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## ASPECTS REGARDING THE EFFECTS GENERATED BY THE INTERSECTION BETWEEN MASS-MEDIA AND SOCIAL MEDIA IN THE SPORT-SPECIFIC COMMUNICATION SPHERE

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### Abstract

The purpose of this study is to analyze the effects generated by the intersection between traditional media and social media, both from a structural and discursive perspective, as a result of the manifestation of specific commercial mechanisms. The emergence of social media platforms and especially the rapid rise of the TikTok platform is visibly manifested in the context of digitalization, regardless of the field. Sport is no exception. The social media accounts of online journalistic publications are an extension of the newspaper agenda. At the same time, social media accounts act as tools meant to amplify traffic on related websites, by attracting the public and increasing the number of views. The present analysis shows that in the case of the most well-known online sports publications in Romania, *gsp.ro* and *prosport.ro*, the TikTok platform accelerates this process. The content exposed on social platforms is in fact an echo of the editorial content disseminated on the websites of these publications. Thus, the existing media agenda is multiplied, and even more, its deepening. The local media content is almost exclusively dedicated to football. The present paper shows that, in the context described, social media is a necessary communication channel for other sports. New media is a communication medium accessible to sports federations, and through its social and participatory characteristics, it also becomes opportune for communities interested in sports ignored by the traditional media. The cases presented, that of the Romanian Basketball Federation and that of the Romanian Handball Federation, have the role of arguing the existence of this trend. In addition, the relevance of an independent online appearance with social media extensions is highlighted, as well as the potential risks associated with this initiative, in case of distancing from the global problems of sport, described by sportswashing and ignoring good governance in sport.

*Keywords:* social media, mass-media, sports journalism, media discourse, agenda setting.

### Introduction

The impact of social media platforms, which are globally renowned, has recently had significant manifestations in the public sphere in Romania. The algorithmic manipulation of messages posted on the TikTok platform had the effect of vitiating the electoral campaign, followed by the cancellation of the presidential elections. The unprecedented event still has major consequences on the society at the political level, with direct repercussions on the economic and implicitly, social mechanisms.

In this context, any argument meant to support the need for an in-depth understanding of social media platforms becomes legitimate and necessary. Moreover, the analysis of the forms of manifestation and that of the potential effects of social media become important regardless of the scope and size of any field. Sport is no exception. The intersection of the communication media, mass-media and social media, suggests evolutions determined both by the specificity of local sports journalism and by the particularities of the new media.

If in the case of traditional media, especially the local sports media, the evolution from *media framing* to the agenda effect (Petrica, 2011), represents a long process, in the case of social media the process is much faster. The communication carried out inside the applications is algorithmically prioritized for commercial purposes. In order to generate more engagement, the algorithms reintroduce the most controversial posts into the platform's general flow, in the form of recommendations (Barret, 2024a). This programmed intervention has the effect of reconfiguring reality, against the background of feelings amplified by sensationalism.

The efficiency of algorithmic programming became apparent in 2009, when for the first time, Facebook prioritized the news feed based on preferences resulting from the processing of personal data (Barret, 2024 b). In the following decade, the algorithms used by Facebook played a significant role in the outcome of the US elections in 2016 (Bump, 2018), but also in the humanitarian catastrophe in Myanmar in 2017 (Amnesty International, 2022).

### Social media, social openness, and commercial pressures

New media corporations sell users' personal data to advertising companies, and since most of the time spent online is advertising time, the more time you spend on advertising, the higher your profits will be (Fuchs, 2014, pp. 110 –

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116a). With more than three billion active users in April, Facebook, a subsidiary of Meta, recorded revenues of \$39 billion in the second quarter of 2024 (Dixon, 2024).

In the business strategy of new media corporations, users take on the role of both prosumers and commercial product itself. Companies allow free access to the services offered by online platforms, they create content, their number increases, and then they are sold as a commercial product to advertisers (Fuchs, 2014, p. 110b). Business benchmarks, but also those of content management, frequently vitiated by misinformation and controversial topics, have attracted the attention of authorities globally.

In 2021, the G20/OECD countries decided that large multinational companies should pay a minimum tax of 15% of annual income (OECD, 2022). The tax is aimed at all companies whose group-wide revenues are at least \$750 million annually. That because U.S. new media corporations such as Amazon, Google, Apple, and Facebook with operations in the European Union, chose to place their headquarters in the country with the lowest level of taxation (Nieminen, Padovani & Sousa, 2023). However, in the spirit of avoiding double taxation, the large online platforms do not have yet any tax liability towards the jurisdiction represented by the country of origin of the users.

Also in 2021, the European Parliament adopted a legislative measure aimed at combating and limiting online content considered harmful and illegal, including fake news (European Parliament, 2021). The Digital Services Act (DSA), directly applicable in the European Union as of 17 February 2024 (European Parliament, 2021) and structured on the principle that "What is illegal offline must also be illegal online", envisaged the harmonization of the two environments especially from a legislative perspective, taking into account the differences existing on the territory of the member countries (Schlag, 2023).

