

III International SPRING Conference

**Sports Marketing, Journalism,
Communications and
Sponsorship: Current trends
and perspectives**

**University of Malaga, February 20th and 21st
2025**

This booklet is part of the project *Diagnóstico de la comunicación organizacional en clubes de fútbol no profesionales (1ªREF). ComProLiga*. The study is a research initiative within the University of Malaga's *Plan Propio*, led by Dr. Gema Lobillo-Mora as the principal investigator (PI).

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Welcome to the University of Malaga!

Dear delegates,

The **University of Malaga** and **SPRING (Sport and Politics Research International Network Group)** are delighted to stage the third **International SPRING Conference, “Sports Marketing, Journalism, Communications and Sponsorship: Current Trends and Perspectives”**. This promises to be a discussion forum for professionals, academics, journalists, athletes, and students interested in exploring current and future dynamics of communication in the area of sport and politics, together with related subject disciplines.

Over two days, on **20 and 21 February 2025**, the **Faculty of Communication at the University of Malaga** will host nearly a hundred scholars and researchers from around the world at this conference, aiming to analyse the trends, challenges, and opportunities in the fields of Sports Marketing, Journalism, Communications and Sponsorship. Key topics include **Advertising, Public Relations and Sport; Sport and Cultural Identity; Current Debates on Sport and Globalisation; The Marketing of ‘Minority Sports’; Sport, Nationalism and Propaganda; Gender, Marketing and Sports; Disability, Marketing and Sports; Sports Journalism in Digital Societies; Sports Clubs and Communication Strategies, whilst also considering Fans, Marketing and Communication; Theoretical Perspectives; Individual Case Studies; Sport Place Branding; Sport and Advertising; Sport and Cinema; Media Sport; Human Rights; Sportswashing, and Sport Governance.**

In an environment where immediacy and technology have transformed how sports information is consumed and produced, it is crucial to debate the role of the media, the communication strategies of clubs and athletes, as well as examining the part played by ethics in sports journalism.

During these sessions, we are honoured to feature **Raymond Boyle (University of Glasgow)** and **Richard Haynes (University of Stirling)** with their keynote address *“Sport in the Global Platform Age: The Case of Formula 1 (F1)”*; **Javier García Márquez (BeSoccer)** presenting *“How to Reach the World from Malaga: The Case of BeSoccer”*; **Marcela Garza-Segovia (La Salle, Ramon Llull University, Barcelona)**, speaking about *“From Sponsorship to Digital Partnership: Euroleague Basketball Case Study”*; **José Luis Rojas-Torrijos (University of Seville)** discussing *“Teaming up with Influencers to Reach New Audiences: The Successful Experience of Marca*



Covering the Euro 2024 on WhatsApp” To conclude the event we will host **Miguel Delaney (*The Independent*)**, who will address delegates about his recent research on sportswashing in football.

It is important to note that, thanks in part to the project *Diagnóstico de comunicación organizacional en clubes de fútbol no profesionales (1ªREF) ComProLiga*, part of the *Plan Propio* of the University of Malaga, this conference was made possible.

We hope you enjoy your stay in Malaga, and you can find an opportunity for team building and networking. Welcome everybody!

Dra. Gema Lobillo Mora, Associate Professor at the University of Málaga and Principal Organizer

SPRING has sprung! Welcome to Malaga

Dear Friends and Colleagues,

On behalf of SPRING (Sport and Politics Research International Network Group), it is our great pleasure to welcome guest speakers, delegates, SPRING members and other participants to the University of Malaga for its third annual conference, on Thursday, February 20th and Friday, February 21st, 2025. This follows the launch of SPRING at the Université Catholique de Lille in, and the hosting of previous successful events by the University of Vic-Central University of Catalonia and Birkbeck College, University of London.

When the idea for SPRING started just a few years ago, there were only three founder members: it now has over eighty members and has become globally recognised as an academic forum for the debate and discussion of Sport and Politics alongside related subject areas. We are confident that it will continue to develop and grow in future years.

Special thanks should be given to Dra. Gema Lobillo-Mora and her colleagues in Malaga for all their hard work in planning the conference in recent months, to members of the SPRING Steering Committee, and to Mr. Simon Whitmore at Routledge for its continued support of the group's activities. We hope that you will all enjoy the wide range of conference panels and plenary addresses, and the social and cultural programme over the next few days. We also express the wish that you will find time to explore the wonderful city of Malaga, here in the heart of Andalusia.

Dr. Jim O'Brien, Dr. Xavier Ginesta, Dr. Nahuel Ivan Faedo, Principal Organizers



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SPRING Registration Form

If you are not already a member, SPRING is easy and free to join. Please complete the following short application form: <https://mon.uvic.cat/spring/registration/>



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Principal organizers:

Dr. Gema Lobillo Mora, Associate Professor in the Faculty of Communication at the University of Malaga

Dr. Jim O'Brien, Research Fellow at Birbeck College, University of London

Dr. Xavier Ginesta Portet, Associate Professor in the Faculty of Business and Communication at the University of Vic-Central University of Catalonia

Dr. Nahuel Ivan Faedo, Assistant Professor in the Faculty of Business and Communication at the University of Vic-Central University of Catalonia



Other organizing committee members:

Mr. Sean Hamil, Director of the Birkbeck Sport Business Centre, University of London

Dr. Seán Crosson, Senior Lecturer/Associate Professor of Film in the Huston School of Film & Digital Media, University of Galway

Dra. Penélope Martín Martín, Assistant Professor in the Faculty of Communication at the University of Malaga

Dr. Michael Holmes, Associate Professor at ESPOL (European School of Political and Social Sciences) at the Université Catholique de Lille

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Dr. Juan Salvador Victoria Mas, Associate Professor in the Faculty of Communication at the University of Malaga

Dr. Guillermo Sanahauja Peris, Associate Professor in the Faculty of Communication at the Jaume I University

Dr. Xavier Ginesta Portet, Associate Professor in the Faculty of Business and Communication at the University of Vic-Central University of Catalonia

Dra. Gema Lobillo Mora, Associate Professor in the Faculty of Communication at the University of Malaga

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Dr. Nahuel Ivan Faedo, Assistant Professor in the Faculty of Business and Communication at the University of Vic-Central University of Catalonia

Dra. Penélope Martín Martín, Assistant Professor in the Faculty of Communication at the University of Malaga

Dr. Fernando Peinado Miguel, Associate Professor at the Complutense University of Madrid



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Conference timetable

III International SPRING Conference. Sports Marketing, Journalism, Communications and Sponsorship: Current trends and perspective

Venue: Faculty of Communication Sciences, Campus de Teatinos.

University of Malaga

Calle de León Tolstoj, s/n

29010 Málaga, Spain

Thursday 20 February

8.30am – 6.30 pm

Itinerary		
8.30 am	Aula Magna de la Facultad de Ciencias de la Comunicación Registration	
9.00 am	Central Gallery Opening of the exhibition “Women in Sports Communication”	
9.15 am	Aula Magna Welcome address	
9.45 am	Aula Magna 1st Keynote: Raymond Boyle, University of Glasgow; Richard Haynes, University of Stirling Sport in the Global Platform Age: the Case of Formula 1 (F1)	
11.00 am	Faculty Garden Coffee break	
11.15 am	Aula Magna Panel 1 (English)	Sala de Grados Turismo Panel 3 (Spanish)
12.45 pm	Faculty Restaurant Lunch	
02.00 pm	Aula Magna Panel 2 (English)	Sala de Grados Panel 4 (Spanish)
03.30 pm	Aula Magna 2nd Keynote: Javier García Márquez, BeSoccer How to reach the world from Malaga: the case of BeSoccer	
04.45 pm	Faculty Garden Coffee break	
05.15 pm	Aula Magna 3rd Keynote: Marcela Garza-Segovia, La Salle – Universitat Ramon Llull From sponsorship to digital partnership: Euroleague Basketball case study	
06.30 pm	End of the first day	

Please note that the **conference dinner** will take place at 9:00 PM, followed by a flamenco show at 10:30 PM. Both events will be held at Alegría Flamenco Málaga, located at C. Vélez Málaga, 6, 29016, Málaga.

Friday 21 February

9 am – 3.30 pm

Itinerary			
9.00 am	<p>Aula Magna</p> <p>4th Keynote: José Luis Rojas-Torrijos, University of Sevilla. Teaming up with influencers to reach new audiences: the successful experience of Marca covering the Euro 2024 on WhatsApp</p>		
10.00 am	<table border="1"> <tr> <td>Aula Magna Panel 5 (English)</td> <td>Sala de Grados Panel 7 (Spanish)</td> </tr> </table>	Aula Magna Panel 5 (English)	Sala de Grados Panel 7 (Spanish)
Aula Magna Panel 5 (English)	Sala de Grados Panel 7 (Spanish)		
11.30 am	<p>Faculty Garden</p> <p>Coffee break</p>		
11.45 am	<table border="1"> <tr> <td>Aula Magna Panel 6 (English)</td> <td>Sala de Grados Panel 8 (Spanish)</td> </tr> </table>	Aula Magna Panel 6 (English)	Sala de Grados Panel 8 (Spanish)
Aula Magna Panel 6 (English)	Sala de Grados Panel 8 (Spanish)		
01.15 pm	<p>Faculty Restaurant</p> <p>Lunch</p>		
02.15 pm	<p>Aula Magna</p> <p>5th: Keynote: Miguel Delaney (online), The Independent How football has been taken over and transformed by geopolitics, capitalism and its own failures</p>		
03.15 – 03.30 pm	<p>Aula Magna</p> <p>Closing Remarks</p>		

Please note that on Saturday, the 22nd, there will be a **visit to La Rosaleda Stadium** at 10:00 AM.

