

**Desporto, Jogos Olímpicos e Media
Lisboa, 22 e 23 de Março de 2018
Portugal**

Sport, Olympic Games and Media Lisbon, 22nd and 23rd March 2018 Portugal

CALL FOR PAPERS

The research group “Economy, Society, Innovation and Heritage” at the Institute of Contemporary History of NOVA University of Lisbon is going to organize an international conference on the relationship between Sport, Olympic Games and Media.

The sportsman, as a national hero, has always been present in the mass-media, making it essential to understand the communication dynamics surrounding the construction of sports heroes and concepts of nationality and identity.

Sport reflects and reinforces the structures, values and norms of society, not running from media’s influence. It was through media that certain modalities and athletes left the anonymity to become true national and even international celebrities and heroes. Across newspapers, radio, television and, lately through internet and social networks, sport and the Olympic Movement gained more and more space, more exposure and moments of debate.

They arrived closer to the public with whom they shared their moments, ranging from glory, victories and success to the unhappiness of defeat and loss. They also emphasized moments of pain, disappointment and sometimes images of great violence.

In the last decades, major sports events have become a manifestation of the globalization process underway, promoting large-scale commercialization of the phenomenon.

The Olympic Games have long been at the forefront of technology developments. They are capable to engage consumers through more interactive platforms and content, with a plethora of new features and new experiences for an increasingly demanding audience.

According to the International Olympic Committee (IOC) the Rio 2016 Olympic Games had the highest media coverage ever. It is estimated that half of the world's population watched the last edition of the Summer Olympics. Broadcasters from around the world transmitted 357 thousand hours, and digital platforms more than 243 thousand hours. In total 584 TV channels and more than 270 digital platforms accompanied the event and transmitted the magic of the Olympic Games to the world. More than 25,000 journalists were accredited, 26 million people visited the internet site 'olympic.org' and IOC social networking publications, registering over 4 billion 'likes'.

In Portugal, according to Marktest, between 1 and 24 August 2016, the Portuguese media published more than 28 thousand news about the Olympic Games. The Internet, with 51%, was the platform that presented more news, followed by Television with 29% and Radio with 12% of the total news. The Press has dedicated 7% of its space to the Olympic Games.

Thematic lines:

The conference aims at creating a space for sharing and debate on the various perspectives of Sport, Olympic Games and Media in the following aspects

- The importance of media in sport and the Olympic Games;
- The concept of “sports heroes” in the media;
- Sports and Violence.
- The role of Media in building local and global identities through the representation of mega sporting events.
- Sports and media: cultural industry

Abstracts submission rules:

Communication proposals should be presented with an abstract of a maximum of 500 words, accompanied by three keywords and a brief biographical note, indicating the institutional affiliation and contact details.

Communications are accepted in **Portuguese, English and Spanish.**

Proposals should be sent to: sporthistoryportugal@gmail.com

Deadline for proposal submission: **December 20, 2017**

Schedule:

- 20 December 2017: deadline for proposal submissions
- 5 January 2018: Communication of acceptance or refusal
- 20 January 2018: Program Announcement

Organization:

Institute of Contemporary History at NOVA University of Lisbon

Organising Committee:

Alcino Pedrosa (IHC – NOVA FCSH)

Daniele Serapiglia (IHC – NOVA FCSH)

Rita Nunes (IHC – NOVA FCSH / Comité Olímpico de Portugal)

Scientific Committee:

Ana Paula Pires (IHC – NOVA FCSH / Stanford University)

Juan A. Simón Sanjurjo (University of Europe, Madrid, Spain)

Alcino Pedrosa (IHC – NOVA FCSH)

Daniele Serapiglia (IHC – NOVA FCSH / Università di Bologna)

Rita Nunes (IHC – NOVA FCSH / Comité Olímpico de Portugal)

Registrations:

Normal fee: 50 €

Students: 25 €

More information: <https://sportolympicgamesmedia.wordpress.com>

The Conference shall have Portuguese, English and Spanish as official languages. There will be no simultaneous interpretation.