The ensemble composed of business strategies materialized through computer manipulations, but also through the management of human resources simultaneously transformed into prosumers and commercial products, draws attention to a fundamental feature of new media corporations. These are primarily private, for-profit companies. For Facebook, advertising is the main source of revenue, and the loss of advertisers or the decrease in advertising revenues could cause major damage to the company's business activity (Fuchs, 2014).

### **Social networks, between freedom and control**

The proliferation of social media platforms, however, revolves around a defining term. They are social platforms, open to the public interested in communicating and relating. Despite the control exercised by new media companies for commercial reasons, online social platforms become relevant especially from the perspective of the right to free expression. The digital network allows individual access to information, unrestricted and at the same time supported by the power to choose, beyond the monopoly of traditional media (Hinton & Hjort, 2013).

However, the dichotomy between freedom and control can be considered a paradox since free expression implies the surrender of control from the outset (Chun, 2006, as cited in Hinton & Hjort, 2013). Interpersonal activities are monitored from the moment personal data is made available to social media, once the individual account necessary for access to online platforms is created (Hinton & Hjort, 2013). Currently, data protection has become particularly important, as they are indispensable for the functioning of algorithms and for establishing the patterns necessary for the development of Artificial Intelligence, especially as a result of the fact that digital technology is essential in almost all fields (Watney, 2024).

The protection of privacy, ceded within the platforms, draws attention to the need for individual protection against data coming from outside, often of dubious quality, known as *fake news*. The extent and impact of the fake news phenomenon can have significant effects on society, and combating this phenomenon requires extensive multidisciplinary involvement (Lazer, et al., 2018).

The process of distributing news through social media, supported by the ubiquity of technology, brings into question the phenomenon called *citizen journalism*. Citizen journalism is surrounded by both enthusiasm and criticism. The lack of skills specific to professional journalism, the lack of transparency characteristic of traditional media, but also the absence of the protection that journalists benefit from as employees are questioned (Hinton & Hjort, 2013).

In social media, topics that generate emotions are of wide interest. According to Digital News Report 2023, the most watched news on social media are the funny ones, followed by entertainment news, circulated on Tik Tok platforms, 54%, Facebook 47% and YouTube 47%, and the fact that news about politics, economy and war arouse secondary interest is seen as an advantage of influencers in the virtual space over traditional journalists (Momoc & Surugiu et al., 2024).

However, the debate is much broader and involves specific deontological aspects. Starting from good faith as the foundation of the journalistic approach, at the center of the debate appears the fundamental difference between the public interest and the interest of the public. The first is centered on the major needs of society and implicitly on the effects of information, while the interest of the public focuses on the public's affects (Radu et al., 2015). In the case of confusion between the two concepts, traditional journalism can also be criticized enough.

Citizen journalism, as a widespread phenomenon manifested on online platforms, highlights another fundamental feature. Social media becomes a space of participatory culture, where users can create, receive, and distribute content, unlike traditional media, where beneficiaries are limited to the status of receivers (Fuchs, 2014).



Looking at participatory culture in the 2.0 era, the Wikipedia platform initiative is the best known. In the sphere of social media, there are also non-commercial initiatives, carried out exclusively for the benefit of the community. This mode of involvement has become known as Alternative Social Media. The Scuttlebett platform is a relevant project in this regard, an open-source, non-profit that strives to diminish the problems of corporate counterparts (Mannell & Smith, 2022).

### Social media games

However, the competition to attract as many people as possible to the monetizable spaces of online platforms is particularly tight. In this sense, new media corporations have already taken a big step forward. The space dedicated to *social media games* is particularly profitable, being in the attention of both digital operators and marketers. Revenue generated by *social/casual games* advertising will reach \$147.9 billion in 2028, representing more than three-quarters of the global video game and *esports market* (PricewaterhouseCoopers, 2024).

According to Jesper Juul (as cited in Hinton & Hjort, 2013) the emergence of social media games represents a *gamification of culture*. This concept makes sense from the perspective of social media games if we accept culture as a people's experience built together within social/casual games. Social media games respond to users' need for relationships, for confirmation of their own skills and qualities, so that through the satisfactions obtained, their participation increases, and overall, gamification in mobile applications produces significant results in the marketing process (Bitrián, Buil & Catalán, 2021).

From the perspective of the dynamics of the marketing process as a whole, social media offers new openings. The *push/pull* strategy has undergone changes in terms of the circulation of information and consumer goods between producers and beneficiaries. The *push strategy* is the one according to which the manufacturers push the goods to the customer, while in the case of the *pull* version, the customers pull the products they need towards them (Brocato, 2010). Social media platforms can be used as substitutes for traditional marketing tools, so that marketers can carry out a series of efficient and advantageous activities, very often with the direct involvement of customers (Constantinides, 2014).

All these characteristics with social, economic, and financial implications draw attention to the fact that social media is a particularly complex communication medium, with a very vast scope and in full expansion. Social media is proof of the public's openness to communication and conversation, but it also has considerable vulnerabilities. The plurality manifested in the public sphere, very acceptable from a democratic and multicultural perspective, suggests the existence of a potential risk in case of lack of unity.

