hockey and highlight three main themes that emerged from semi-structured interviews conducted with the Hockey Night in Canada Punjabi broadcast team: (1) What makes the Punjabi broadcast successful, (2) the linguistic contributions of the broadcast, and (3) the legacy that the broadcast may leave as a contributor to the game’s culture and history.

3E YunJung Kim, Seoul National University; Eunhye Yoo, Seoul National University & Sun-Yong Kwon, Seoul National University
“How Do Social Media Messages of Sport Stars Become a Public Issue of the Mass Media?”

Social Network Services (SNS) in Korea -- “Myspace, Twitter, Facebook etc.” -- have appeared as newly accessible platforms of communication that have created human interaction easier and portable. These services have grown to develop a great influence on athlete-fan relationships that have gradually settled to a personal level on social media platforms – forming para-social relations and constructing illusions that star athletes and the public are in direct contact. In contrast to the fundamental functions of social media outlets where the public can be openly engaged in online communities and voluntarily be involved in interaction, controversies surrounding sport stars’ social media usage -- “personal views posted on personal SNS accounts” -- have caused mainstream media coverage and public responses to push sport stars a step back from any form of social media context. Sport stars in Korea are depicted as public figures who are desired and displayed to meet public expectation. Therefore, if the presentation of a star athlete does not appeal to the public, dissatisfaction is exposed in the media reports and public reactions. This paper analyzes athletes’ posts on social media platforms that have been debatable issues on mainstream media channels and examines the resulting trend of social media use among major Korean athletes.