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The comparative research of China and the US media of the football world cup reporting

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ABSTRACT

The World Cup, as the football sport's highest honor, is the desirable dream for every team. At the same time, the result of every football game is uncertain, so focusing on football game itself is a kind of enjoyment, the football match have enormous attraction to the audience as well. This paper carries on comparative analysis between The People's Daily and New York Times about the number of report, the content, and other aspects of the World Cup in South Africa, finally we get the similarities and differences of China's print media and print media in the United States, further more, we go on analyzing the reason of the difference and learn from them, which may help china's media know more about PE match reporting style of the western country.

KEYWORDS

The football world cup; Comparative analysis; Football games; Media; Comparison and analysis.



INTRODUCTION

Football, Is one of the widest influential sport in the world, which was known as the "world first movement". It mainly requires sports athletes dominate the ball with their feet, when the ball is kicked into the other goal, namely means to win.

The World Cup, which can also be referred as "FIFA World Cup", is the highest honor of football sport, its influence in the country is of the most extensive, and it is the divine glory dream for various countries in the field of football. If one national team is able to win the championship in the World Cup, it will be justified as the first! The match is held every four years, any international FIFA member countries can send their team to take part in the game.

The reason why the World Cup has a high visibility and influence is that the media reports and transmissions have played an important role in it. We mainly focus on the theme of the media reports, the date and the quantity of it when researching on media coverage. Media companies have obtained the enormous influence and huge economic benefits as well. The People's Daily and New York Times respectively as the most influential transmission route of newspapers in china and in the United States have been conducted for the World Cup in South Africa. In addition, "the newspaper" is now an effective way of communication in the global information age, it plays a vital role in setting up the positive image of the country, creating a conducive domestic and international public opinion to develop their own country. At the same time, the sports report is closely related to people's lives. With the continuous improvement of the economic and cultural level of the whole society, sports enterprise obtained the rapid development, the reports of sports is catching more and more attention by every other media. Sports news of print media is being one of the important types, in particular, it has occupied a considerable proportion for major domestic and international sports events. "Sports without borders" It represents the international of the sports news, with the emergence of many new medias, such as the Internet, and with the gradual globalization of the world, there has been some new characteristics of contemporary sports coverage. Chinese print media also have made certain corresponding progress, but there are still some distinctions with the print news media report of the US on the content of the report, article number, the ideology, and the extent. In this paper we have made comparative analysis between the People's Daily and the New York times, and we can find the advantages and disadvantages in the media of the United States, also the introspection of gain and loss in our country.

THE ESTABLISHMENT OF THE MODEL

Football is of great attractive, people all over the world are becoming more and more crazy about it because of World Cup. Figure 1 The charm of soccer.



Figure 1: The charm of soccer

Every country competitively makes media coverage about international sports event "World Cup". Here we make some analysis between China's People's Daily and the United States of the news content, quantity and influence of "the World Cup in South Africa". The process is as follows:

Model (method) introduction

Comparative method can also be referred as "comparative analysis", it is comparing the objective existence of things, the analysis has reached to recognize the nature and law of things, and to make the correct evaluation of a method.

Contrast analysis method, usually compares two mutually related data index from quantity, describing and showing the size, the level and the speed of the object that is studied and trying to know if there is a mutual coordination and the relationship between the various relationships. In comparative analysis, the choice of the appropriate standard is very critical. If selection is suitable, it can make correct and objective evaluation; if your choice is not appropriate; its evaluation is likely to draw wrong conclusions.

Comparative analysis flow chart Figure.2:

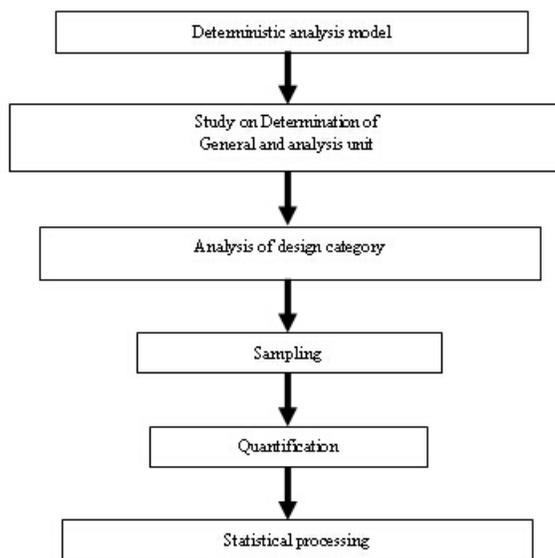


Figure 2: Comparative analysis flow chart

Quantitative data, Statistical processing

Take People's Daily as "1", the category of the New York Times as "2". Extracting more than 500 of report of the 2010 World Cup in South Africa respectively, including samples, and the number of report will be selected from May 31 to July 16, the distribution of 47 days, showing in TABLE 1:

After dealing with some data of the above statistic, we scan the data with the professional software SPSS, taking "date" as the abscissa, "quantity" as the ordinate, "category 1" and "category 2" respectively represents The People's Daily and the New York Times. The result is shown in Figure 3:

From the above Figure 3, we can clearly see that: The change of the 2010 South Africa World Cup coverage of The People's Daily and the New York Times with the time. The blue line represents that there are 224 news has been reported by the People's Daily in 47 days, the green line represents that there are 281 news has been reported by the New York Times in 47 days. The highest circulation of The People's Daily is 9 per day; the highest circulation of the New York Times is 14 per day. Among them, the circulation of New York Times is obviously higher than The People's Daily with the development of the 2010 World Cup in South Africa.