The effort in favor of participatory democracy implies unity in diversity, which means that the critical focus of a broader media community is more effective than the isolated effort of several specialized media groups (Fuchs, 2014). Thus, the generous offer of media platforms, both in number and versatility, draws attention to the potential drawbacks described by the existence of a multi-voice conversation. Especially since from the perspective of conversation and communication as a whole, it is important not only the possibility of expression, the possibility of speaking, but also the possibility of making yourself heard, in equal measure.

### Aspects regarding the emergence of social media in sports

The entire context displayed by the social media system through the complexity and dynamics of its features is very useful for understanding the way of intersection with the mass-media system, in the space described by the sports field. Social media platforms can play an important role in the emergence and support of other online platforms, but also of the athletes themselves.

In Spain, the digital publication Relevo, a sports-themed website, launched in 2022, had as its strategy the engagement of more than 1 million followers and the focus on TikTok, Twitch, Twitter and Instagram channels (Reuters Institute Digital News Report, 2024a). Relevo is based on investigative journalism, which is significant because in other geographical areas, the trends are different.

Newspapers in Germany use social media channels to redirect readers to their own websites and focus on football in a share of 80.7%, with an obvious difference compared to the share found in newspapers, where football reaches 33% (Seeger, Horky, Nieland & English, 2023).

At the 2024 Olympics, social media provided clear clues to the emergence of new marketing trends in women's sport. The content produced by female athletes involved in the Paris competitions had a share of 53% of the total engagement attracted on TikTok and Instagram channels, while men appeared in traditional news in a share of 57% (Islam, 2024).

In the US, the Columbia Journalism Review draws attention to the fact that sporadic investigative journalism is being outpaced by the online rise of entertainment sports journalism (Hersh, 2024) expressed mainly through the *feature* genre, maintained by the involvement of superstars in professional leagues. Also in the US, the scope of social media includes the academic environment. College athletes can capitalize their own brand by commercializing likes, and they can endorse a brand or company on their own social media channels (NCAA, 2021). Monetization through social media is only part of the entrepreneurial opportunity called NIL, *Name, Image, Likeness*, allowed with the consent of the law and academic regulations (Coello, 2024).



The trends regarding the marketing methods supported by social media and presented in the traditional media point out important milestones from the perspective of the intersection of the two media. The presence of information specific to the sports field in social media, but also of the reactions generated, offers the opportunity to form an overview of the trends in new media, from the perspective of sport. In order to distinguish these trends as clearly as possible, it is necessary to specify certain particularities of the sports media in general, but especially of the local one.

### **The relationship between sport and the media**

The commercial background of consumption habits determined by the symbiotic relationship between the sports industry and the media suggests a redefinition of the sports ethos (Dumitriu, 2014) and especially a distancing from the sports referential. Considering the particularities of the domestic sports-media construct, the proliferation of social media has the potential to increase the extent and pace of this distancing.

The symbiotic profile of the relationship between sport and media was possible against the background of the isomorphism of the two domains. The structural similarities become relevant especially from the perspective of the functions of the two domains. The most significant in this regard are the psycho-social, cultural, and economic function in the case of sport (Dragnea & Teodorescu-Mate, 2002, p. 34-39) and the socio-cultural functions of the media – the function of connection, that of culturalization/education and the function of entertainment (Coman, 2016). Of all, the entertainment feature was also the most prolific.

The history of this relationship was marked by three stages (Dumitriu, 2014). The mission of the press to inform about sporting events was the main feature of the initial rapprochement. The lucrative interests revealed by this period have also generated the most fertile area of collaboration between the two fields. In the form of entertainment, the media has monetized both the kinesthetic excellence displayed in competitions (Petrica, 2010) and the emotions generated by major sporting events. The profitability of this relationship has evolved by deepening the link between sport and the media to the point of influencing and transforming each other in relation to their own interests and within the limits of the common ones.

The media opened the doors behind the scenes of competitions in order to maintain and amplify interest in sporting events. Each *feature* prior to a confrontation corresponded to the journalistic need to humanize the content meant to generate more interest and implicitly, an increased audience. The discourse of the mass-media has been transformed into infotainment (Dumitriu, 2014), with accents specific to tabloidization (Dumitriu, 2014). The Romanian press is distinguished by an obvious particularity. With few exceptions, its content is a quasi-unidimensional, dedicated to football.

The most recent analysis presented by mediaTrust (2024) on the visibility of sports federations, states that the Romanian Football Federation, FRF, was mentioned in 2,429 articles in January 2024. The Romanian Handball Federation, FRH, had 630 mentions, and the Romanian Basketball Federation, FRB, 308. The total of the next nine ranked in the hierarchy of media visibility is lower than that of the FRF and reaches only 2,294 mentions. mediaTrust considered the articles distributed on all media channels, but also on social media, including the official Facebook, Twitter, Instagram, YouTube pages. These discrepancies described by the share of the presence of sports federations in the media and social media arise in the conditions in which, in Romania, football is a first preference for only 30% of sports fans (INSCOP, 2024).