Panel distribution

Panel	Abstracts	Authors
1	Social media and sport as spaces for the construction of place identity and the reproduction of dominant gender and ethnicity discourses among adolescents in Catalonia and The Netherlands	Carmen Longas Luque and Eva Tresserras
1	FIFA+: Global Football and the Battle for Control	Raymond Boyle and Richard Haynes
1	Different Worlds, Another Planet? FC Barcelona and Oldham Athletic AFC: Localism, Cultural Identity and the Geopolitics of Global Football	Jim O'Brien
1	Nationality Choices and Sporting Citizenship in Football: Conflicting Allegiances	David Storey
2	Spórt TG4's YouTube intervention: opportunities, practices, and strategies to advance cultural citizenship in Ireland and beyond	Xavier Ramon Vegas
2	Understanding the Psychosocial Dynamics of Doping Among Croatian Athletes: A Comprehensive Study	Pero Kuterovac and Andriana Benčić Kužnar
2	Rugby and identity: how the First World War shapes sport today	Michael Holmes
2	Boxing on Film: A 'Class' Act	Seán Crosson
2	Naming diplomacy in football: The case of SPAIN-Kosovo (2020-2024)	Fernando Gutiérrez Chico and Carlos Pulleiro Méndez
3	Evolución del patrocinio deportivo en la Eurocopa de fútbol 2012-2016-2021-2024	Sergio Guerra-Heredia, Penélope Martín-Martín and Gema Lobillo
3	Los eventos de streamers como oportunidad para las marcas: el caso de la Kings League InfoJobs y la Queens League Oysho	Guillermo Sanahuja and Nadia Balaguer Calderón
3	Nuevos medios deportivos en la era digital: el caso de La Galerna. Madrisimo y sintaxis	José Gabriel Fernández Fernández and Álvaro Pérez Álvarez
3	Conflicto y convergencia ritual: Comparación entre las finales de la Copa CONMEBOL Libertadores y la UEFA Champions League (2000-2017)	José Alberto Castilla Vellejo, Manuel González-Ramallal and Aníbal Mesa López
4	Inteligencia Artificial y Periodismo Deportivo. Análisis comparativo en el escenario Iberoamericano	Francisco Buitrago Castillo
4	Comunicación en redes sociales de deportistas de alto rendimiento: El caso del top3 nacional en el ranking	Nuria de Gil Sol Merino and Gema Lobillo



	World Triathlon en Instagram y X durante un ciclo olímpico	
4	Evolución de la gestión comunicativa de los clubes de fútbol en España y Portugal	Ana Belén Fernández Souto, Montse Vázquez Gestal and Ivan Puentes
4	¿Una nueva era en el olimpismo? Un análisis de París 2024 a través de los medios	Joaquín Marín Montín
5	Sport politics. Football, media, and national identity in Italy (1968-2006)	Margherita Moro and Damiano Garofalo
5	The English Football League's "Whole Game Solution" Competition Re-Design Proposal (2016) Why Did It Fail?	Sean Hamil
5	An updated definition of Joseph Maguire's sportivisation "uncertainty stage": Using the "disneyization" theory to conceptualize the current trends on sport and communication	Xavier Ginesta
5	Cultivating Excellence: La Masia's Impact on FC Barcelona's Success	Jordi de San Eugenio, Nahuel Faedo, Krishna Satish and Xavier Ginesta
5	Sports TV Fiction as a genre	Anna Tous-Roviroso, Raquel Crisóstomo and Elena Fedotova
6	Framing the Gay Games: Cross-Cultural Comparisons of Media Coverage	Casper Voyles and Michelle Sanchez Garnica
6	Gender Equality in media representation of sport; A case study with Irish journalists and media producers	Anne O'Brien
6	Challenges and Opportunities for Social Inclusion Through Sport: Parental Attitudes Towards Children with Disabilities	Ivana Vladušić, Luka Čudić and Ivana Miše
6	Football above gender: consequences of footballisation in women's sports media coverage	José Luis Rojas Torrijos, Nahuel I. Faedo and Xavier Ginesta
6	Sports Communication: The Case of BAXI Manresa	Ana Berdié García
7	Historias de vida de mujeres en el fútbol profesional: Análisis de libros biográficos	Julia Hernández Gutiérrez and Miriam Margarita Ortega Torres
7	Influencers Olímpicos y Cómo el Periodismo Deportivo Normaliza la Salud Mental: Revisión de Literatura y Análisis de Medios	Carmen Cristófol Rodríguez, Carolina Porras Florido and Beatriz Mocchi
7	"Say no to sports-washing": Análisis de la campaña #FootbALL de la UEFA y la coherencia de sus principales patrocinadores	Hermes Ulises Prieto Mora, Alfonso Cortés González and María Chiara Marullo



7	"Forever Green"? Los clubes de LALIGA EA SPORTS y su comunicación sobre sostenibilidad: un análisis de sus sitios web oficiales	Hermes Ulises Prieto Mora and Laura Ibáñez Gallén
7	El fútbol como catalizador de los nuevos medios publicitarios: análisis del impacto y la comunicación de los vehículos en miniatura de Volkswagen en la Eurocopa UEFA 2021 y 2022	Enrique Carrasco Molina
8	Activación de patrocinio deportivo en redes sociales: un análisis de los patrocinadores mundiales de los Juegos Olímpicos 2024 en Instagram	Javier Abuín Penas, Jesús Pérez Seoane and Juan Manuel Corbacho Valencia
8	La revolución del tenis en plataformas OTT: análisis de las primeras retransmisiones deportivas en streaming	Lucía Moya Díaz and Sonia Blanco
8	La Creatividad en el Juego del Golf	José Antonio Vivanco González and Fernando Peinado Miguel
8	Análisis de la Gestión Comunicativa de Distintivos Clubes de fútbol de la 1ª RFEF	Marisol Pavo Ruinervo and Gema Lobillo
8	Surf y género: Desconstruyendo estereotipos a través de la construcción de nuevas identidades	Paloma Sanz-Marcos

Abstracts and keynote presentations

Keynote 1 – Sport in the Global Platform Age: the Case of Formula 1 (F1)

Raymond Boyle, University of Glasgow

Richard Haynes, University of Stirling

Taking the global sport of Formula One (F1) motor racing as a sustained case study, this presentation examines how the relationship between the sport and the media has evolved in this digital environment, during a time when the ways in which sports content is produced, distributed, and consumed has changed dramatically. This research maps out the key changes taking place across the media and communication sectors and how these are mobilised by the new owners of F1, Liberty Media to re-think the sport, its relationship with investors, sponsors, fans and most crucially the media. The development of social media strategy and a more comprehensive digital framework help re-position the sport as it seeks a new digital audience, while attempting to retain its legacy audience.

This presentation, (based on our new book) also examines the political and economic context as the sport increases its global reach and highlights the growing importance of the geo-politics of sporting discourse. Drawing on original interviews with key stakeholders across the media and sports industry, including journalists, broadcasters and those working within the sport of F1, the presentation places the sport within its broader historical context, identifying the central role that the media, particularly television has played in its history, structure, and governance. This paper focuses specifically on the contemporary management of sports media rights, by the Liberty Media owned commercial 21 rights holder (F1). It examines how the rise of platforms and streaming is altering the business model of international rights management for the sport, but in a far from universal pattern.

Panel 1

Social media and sport as spaces for the construction of place identity and the reproduction of dominant gender and ethnicity discourses among adolescents in Catalonia and The Netherlands

Carmen Longas Luque, Erasmus University Rotterdam

Eva Tresserras, University of Vic – Central University of Catalonia

Several studies show that sport can foster feelings of belonging, for example to a nation or people (Crepeau, 1981; Parry, 2021). On the other hand, this positive image of sport has been questioned by another line of studies that shows how sport is also a space where exclusionary discourses are reproduced, for example, through the use of gender or ethnicity stereotypes (Adá Lameiras & Rodríguez-Castro, 2021; Billings et al., 2014; Hylton, 2009). Social media, as one of the media most used by young people, represent a space that can favor the reproduction of such discourses. Therefore, this study aims to: a) investigate how and what role sports idols have in the construction of place identity of adolescents in Catalonia and the Netherlands and b) identify the use of gender or ethnicity stereotypes among adolescents in the description of their sports idols in social networks. Through a qualitative methodology, including an experiment on Instagram, focus groups with students and semi-structured interviews with teachers, preliminary results corroborate sport as one of the most viewed types of content through social networks among Catalan and Dutch adolescents. Moreover, with some contextual differences, the role played by sports idols in the development of place identity is evident. It is also evident that adolescents tend to reproduce and consume gender and ethnicity stereotypes in sports content on social media, which in turn is contradictory to the ideals of gender and ethnic equality that they express. The comparative perspective will allow us to identify similarities and differences between the two contexts, thus contributing to a deeper understanding of the relationship between social media, sports content and identity issues among adolescents.

FIFA+: Global Football and the Battle for Control

Raymond Boyle, University of Glasgow

Professor Richard Haynes, University of Stirling

The platform FIFA+ was launched by the world governing body of football FIFA in April 2022. It represented their entry into the streaming age. The platform, available in five languages carries archival footballing material, live matches from international FIFA sanctioned tournaments and access to gaming and interactive activities. At a time of accelerating change in the representation, distribution, and consumption of football content around international markets, this paper analyses the strategic importance in terms of media rights of such a platform for FIFA as it positions itself as the dominant player in world football. What are the strategic implications of such a platform for the sport and its media stakeholders? Does its launch suggest that how we will access international tournaments such as the FIFA World Cups is about to enter a new phase of evolution and if so what are the ramifications for the audience and the wider sports media ecology?

Different Worlds, Another Planet? FC Barcelona and Oldham Athletic AFC: Localism, Cultural Identity and the Geopolitics of Global Football

Jim O'Brien, Birkbeck College, University of London

This paper fuses two football research interests: the study of FC Barcelona and my home town club, Oldham Athletic AFC. At first glance there seems to be little in common between these two teams, at opposite ends of the global football pyramid. The glittering history of FC Barcelona winning multiple trophies; a galaxy of wonderful teams boasting an array of star players and the contrast of humble Oldham Athletic, celebrating a handful of promotions in 130 years; moments of glory alongside dismal failure. Go deeper and more similarities are evident than the chasm between the clubs suggests.

