

Fifa Direct Communication Twitter

S. Frawley,D. Adair

Social Media in Global Sport Emilio Fernández-Peña,Andrew C. Billings,2025-12-15 This book analyses the communication and content management strategies on social networks of major actors in world sport. Drawing on data analytics and a wide range of qualitative and quantitative methods, the book presents case studies of iconic global sport organisations and stars, from the Olympic Games and Lionel Messi to the Superbowl and the LA Lakers, illustrating the complexity of the sporting social media ecosystem. Presenting a multi-level analysis, from the brands of individual athletes through to the use of social media by national leagues and international sport organisations, the book underscores the central importance of social media in contemporary sport business and offers key insights and questions that will shape future research in this area. This book is fascinating reading for all students, researchers or industry professionals with an interest in sport media, sport management, sport marketing, sponsorship, fans or new media.

The Business of the FIFA World Cup Simon Chadwick,Paul Widdop,Christos Anagnostopoulos,Daniel Parnell,2022-04-07 The FIFA World Cup is arguably the biggest sporting event on earth. This book is the first to focus on the business and management of the World Cup, taking the reader from the initial stages of bidding and hosting decisions, through planning and organisation, to the eventual legacies of the competition. The book introduces the global context in which the World Cup takes place, surveying the history and evolution of the tournament and the geopolitical background against which bidding and hosting decisions take place. It examines all the key issues and debates which surround the tournament, from governance and corruption to security and the media, and looks closely at the technical processes that create the event, from planning and finance to marketing and fan engagement. Analysis of the Women's World Cup is also embedded in every chapter, and the book also considers the significance of World Cup tournaments at age-group level. No sport business or management course is complete without some discussion of the FIFA World Cup, so this book is essential reading for any student, researcher or sport business professional looking to fully understand global sport business today.

Social Media and Sports Galen Clavio,2020-07-08 Social media communications play a huge role in the day-to-day operations of sport teams and organizations. Both current and aspiring sport business professionals need to know how to best leverage social media to meet their organizational goals, and Social Media and Sports With Web Resource will help pave the way by emphasizing the strategic, creative, and logistical elements of effective social media practices. Beginning with

foundational concepts, students will first examine the history of social media and its impact on sports. They will learn about the categories of content used, including written content, images, produced video, live video, audio, graphics, dynamic visuals, and responses. They will then gain a better understanding of the social media environment by learning how to think about audiences and networks, evaluating how online communities act and interact, and considering key issues that may be encountered. The final chapters of the text assemble the building blocks from previous chapters into practical application, covering brand management strategies and overall social media presence from the perspective of a member of the sports media, a representative of a team or league, or an individual athlete. A related web resource, reviewed annually to stay current with evolving trends, provides a detailed look into major social networks and their technological elements, plus best practices, tips, and tricks for utilizing a variety of social media platforms. It also examines content methodologies, including podcasting, live video, and prerecorded video, and it discusses the use of social management software. Markers throughout the text refer students to the web resource when additional related content is available. Learning aids for students include Professional Insights, sidebars containing interviews with industry insiders; these real-world examples and professional advice provide depth and context to each chapter's content. Key Points highlight important points, end-of-chapter review questions promote practical application and ensure content comprehension, and bolded key terms are defined in an easy-to-reference glossary. Social Media and Sports offers a practical approach to understanding social media communications in the sports industry, with application extending to those working in journalism, public relations, broadcasting, advertising, and other sport business careers where knowledge of effective social media usage will maximize career potential. Note: The web resource is included with all new print books and some ebooks. For ebook formats that don't provide access, the web resource is available separately.

