



Call for papers

“Diversity” in television sports information: from formalization to application

International conference : from 11th to 13th october 2017

Amphitheater Infocom - IUT de Lannion

Dealing with the injunctions to "diversity" institutions, companies, politics, professional or organizational instances, this conference will question the notion of diversity in a particular field: the sports news on television. The main objectives are to deconstruct this notion, which seems self-evident, to question its astonishing plasticity, both by the used criteria and the targeted categories (gender, class, ethnoracial, age, sexual orientation, disability...). In order to also point out this under its consensual appearances, it induces principles of (dis)qualification, judgments, and naturalizes social processes of labelling individuals and groups. This is why it is important, at first, to analyse the uses and aims of the notion of diversity in television channels at several levels: first, documents and means created by the television channels to raise awareness among their staff and audiences on "diversity" themes (for example the disabled at the Olympic Games); the inclusion of "diversity" in commercial and managerial strategies. Indeed the diversity can become a marketing stake for the

media companies - as shown by the label diversity delivered by the AFNOR (French National Organization for standardisation) – and promote both women's recruitment for the presentation of sports TV shows and the building of a "multicultural journalism". Second, an analysis of the mechanisms is needed where the promotion of the diversity fits into professional logics, at the time when the media representations of the sport are being built. Because promoting the diversity to make it happen in the newsrooms and transform the television images is not enough. Therefore the orientations, which are decided by the managers, still have to comply with the professional socialization, the division of labour, the professional routines and the constraints of production in the newsrooms. For example, short time productions encourage the use of simplified overviews of the world. This point raises the question of the place of rules in the journalistic work, in which way they define the subjects and their perspectives. Third, the analysis has to incorporate the sport environment: the actors (the athletes, the federations, the agents, the Olympic institutions, the fans and the TV-viewers), its links to commercialization (sponsors) and communications strategies (including those on the social networks), and its specificities, as the principles of the essentialization of bodies and performances. Fourth, it is important to study other national contexts in a comparative perspective. This opening is the only way to demonstrate that the term of media or other “diversity”, its elaboration, its circulation in public, political, professional and media spheres, the register of its promotion depend on specific national, professional, organizational and cultural places in which they fit.

We are calling for papers from scholars working on the connexions between “diversity” and production of the broadcast sports information. We would like to engage ourselves into a transdisciplinary discussion, involving historians, sociologists, anthropologists, historians, laws, media and political scientists. The contributions should be based on an empirical research, and would explore one of the four followings aspects:

- In reply to the injunctions of "diversity" from the authorities of regulation (including the CSA in France), the sports authorities (sports federations, Olympic authorities) and the recurrent criticisms of the public, the television channels have produced internal policies and means in order to promote “diversity”. This promotion takes several ways: managerial by the recruitment of journalists from diversified origins (racial, gender, age, class): editorial by a higher plurality in the choice of the interviewed people (more women, more people of lower classes). How these channels also use these internal policies to promote themselves in external communication strategies? How this orientations "diversity" are spread in the sports newsrooms? To what extent the sports correspondents are associated to their elaboration? How do they incorporate them in their professional practices? Do they face some resistances? Under what forms of expression? How to explain them?
- Television channels are now facing the competition of others actors in the mediatization of the sport. Those actors have numerous backgrounds (telecommunications, sports clubs, non professional web sites, etc.). For instance, this competition is important during the purchases of the rights for broadcasting the sports events with high potential on the market of audiences and commercials. At the same time, the audio-visual editors have to deal with a transformation of the modes of consumption of audio-visual programs by the public. In this context of socioeconomic evolutions, how to produce some "diversity" in the subjects (in particular when you do not have the broadcasting rights)? How to invent new sports information narrative spines in order to compete in a market fragmented into so many offers and practices? In which way, the television channel “diversity” policies becomes a resource to target some publics (women, ethnic minority, etc.)?

- The production process involves producers with various statuses, functions and skills (editors, sound recordist, editor, consultant, director, script, etc.), technical staff (computers, documentation, Etc.), and some people in charge of production (production manager, stage manager, etc.). The composition of the teams to "be sent on the field" influences the work relationships, and the media representations. Who's deciding the composition of the teams? When are the editorial choices discussed? How are they negotiated in daily practices between editor, JRI, technicians and editor-in-chief? What are the related constraints and criteria? What is the given place to editorial and "diversity" recommendations?
- Athletes' Media coverage is an important editorial and commercial challenge for television channels. It also plays an essential role in the athletes' career and in the development of sports and their federations. The changes in the television and sports economies, correlated to the rise of social networks, have shaken up relations between journalists and professionals of sports (athletes, coaches, federations, etc.). The best-known athletes manage their own media image, which became a resource to be negotiated with clubs and sponsors. They have got managers, agents, media training, and they stage themselves on the social networks ... Did this professionalization of the athletes image management create new representations of the athletes? Have these developments led journalists to rethink their treatment of sports' information? How do they integrate or not Internet users' criticisms, especially about diversity?