The paper has four themes. The clubs share historical roots: Oldham Athletic was founded in 1895, and FC Barcelona in 1899. They grew out of the socio- economic circumstances which spawned the game's genesis in the late nineteenth century. These factors shaped folkloric traditions in both clubs and fostered a sense of identity. Barca and the Latics are defined by localism: they reflect the interface between community. Football and cultural identity. Despite changes in every facet of the game, localism is at the core of FC Barcelona's role in civic society, and Oldham Athletic represents the town.

Political and Social Class affiliation retain significance for both clubs; For FC Barcelona complexities around Catalan identity exist since the club's foundation, whilst Oldham Athletic struggles to maintain its traditional working -class authenticity. The impacts of globalisation and the geopolitics of the global game also raises questions: the Latics is a dissident voice in football's anti- globalism, whilst Barca has changed from a local team into a global brand.

Both clubs face current crises and uncertain futures: FC Barcelona experienced financial meltdown in recent years, questioning the viability of the 'Mes que un club' model; Oldham Athletic almost folded in 2022, facing a lengthy return to the Football League.

Nationality Choices and Sporting Citizenship in Football: Conflicting Allegiances

David Storey, University of Worcester

The nation could be said to be performed and reproduced at sporting events with those donning the national colours becoming the embodiment of the nation. Increasing flexibility of regulations governing international representation means that countries can draw on players with ethnic or cultural connections to the country. The declaration of a sporting nationality that may differ from an “official” one casts light on ideas of cultural hybridity and highlights the need to see identities as somewhat more fluid and flexible. For many footballers and other sportspeople, ethnic or family background provides them with options in terms of sporting citizenship. Many African countries select European-born players whose family origins lie in Africa, thereby reclaiming some of the sons of their extensive diasporas. The Republic of Ireland men’s football team was one of the first to push the boundaries of player eligibility as far back as the 1980s when sizeable proportions of non – Irish born players, the sons and grandsons of Irish emigrants, were selected for the team. Migration out of the Balkans as a consequence of ethno-national conflict in the 1990s resulted in players with close ethnic ties to the region representing the countries where they grew up.

Sport provides an arena in which the nation is constantly re-affirmed, but the actors at the centre of this may increasingly be drawn from a more diverse set of ethno-national and cultural backgrounds. A player’s identity space may be one that links them to more than one country pointing to a need to explore the ways in which individual identities may be entwined with multiple places transcending the confines of the bounded nation-state. An exploration of this can provide valuable insights into the ways in which identity is performed, re-produced and adapted. The paper draws on a range of examples to highlight the issues that arise from this.

Panel 2

***Spórt TG4's* YouTube intervention: opportunities, practices, and strategies to advance cultural citizenship in Ireland and beyond**

Xavier Ramon Vegas, Universitat Pompeu Fabra

In a fast-changing landscape, the prominent relationship between Public Service Media (PSM), sport, and cultural citizenship is undergoing a profound transformation. Despite the significant tensions that arise from globalization, commodification, and shifting distribution technologies (Evens & Smith, 2022; Lotz & Eklund, 2024), PSM can utilize their myriad services to find alternative ways of advancing cultural citizenship. Arguably, in a time characterized by users' orientation toward video-led networks (Ørmen & Gregersen, 2023), open-access platforms like YouTube can be particularly instrumental for PSM in smaller territories or that hold specific remits such as the reinvigoration of indigenous languages and cultures. In an increasingly competitive environment, YouTube can help those organizations reach new publics and expose autochthonous sporting and cultural manifestations while giving those practices the opportunity to be accessed by audiences across borders.

Focusing on the Irish context, this paper facilitates an understanding of the sport-specific usages of YouTube by TG4, an independent PSM headquartered in Galway. Drawing on different sources –an interview with the head of *Spórt TG4*, Rónán Ó Coisdealbha, content analysis of N=1,063 videos accounting for more than 548 hours of coverage, YouTube engagement data, annual reports, and press releases – the research examines the strategies and benefits involved in TG4's YouTube usage. Findings demonstrate that YouTube has: (1) allowed TG4's to expand its field of action; (2) stimulated the interest from sports federations; (3) helped to ensure cost-effectiveness; (4) facilitated the archiving of sports content; (5) helped reach audiences across global markets; (6) strengthened the connection with younger publics; and (7) delivered important linguistic benefits. Beyond the locally specific factors linked to the Irish context, this experience can help inform both scholars and media practitioners from other organizations around the globe, signaling how a creative use of YouTube can provide social, cultural, and sporting benefits in the digital age.

Understanding the Psychosocial Dynamics of Doping Among Croatian Athletes: A Comprehensive Study

Pero Kuterovac, University of Zagreb

Andriana Benčić Kužnar, University of Zagreb

This research marks a significant breakthrough in the study of doping among Croatian athletes, offering both theoretical and practical insights that advance the field. Grounded in Ajzen's theory of planned behavior, the study explores the psychosocial factors influencing attitudes toward doping and its prevalence, emphasizing their vital role in developing effective anti-doping strategies. The research involved 988 active athletes from Croatia, with an average age of 25 years, 64% male and 36% female, from team (73%) and from individual (27%) sports. Notably, 43% of these athletes competed at the European Championships, 23% at the World Championships, and 7% at the Olympic Games. Key measuring instruments used include assessments of attitudes toward doping, perceived behavioral control, subjective and descriptive norms, the questionnaire of goal orientation in sports, and the performance enhancement attitude scale (PEAS). Therefore, this methodology represents a substantial contribution to doping prevention efforts not only in Croatia but also globally, setting a new standard for future research. Eventually, this study offers detailed insights into the psychosocial dynamics of doping behaviors among Croatian athletes, enabling comprehensive comparisons with their European and global counterparts.



Rugby and identity: how the First World War shapes sport today

Michael Holmes, ESPOL – the European School of Political and Social Sciences, Université Catholique de Lille

This paper examines the impact of the First World War on various forms of identity formation. It explores issues of class (notably in the rugby union – rugby league divide that was exacerbated by the war), of nation (particularly the way that rugby became important in the national identities of certain participant countries), of gender (the emergence of women’s rugby on the ‘Home Front’) and of race (notably with Fijian rugby). The paper also explores how war commemoration has become an important aspect of contemporary rugby. The paper is based on a research project on Rugby and the First World War which I have been leading since 2023, and which has included a workshop conference in Lille during the Rugby World Cup in 2023 and a forthcoming publication with Palgrave Macmillan (2025).



Boxing on Film: A 'Class' Act

Seán Crosson, University of Galway

Boxing in film has provided an ambiguous, yet revelatory, picture of sport in society, often focusing on the dark and corrupt aspects of this sport, but also seeing in it (particularly in Hollywood depictions) an opportunity for those marginalised and less fortunate to realise the American Dream. While questions of social class are rarely directly addressed within the genre, the recurring focus on marginalised characters in challenging social circumstances has considerable resonance and influence on broader understandings of class in society. There is a tendency, however, within the genre to displace and obscure questions of social class through an emphasis on narratives detailing characters overcoming challenging circumstances through individual achievement. Rarely are systemic issues either acknowledged or engaged in this context, as evident in the Rocky film franchise (consisting of nine related films (and counting) to date), the popularity and influence of which is evident across the genre. This paper will consider the boxing film and its influence on broader understandings of social class.

Naming diplomacy in football: The case of SPAIN-Kosovo (2020-2024)

Fernando Gutiérrez-Chico, Universidad de Cantabria

Carlos Pulleiro Méndez, Tongji University

Spain and Kosovo faced each other in the qualifiers for the Qatar 2022 World Cup. This was a new challenge for Spain to balance its non-recognition of Kosovo's statehood and FIFA/UEFA's norms. Madrid suggested to management the naming in order to avoid the terms "Kosovo/Republic of Kosovo". Thus, how did the Spanish FA apply this policy during and after the qualifiers for the 2022 World Cup? The content analysis of its two main communication channels (web and Twitter) shows a differential, although inconsistent, use towards Kosovo in the first phase. It gets gradually normalised in the post-qualifiers phase. Accordingly, naming as a political weapon becomes a back-and-forth issue whereby the capacity of sporting-diplomatic mobilisation makes the difference.

Panel 3

Evolución del patrocinio deportivo en la Eurocopa de fútbol 2012-2016-2021-2024

Sergio Guerra-Heredia, Universidad de Málaga

Penélope Martín-Martín, Universidad de Málaga

Gema Lobillo-Mora, Universidad de Málaga

La década del 2010 estuvo marcada por la explosión y asentamiento de los smartphones, tablets, las RRSS y la aparición de un nuevo consumidor de contenido audiovisual más exigente, el prosumidor. El presente estudio parte de la necesidad de explorar y analizar la evolución que ha experimentado el patrocinio deportivo en la Eurocopa de fútbol, un evento deportivo cuya dimensión y envergadura son patentes a nivel mundial donde aportar una visión panorámica sobre los cambios y tendencias que se están produciendo en las últimas ediciones donde los proyectos de sostenibilidad, medioambiental y/o social o el engagement subyacen en las estrategias de las marcas patrocinadoras. A través de un análisis cuantitativo y cualitativo realizaremos un seguimiento de los patrocinadores a lo largo de los últimos años para comprobar si con la aparición de los nuevos públicos y consumidores de la Generación Z también existe una correlación con la selección de los principales patrocinadores y soportes publicitarios de las últimas cuatro ediciones de la Eurocopa.