Amid declining trust in news, and no more than 27% (Reuters Institute Digital News Report, 2024b), social media is the third largest source of news after online and TV, with the specification that online preferences for social media are also included (Reuters Institute Digital News Report, 2024c). The social media platforms through which news is accessed are in order Facebook, 46%, followed by YouTube and WhatsApp, all down from the previous year, and Tik Tok, at the same level as in 2023, 16% (Reuters Institute Digital News Report, 2024d).

### **Social media extensions of online sports publications**

The particularities regarding the preferences for online platforms in the case of generalist news sources suggest similarities in terms of accessing sports news. Considering the specifics of the field in general, but also the characteristics of the sports media in Romania, a closer look at the social media is necessary, both in the case of traditional publications and in the case of sports federations. In this context, the coexistence of online publications and their social media extensions becomes very relevant.

The most famous online publications in Romania *gsp.ro* and *prosport.ro* are active in social media under the same name, on almost all existing channels: Facebook, Instagram, TikTok, YouTube, and X. The activity most appreciated by users in the case of both publications is the one carried out on the TikTok platform. Both the Gazeta Sporturilor, GSP, and ProSport accounts are verified by this platform. The total number of appreciations in the case of GSP reaches 4.2 million, and in that of ProSport, to 3.3 million. The GSP account was activated in 2020. One of the possibilities that can justify this difference is the number of followers. GSP has a total of 112,500 users, and ProSport, 93,400. As for the activity on Facebook, GSP has 604,000 followers, and ProSport, 424,000. ProSport's likes, 407,000, suggest a greater balance in relation to the number of users. GSP has 448,000.

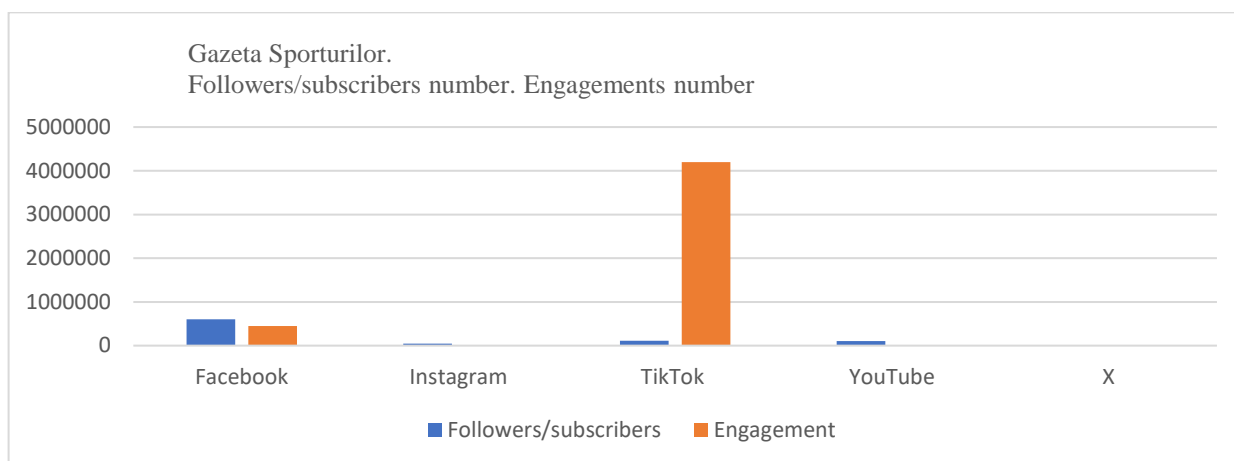


Figure 1. "Gazeta Sporturilor". Social Media

Both publications are active simultaneously on Instagram, YouTube, and X, but their most consistent activity is the one carried out on Facebook, the platform widely used in Romania, and the one on TikTok. The gap between the number of likes and users inside TikTok attracts attention first of all. Equally large is the gap between the number of likes on TikTok and the number of likes on Facebook, especially since the number of users is obviously higher in the case of Facebook.

The mechanism of algorithms running inside the TikTok platform is very effective, but there is at least one different way meant to increase the virality of posts. The ZEFYOY web application developed by <https://zefoy.com> and HaianAPPS, available on Google Play (2025), is one of the external factors that can explain the increase in likes in such an obvious way. The app is a tool meant to increase engagement on social media, runs advertising and does not charge access costs. In addition, on the central panel of the TikTok account there is an obvious section for internal redistributions, but also for sharing on well-known social networks or on various messaging applications.

