

STUDY ON TRENDS IN SPORT COMUNICATION

Pomohaci Marcel¹

Turcu Dionisie¹

¹Lucian Blaga University of Sibiu, Romania

Key-words: sport, communication, promotion.

Summary: Everyday life, namely the immediate economic pressures have led sports organizations to use a greater number of communication tools and techniques to increase the visibility of sport, to attract additional funds.

Sports communication instruments have a dual completion: obtaining funding and communication.

Introduction

Sports image determines firms / sponsors coming to seek new ways of transmitting their message. Thus, sports organizations, taking advantage of their willingness to borrow the features of the image of sport, have fully exploited the possibilities of association with trading partners. Inverse is not excluded either, that achieving profitable investment in sport, companies seek to maximize their visibility through sports.

Whatever the outcome of this association is forming a long term relationship between sport event, commercial and media partner.

A forecast of what will happen to the sport is difficult to give, but the exploitation of its immense new communication tools - open financial market conditions, raises ethical issues. To do this, correct knowledge of the content, operating procedures and the effects of balanced new instruments and their use in combination with those of classical communication can contribute to finding a proper alternative for future communications in sports.

Sports organizations how to communicate through electronic media connection site.

The importance of television in promoting sports

"Broadcasting" is derived from English, and understood that the first is to transmit sounds and images broadcast by radio or television.

Sport and audio-visual media go hand in hand. Sport on a very special unique television promotion, which is not only free but also sports substantial gainful. Sports organizations are the only holder of any rights to broadcast sports events. In this context the term "connection" refers to both the sports organization's policy on audio-visual

transmissions of their competitions and the means of implementing this policy.

Television addition to financial benefits it offers sport and it promotes its message through:

σexposure product

σdelivery Information Education

σbuilding a picture about a particular sport, or sports organizations change public

σperception sponsors circulation of images

Method of operation of television in its relationship with sport structure.

Theoretically there following types of television groups:

σState television

σPrivate Television

σSatellite and cable local television.

σ Sports viewers.

As demand for sporting programs superclass is increasing potential revenues from sports organizations and television but is also increasing.

Broadcasting is a communication phenomenon because out performance in the industry:

σglobal dimension of market power broadcasts and television networks worldwide audienceσ figures turnover

σemergence of specialized agencies in television contracts harness new electronic

σemergence of international publications with specific content legislative

σinitiatives.

Therefore we can say that the Broadcasting - is a unique communications tool whose use leads to both professional and sport to promote its prosperity.

Communication tool brand sport organizations

Marks in sport is an exciting field where sports organizations evolve, the transaction values the market soon, if not already done so and will become the largest consumer market in the world.

Mark is a symbol for consumers promise to send a complex set of characteristics, expectations, benefits. Although most sports organizations, clubs and associations, has a logo, few have used the trade mark.

Specifically, in sports it may appear as a name, a logo or symbol, but more than the organization's name or product / service them.

There are gathering signs of trademarks and names sports complex protected separately or in combination - combination of words with graphics, but sound mark (Olympic anthem) or spatial (global competition mascots, continental).

Sports brands and extend the potential value of the dark mark, the mark quite common, preferred, widely recognized trademark.

Mark potential depends on its ability to make the consumer to view its levels of meaning, complex otherwise, ie: to evoke the organization values, to project a certain personality suggest product attributes, to suggest the type of its consumer.

We can say that mark potential depends on its ability to communicate. The real marks are those that possess and transmit both functional and emotional attributes.

Messages for users are those related to values, culture and personality that mark suggests.

Evocative power of sports brands is greatly assisted by the fact that any sports brand is the carrier of messages that circulated widely recognized and integrated values of specific cultures. The best known sports brand in the world are "Olympic circles.

There is a direct link between sports hierarchies and sports brands. Autonomy allows horizontal sport development and dependence assumed by functional affiliation allows the functioning of sport. Have the same subordination and autonomy and sports brands, with a territory of each brand so sports is not only defined by national law and international relations but also covered by sports organizations.