Los resultados obtenidos ponen de manifiesto un cambio relevante en el panorama de los patrocinadores, quienes durante años mantuvieron un apoyo constante a determinados eventos deportivos. En la actualidad, este relevo ha sido protagonizado por la incorporación de nuevas marcas pertenecientes a sectores emergentes de la economía, como el comercio electrónico, las empresas tecnológicas y la banca digital. No obstante, frente al surgimiento de estas marcas emergentes y de aquellas que buscan posicionarse en los mercados europeos como las de procedencia asiática, unidas a algunas empresas más tradicionales, vinculadas a sectores históricos y consolidados, siguen manteniendo su presencia, reafirmando como patrocinadores en la más reciente edición de la Eurocopa 2024.

Autores como Ginesta (2016), Lobillo-Mora (2024), Sanahuja (2019), Molinero García (2024), Sáez Sacristán (2024), Barrientos Santos (2026) han estudiado la importancia del patrocinio deportivo en la búsqueda de ingresos empresariales y cómo ha evolucionado la forma de comunicar para adaptarse a nuevos públicos y, por consiguiente, consumidores potenciales.

Los eventos de streamers como oportunidad para las marcas: el caso de la Kings League InfoJobs y la Queens League Oysho

Nadia Balaguer Calderón, Universitat Jaume I

Guillermo Sanahuja Peris, Universitat Jaume I

Ante la dificultad de las marcas por adaptarse a nuevos formatos no tradicionales y de conectar con la generación Z, se observa la necesidad de investigar el papel que desempeñan las marcas en uno de los formatos en auge: los eventos de streamers. Concretamente, se escoge el caso de la Kings y Queens League como uno de los fenómenos más frescos y revolucionarios del mercado publicitario, que ha llamado la atención de todo tipo de marcas.

Aunque el patrocinio deportivo si es un ámbito investigado a fondo, siendo el fútbol el espacio de ocio destacado en España, casos excepcionales como este, que involucran creadores de contenido y nuevas formas de ver el deporte más parecidas a las dinámicas de la generación Z, carecen de investigaciones sustanciales. El presente trabajo busca ofrecer una referencia de actuación en eventos de esta índole, describiendo cuáles son las mejores estrategias a seguir y cuáles no.

Por ello, se plantea el objetivo de analizar comunicativamente el caso de la Kings/Queens League de la agencia Kosmos incidiendo en la innovación de las marcas patrocinadoras y de la actividad de los streamers como prescriptores del evento. Para ello ha optado por una metodología triangular para un tratamiento con mayor profundidad de la temática.

De dicha metodología se extrae la estructura de patrocinios de la Kings/Queens League; las estrategias y tácticas publicitarias que llaman más la atención del público tanto en el transcurso del evento como en redes sociales; y la determinación del rol de los streamers como principal factor de visualización del evento, especialmente de los de nicho (en este caso, relacionados con el deporte), poniendo en valor una perspectiva publicitaria cualitativa.

Nuevos medios deportivos en la era digital: el caso de La Galerna. Madrisimo y sintaxis

Álvaro Pérez Álvarez, Universidad de Montevideo

José Gabriel Fernández Fernández, Universidad Rey Juan Carlos

La llegada de Internet propició la aparición de empresas periodísticas de nicho, y el periodismo deportivo no fue una excepción (Rojas Torrijos 2014). La Galerna. Madridismo y sintaxis nació en 2015 como un medio que pretende ofrecer textos de opinión y entrevistas sobre la actualidad del Real Madrid, llegando tanto a los aficionados como a los dirigentes del club. El objetivo de este artículo es, por un lado, profundizar en su modelo de negocio a través de una entrevista en profundidad a los fundadores de la publicación y, por otro, analizar, a través de un análisis de contenido de su red social X (Twitter), qué tipos de contenidos publica y cuáles generan más interacción con su audiencia. La Galerna ha conseguido posicionarse como un medio de referencia para el madridismo a través de la contratación de periodistas e intelectuales relacionados con el Real Madrid y de su actividad en redes sociales.



Conflicto y convergencia ritual. Comparativa entre las finales de la Copa CONMEBOL Libertadores y la UEFA Champions League (2000-2017)

José Alberto Castilla Vellejo, Universidad de La Laguna

Manuel Eduardo González Ramallal, Universidad de La Laguna

Aníbal Mesa López, Universidad de La Laguna

Este trabajo es la culminación de una línea de investigación sobre los rituales mediáticos deportivos en el fútbol a nivel de clubes. Exploramos la evolución de estos rituales en las finales de las dos principales competiciones continentales a nivel mundial: la UEFA Champions League en Europa y la Copa CONMEBOL Libertadores en Sudamérica. Comparamos ambas competiciones para intentar entender si existe un patrón de transformación en sus rituales y en qué medida se está produciendo un proceso de homogeneización. El enfoque metodológico de la investigación se basa en el análisis de las retransmisiones televisivas internacionales de los eventos, centradas en el pre y el post partido, de ahí que hablemos de rituales mediáticos. Concluimos que dicha homogeneización se está produciendo, dentro de un proceso más amplio de transformación que está cambiando la naturaleza de los rituales, y en paralelo a la consolidación de nuevas tribus globales creadas y desarrolladas al amparo de la globalización mediática.

Panel 4

Inteligencia Artificial y Periodismo Deportivo. Análisis comparativo en el escenario Iberoamericano

Francisco Buitrago Castillo, Fundación Universitaria Los Libertadores

La Inteligencia Artificial Generativa (IAG) representa una innovación tecnológica que, a través de la capacidad de desarrollar contenido textual, sonoro y audiovisual, marca una nueva frontera dentro del mundo del periodismo, en general, y que constituye una serie de características propias y diversas, dentro del periodismo deportivo, en particular.

En los últimos 40 años, “la investigación en comunicación deportiva ha experimentado un crecimiento exponencial (...) con aparición de libros, revistas especializadas, asociaciones y conferencias sobre esta área de estudio” (Hambrick, 2017, p. 170). Estos avances han proporcionado la oportunidad de difundir ideas y evolucionar progresivamente en el campo de estudio, descrito como “un proceso por el cual las personas que practican deportes, en un entorno deportivo o a través de una actividad deportiva, comparten símbolos mientras crean significado a través de la interacción” (Pedersen, Miloch y Laucella, 2007, p. 196).

Hoy en día la comunicación deportiva constituye un campo principal de estudio, mientras el periodismo deportivo es un epicentro empírico en constante cambio. Ambos ocupan en la sociedad y en los medios un lugar relevante, con potencial de atención e identificación para la sociedad, en lectores, audiencias y/o usuarios de redes sociales.

El objetivo central de esta investigación pasa por comprender el uso de la IAG por parte del periodismo deportivo en España, México, Argentina, Colombia y Perú, durante 2024. Metodológicamente, se ha llevado a cabo un análisis cualitativo, con enfoque exploratorio, a través de entrevistas en profundidad aplicadas a cinco periodistas deportivos de cada país.

Los resultados ilustran que los periodistas aplican IAG en funciones que optimizan actividades diarias, recopilan datos e información y ahorran tiempo. En los cinco países, las periodistas alertan de que la IAG puede deshumanizar la profesión, generar contenidos sesgados, carentes de empatía y tolerancia, en un ámbito como el deporte. En Iberoamérica, la IAG representa una oportunidad para acelerar procesos informativos y creativos, aunque los dilemas éticos, así como el contraste de fuentes, generan Fuertes incertidumbres, cuyas respuestas aparecerán con el paso del tiempo.

Comunicación en redes sociales de deportistas de alto rendimiento: el caso del top3 nacional en el ranking World Triathlon en Instagram y X durante un ciclo olímpico.

Nuria Gil de Sola Merino, Universidad de Málaga

Gema María Lobillo Mora, Universidad de Málaga

En la era digital actual, las redes sociales se han convertido en herramientas fundamentales para la comunicación y promoción de deportistas de alto rendimiento. Esta comunicación se centra en el análisis de la comunicación en redes sociales de los tres mejores triatletas masculinos y femeninos del ranking nacional World Triathlon en Instagram y X durante las temporadas 2022-2023. A través de una metodología mixta que incluye análisis de contenido y entrevista en profundidad, se examinan 1.107 publicaciones para comprender cómo gestionan su presencia digital. Los resultados indican que una comunicación estratégica en redes sociales no solo mejora la visibilidad y la interacción con los seguidores, sino que también es crucial para atraer y mantener patrocinadores. Este estudio revela que los triatletas utilizan una combinación de contenido personal y profesional para fortalecer su marca personal y conectar de manera más efectiva con su audiencia. Las conclusiones proporcionan directrices y mejores prácticas para que otros deportistas optimicen su comunicación en redes sociales, potenciando su imagen y relación con la comunidad deportiva y los patrocinadores.

Evolución de la gestión comunicativa de los clubes de fútbol en España

Ana Belén Fernández Souto, Universidade de Vigo

Montse Vázquez Gestal, Universidade de Vigo

Iván Puentes Rivera, Universidade de Vigo

Esta comunicación pretende analizar la evolución de la gestión comunicativa de los principales clubes de fútbol españoles, aquellos que juegan en LaLiga (2023/24), tanto en primera, como en segunda y segunda división B. Para ello, los autores estudiarán la estructura de sus direcciones de comunicación partiendo de investigaciones anteriores centradas en los mismos equipos de fútbol que participaron en LaLiga en la temporada 2016/17.

Esta investigación permitirá conocer la evolución en cuanto a la profesionalización de las tareas de comunicación de los clubes de fútbol en España y estudiar si cuentan o no con estructuras internas dedicadas a la gestión de la comunicación, la existencia de planes estratégicos de comunicación y la externalización de servicios en este ámbito.

Trazar la evolución en los últimos años permitirá evidenciar los avances realizados y los retos que la profesión tiene pendientes.

