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SPORTS JOURNALISM: FROM “ROMANTIC” TO TABLOID AND INTERNET REPORTING

Sports journalism is a form of writing that reports on sporting topics and events. It is an essential element of every news media company. Sports coverage has grown in importance as sport has grown in wealth, power and influence. Sport reporters are expected to know the rules of the game and the rules of journalism, so they can create colorful, dramatic and eventful game stories, vivid profiles, informative features and analyses in any media. Has sports journalism changed its ways and channels of communication?

Despite the fact that sports journalism was established many years ago, sports writers used to be mocked for their work. Now they run the industry that's worth billions – through various methods such as internet, radio and television. Sport journalism in the past was “easier” for sport journalists because there was not so much rivalry, and the speed of processing information was not so crucial. Sport journalists had more time to write texts than they have it today [3]. Everything was more serious, relaxed and professional, so we can call this period “romanticism of sport journalism”. Today's sports reporter does much more than just writes about sports. The job description now includes terms like blogger, videographer, commentator, talk show anchor and Webmaster. Dangerously enough, sport journalism these days is flirting with tabloid journalism – you can read about “spicy” things from lives of famous athletes on sport portals and in newspapers [1]. People increasingly want more, and there is no difference with news. Many sports fans are no longer satisfied with one source of news: they want the blogs, the tweets, the constant updates, but they also want the longer form documentaries and the crafted narratives.

Nowadays, via a huge array of platforms, they can find out the score, or read a match report, post-match comments, watch video highlights and statistics. We are heavily influenced by digital media and, in particular, the Internet. What difference does it make for sports journalists, sports journalism and the audience? Journalism has changed more in the past five years than it has in the previous 70 years. Whether it is through websites, social networks, blogs, newspapers, live television and radio broadcasting, sports websites, sports television channels or radio stations, fan-based websites, tablet devices or via mobile, the choice of where and when fans access sports news has never been greater [2]. As technology continues to

grow and improve with the use of Movie, Photoshop, In Design, and Skype among others, things are evolving socially for journalists as well. Twitter, Facebook and other social media platforms are having a tremendous impact on the sports world for fans, players, teams and sponsors.

Journalists can't continue to be stubborn to these changes in media because they will eventually find themselves out of work. Classic media is a thing of the past and journalists must find a way to continue to stay relevant. However, the future of sports journalism may be digital, but it seems there will long be a need for the printed word. Sports journalism is becoming increasingly complementary – there is still a need for all forms of it on a huge variety of platforms.

LITERATURE

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