A classification of these sports brand might look like this: local brands (local partners are practicing a sport-specific: eg-rounders), national brands (cubes are powerful National Federation, National Olympic Committees), International Trade (international sports federation belong), Global Trade (Olympics, International Olympic Committee)

Protection of trademarks Sports.

Sports brands in need of protection may not be used for unauthorized. This mark should be registered.

There are other sports brand protection measures. Such unauthorized use may be limited by its specific provisions legislative domain:

Copyright law

Nairobi Treaty, which provides protection Olympic circles as property of the International Olympic Committee, Special items included in sports

law, Legal provisions on deceptive advertising, Law on protection of individual privacy

Sports organizations can protect themselves by brand: sponsorship contracts, equipment supply and licensing coordination of marketing contracts with television press conferences if a company uses trademark illegally sports organization sports brands avoiding tobacco and alcohol advertising applicable regulatory compliance sports: Olympic Charter, sports ethics code.

Olympic marks are:

Olympic symbol - represented by five circles intertwined and created in 1915 by Baron Pierre de Coubertin, symbolizing the five continents. Circles are located in a protection zone are intangible property and the International Olympic Committee. No Olympic mark may be used alone in any promotional communications partners. It must be accompanied by a partner link name to show the Olympics.

Olympic motto - "Citius, Altius, Fortius" urge to excel, aimed at those involved in the Olympic Movement. NOC - sites can not use the Olympic motto in promotional communications.

Symbolic Olympic flame to mark the opening of the ancient Olympic Games, by firing on the altar of Goddess Athena Flame at Olympia, and resumed in 1936 at the Berlin Olympics yes. Torch is considered a single item, with historical value, hence the great communication impactor. Cake can not apply any logo or insignia partners. Olympic names - are words or phrases that create a connection with the Olympic Games or the Olympic family members (officially sponsor the Olympic Games.)

Olympic Hymn - is the "Sing" lyrics by Costis Palamas, Spirou Saramati music dating from 1896 and approved by the International Olympic Committee in 1958, Session 55 (Tokyo). Are granted the right to use in promotional communications.

Olympic flag - the symbol of the Olympic Movement. Partners can use the Olympic flag in marketing communications.

Olympic Creed - the words play theme Olympics, Pierre de Coubertin 1894. Can be used by partners in the Olympic cycle, in a manner that reflects the content and the role and obligation to mention its author.

Olympic medals - are unique to each Olympic Games and may be:

- a). medals ranking
- b). medals of participation.

Historical Olympic marks - posters, logos, mascots and icons of previous Olympics.

Olympic logos - which are built drawings associated with other distinctive elements

Olympic circles. Each National Olympic Committee (NOC) and the Olympic Games Organizing Committee (COJO) may create their own logo which is subject to approval by the International Olympic Committee. Partners can use the combined marks and logos of the Olympic Organizing Committees and National Olympic Committees.

Design marks must be approved by the parties combined.

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Titlu: Studiu privind tendințele de comunicare în sport.

Cuvinte cheie: sport, comunicare, promovare.

Rezumat: În viața de zi cu zi, presiunile economice imediate au condus organizațiile sportive să folosească un număr tot mai mare de instrumente de comunicare și tehnici pentru a spori vizibilitatea sportului, în ideea de a atrage fonduri suplimentare. Instrumentele de comunicare în sport au o dublă finalitate: obținerea de finanțare și comunicarea.

Titre: Etude sur les tendances de communication dans le sport.

Mots - clé: sport, communication, promotion.

Résumé: La vie quotidienne, à savoir les pressions économiques immédiates ont conduit les organisations sportives d'utiliser un plus grand nombre d'outils et techniques de communication pour accroître la visibilité du sport, pour attirer des fonds supplémentaires. Instruments de communication dans le sports ont une finition double: obtenir du financement et de la communication.