¿Una nueva en el olimpismo? Un análisis de París 2024 a través de los medios

Joaquín Marín Montín, Universidad de Sevilla

París ha acogido por tercera vez en su historia los Juegos Olímpicos, cuya designación fue el resultado de una modificación en el sistema de elección de las sedes candidatas. El objetivo principal de este artículo es examinar los aspectos clave de París 2024 para obtener nuevos elementos de interpretación. Para ello, se analizan cuatro ejes temáticos: la elección de la sede olímpica, la cuestión del cambio climático, la influencia de los conflictos bélicos y los aspectos organizativos. La metodología aplicada combina la consulta de referencias académicas con el análisis de una recopilación de noticias de medios digitales españoles. Las conclusiones de este estudio revelan escepticismo sobre el coste real del megaevento relacionado con el transporte, la seguridad y la salud. Hay un avance importante en la participación de los deportistas en función del género, aunque sin llegar a ser total. Por último, el breakin ha sido el nuevo deporte olímpico, pero acompañada de polémica sobre su consideración como deporte.

Keynote 2

How to reach the world from Malaga: the case of BeSoccer

Javier García Márquez, BeSoccer

Cómo llegar desde Málaga a todo el mundo del fútbol. BeSoccer, con más de una década de experiencia, se ha consolidado como una de las aplicaciones más importantes en el panorama deportivo mundial, y uno de los grandes referentes en el fútbol español, operando desde un único sitio, la ciudad de Málaga, para llegar a más de 28 millones de usuarios mensuales a través del globo.

Desde la redacción, una veintena de periodistas trabaja los 365 días del año para ofrecer una cantidad de información importante en cinco idiomas para todo el mundo. Desde las noticias más locales del Málaga hasta las más internacionales, tanto de España como de Europa y Sudamérica, donde hay una gran tradición en BeSoccer.

En español, inglés, francés, portugués e italiano, BeSoccer ofrece toda la información al minuto de lo que ocurre en todos los campos del planeta, con presencia en más de 200 países, siendo la mayor base de datos sobre fútbol en la actualidad y con más de 50 millones de descargas.

Pero el departamento de periodismo no hace únicamente noticias, sino que además realiza más de 20 directos semanales, minuto a minuto, que de igual forma provee a otros medios de comunicación españoles que se hacen eco de los encuentros disputados en Primera División, Champions League, Europa y Conference League y otros partidos de suma importancia.

A ello se le suma toda la comunidad digital, con cerca de 10 millones de usuarios únicos entre las redes sociales de las que dispone BeSoccer (X, Facebook, Instagram y LinkedIn, entre otros), que ayudan a acercar la información a toda persona que esté interesada en el fútbol.

Keynote 3

From sponsorship to digital partnership: Euroleague Basketball case study

Marcela Garza, La Salle, Ramon Llull University

The digital transformation phenomenon is significantly impacting the sports industry, especially in marketing and sponsorship practices. This transformation is reshaping the sponsorship life-cycle process, prompting sports organizations to innovate and digitalize their management and marketing strategies. To explore how this digital shift affects the sponsorship life cycle, a Euroleague Basketball longitudinal case study was conducted. The findings reveal that Euroleague Basketball has evolved in its adoption of digital technologies for sponsorship activities and has integrated these technologies into its sponsorship processes. This research contributes to the understanding of how the digital transformation is influencing sports marketing, specifically in the sponsorship life cycle.

Keynote 4

José Luis Rojas Torrijos, University of Seville

Teaming up with influencers to reach new audiences: The successful experience of Marca covering the Euro 2024 on WhatsApp

One of the biggest challenges for news organizations in the current media scenario is finding ways to seduce younger audiences to come back to consume journalistic content (Carr and Bard, 2024) in the midst of the proliferation of social media and digital platforms, as well as the emergence of peripheral actors (Schapals, Maares & Hanusch, 2019) who better engage with Gen Z and forge large communities of interest.

While younger audiences feel closer to news influencers and grow their distrust towards journalism and news avoidance (Toff, Palmer & Kleis-Nielsen, 2023), they tend to access news on smartphones and rely on social media, oriented primarily to entertainment (Carr and Bard, 2024). The changing way of consuming sports content is evident when we observe the increasing demand of short video forms across all platforms and, especially among the youngest generations, the increasing number of weekly hours spent watching sports content through highlights and clips instead of the full live games and events.

In the midst of a scenario in which it is no longer worth producing the more the better but being creative in distribution to gain visibility, journalistic brands have placed WhatsApp at the center of their strategy. With more than 2 billion active users around the world (Statista, 2024) and, together with Instagram, being the favorite social platform for connected people between 16 and 64 years old according to the 'Digital Global Overview Report' (We Are Social, 2025), WhatsApp combines its enormous popularity with its ability to gather the trust from audiences, who feel comfortable and safe in this messaging app when it comes to sharing content with people they know and with whom they have or feel some type of affinity.

As the Reuters Institute's report 'Journalism, media, and technology trends and predictions 2024' indicates, newsroom leaders are focusing their priorities and resources on building direct links with users through WhatsApp channels, launched in September 2023. Also for sports fans this Meta messaging app is very useful since they have been using it and share content there as a second screen during they watch live events. Although media tend to use these channels to publish news updates, there is also a big room for light content, often aiming at infotainment as a way to draw young fans' attention and keep them engaged.

All this potential advantages made sports media carry out different strategies to make the most of WhatsApp Channels, not only by taking into account the daily news routine but also the special coverage of mega-events, such as the men's football European Championship (Euro) hosted by Germany in 2024. The Spanish sports daily outlet Marca and Meta, the company who owns



WhatsApp sealed an agreement to relaunch a channel that had become stagnant in the number of users between September 2023 and April 2024 and that would require test new things such as the reach and the impact of producing new content on audiences.

As a result of this alliance, one content creator whose nickname is 'Tu Mejor Jugada' ('your best play') takes over Marca's channel to produce native content during the Euro 2024. It was the first time that a social media/messaging app of a media brand was going to be totally managed by someone who is not a member of a newsroom and also the first time that an account was going devoted exclusively to an event for a month. In other words, 'Tu Mejor Jugada' became the first special correspondent to cover a sports mega-event for a media outlet on a WhatsApp channel.

The innovative nature of this action led to carry out this study, which aims at analysing to what extent this alliance between Mega, Marca and this influences/content creator succeeded in terms of audience, identifying the different native formats displayed in the coverage, evaluating to what extent the results of this reshaped content strategy developed by Marca on its WhatsApp channel during this football mega-event indicate trends and needs of users and followers to be taken into account for future actions on social media, and also examining the relevance of WhatsApp within media's editorial strategy in social networks.

Panel 5

Sport Politics. Football, Media and National Identity in Italy (1968-2006)

Damiano Garofalo, Sapienza University of Rome

Margherita Moro, Sapienza University of Rome

The proposal aims to develop part of larger research within the PRIN (Project of Significant National Interest funded by the Italian Ministry of University and Research) entitled Sport Politics: Football, Media, and National Identity in Italy (1968-2006) conducted by three different equipments: Sapienza Università di Roma, as a principal research unit, Università di Bologna and Università di Bergamo. The final purpose of the research is to reconstruct the historical practices of the mediatization of football in Italy and its connections with identity and politics in the period 1968-2006. The aim is to question the social, cultural, and political implications of media representation of football in Italy from the 1960s to the 2000s. The ambition is to focus on the slow but decisive transformation of the football match from sporting event to media event, capable of generating discourse and social processes with identity and political implications. Using material from the Rai Teche, the purpose of the paper is to interweave the history of media and football with the history of politics and culture, in order to understand how the representation of football – and its popular consumption through media – has influenced the historical construction of a national identity. We want to reflect on the process of the mediatization of Italian football in the “Golden age” of mainstream audio-visual media, where radio still endured, but television became the primary information and entertainment medium for the sporting audience. Radio and television recordings of football matches, preserved in the archives of Teche Rai, represent essential material to investigate the evolution of formal (shots, editing, camera movements, use of ambient sound) and narrative Language (TV and radio commentaries, from the use of recurring linguistic formulas to the internal dramatic construction) that define the birth and development of a real media genre.

The English Football League’s “Whole Game Solution” Competition Re-Design Proposal (2016) Why Did It Fail?

Sean Hamil, Birkbeck College, University of London

The UK government is currently in the process of establishing the “Independent Football Regulator (IFR)” for elite professional English football. The initiative is in large part a response to the perception that the English professional football system is incapable of governing itself, in particular in regard to matters of financial regulation, and solidarity distribution between the Premier League (PL) (tier 1) and the English Football League (EFL) (tiers 2-4). Whilst English professional football is widely perceived as being highly successful in terms of revenue generation, sporting quality, and level of match attendances, nevertheless it has been marked by significant financial instability, most notably in the Football League, where over-spending by clubs to achieve promotion is system. This raises the question: why is governance change so difficult to achieve in English football?

The elite professional football league system in the England (including some clubs from Wales) is organised in a pyramid structure: the PL (tier 1 – 20 teams), the EFL (tiers 3-4 – 24 teams in each division) and the National League (tiers 5-6 – 24 teams in each division, with two regional divisions – North and South - in tier 6). In 2016 the English Football League (EFL) proposed a restructuring under the strategy heading “The Whole Game Solution”. At its heart was a plan to reduce tiers 2-4 to 20 teams and then create a new tier 5 with 20 teams, incorporating eight teams from the National League. The aim was to reduce fixture congestion, and it would likely also improve competitive balance, and also increase the number of games at the weekend. The Football League believed the plan would also increase revenues. During discussions a proposal by the Football Association (the FA) to award some places to Premier League B-teams was rejected. In the end the Whole Game Solution proposals were abandoned when the FA refused to move FA Cup games to mid-week to facilitate more Football League games at the weekend.

This paper explores the case-study of the attempted implementation of the “Whole Game Solution” reforms, drawing on secondary literature and qualitative interviews. Critically, it seeks to explore what lessons can be learned from the failure of this reform initiative that might inform more effective governance and organisation reform of elite professional football competition in England by the Independent Football Regulator.