3. A reflection platform which combines media professionals and researchers.

The symposium format aims to encourage interactions between academics and sports actors in order to allow an exchange of knowledge between University and media and a better understanding of the complexity and paradoxes of the highlighted thematics. Media Professionals (TV channel manager, journalists, editors, sports service manager) and journalism training teachers will be associated to the debate. That is why, we ask to researchers to answer to the rising questions by using several of their own research works. Each session will take place with a scientific lecture time made by researchers followed by a debate (moderated by an expert of the subject) between scientists and media actors. A discussion with the public and with journalism students will also be pushed.

This symposium also aims to propose a reflexion about practices, conditions and constraints of sports information production. This in order to go beyond an instrumental vision of diversity reduced to a label, with commercial or marketing concerns. Finally, we are convinced of the heuristic interest of field surveys, with largest contextualization made by historians, politicians, economists, researcher. Furthermore, we think that this approach allows to talk about issues that are beyond television, sport and the media, by rethinking the political implications of the uses of diversity.

4. International and public exchanges

The official language for the symposium will be English (with simultaneous French - English translation).

In this way, we aim to promote comparisons between the media, cultural, political and economic systems of different countries. We are particularly interested in Canada, Spain, Italy and Great Britain which are concerned by the "Social responsibility of journalists" ANR research program. However, proposals from any other countries are welcome. In order to allow an opening to grand public, the symposium will be live broadcasted on the Internet. An evening event will also be

organized, outside the university, at the Espace Sainte-Anne in the city of Lannion. At this occasion, the exchanges will be open to the audience.

Submission rules

Proposals will be written in French and in English and must be sent by e-mail no later than April 22th 2017 at: sandy.montanola@univ-rennes1.fr et beatrice.damian@univ-rennes1.fr. Proposals would contain a title, an abstract (2 pages max), a bibliography and a short presentation of the authors in connection with the theme of the symposium. They will have to include a theoretical referencing, a research methodology and one field of investigation.

Schedule

- Deadline for submissions: 22th April 2017
- Replies: 22th May 2017
- Symposium: 11-13 October 2017
- Publication: October 2018.

Organization committee

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This symposium is organized as part of task n°2 of the research programm (ANR) " Journalists Social Responsibility : Media, Diversity and Sport" (URePSSS EA 4110, university Lille 2).

International Scientific Committee

- ✓ Marco Binotto, Professeur associé, département de communication et recherches sociales, Université La Sapienza de Rome, Italie (to be confirmed)
- ✓ Marco Bruno, Professeur associé, département de communication et recherches sociales, Université La Sapienza de Rome, Italie (to be confirmed)
- ✓ Philippe Bouquillion, Professeur en sciences de l'information et de l'information, Université Paris 13, France (confirmed)
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- ✓ Christophe Gimbert, MCF en Sciences de l'information et de la communication, Institut d'études politiques, Rennes, France (confirmed)
- ✓ Eric Maigret, Professeur en sociologie des médias, Paris Sorbonne Nouvelle, France (confirmed)
- ✓ Winston Mano, Directeur du centre des médias africains, Université de Westminster, Angleterre (confirmed)
- ✓ Jacob Matthews, MCF HDR en Sciences de l'information et de l'information, Université Paris 8, France (confirmed)
- ✓ Pere Masip Masip, Professeur en communication, Université Ramon Llull, Barcelone, Espagne (confirmed)
- ✓ Sandy Montanola, MCF en Sciences de l'information et de la communication, Université de Rennes1, France (confirmed)

- ✓ Mario Morcellini, Professeur ordinaire, département de communication et recherches sociales, Université La Sapienza de Rome, Italie (to be confirmed)
- ✓ Xavier Pujadas i Martí, Professeur en histoire du sport, Université Ramon Llull, Barcelone, Espagne (confirmed)
- ✓ Isabelle Rigoni, MCF en sociologie, Université Bordeaux, Institut d'enseignement supérieur et de recherche handicap et besoins éducatifs particuliers, Suresnes, France (confirmed)
- ✓ Karim Souanef, MCF en Staps, Université Lille 2, France (confirmed)