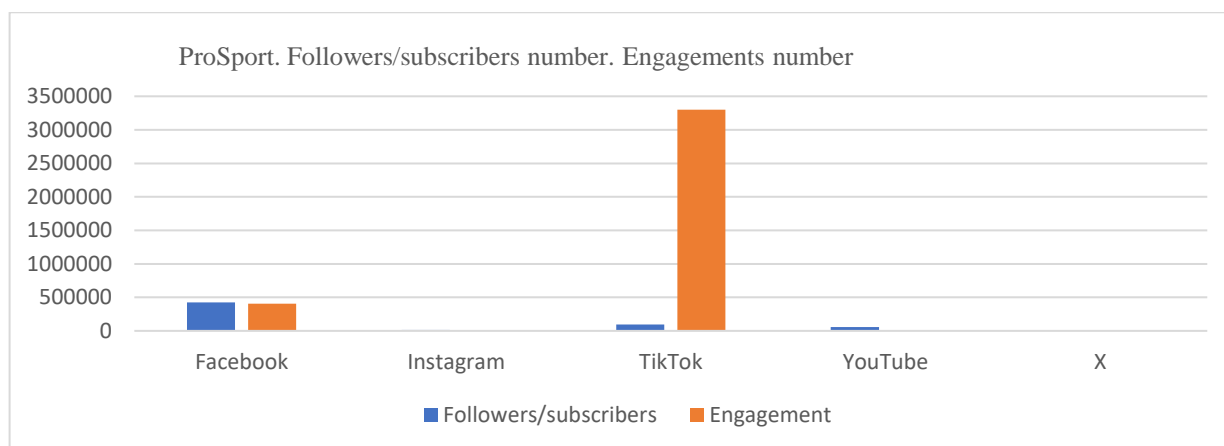


Figure 2. ProSport. Social media

### Particularities of the content distributed on the TikTok platform

Under the conditions described above, the fact that on the TikTok platform the number of appreciations is very high regardless of the segment of comparisons, the analysis of the displayed content becomes very useful. In both cases, for both GSP and ProSport, we took into account the top 100 existing posts in three categories, according to the facility offered by the platform. These three categories group the posts presented in the video section as follows: the latest, the most popular and the oldest.

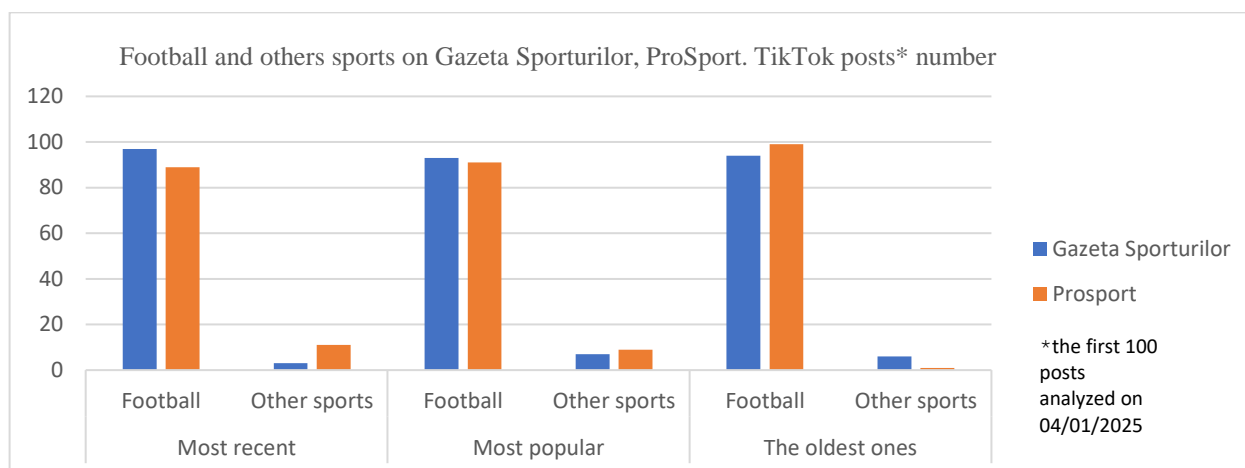


Figure 3. Posts on the TikTok channel. Gazeta Sporturilor and ProSport. Share of sports

From the perspective of the share of sports as they appear in the context of each filmed material, there are significant similarities. Overall, football has a space of over 90% in almost all situations. Consequently, the other sports have a much smaller space. 96 of the recent posts on GSP's TikTok account are dedicated to football. The other four posts have as characters personalities from tennis, rowing, and handball, awarded at the GSP 2024 Gala. The videos focused on the topics of football bring to the fore the most watched characters in the sports media. The coach of Rapid, Marius Șumudică, is one of the constant presences. From a structural point of view, most of these filmed materials consist of succinct statements of the interviewees, referring to specific situations: transfers, results and previews of the matches in internal and external competitions.

The category of the most popular posts represents a synthesis of the materials with the most views disseminated over time. In this case, the statement of the Romanian businessman Ion Țiriac draws particular attention. Regarding TikTok's popularity, this statement totals 3.8 million views. The statements of the owner of FCSB, the club with the most supporters in Romania, George Becali, those of the manager of the Farul Constanța club, Gheorghe Hagi, and the coach of the national team, Mircea Lucescu, are also among the posts with the most views. One of George Becali's statements, regarding the first round of the presidential elections in Romania, totals 943,300 views. The other sports present in this category are swimming, tennis, handball, fencing and rowing.

The category of old posts differs only from the chronological perspective, as the characters brought to the fore are most of the time the same, except for the priorities determined by the current situation in specific moments. A striking presence is that of Simona Halep, but in only two posts.