Then comparing the content between The People's Daily and the New York Times in the following aspects (Events, teams, players, fans, social life, referees, coaches, sports time, the application of science and technology in the World Cup, media coverage of the World Cup, the impression of South Africa, the influence of the World Cup in South Africa, Mr. Refusal, competition strategy and other sound). We get TABLE 2.

Quantitative theme of the report: taking "event" as "1", taking "team" as "2", taking "players" as "3", taking "fans" as "4", taking "coaches" as "5", taking "sports time" as "6", taking "social life" as "7", taking "referees" as "8", taking "science and technology" as "9", taking "media coverage" as "10", taking "impression" as "11", taking "influence" as "12", taking "Mr. Refusal" as "13", taking "competition strategy" as "14", taking "others" as "15".

TABLE 1 : The distribution table of reporting samples

date	category	quantity	date	category	quantity
5.31	1	0	5.31	2	3
6.1	1	0	6.1	2	1
6.2	1	0	6.2	2	2
6.3	1	1	6.3	2	0
6.4	1	2	6.4	2	2
6.5	1	5	6.5	2	3
6.6	1	0	6.6	2	6
6.7	1	3	6.7	2	3
6.8	1	3	6.8	2	1
6.9	1	6	6.9	2	3
6.10.	1	2	6.10.	2	3
6.11.	1	6	6.11.	2	7
6.12.	1	5	6.12.	2	14
6.13.	1	4	6.13.	2	13
6.14.	1	5	6.14.	2	8
6.15.	1	3	6.15.	2	12
6.16.	1	3	6.16.	2	8
6.17.	1	9	6.17.	2	6
6.18.	1	7	6.18.	2	7
6.19.	1	7	6.19.	2	9
6.20.	1	6	6.20.	2	8
6.21.	1	8	6.21.	2	9
6.22.	1	8	6.22.	2	7
6.23.	1	9	6.23.	2	14
6.24.	1	8	6.24.	2	9
6.25.	1	9	6.25.	2	10
6.26.	1	7	6.26.	2	11
6.27.	1	6	6.27.	2	8
6.28.	1	7	6.28.	2	7
6.29.	1	8	6.29.	2	8
6.30.	1	6	6.30.	2	7
7.1.	1	8	7.1.	2	4
7.2.	1	6	7.2.	2	4
7.3	1	7	7.3	2	6
7.4	1	2	7.4	2	11
7.5	1	7	7.5	2	5
7.6	1	2	7.6	2	6
7.7	1	2	7.7	2	7
7.8	1	4	7.8	2	4
7.9	1	8	7.9	2	2
7.10	1	5	7.10	2	4
7.11	1	0	7.11	2	8
7.12	1	6	7.12	2	8
7.13	1	8	7.13	2	3
7.14	1	4	7.14	2	missing
7.15	1	0	7.15	2	missing
7.16	1	2	7.16	2	missing
total	1	224	total	2	281

“The data source” : Sports coverage of People's Daily and the New York Times

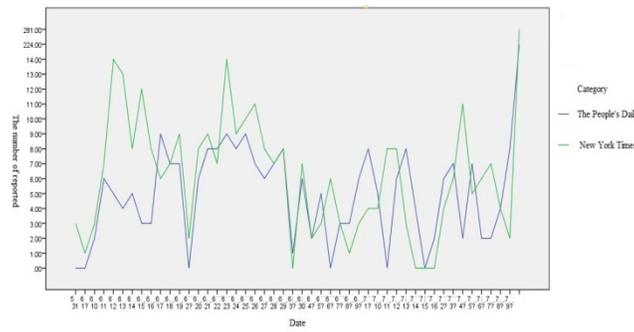


Figure 3 : Comparison of the number of reported

TABLE 2 : The comparison of the theme of the report

theme of the report	The People’s Daily Article number	percent	New York Times Article number	percent
event	91	40.6	80	28.5
team	32	14.3	48	17.1
players	21	9.4	40	14.2
fans	8	3.6	23	8.2
coaches	3	1.3	15	5.3
sports time	12	5.4	15	5.3
social life	5	2.2	10	3.6
referees	2	0.9	4	1.4
science and technology	4	1.8	8	2.8
media coverage	4	1.8	6	2.1
impression	5	2.2	6	2.1
influence	4	1.8	2	0.7
Mr. Refusal	1	0.4	4	1.4
competition strategy	3	1.3	3	1.1
others	28	13	17	6

“The data source”:Sports coverage of People's Daily and the New York Times

We make a pie chart about the reports of Chinese The People’s Daily and American New York Times: Figure, and carrying on comparison, Figure 4 is the coverage proportion of The People’s Daily, Figure 5 is the coverage proportion of New York Times.

