

Study on the Communication Ethics of Football News in the New Media Era

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Abstract: With the rapid development of the Internet and communication technology, the media is also changing. This paper adopts the document literature, logical analysis and other methods to summarize the communication characteristics of new media and puts forward specific measures to solve communication ethics problems of football news on the basis of analysis of communication ethics problems of football news in the new media era to regulate the communication of football news and promote its healthy development.

1. Introduction

In the communication environment of the spread of new media, there are various problems against ethics in news communication. As a member of the news, football news also has many problems against ethics in the new media era, such as frequent malicious speculation, frequent pornographic information, and false information flooding. The emergence of various problems against ethics has broken the ecology of the football news communication environment and isn't beneficial to the healthy communication of football news [1]. Therefore, we must analyze the communication of football news in the new media era and find out and improve the communication ethics problems in the football news

2. Characteristics of Communication of Football News in the New Media Era

New media is a media form different from traditional media. Traditional media is mainly represented by paper media and television, while new media is formed based on computer processing technology and represented by Weibo and Internet TV, etc. Under the impact of timeliness and interaction advantages of new media, the living space of traditional media has been obviously squeezed. A growing number of people have chosen new media to get real-time news information, and the audience of traditional media is decreasing constantly. In the past, football news mainly relied on traditional media for communication. In the new media era, football news has increasingly depended on new media communication channels. As the new media itself is formed based on computer processing technology, the communication of football news in the new media era presents the following characteristics in the open network environment.

2.1 Mass Characteristics

The network has a large storage space, so lots of news information is stored. As a kind of news, football news has seen explosive growth since the extension of its communication channels to new media, reflecting the mass characteristics. Especially when there is hot football news, many media and individuals participate in the communication of news and release a huge amount of football news information to quickly form a public opinion situation.

2.2 Timeliness Characteristics

People's demand for football news information usually has high requirements for time. For example, people usually hope to watch the football events live to obtain the latest game information. The football news is spread by new media and the geographical and time constraints are crossed, so that the latest news of football news can be broadcast in time to reflect the timeliness characteristics of the communication of football news.

2.3 Individual Characteristics

People can use the new media to obtain football news information and produce football news information. Football is a project with a majority of enthusiasts, but everyone has different concerns, such as football stars, football matches, etc. People can customize the information they need based on their interest in football news. For example, the fans of David Beckham can customize the news information about him and fans who like the Brazilian team can customize the news information about the Brazilian team to reflect the individual characteristics of the communication of football news in the new media era.

3. Communication Ethics Problems in Football News in the New Media Era

3.1 Reasons for the Appearance of Phenomena Against Ethics in Football News

There are six main reasons for the appearance of phenomena against ethics in the football news. First, the producers lack professional ethics and deliberately produce and spread fake news. Second, football news is biased towards entertainment and focuses on the personal privacy. Third, conduct malicious speculation on football news, which makes the football news distorted. Fourth, journalists lack a real understanding of football, leading to distortion of reports and wrong direction of public opinion. Fifth, news makers deliberately have political factors in football news and attract the eyes of the public through the garbling method. Sixth, the supervision mechanism on football news is immature, so the news phenomenon against ethics can't be effectively supervised and controlled [2].

3.2 Specific Performance of Problems Against Ethics in Football News

Under the communication environment in the new era, football news has ethical problems, so that the football news communication environment is damaged and even the public opinion develops in an unhealthy direction. The problems against ethics in the football news in the new media era are reflected in the following two aspects. Firstly, the news contents aren't true. When the news producers produce and release football news, they fail to follow the bottom line of professional ethics, deliberately distort the facts and report the distorted football news. They directly report news before investigating, analyzing, or confirming the authenticity of the information. The results reported in the news fail to match the real causes of the news. Deliberately extract some controversial, individual facts in the news, conduct the malicious speculation and mislead others. Deliberately tamper with the real time and location and others of football news, resulting in untrue news. In addition, there is deliberate fabrication of news and the spread of false information, etc. Secondly, the reports follow the trend excessively. Currently, journalists put the interests first, and in the current era of entertainment-oriented environment, entertainment is the mainstream that people chase. In the face of interests, news producers and the media don't regard valuable news as the goal of pursuit, but cater to people's tastes in entertainment, pursue sensational news, and strive to make the news reports attractive. They don't focus on moral news, humanitarian spirit news and other news in society, but focus on stimulating news, although which is of little value. In general, journalists and the media lack a sense of responsibility. In the public opinion environment, they do not undertake the responsibility of correctly guiding public opinion and lack the commitment to social ethics and undertaking of social responsibility. When the news is reported excessively, the guidance of public opinion can be led to the incorrect path and the social moral crisis can be easily caused.

