



## **“One World, Many Voices: The Future of Sports Communication”**

**Thursday, May 26, 2022  
Palais de Congres 315**

**A Joint Pre-Conference of the Sports Communication Interest Group  
and the International Association for Communication and Sport**

**Sponsored by the Center for Sports Communication & Media**

### 9:00-9:15: Introductions and Opening Remarks

- Shaun Anderson, Loyola Marymount University
- Meistra Budiasa, Bung Karno University
- Michael Butterworth, The University of Texas at Austin
- Karen Hartman, Idaho State University

### Sport Media Representation and Framing: 9:15-10:15

- “‘Compatriot or Stateless’: Iranian Ruling Media and Social Media Depictions of Iranian Refugee Kimia Alizadeh's Match at the Tokyo Olympic Games,” Mahdi Latifi Fard, Tarbiat Modares University (Iran), Andrew C. Billings, University of Alabama (USA), Sean Sadri, University of Alabama (USA), and Amin Yadegari, Shahid Beheshti University (Iran)
- “From Boxing to MMA: The Regulation of Sports Violence in American Media,” Myriam Mellouli, Le Mans Université (France)
- “Nigeria: Olympic Games a Mystery for Rural Dwellers in Lago,” Unwana Samuel Akpan, University of Lagos (Nigeria)
- “Paralympic Broadcasting in the Global South: Sport Media for Social Change,” Emma Pullen, Loughborough University (UK) and Jessica Noske-Turner, Loughborough University (UK)

### Theorizing Mediatization and Sport: 10:15-11:30

- “‘I’m Sorry That I Can’t Keep Going’: Reflexive Mediatization in Sport Documentaries,” Jörg-Uwe Nieland, Zeppelin University (Germany), Daniel Nölleke, University of Vienna (Austria), and Thomas Birkner, Westfälische Wilhelms-Universität Münster (Germany)
- “The Complexity between Cultural Events and Media Events in the Borobudur Marathon,” Meistra Budiasa, Bung Karno University (Indonesia)



- “Sports Betting Mediatization: A Research Agenda,” Niels Bibert, KU Leuven (Belgium), Bieke Zaman, KU Leuven (Belgium), and Rozane De Cock, KU Leuven (Belgium)
- “Analysis and Evolution in the Coverage of Sports Mega-Events from Colombia: Perspectives Based on the Experiences of Professional Journalists and the Impact of Informative Messages on the Country’s Public Opinion,” Francisco Buitrago Castillo, Fundación Universitaria Los Libertadores (Colombia)
- “Olympic Premier, New Forms of Competition and Increased Attention: The Mediatization of Surfing,” Thomas Horcky, Macromedia University (Germany), Jo-Jo Alpers, Macromedia University (Germany), and Zoé Levit, Macromedia University (Germany)

Break: 11:30-11:45

*Sport Journalism and Broadcasting: 11:45-1:00*

- “Automated Sports Journalism: An Asian and Western European Perspective,” Christian von Sikorski, University of Koblenz-Landau (Germany) and Estel Huh, University of Koblenz-Landau (Germany)
- “Australian Public Service Media and Women’s Sport: A Case Study of Sports Media and National Identity,” Michael Ward, University of Sydney (Australia)
- “News Values of Events in Elite and Minor Sports,” Miroslav Langer, Charles University Prague (Czech Republic)
- “Journalistic Role Performance in Chilean Sports News Coverage,” Andrés Scherman, Universidad Diego Portales (Chile) and Claudia Mellado, Pontificia Universidad Católica de Valparaíso (Chile)
- “Sports Commentary on Live-Blogging Websites: A Case Study of The Guardian’s Live-Blogging on the 2021-22 Ashes,” Siqi Liu, University of York (UK)

Lunch: 1:00-2:00

*Sport Diplomacy, Nation, and Politics: 2:00-3:15*

- “Oceania and Sport: Distant Voices, Active Lives,” David Rowe, Western Sydney University (Australia)
- “Sports Soft Power, South African Edition: Multichoice’s Supersport and South African Capital in ‘Africa,’” Sean Jacobs, The New School (USA)
- “‘The Women’s Game Depends on You to Survive’: Decolonization and Marta’s 2019 Gender Empowerment Rhetoric,” Katherine L. Lavelle, University of Wisconsin-La Crosse (USA), Beth Fielding-Lloyd, Sheffield Hallam University (UK), and Korryn Mozisek, Carnegie Mellon University (USA)





- “Our’ Region, Many Voices: Sport Media Research in Central and Eastern Europe,” Dunja Antunovic, University of Minnesota (USA), Simon Ličen, Washington State University (USA), and Sunčica Bartoluci, University of Zagreb (Croatia)
- “Blowing in the Wind: Institutional Alliances, Kite Sports, and the Olympic Games,” Molly Frizzell, University of Southern California (USA)

Break: 3:15-3:30

Critical Challenges and Interventions in Sports Communication: 3:30-4:30

- “Building Black Power through Action Sports and Social Media: The Case for Surf & Skate Ghana,” Neftalie Williams, University of Southern California (USA)
- “Negotiations in Building ‘A Room of One’s Own’: Cyberviolence Experiences of Turkish Female Athlete Students and Their Efforts to Establish Safe Online Spaces,” İrem Kavasoglu, Cukurova University (Turkey), Yeliz Eratlı Şirin, Cukurova University (Turkey), and Aylin Uğurlu, Adnan Menderes University (Turkey)
- “Analyzing the Voice of Recipients of CSR Activities from #NBATogether Campaign: Analyzing Twitter Posts and Comments through Critical Discourse Analysis Lens,” Kiabek Kim, Korea Institute of Sport Science (South Korea) and Joseph Yoo, University of Wisconsin-Green Bay (USA)
- “Queering Namibian Sport,” Tammy Rae Matthews, University of Colorado (USA)

Concluding Remarks: 4:30-5:00

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Zoé Levit is a recent college graduate with a bachelor's degree in sports journalism. She is specialized in action sports, especially in the field of surfing. She loves to be in the ocean herself and write about it. Zoé works as an editor for a surf and outdoor magazine, using her expertise for a niche audience and market.

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Myriam Mellouli specializes at the École Normale Supérieure de Lyon in research on artistic expressions and representations of boxing, literary or cinematic. Since 2019, she has pursued her specialization by preparing a Ph.D. dissertation in film studies entitled “Le film de boxe: le combat d’un genre” (Le Mans Université). She teaches cinema classes in English and communication in Paris and her work has appeared in *InMedia: The French Journal of Media Studies*.

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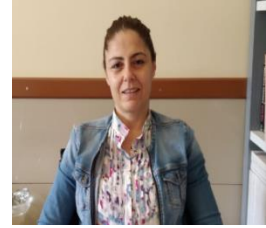
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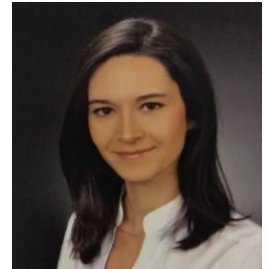




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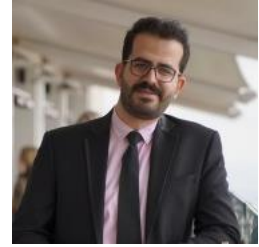


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