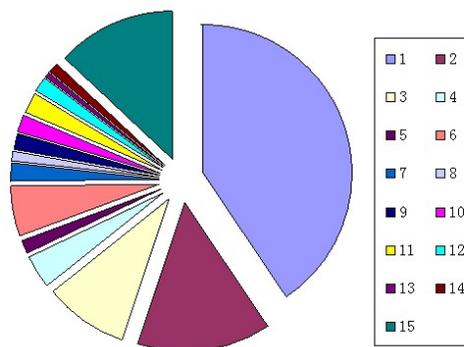


Figure 4 : “People’s Daily” reported content proportion

From Figure 4, we can see that the Order from high to low of The People’s Daily contents are: 1“events”, 2“teams”, 15“others”, 3“players”, 6“sports time”..... the sum of former 5 one

have reached 71%, Its concentration is relatively high,the rest 30% belonged to “others”. The least one is “Mr. Refusal” which just had only one report.

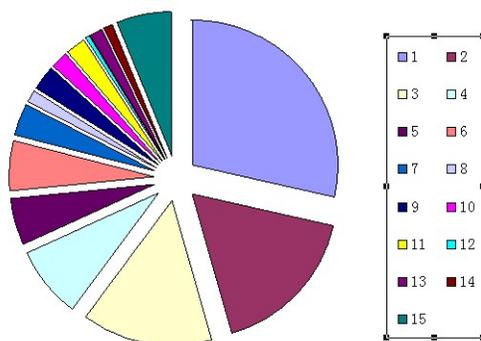


Figure 5 : “New York Times” reported content proportion

From Figure 5 we can see that the Order from high to low of New York Times contents are:1“events”, 2“teams”, 3“players”, 4“fans”, 15“others”.....the sum of former 5 one have reached 68%,Its concentration is relatively low,and the content of the report is relatively more,the rest 6% belonged to “others”. The least one is “the influences of the World Cup” which just had only two reports.

Finally, we analyze the comparison of the position of The People’s Daily and New York Times. The TABLE 3 is in the following.

TABLE 3 : The position of the report

position	The People’s Daily Article number percent		New York Times Article number percent	
Positive	14	6.3	15	5.3
Negative	16	7.1	32	11.4
Neutral	194	86.6	232	82.6
Unable	0	0	2	0.7
total	224	100	281	100

“The data source”: Sports coverage of People's Daily and the New York Times

As TABLE 3 is shown:We get the position percentage of samples selection between The People’s Daily and New York Times.

We make a histogram to analyze the position between the People’s Daily and New York Times, and then get the conclusion.

In Figure 6: We get the Comparison of reported position histogram of The People’s Daily and New York Times.

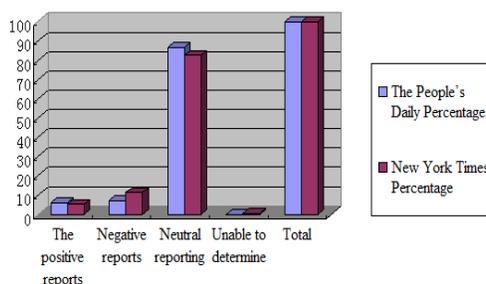


Figure 6 : Comparison of reported position histogram

From the above Figure, we can clearly see comparison of reported position histogram of The People's Daily and New York Times.

The negative report of The People's Daily is obviously lower than New York Times which one has 7.1%, however, the New York Times has 11.4%. As the result, we are supposed to do some negative report. The neutral report of The People's Daily is 86.6%, and New York Times has 82.6%, nearly the same. There are not any unable report of The People's Daily, but the New York Times has two, which occupies 0.7%. In the aspect of the position of the report The People's Daily is obviously higher than New York Times.

All in all: After the comparison between The People's Daily and New York Times, we finally know that the number of the reports that The People's Daily made are a bit less than The New York Times', as for the content of the report, The People's Daily's reports are over concentrated and the key points is a little fuzzy. But the position is more obvious than American's New York Times.

CONCLUSIONS

The challenge of football game is known as everybody, the demand, such as techniques, physical strength, endurance, and energy is particularly high for athletes, which is not easily reached for the average person. At the same time, the result of every football game is uncertain, so focusing on football game itself is a kind of enjoyment, the football match have enormous attraction to the audience.

As for the audience, the football stars are always be focused on the topic discussion, because they spend a lot of sweat to become a qualified football player. Figure 7 is the football star of the 2010 World Cup.



Figure 7 : Soccer star

The 2010 football World Cup, as the highest game of football sport hall, its champion is worthy to be the world's first, plus many football fans in the world for its obsession, so that the public awareness of 2010 football World Cup in South Africa continuously to increase, correspondingly the media coverage over the events is also increasing. Figure 8 is the 2010 World Cup in South Africa.



Figure 8: The 2010 World Cup of South Africa

Through the comparative analysis of China's People's Daily and The United States' New York Times reports, we can see from both sides that the 2010 football World Cup in South Africa is quite extensive in the world.

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