ProSport particularly attracts attention with the first three posts *fixed* in the category of recent videos. The notorious characters are also in this case the source of the statements with the most views. They are, in order of appearance, the owner George Becali, with 355,800 views, the sports commentator Ilie Dobre, with 1.2 million, and the businessman Ion Țiriac, with 385,100. The number of other sports taken into account is apparently higher compared to that of Gazeta Sporturilor. However, there are no more than three appearances – tennis, boxing and handball – which total 11 posts.

The situation is not much different in the category of popular posts, except for the fact that in addition to the other sports, there is a *feature* regarding betting, and a statement by businessman Ion Țiriac, 404,600 views, prior to the second round of the presidential elections. The other sports are boxing, hockey, tennis, and swimming with a statement by the champion David Popovici on the revival of Romanian sport, with 328,400 views. There are also two posts about Olympic medalists and cars received as prizes after Paris 2024.

The category of old posts stands out for its 99% share of football. The only news dedicated to another sport refers to tennis and features Simona Halep, winner of the Australian Open championship title in January 2022. This post attracted 1,945 views. One of the most followed statements belongs to the former president of the Professional Football League, Dumitru Dragomir, 163,300 views, also made in January 2022, in the ProSport studio.

### Trends regarding the social media activity of sports federations

In turn, sports federations in Romania maintain their own accounts on social media platforms, especially on Facebook and YouTube. However, the commitment resulting from the activity on these accounts is much smaller compared to that of online publications.

The Romanian Basketball Federation, FRB, is active on Facebook, Instagram and is distinguished especially by broadcasting the National Championship games on YouTube. However, although they benefit from graphic support with a descriptive role, these broadcasts are not accompanied by sports commentary. FRB is inactive on TikTok and X.

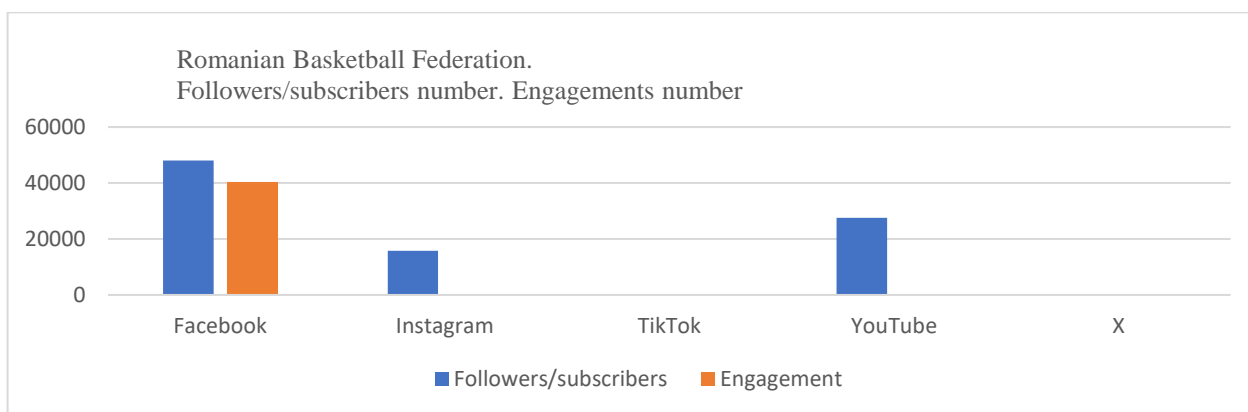


Figure 4. Romanian Basketball Federation. Social Media

The Romanian Handball Federation, FRH, has more followers and more likes on Facebook than FRB, but it has an inconstant activity on YouTube. In addition, following the cross-checking of social media platforms, the presence on TikTok and Instagram does not have enough credibility, given that the accounts do not appear to be verified by the two platforms. The FRH is also inactive on X.

