

# On the Economic Development of China's Football Industry From the Perspective of News Media

Biao Jin

Beijing University of Technology School of Economics and Management, 100124, Beijing, China

**Abstract:** With the rapid development of the Internet, the influence of news media on people is becoming stronger and stronger, and has become the first pillar affecting the development of football industry. The introduction of professional football by news media can promote the prosperity of China's football market, stimulate people's sports enthusiasm, and make an important contribution to the professional development of China's football. On the other hand, the football industry can achieve extensive publicity through the news media, which can also attract more and more audiences for the news media and increase the ratings.

**Keywords:** News Media; Football Industry; Economic Development Sane Proposal

## 1. The role of news media in promoting football industry

### 1.1 News media is an important intermediary for the development of football industry

The news media plays an important role in promoting the football industry. If the football industry does not rely on the news media, its audience is always limited. However, the use of news media can realize the expanded publicity of football events, attract more sponsors and audiences through packaging, so as to provide a certain audience for the holding of football events, enhance the influence of football industry in the audience, and realize the development and improvement of football market.

### 1.2 News media promote the healthy development of sports competition market

News media has promoted the healthy development of sports competitions. Due to the diversity of news media, people are no longer limited by time and space when watching sports events. They can use the Internet, mobile phones and so on to watch major sports events in real time. In this way, the audience can enjoy the healthy development of the football game according to the different scale of the football industry and their preferences, so as to enhance the audience's sense of healthy participation in the football game.

### 1.3 The news media has given the football industry market more room for development

The development of science and technology has brought greater development space for the football industry. With the development and evolution of media, people's ways of watching sports events have become diversified, from traditional media such as radio to mobile phones at any time. The transformation of media has promoted the development of the football industry and its profit mode has become more diversified, It can not only realize the actual benefits through offline ticket sales, but also realize the publicity and marketing of football players through the media, and improve the economic benefits through the design of football peripheral products.

## 2. The positive influence of football industry on news media

### 2.1 The development of football industry promotes the specialization of sports news media

The development of football industry will also actively promote the development of sports media. With the continuous improvement of people's material living standards, their spiritual needs have also been enhanced to a certain extent<sup>[1]</sup>. When watching the football competition, only real-time broadcasting on the scene of the game can not meet people's spiritual needs. Omni-directional and multi angle broadcasting of the game has become the key for sports news media to win the competition. In the current football competition, in addition to the objective broadcast of the scene, professional football players will be configured to explain, so as to help more amateur audiences understand the relevant rules of football. Therefore, to a certain extent, the development of football industry has also promoted the in-depth development of news media towards serving the public, and won the trust of more audiences through the upgrading of technology and means, so as to improve its own benefits.

### 2.2 The development of football industry promotes the diversification of sports news media

The rapid development of the football industry is promoting the diversified development of the communication mode of the news media. The development of major football sports events has created new requirements and conditions for the renewal and innovation of the media. The traditional news media only pay attention to timeliness and quickness in the communication, which can no longer meet people's diversified needs for football events, The way people watch the game has also changed from radio, television to mobile phones. With the further development of the football industry in China, it will promote the development of sports news media. In order to meet people's diversified needs, it must constantly change itself, so that the communication mode of sports news media will

be more and more diversified, People will have more and more space to choose from.

### **2.3 Football industry brings huge economic benefits to sports news media**

How to attract more audiences by the media such as sports sponsors and advertisers depends on their economic benefits. When people's interest in football is increasing, more people will devote themselves to watching the football competition. Similarly, the news media can not only improve their ratings, but also attract more advertisers to invest in its broad audience base, so as to realize the effective improvement of economic interests.

## **3. Reasonable suggestions on the economic development of football industry from the perspective of news media**

### **3.1 Promoting the development of China's football industry by means of news media**

Football is not only a competitive sport. In order to realize the long-term and stable development of the sport in China, we must promote the development of football industry. This must be achieved with the help of news media. In the development of modern society, news media are increasingly relied on by people. As an important source for people to receive news, the publicity of football competitions through news media can attract more and more sponsors and audiences for the football industry, and make use of the timeliness and wide dissemination of news media, Strengthen the publicity of various football sports, so as to change people's sports concept, so that people of different ages can be keen on football, so as to drive and promote the industry and improve the economic strength of the industry [2].

### **3.2 Take the news media as the supervision to promote the improvement of China's football industry policies and regulations**

If the football industry wants to achieve considerable development in China, it must establish a system of laws and regulations in line with its development trend according to China's market economic system, and promote the development and prosperity of China's football industry through the improvement of system and policy. However, from the actual development of China's football industry, there is no clear system of laws and regulations, which leads to the loss of talents in the development of football industry, and the lack of talents will lead to the long-term lack of development of China's football industry and the loss of sports industry. In order to effectively deal with this situation, the news media need to play its guiding role, give full play to the resource potential, realize the relevant advocacy to the country, so that the country can formulate a system of laws and regulations in line with China's development requirements according to the actual situation of the football industry, strengthen the awareness of self-protection, and avoid the loss and waste of resources.

### **3.3 Strengthen the brand of football industry with news media as publicity**

The news media is very important to the development of the football industry. We should make full use of it to maximize the value of the football industry, strengthen the positive publicity of the media to the football industry, and attract more funds to the football industry through publicity, so as to further optimize and upgrade the industry. Moreover, by strengthening the positive publicity of the brand image, the investment enthusiasm of the sponsors and the participation enthusiasm of the audience can also be increased, which is of great significance to the linkage development of the football industry. With the development of the times and the deepening of market-oriented construction, we must realize the modern development of the football industry.

## **4. Conclusion**

Under the influence and function of news media, the development of football industry is facing new opportunities and adjustments. In order to realize the healthy and stable development of the industry, we must make use of the role of the news media, strengthen its publicity function, realize the popularity in the society through the broadcasting of competitions and events, and expand its influence, so as to attract more and more resources to invest in the football industry, so as to form a benign interaction mechanism. At the same time, the long-term development of the football industry can also attract more sponsors for the sports news media, so as to achieve a win-win situation.

## **References :**

---

[1] Gao Dongqing On the economic development of China's football industry from the perspective of news media [J] Contemporary television, 2016 (12)

[2] Ren Wei On the role of football industry in promoting economic development [J] Science and technology outlook, 2015 (27): 205-206

## **About the author:**

Biao Jin, 1998.1 -, male, Han nationality, Tianshui City, Gansu Province, bachelor degree, School of economics and management, Beijing University of technology.