An updated definition of Joseph Maguire’s sportivisation “uncertainty stage”: Using the “disneyization” theory to conceptualize the current trends on sport and communication

Xavier Ginesta, University of Vic-Central University of Catalonia

The “sportivisation process”, as understood by Joseph Maguire (1999), refers to the process that explains the codification of sporting practices and their commodification, starting from the Middle Age till the Modernity. Maguire uses Robertson’s globalization theory, as well as he takes an *elisian* perspective to assume that “sportivisation process” is linked to the “civilization process” (Elias and Dunning, 1986; Robertson, 1992). He considers that this process can be divided into 5 stages: the Gremial stage (s. XV-XIX), the Nineteenth century stage, the Enlargement stage (1870-1920), the Americanization stage (1920-1960) and the Uncertainty stage (1960-2000). Is in this last period when Maguire considers that the “sport media complex” was created.

Assuming that the sports industry is facing a moment of uncertainty, due to the challenging technological evolution and the geopolitical tensions among actors, this paper aims to provide an updated definition of this “uncertainty stage” linking the current configuration of the sports industry with the “disneyization process” of our society (Bryman, 2004). Therefore, in the contemporary times, entertainment become the key concept to understand why the sports industry and the communication industry merge into a single global market.

This paper follows a qualitative methodology to explore these relationships. On the one hand, I use secondary data provided by economic sports newspapers (for example, *Sportico, Palco23 and 2Playbook*). On the other hand, I did six in-depth interviews with significant representatives of the media industry and sports industry in Spain. Following Disney’s CEO Robert Iger (2019), the main conclusion of this paper is that media and sports industry is evolving focusing its efforts in creating content and stories, investing and controlling technology and, finally, enhancing virtual communities to improve organizations’ brand equity, as well as to find new strategies to monetize fan engagement in the global arena. Both industries, which have symbiotic relations, live in a permanent uncertain environment where change adaptability is needed to survive.



Cultivating Excellence: La Masia's Impact on FC Barcelona's Success

Jordi de San Eugenio, University of Vic – Central University of Catalonia

Nahuel Ivan Faedo, University of Vic – Central University of Catalonia

Krishna Satish, University of Vic – Central University of Catalonia

Xavier Ginesta, University of Vic – Central University of Catalonia

The primary goal of this research is to critically examine La Masia's crucial role in developing elite players for FC Barcelona. In addition, we look at how La Masia has helped shape FC Barcelona's identity as a team known for its unique style of play based on possession and technical ability. The study employs a mixed-methods approach, which includes both quantitative and qualitative methodologies. Quantitatively, we present statistical data to demonstrate La Masia players' involvement in the first team since its inception, as well as the success of the teams in which these players have participated. Qualitatively, we conducted in-depth interviews with four people completely vinclated to the history of La Masia: Pere Gratacós, Francisco Seirul-lo, Xavier Martín, and Joan Vilà. The interviews explore topics such as La Masia's evolution, player development processes, and the club's impact on its identity and success, providing expert insights from the field. The results allow us to thoroughly understand La Masia's important role in FC Barcelona's development and success. These findings collectively show La Masia's contribution to FC Barcelona's reputation for a unique style of play centred on possession and technical ability, affirming its role as a base of the club's long-standing success. Together, these results demonstrate La Masia's significance as a pillar of FC Barcelona's long-term success and highlight the club's reputation for a distinctive kind of play focused on technical skill and possession.

Sports TV Fiction as a genre

Anna Tous-Rovirosa, Autonomous University of Barcelona

Raquel Crisóstomo, Eserp Digital Business & Law School

Elena Fedotova, Autonomous University of Barcelona

The emergence of sports TV fiction in recent times is mainly explained by the previous context of the television industry (Golden age, peak TV) that has led to the current situation, characterised mainly by the fragmentation and specialisation of fiction productions, as well as the personalisation of content. This research focuses on analysing the serial productions broadcast in Spain by US OTTs (Netflix, AppleTV, Disney, Starz, HBO, and Prime Video), as well as European TV (TVC and NRK) during the period 2018-2023. The aim of the paper is to describe which are the predominant sub-genres and formats of sports-themed series, as well as what are the television characteristics of the series analysed and what are the main differences to be observed between the different platforms, TV channels and countries, also in relation to the values conveyed and the achievement (or not) of the narrative objectives. It is a fictional genre, television or film, yet to be explored, although several researches highlight its link with identity, nationality, competitiveness and heroism, emphasising the importance of individual effort and achievement to overcome narrative obstacles; between nostalgia that restores a sense of order and identity and a focus on the winners (sometimes stablishing a link between neoliberalism and sport) that often produces an idealised version of sport. The methodology consists of implementing an analysis sheet for the selected productions, that includes the predetermined study variables. It is concluded that the predominant format of the sports productions broadcast in Spain is the drama series (84%), of American production (69%), Netflix (29%), with a hedonic approach (success of the protagonist in achieving his goals) (33%), which favours the objectives of professional improvement (44%), as well as the values of commitment and responsibility (18%). Although there is considerable variability in terms of the sports represented, the predominant sport is football (21.6%).

Panel 6

Framing the Gay Games: Cross-Cultural Comparisons of Media Coverage

Casper Voyles, Hamline University

Michell Sanchez Garnica, Hamline University

This study investigated online media portrayal of the 2023 Gay Games, a global event celebrating LGBTQ+ inclusion in sports, across two culturally distinct cities: Guadalajara, Mexico, and Hong Kong, China. The 2023 iteration of the Gay Games is notable for being the first time the event was hosted simultaneously by two countries, offering a unique opportunity to explore the ways different socio-political climates are reflected within media coverage. The objective was to conduct a comparative analysis of the publicly-available online media coverage of the Guadalajara (GDL) and Hong Kong (HK) iterations of the Gay Games. Of 304 results initially identified, 58 unique articles met the following inclusion criteria: (1) written in English or Spanish, (2) published after January 1, 2022, and (3) focused on the 2023 Gay Games. A majority (85.7%) of excerpts describing/quoting political activists and 93.5% of those describing/quoting political figures in office were coded from articles solely about the HK event. By contrast, only 35.4% of the excerpts describing/quoting athletes participating in the event were coded in articles solely about HK, with the largest proportion (45.5%) coming from articles describing the event in both cities. Thematic analysis revealed that the GDL media coverage emphasized cultural pride and the event's promise to encourage LGBTQ+ acceptance within the context of increasing LGBTQ+ visibility in Mexico. Conversely, HK media narratives focused on political tensions and recent anti-LGBTQ+ policies. Each example highlights reactions to the Games within a complex interplay between progressive movements and conservative values. By examining these differences, the study contributes to a deeper understanding of how the Gay Games, as a symbol of LGBTQ+ visibility and inclusion, are received and framed in diverse environments. This research provides valuable insights for the role of journalism in fostering greater inclusivity and support in different socio-political climates.

Gender Equality in media representation of sport; A case study with Irish journalists and media producers

Anne O' Brien, Maynooth University

This research addresses gender inequality in sports media content. Currently, women in sport are under-represented, misrepresented and do not participate equally in the production of sports content in the media. Women in sport currently receive only 4% of airtime (UNESCO, 2018), are frequently sexualised and trivialised in content and constitute less than 12% of sports editors and reporters (Lapchick, 2012). However, currently there is a large gap in knowledge about why women are represented in these ways in Irish sports media? This project offers an original and innovative approach to this question by going behind the numbers and patterns to ask questions about the processes of production that lead to under- and mis- representation of women in sports content. It will engage with sports media journalists, reporters and presenters to explore why they produce content about women in the ways that they do. Challenges to better practice will be identified and a co-created guidance for equal representation will be generated so that women athletes receive fair treatment, sports fans are better served and the culture of women's participation in sport is improved. With a specific focus on how journalists create sports content, this research collaboration with the Federation of Irish Sports and Maynooth University will unpack the production process through which women become marginalised in sports media content and will intervene to improve that representation.

Challenges and Opportunities for Social Inclusion Through Sport: Parental Attitudes Towards Children with Disabilities

Ivana Vladušić, Aspira University of Applied Sciences

Luka Čudić, Aspira University of Applied Sciences

Ivana Miše, Aspira University of Applied Sciences

Sport is among the most powerful tools for promoting social inclusion, particularly for children with developmental disabilities. Through physical activities, children improve their physical and mental health and develop a sense of belonging, significantly contributing to their social integration. This paper explores the role of sport in the inclusion process of children with developmental disabilities from the perspective of their parents, who are critical advocates for their children's rights and needs. The analysis of their experiences reveals that sports activities provide numerous positive outcomes for children, including improved physical fitness, strengthened social skills, and increased self-confidence and independence. However, parents highlighted several barriers that hinder their children's participation in sports activities. A lack of adapted sports programs, inadequate infrastructure, and insufficient support from local communities and institutions often serve as significant obstacles. These challenges highlight a more systematic approach, greater intersectoral collaboration, and better coordination between sports clubs, schools, and civil society organizations to create more inclusive sports environments. Furthermore, the research emphasizes the importance of media and public representation of sports programs for children with developmental disabilities and the need for financial and social support to facilitate more accessible access to sports for parents and children. The paper concludes with recommendations for developing inclusive sports programs tailored to the specific needs of children with developmental disabilities, emphasizing increased collaboration between parents, communities, and institutions. The findings of this study offer valuable insights into the practical aspects of sports inclusion and provide a foundation for further research and the development of inclusive initiatives on a global scale.

Football above gender: consequences of footballisation in women's sports media coverage

José Luis Rojas Torrijos, University of Seville

Nahuel Ivan Faedo, University of Vic-Central University of Catalonia

Xavier Ginesta, University of Vic-Central University of Catalonia

Gender studies tend to refer to the discriminatory treatment that women's sports receive in the media coverage, but they do it generally without making any distinctions between disciplines. However, sports journalism is reproducing in its coverage of sports practiced by women the same footballised pattern that it applies to its daily news coverage, which is mostly male-dominated.