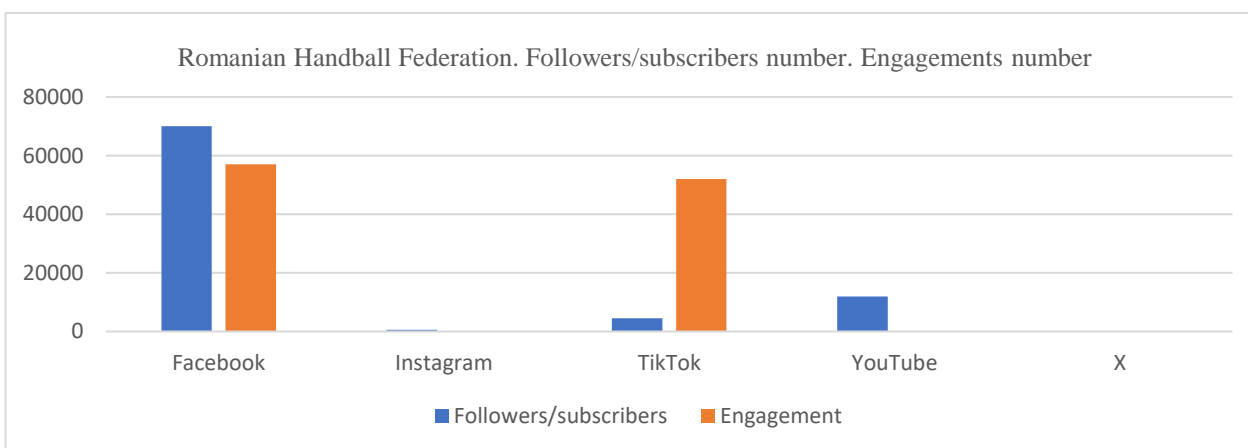


Figure 5. Romanian Handball Federation. Social media

The Romanian Football Federation, FRF, is in a comparable situation to FRH in terms of activity on Instagram and TikTok accounts, and the activity outlined on platform X does not have enough credibility. However, FRF has a consistent activity on YouTube, with constant posts, especially thanks to the FRF TV channel.

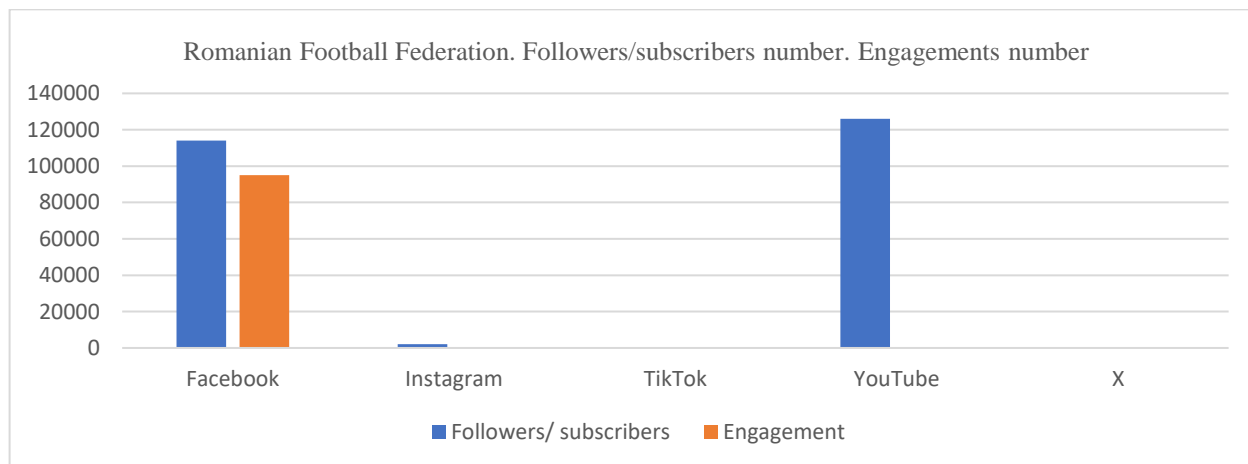


Figure 6. Romanian Football Federation. Social Media

Even if the FRF stands out for the obviously higher number of followers on Facebook and YouTube accounts, and at the same time, the likes obtained on Facebook, the figures are comparable to those of the other two federations, FRB and FRH. The situation draws attention to the existing imbalance in the media, where the figures of the FRF's visibility are incomparably higher.

This overview of the social media activity of FRF, FRH and FRB, the most visible in the media, associated with the atypical specificity of the local press because of the majority content dedicated to football, suggests that in the case of other sports there may exist community initiatives both in terms of online publications and social media platforms. The case of the website Baschet.ro may be relevant. Independent from the FRB, this initiative may be suggestive for communities whose favorite sports do not benefit from visibility in the traditional media.