Theory, Development, and Strategy in Transmedia Storytelling Renira Rampazzo Gambarato, Geane Carvalho Alzamora, Lorena Tárzia, 2020-05-17 This book explores transmedia dynamics in various facets of fiction and nonfiction transmedia studies. Moving beyond the presentation/definition of transmediality as a field of study, the authors examine novel advancements in the theory, methodological development, and strategic planning of transmedia storytelling. Drawing upon a theoretical foundation grounded in Peircean semiotics and reflected in the methodological approaches to fiction and nonfiction transmedia projects, the chapters delve into diverse case studies, such as *The Handmaid's Tale* and mega sporting events like the Olympics and FIFA World Cup, that illustrate the applications of our own methods and the implications of the logic behind transmedia dynamics. Expanding upon their own scholarship, the authors tackle the relevant topic of transmedia journalism, and present new approaches to transmedia strategic planning around educational initiatives in developing countries. The book is an important reference for scholars and students of media studies, education, journalism and transmedia, and those interested in comprehending theory, methodological development, and strategic planning of

transmediality.

Power and Emotion Jonathan Heaney, Helena Flam, 2016-02-05 This collection is concerned with two fundamental concepts of social science- power and emotion. Power permeates all human relationships and is constitutive of social, economic, and political life. It stands at the centre of social and political theorizing, and its study has enriched scholarship within a wide range of disciplines, including sociology, political science, philosophy, and anthropology. The conceptual cluster of emotion, by contrast, had a more troubled time within these same disciplines. However, since the 1970's and the advent of the 'emotional turn', there has been a widespread re-evaluation of emotion in and for our shared social existence and, today, emotions research is at forefront of contemporary social science. Yet, although both concepts are now widely seen as fundamental, research on these two phenomena has tended to run in parallel. This collection, featuring leading international scholars, seeks to unite and deploy both concepts, emotion and power, in a variety of ways, and on a diverse array of topics such as: education, organizations, social movements, politics, 'old' and 'new' media, rhetoric and in comparative intellectual history. The results are at the bleeding edge of scholarship on these concepts, and will make important reading for practitioners and students working in the sociology of emotions, social and political power, political sociology, organization studies, and for sociological and political theory more generally. This book was published as a special issue of the Journal of Political Power.

Managing the Football World Cup S. Frawley, D. Adair, 2014-12-02 Managing the Football World Cup explores areas often overlooked by project management and business studies researchers. Therefore considering the global impact of the Football World Cup it is time for a detailed examination of the planning, organization, management, implementation and related commercial features of this mega-sport event.

The Use of Twitter as a News Source in Sports Reporting Brian P. Dunleavy, 2014 It has been well documented that professional athletes have been actively using Twitter to communicate directly with each other and their fans; however, relatively little media and/or mass communications research has explored the effect this direct communication channel has had on the role of journalists who cover these athletes. Traditionally, sports reporters have served in a gatekeeping role, deciding what news and information is worthy of coverage on the beat. The present study sought to assess how, if at all, sports reporters covering the four major U.S. sports -- baseball, basketball, football, and hockey -- are using the Twitter feeds of athletes in their coverage and what, if any, impact the Twitter presence of athletes has had on their role as gatekeepers. A search of sports beat coverage in eight daily newspapers during a one-month period yielded a total of 74 articles in which the Twitter feed of an athlete was used as a news source. A textual analysis of these articles revealed that tweets are used in place of quotes when an interview is not possible, as a source of breaking news about the athlete and/or his team, as the genesis of a story, and to gauge public sentiment toward an athlete. Interviews with 20 of the sports reporters covering the

four major sports at the eight newspapers and five of the editors at these outlets confirmed these uses. Respondents also acknowledged that Twitter has enabled athletes to communicate directly with their fans without involving the traditional sports media. However, most the respondents also noted that the limitations of the medium kept their roles as reporters relevant to the fan/reader.

Twitter: an Image-filled Enviroment Jodie Owen,2013

Twitter for Crisis Communication Adam Acar,Yuya Muraki,2011

Twitter as a Communications Instrument to Support the Decision Making Process in UAE Police Mansour Alkhyeli,2017

Athletes on twitter Arne Siegner,2012

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