As in other countries, the privileged position that women's football occupies in Spain is directly linked to the establishment of women's teams within professional men's football club. These teams have competed in a league that has evolved into a professional competition, thanks to the support of the national Federation, which has also played a key role in promoting the league through media coverage.

In several ways, it can be noted that women's football in Spain has followed the path towards popularity that men's already reached, even reproducing the same structures and the same rivalries (the so-called Clásico of women's football is also on the front pages).

In this study we seek to analyse to what extent the footballisation is the factor that determines media coverage of women's sports and prevents other sports disciplines from having more presence in a news agenda that usually lacks diversity in terms of sources and protagonists.

For this purpose, we will develop a qualitative research based on in-depth interviews to 10 women sports journalists who cover football in Spanish media outlets. These professionals work for both mainstream print and digital media, radio and television, as well as more specialised or 'niche' media outlets. The resulting discussion will provide context and insights to better understand the different ways women's sport is covered in the current media landscape.

Sports communication: the case of BAXI Manresa

Ana Berdié, University of Vic – Central University of Catalonia

In sports clubs, the figure of the Chief Communications Officer (CCO) has become important in the last decade. The research realised in my Master's Thesis has focused on the BAXI Manresa basketball club, which competes in the Endesa League. The study is based on how it approaches its digital communication, specifically which is done on Instagram and X during the Copa del Rey in 2024. Through this club, the communication exercised on social networks is analysed by a content analysis and it is complemented with an interview with the CCO of this entity to understand the communication strategies that they follow. It is concluded that the club has more presence (in quantity of publications) in X and that Instagram is reserved for graphic and video content. It also presents publications related to the spectacularization of sport and uses its defining features to build its image.

In my doctoral thesis, I will expand these concepts thanks to the conclusions obtained in my previous study. Specifically, my objective will be to identify and analyse the digital communication of the teams that have qualified to compete in the Copa del Rey in the following years, as well as the relationship they maintain with their public. The methodology will be based on the content analysis of the websites and social networks of the selected clubs, in-depth interviews with the CCO and Grada de Animación, and non-participant observation of what happens with the communication on the websites and social networks of the clubs during the next three Copa del Rey. These notes will be collected in a field diary.

Panel 7

Historias de vida de mujeres en el fútbol profesional: Análisis de libros biográficos

Julia Hernández Gutiérrez, Universidad Católica de Lille

Miriam Margarita Ortega Torres Universidad Iberoamericana León, México

Por medio del análisis de libros biográficos y autobiográficos de mujeres dedicadas actualmente al fútbol de manera profesional en distintos países (jugadoras y entrenadoras), este trabajo tiene dos propósitos: el primero es ofrecer un análisis de la historia de vida de dichas mujeres desde una perspectiva interseccional, y el segundo es evaluar estos libros como producto editorial, tomando en cuenta su formato, alcance y distribución. El primer argumento es que, a pesar de las diferencias geográficas y generacionales de las futbolistas, existen factores y eventos que atraviesan la trayectoria de todas ellas. En cuanto a la difusión de las biografías de mujeres dedicadas al fútbol en el formato de libro impreso o digital, este tipo de materiales podría contribuir al registro histórico de la trayectoria de las mujeres en el balompié, colocándolas a ellas mismas como protagonistas, sin la intermediación sesgada del periodismo tradicionalmente centrado en los varones.

Influencers Olímpicos y Cómo el Periodismo Deportivo Normaliza la Salud Mental: Revisión de Literatura y Análisis de Medios

Carmen Cristófol-Rodríguez, Universidad de Málaga

Carolina Porrás Florido, Universidad Europea de Madrid

Beatriz Mochi, Universidad de Málaga

En los últimos cinco años, la conversación sobre la salud mental en el deporte ha cobrado relevancia, impulsada en parte por influencers olímpicos como Simone Biles, Naomi Osaka y Michael Phelps. Estos atletas de élite han usado su plataforma para visibilizar temas de bienestar mental, desafiando los estigmas que tradicionalmente rodeaban el rendimiento deportivo. Este estudio revisa la literatura sobre cómo los medios de comunicación y las redes sociales han contribuido a normalizar la salud mental en el ámbito deportivo, enfocándose en los efectos que la pandemia de COVID-19 ha tenido en este cambio.

La revisión de la literatura sugiere que, históricamente, los medios deportivos han tendido a ignorar o estigmatizar las discusiones sobre la salud mental de los atletas, priorizando las narrativas de fortaleza y sacrificio. Sin embargo, con la creciente influencia de las redes sociales, los atletas han encontrado en estas plataformas una voz más directa y empática, permitiendo que las audiencias comprendan sus luchas emocionales y psicológicas. Biles y Osaka, por ejemplo, usaron plataformas como Instagram y Twitter para explicar sus decisiones de retirarse temporalmente de competiciones importantes, citando razones de salud mental.

El análisis de los medios de comunicación muestra una evolución en la cobertura de estos temas, con una mayor tendencia hacia la comprensión y apoyo en comparación con décadas anteriores. A su vez, la pandemia de COVID-19 exacerbó los problemas de salud mental entre los deportistas, debido al aislamiento, la incertidumbre y el retraso de competiciones, tal como lo reflejan varios estudios recientes. En resumen, tanto los medios tradicionales como las redes sociales han jugado un papel crucial en la normalización de la salud mental en el deporte, impulsados por los testimonios valientes de atletas de alto perfil como Biles, Osaka y Phelps, quienes han utilizado su influencia para cambiar la narrativa en torno a este tema crucial.

Say no to sports-washing”: análisis de la campaña #FootbALL de la UEFA y la congruencia de sus patrocinadores principales

Hermes Ulises Prieto Mora, Universidad de Zaragoza

Alfonso Cortés González, Universidad de Málaga

María Chiara Marullo, Universitat Jaume I

En junio de 2023, la UEFA lanzó la campaña “#FootbALL”, resaltando el poder del fútbol para impulsar cambios positivos en las comunidades europeas y poniendo el foco en que el juego es algo abierto “a todos”. Desde entonces, la campaña ha sido utilizada en sus eventos principales, incluyendo la Liga de Campeones 2024-2025.

Al tiempo que la UEFA intenta promover valores contra el racismo, resalta la diversidad y busca la integración de personas con capacidades diferentes a través de esta campaña, resulta importante preguntarse si sus patrocinadores principales hacen lo propio en sus operaciones de negocio.

El artículo analiza la campaña “#FootbALL” desde la perspectiva de la comunicación y el marketing para identificar los valores que se promueven en su narrativa, mientras que explora las acusaciones y demandas por casos relacionados con el racismo y la discriminación que han recibido en años recientes los patrocinadores principales de la UEFA.

Este estudio es relevante no solo por el gran impacto internacional que tienen los eventos promovidos por la UEFA, donde la inclusión es uno de los pilares de su comunicación, sino también porque permite a los consumidores identificar posibles acciones de sports-washing realizadas por empresas transnacionales, al tiempo que provee a las empresas un mejor entendimiento de este fenómeno.

“Forever green”? LALIGA EA SPORTS clubs and their communication on sustainability: analysis of their official websites

Dr. Hermes Ulises Prieto Mora, Universidad de Zaragoza

Dra. Laura Ibáñez Gallén, Universidad Internacional de Valencia

A principios de 2023 entró en vigor la Directiva de Informes de Sostenibilidad Corporativa de la UE, mientras que a finales del mismo año, LALIGA presentó el Sello de Reporte de Sostenibilidad CGE-LALIGA, un certificado que se centrará no solo en las prácticas sostenibles realizadas por los clubes de fútbol españoles como tal, sino también en el grado de información que reportan sobre sostenibilidad, es decir, certificará el nivel de reporte de los equipos.

En este contexto, donde se pone el foco en la presentación de información sobre sostenibilidad por parte de los clubes tanto a nivel regulatorio europeo como en la propia competición, resulta pertinente analizar la facilidad de acceso a la información sobre sostenibilidad en los sitios web oficiales de los clubes, así como la naturaleza de la información proporcionada.

Para ello, el artículo propone utilizar el modelo OSEC -Orientación, Estructura, Ergonomía, Contenido- previamente validado (Siano et al., 2016) para descubrir cómo los clubes de LALIGA EA SPORTS comunican sus esfuerzos en sostenibilidad a través de sus sitios web oficiales, qué temas relacionados con la sostenibilidad abordan y qué estrategias de comunicación siguen los clubes (y cómo difieren de un club a otro).



El fútbol como catalizador de los nuevos medios publicitarios: análisis del impacto y la comunicación de los vehículos en miniatura de Volkswagen en la Eurocopa UEFA 2021 y 2022

Enrique Carrasco Molina, Universidad Europea de Canarias

Esta investigación analiza el impacto publicitario y comunicativo generado a través de la utilización de vehículos en miniatura patrocinados por Volkswagen durante la Eurocopa UEFA 2021 y 2022. La campaña consistió en llevar la pelota al centro del campo con estos vehículos en los saques iniciales, generando una notable visibilidad de la marca con masivo seguimiento tanto en medios de comunicación digitales como en las redes sociales. Se empleó la taxonomía de titulares del profesor de la Universidad de Indiana Philip Ward para evaluar el tono de la cobertura informativa, y se revisó la literatura sobre la relación entre fútbol y publicidad, así como el papel de las celebridades en la promoción de marcas. Los resultados sugieren que esta estrategia aumentó significativamente la percepción positiva de Volkswagen al crear empatía y curiosidad entre los espectadores gracias a vehículos teledirigidos que, además de sorprender, llevaban un mensaje de sostenibilidad y diversidad.