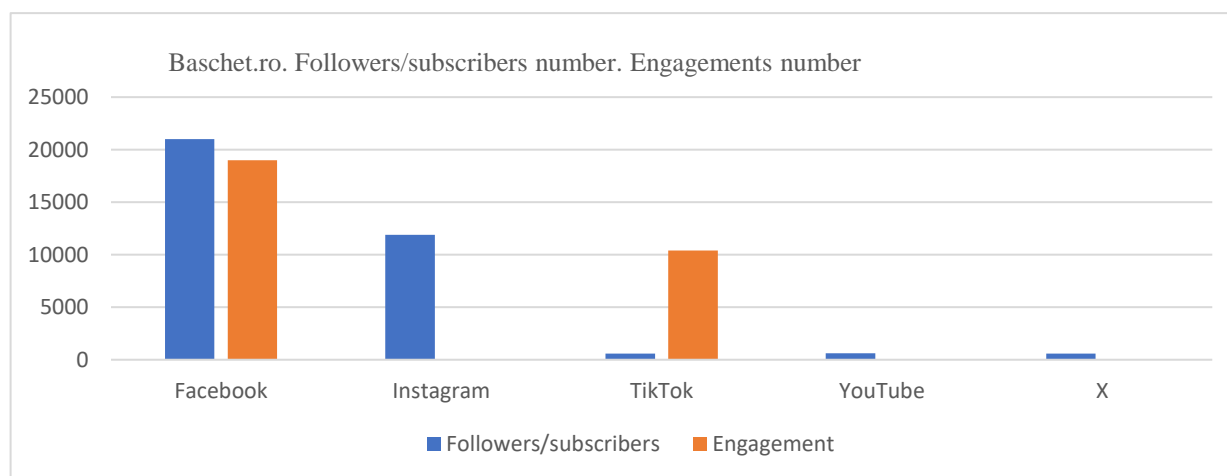


Figure 7. Baschet.ro. Social Media

Subject to the fact that none of its accounts appear as verified on social media platforms, Baschet.ro can be considered following cross-checking of these accounts. If in the case of Facebook, Baschet.ro has less than 50% of the number of FRB followers, 21,000 compared to 48,000, in the case of Instagram, the difference is noticeably smaller, 11,900 followers compared to 15,800. The gap is obviously greater on YouTube, as a result of the advantage held by FRB in terms of matches broadcast on this platform. At the same time, Baschet.ro is active on TikTok and X.

### Conclusions

The expansion of social media amplifies the dynamics of the marketing process manifested in sports. The possibility of diversifying monetization options has increased because of the push/pull strategies favored by the internet, and social media channels accentuate this trend. The spectator of the sporting event, who has become a content creator, voluntarily takes on the role of a true promoter. The user's commitment, materialized through likes, comments, and shares, follows the path of a double capitalization. First, its engagement is converted into ad revenue by new media companies. Secondly, in the case of online publications, through social media channels, the user is directed to the websites themselves, where the accesses and views of those materials are also converted into advertising revenues.

In this context, the activity of online publications on social media platforms is obviously becoming commercial in nature. Existing accounts on social media platforms are extensions of websites designed to attract as many visitors as possible. The presence of gsp.ro and prosport.ro publications on the TikTok platform is relevant. The content posted by the two publications is no different from the journalistic content offered by online newspapers. The most significant is the almost exclusive share of football, present in similar proportions in traditional media. The form of presentation of this content can only be relevant in an already known context. The posts disseminated on social media are fragments meant to attract through the notoriety of the characters, through the picturesque situation and even through that of language. The statements presented often have the effect of anthological jokes. But these sequences, intensely capitalized dramaturgically, are not limited only to the sports amateur audience. The meanings and representations derived from the characters' statements are easy to decode and accessible to a wide audience.

This brief description of the content played on TikTok actually corresponds to the media discourse of the press, whose interpretative scheme focuses mainly on the emotional component of football competitions, starting from the results on the field. The characteristic virality of the posts on the TikTok platform amplifies the effect of this discourse and has the potential to streamline the commercial approach of publications with efferent extensions in social media. In addition, the presence on all known platforms suggests the intention of monetization through the visibility offered by social media.

The approach of sports federations can be considered similar, but also very different in terms of manifestation, given the different nature of their mission. Sports federations are not commercial organizations, but even if they are private law





organizations, they are public interest organizations. As they need public visibility, their presence on social media becomes mandatory, especially in a period characterized by the expansion of the virtual environment. Moreover, in the case of FRB and FRH this approach represents the only possible option considering that the space of communication through traditional media is almost entirely intended for football. However, the objectives necessary to obtain visibility through social media are not subsumed to a commercial purpose, and this aspect is also felt through the absence of the necessary experience, specific to communication. The lack of a specialized department has the effect of the absence of a discursive construction capable of transforming the competition into a media event. The matches broadcast by FRB on YouTube without comment are a significant example of this, as well as the inconsistency of the posts, in the case of FRH. In both situations, the broadcasting of press conferences, videos relevant to management activities, the presentation of summaries of senior or junior matches are insufficient in the absence of an adequate narrative scheme.

As for the FRF's social media activity, the situation is completely different. In addition to the fact that the posts on YouTube are constant, the visibility of the FRF does not depend on social media. The traditional media, through its permanent quasi-football content, ensures the public an uninterrupted connection with this sport and at the same time, through the same approach, it indirectly offers FRF, a real public relations campaign, on all communication channels.

The existence of the online publication Baschet.ro can be considered an important trend in the media landscape described above. Basketball is the second most popular sport in the world and an important segment in the sports industry. The appearance of such an online publication with ramifications in social media may be the expression of a reaction to the unidimensional content of the traditional press. The Internet in general and social media in particular thus become the only media available for a community interested in exchanging ideas and developing opinions about their favorite sport.

By virtue of the right to expression and particularly timely regarding the openness to the values of sport as a whole, such initiatives are very legitimate. However, they can face the risk of isolation given by the exclusive focus on the interior and the absence from the universal conversation, open to global problems of sport, present most of the time, regardless of the branch.

The isolation of audiences according to sports can become a real problem. The effect can be the distancing from issues of public interest: alienation from the sports ethos, indifference to sportswashing, ignorance of good governance, and especially of social responsibility as a major function of federations as organizations of public interest. The vocation of sport is community, and social media can do a lot in this regard, becoming truly social. In the context of the spectacular expansion of digital technology in all fields, and especially under the pressure of Artificial Intelligence, sport can remain the only authentic human domain. Both traditional media and social media can contribute to this.

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