4. Discussion of Measures for Solving Communication Ethics Problems in Football News

4.1 Perfect the Laws Against New Media to Regulate the Communication Behavior of New Media

At the present stage, the reason why news producers unscrupulously produce and report distorted news in the new media environment is that there is a lack of the responsibility investigation mechanism [3]. The responsibility investigation of these behaviors also requires perfect laws and

regulations to standardize the communication behavior of new media and strengthen the binding force on the communication of new media. The state should formulate laws and regulations on the communication ethics problems of football news, turn ethical problems into legal problems, increase moral constraints to legal constraints, use double constraints to strengthen the control of communication behaviors of football news, and curb the occurrence of problems against ethics from the source. Under the perfect laws and regulations, journalists and the media are constrained by the law on football news. When they violate the ethics in the communication of football news at work, the law enforcement officers can have the legal basis to hold them accountable. In addition, the problems against ethics in the communication of football news are main problems in the current environment. With the development of society and the age changes in the environment, there may be other problems against ethics. Therefore, the formulation of the law should also keep up with the development pace of football news, so that no matter how the football news develops, it can be constrained by corresponding laws and regulations.

4.2 Strengthen the Government's Supervision and Management of Football News

Even if there are perfect laws and regulations to constrain the communication of football news, a sound supervision and management mechanism is still needed for supervision and law enforcement, so that the binding force of the law on the communication of football news can be truly exerted. To strengthen the supervision and management of the communication of football news, we need to proceed from two aspects. On the one hand, relevant departments are required to conduct the strict review of new media, the report news contents that have not been strictly reviewed can't be reported from the formal media, and the safety supervision of the media should be strengthened. As the formal media itself has a certain authority, it is easy to gain the trust of the people. If fake news is deliberately spread, the public can be easily deceived and misled. We should strengthen the safety supervision of the formal media. Once it is found that there are problems against ethics, the corresponding responsibilities should be investigated. On the other hand, we should strengthen the supervision and management of we-media. In the new media era, everyone can be the producer and communicator of news. For example, football fans will participate in the production of football news, which is we-media. As we-media usually lacks commitment to social ethics and undertaking of social responsibility, and lacks restraint, it is relatively random in the production and communication of news, and problems against ethics often occur. If the news produced by we-media is eye-catching, a public opinion upsurge will be soon formed. If it spreads distorted news, the public will be misled. Therefore, we also should strengthen supervision and management of we-media.

4.3 Strengthen the Management of the Communication of Football News by Using Network Technology

When football news is spread through new media, the network technology is needed to provide technical support. In other words, the communication of football news in the new media era needs to rely on advanced network technology. To strengthen the communication management of football news, it can be strengthened by use of network technology in its communication process. There are two specific methods as follows: (1) the football news contents usually includes text, pictures, videos, etc. The bad words in the news can be checked out quickly by use of thesaurus technology, and then the news can be moved out by use of network technology, so that it can't be spread. (2) Strengthen supervision of football news with high views. Use website technology to top the news content with the maximum views on websites, master the latest public opinion situation, and review whether these hot news meets the requirements of news reports to prevent the spread of distorted news.

4.4 Strengthen the Professional Ethics Quality of Football News Workers

As football news workers have low professional ethics quality, they participate in reports of distorted football news easily and sometimes they are the source of production of distorted news. To strengthen the professional ethics quality of football news workers, we should proceed from the

following aspects: (1) Strengthen the study of laws and regulations. The special training on laws and regulations of football news workers on football news reports is conducted to make them recognize legal responsibilities in football news reports and enhance law awareness. (2) Strengthen the study of social morality. The football news workers are trained to make them recognize their influence on social ethics as football news workers and to recognize their responsibilities. We in particular should pay more attention to the training and improvement of social morality in training, so that they can have good social morality and discipline themselves with morality. (3) Improve the psychological quality. Some football news workers have poor psychological quality. They can't hold the moral bottom line under the competition pressure and can't report the football news calmly, thus causing problems against ethics. Therefore, we must strengthen the psychological quality of football news workers, so that they can adapt to the competitive environment in the new media era and improve the ability to withstand competition pressures and can continue to report real news.

4.5 Improve Moral Consciousness and Cultivation of Football News Audience

In the new media era, news audience also plays a role in spreading news. To prevent the spread of all kinds of fake news and prevent malicious speculation, the role of the news audience cannot be ignored. Only by improving the moral consciousness and cultivation of football news audience can we really make “the rumors ended by the wise.” In the spread of news, news audiences consciously abide by moral constraints and not participate in the spread and production of false football news can effectively curb the spread of this bad news. To improve the moral consciousness and cultivation of the news audience, we mainly proceed from two aspects. On the one hand, we should use new media to popularize the civilized knowledge spread by network news and improve the audience's sense of judgment, to avoid blindly obscured football news in the network environment, and blind participation in the paradox of fake football news. On the other hand, we should strengthen education, mainly education of network literacy and computer literacy for students. Students who study at school lack social experience and easily have the blind allegiance of many news in society. At the same time, students at school are also the future social creators and the spreaders of future football news. Therefore, for students at school, we should strengthen education, raise their discrimination ability and sense of judgment of football news, and cultivate correct journalistic values to lay the foundation for the healthy communication of football news in the future.

5. Conclusion

The current communication ethics problems of football news are very serious and readers are seriously misled. With the continuous spread of mass information in the new media era, the influence of the communication ethics of football news has been continuously expanded, which has seriously destroyed the ecology of the communication environment of football news and caused negative effects on society. For the communication ethics problems of football news, we should strengthen supervision and management, improve the professional ethics and social responsibility of journalists and the media, and curb the occurrence of communication ethics problems of football news from the source. In addition, we should strengthen our education and raise the cultural level of the people to make fake news “ended by the wise”.

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