Panel 8

Activación de patrocinio deportivo en redes sociales: un análisis de los patrocinadores mundiales de los Juegos Olímpicos 2024 en Instagram

Javier Abuín-Penas, Universidade de Vigo

Jesús Pérez-Seoane, Universidade de Vigo

Juan Manuel Corbacho-Valencia, Universidade de Vigo

Las redes sociales han transformado la comunicación en la industria deportiva, facilitando una interacción directa y constante entre las organizaciones deportivas y sus audiencias. Esto ha impactado directamente en la activación de patrocinios deportivos, principalmente en grandes eventos deportivos.

Este estudio se centra en el uso de Instagram para la activación de patrocinios por parte de los patrocinadores mundiales de los Juegos Olímpicos de París 2024. La investigación pretende analizar cómo estas grandes marcas utilizan Instagram para maximizar su visibilidad y compromiso con el público durante uno de los eventos deportivos más importantes del mundo.

En cuanto a la metodología, se decidió analizar las publicaciones realizadas en Instagram por los patrocinadores mundiales de los Juegos Olímpicos de París 2024: Airbnb, El Grupo Allianz, Atos, Bridgestone, Alibaba, The Coca-Cola Company, Deloitte, Intel, Omega, Panasonic, P&G, Samsung, Toyota y VISA. La extracción de los datos se realizó utilizando la herramienta CrowdTangle, que permite monitorizar y analizar el rendimiento de las publicaciones en Facebook e Instagram. Posteriormente, el análisis del contenido se llevó a cabo de manera manual a través de Microsoft Excel por parte de los tres investigadores, asegurando una revisión detallada y precisa de cada publicación.

Los resultados del estudio indican que no existe un patrón regular de uso de Instagram para la activación de patrocinios que sea identificable entre los patrocinadores. Cada marca parece tener su propia estrategia y enfoque, lo que sugiere una falta de estandarización en las prácticas de activación de patrocinios en esta plataforma. En el trabajo se discuten las posibles implicaciones teóricas y prácticas de estos hallazgos, incluidas las sugerencias para futuras investigaciones que podrían explorar más a fondo las razones detrás de estas diferencias y cómo optimizar el uso de Instagram para la activación de patrocinios en eventos deportivos de gran escala.

La revolución del tenis en plataformas OTT: análisis de las primeras retransmisiones deportivas en streaming

Lucía Moya-Díaz, Universidad de Málaga

Sonia Blanco, Universidad de Málaga

El monopolio de las retransmisiones deportivas en España estuvo dominado por Televisión Española (TVE) (de titularidad pública) hasta la década de los 90. No obstante, la aparición de canales autonómicos y privados, y posteriormente plataformas digitales y por satélite, impulsó un modelo de negocio competitivo basado en la lucha por los derechos de emisión y la captación de audiencias. Este sistema se mantuvo vigente hasta la irrupción de la revolución digital, que introdujo nuevas formas de consumo audiovisual, transformando la manera en que se accede a los contenidos deportivos: las plataformas de vídeo bajo demanda OTT.

La expansión de estas últimas ha reconfigurado el mercado audiovisual global, consolidando un nuevo paradigma televisivo a través de servicios de streaming como Netflix, MAX o Prime Video. Caracterizadas hasta 2023 por ofrecer contenidos a la carta y bajo demanda, han diversificado su oferta con la incorporación de retransmisiones deportivas en directo, manifestando su creciente interés por este tipo de contenido.

El presente artículo tiene como objetivo analizar las primeras retransmisiones deportivas en estas plataformas OTT, con especial atención a aquellas centradas en el tenis, como El Grand Slam de Netflix y la cobertura de Roland Garros por parte de MAX. A través de una ficha de análisis basada en los trabajos de Marín Montín (2003) y Roger Monzó (2015), se examinan los elementos dramáticos característicos de este género. Asimismo, se presta especial atención a los avances tecnológicos aplicados, con el propósito de identificar posibles innovaciones en el formato ofrecido por estas nuevas plataformas. De este modo, se demostrará cómo estos factores acentúan la espectacularidad del tenis, posicionándolo como un producto audiovisual preferente y contribuyendo a la remodelación del sector audiovisual por parte de las plataformas OTT, las cuales se consolidan como actores clave en la industria.

La Creatividad en el juego del Golf

José A. Vivanco González, Universidad Complutense de Madrid

Fernando Peinado Miguel, Universidad Complutense de Madrid

El golf es un deporte olímpico en el que el protagonista pone a prueba, en plena naturaleza, sus capacidades tanto físicas como mentales. Las emociones experimentadas a lo largo del recorrido, como la concentración, relajación, autocontrol, superación, positividad, sabiduría y sobre todo la Inteligencia emocional del jugador, son valores que convierten este juego en un entretenimiento muy saludable y creativo. Si aceptamos a la creatividad como la actitud mental positiva que invita a “Pensar fuera de la Caja”, el Jugador de Golf debe tener una mente abierta, frente a las diferentes decisiones que debe de tomar durante el juego y acometerlas siempre como oportunidades de éxito y no como problemas.

Esta ponencia se fundamenta en un estudio observacional, transversal y descriptivo realizado desde la Cátedra de Comunicación y Golf de la UCM para conocer el impacto de este deporte en la salud mental y, más concretamente, la relación en la creatividad del jugador de golf. De esta manera se pretende refutar si, en el juego del golf, una de las habilidades más importantes del siglo XXI para afrontar los desafíos cambiantes es sin lugar a dudas la creatividad. Se compara con el caso de Severiano Ballesteros, jugador con enorme talento creativo que pudo afrontar los problemas de este deporte como retos y alcanzar el éxito.

Análisis de la Gestión Comunicativa de Distintivos Clubes de fútbol de la 1ª RFEF

Marisol Pavo Ruinervo, Universidad de Málaga

Gema Lobillo Mora, Universidad de Málaga

Esta investigación tiene como objetivo identificar la gestión comunicativa que llevan a cabo los departamentos de comunicación pertenecientes a los clubes del segundo grupo de la primera Real Federación Española de Fútbol (1ª RFEF) durante la temporada 2023 - 2024.

En el marco teórico, se presenta información previa del tema en base a fuentes secundarias que han aportado diversos autores a este estudio, para partir con un conocimiento equilibrado del estado de la cuestión en el que se sitúa:

Se incluyen estudios como el de Hernández Martínez (2018), que menciona cómo el responsable de comunicación destaca en numerosas ocasiones como pluriempleado en los clubes semi profesionales o no profesionales.

Por su parte, autores como Lobillo y Muñoz (2016) subrayan las oportunidades que ofrecen las redes sociales para optimizar el desempeño comunicativo de las entidades futbolísticas, convirtiéndose en una herramienta clave y eficaz de comunicación organizacional.

La metodología utilizada ha sido de carácter cuantitativo, basada en la aplicación de un cuestionario dirigido a los responsables de comunicación de los clubes.

Los resultados han dado lugar a hallazgos como son la presencia del periodismo en las formaciones de los responsables de la comunicación, la relevancia de Instagram en la generación de *engagement* o las oportunidades que atraen el uso de estrategias como son el Branded Content.

Como conclusión, se determina que los gabinetes de comunicación deben seguir transformándose para mejorar su eficiencia y productividad.

Surf y género: Desconstruyendo estereotipos a través de la construcción de nuevas identidades

Paloma Sanz-Marcos, Universidad de Cádiz

El surf es una disciplina abordada desde diversos campos académicos entre los que se incluyen la antropología (Rutsky, 1999), la sociología (Ford & Brown, 2006) o la historia (Finney & Houston, 1966). Debido a su atractivo multidisciplinar y a sus implicaciones sociales que llegan a superar el contexto estrictamente deportivo, la comunidad académica ha considerado esta actividad como una especie de estilo de vida (Wheaton, 2004). Esta investigación tiene como objetivo examinar esas implicaciones sociales extendidas del surf en relación al contexto específico de género. Existen numerosos trabajos que se han interesado por describir cómo es la relación de las mujeres con el surf en términos de conquista de territorios (Olive, 2016; Wheaton & Thorpe, 2018), su posición marginal (Brennan, 2016) o la consideración de las mujeres como objeto sexual (Lisahunter, 2018). Estas investigaciones no solo representan un gran avance en la lucha por la visibilidad de las mujeres, sino que ofrecen una visión global sobre cómo se desarrolla el surf y cómo es esta industria. Sin embargo, la mayoría de estos estudios se centran en experiencias norteamericanas, australianas o hawaianas, evitando lugares menos visibles como Europa, o directamente marginados como España en el mundo académico. Esta investigación pretende contribuir al conocimiento científico del papel de las mujeres españolas en el surf, atendiendo a una perspectiva de género que se interesa en conocer cómo los criterios androcéntricos que los hombres han establecido para la práctica del surf afectan no solo a la relación que las mujeres construyen con el surf sino también al momento de su práctica identitaria cuando comparten con otros. A través de un análisis de 18 entrevistas a surfistas de toda España, nuestro objetivo es profundizar en estos estándares y averiguar si, en el contexto español, podemos identificar estos supuestos culturales sobre qué es el surf y cómo los hombres determinan las relaciones establecidas entre las surfistas cuando practican este deporte.

Keynote 5

How football has been taken over and transformed by geopolitics, capitalism and its own failures

Miguel Delaney, The Independent

The speech will expand on the themes of the book ‘States of Play’, and seek to bring the discussion on as to what it all means for the sport and the world. The definition of the much-debated phrase “sportswashing” will be discussed, but also how you can’t properly talk about that concept without talking about the place football is in. That is in terms of the economy it has chosen and its primary authorities. Crucial to that is the more philosophical question of what football is actually for. There are then three big questions from this. One is what this era is doing to the sport, and how it actually works as a sport. Another is what it is doing for the world, given football’s immense social and political importance. This is after all why states want to buy clubs and stage tournaments. There is then an even more philosophical question - is football, in its 21st-century form, a net good for humanity?

Thank you!

University of Malaga & SPRING