

Conference of the ECREA TWG „Communication and Sport“
November 13-15, 2025, Cologne

The Social Impact of Sports Communication: (Sports) Media, Engagement, and Activism in the Digital Sphere

Program (Draft October 21, 2025)

Thursday, November 13, 2025

19:00 – 22:00 **Get Together**

[Distinto](#); Italian restaurant; Kirchweg 8, 50858 Cologne
(not included in conference fee)

Friday, November 14, 2025

9:00 – 9:15 **Welcome**

9:15 – 10:30 **Panel 1:**
Activism in Sports Communication

Neil O'Boyle (Dublin City University, Ireland)

Hard talk and soft activism. Bringing social issues to light in men's boxing.

Veronica Câmpian & Maria Cerga (Babeş-Bolyai University, Cluj, Romania)

Well-being advocacy as a soft activism form: Semantic mapping of online media communication in athletes' narrative.

Heba Hassan (Helwan University, Egypt) &

Amr Saber Hamza (Sohag University, Egypt)

Empowered through sport: Female athletes' use of social media to advocate for social change in Egypt.

Mario Tirino & Simona Castellano (University of Salerno, Italy)

From the football pitch to the battlefield: Sports celebrities in their post-career, between national public identity and political activism. The case of Shevchenko.
[ONLINE]

Chair: Veera Ehrlén

10:30 – 10:45 *Coffee Break*

10:45 – 12:00 **Panel 2:**
Media Representations of Female Athletes

Iliana Ferrer, Marta Narberhaus, & Luisa Martinez
(Autonomous University of Barcelona, Spain)

Gendered framing and media visibility: Representation of female athletes in Spanish TV news during the Paris 2024 Olympic Games.

Angela Stănescu (Autonomous University of Barcelona, Spain)

Bridging the gap: The IOC's portrayal guidelines and gendered media representation on the Olympic Channel.

Lida Tsene (Hellenic Open University, Patras, Greece)

The role of sport journalism shaping the narrative around women's football:
The case of Greece.

Clara Meyer (Ludwig Maximilian University Munich, Germany)

"To stay on the ball": A qualitative survey of sports journalists on the reporting
on women's soccer and where it should be heading.

Chair: Inga Oelrichs

12:00 – 13:00

Lunch Break

13:00 – 13:45

Panel Discussion/Keynote: Normative Perspectives on Sports Communication

Speaker: tba

Chair: tba

13:45 – 13:50

Break

13:50 – 15:05

Panel 3:

Sports Journalism and Fragmented Media Landscapes

Inga Oelrichs (German Sport University Cologne, Germany)

The field of sports journalism.

José Luis Rojas Torrijos (University of Seville, Spain) &

Cristian Ramón Marín Sanchiz (Miguel Hernández University, Elche, Spain)

Sports journalism paves the way to reach younger audiences in Europe:
Challenges, innovations, and business models.

Mario Nicolliello (University of Brescia, Italy)

Witnessing change: The evolving role of written press journalists at the Olympic
Games.

Mark Ludwig & Christoph Bertling (German Sport University Cologne, Germany)

A need for more variety and social impact? Expectations and perceptions of
sports coverage by public broadcasters in Germany from the perspective of
elite sports players.

Chair: Xavier Ramon

15:05 – 15:20

Coffee Break

15:20 – 16:35

Panel 4:

Online Hate in Sports

Veera Ehrlén (University of Jyväskylä, Finland), Alice Němcová Tejkalová, &
Kateřina Turková (Charles University, Prague, Czech Republic)

From awareness to action: How to prepare multinational comparative research
on gender-based violence in sport?

Riikka Turtiainen (University of Turku, Finland)

Women football players as role models and influencers: Gendered expectations
and online harassment.

Chiara Gethmann, Yasemen Lappas, & Daniel Nölleke
(German Sport University Cologne, Germany)

Visibility and vulnerability: How online hate challenges the integrative potential
of sport.

Daniel Kilvington (Leeds Beckett University, UK)

Sports journalism, online harms and effective support structures.

Chair: Neil O'Boyle

16:35 – 16:40

Break

16:40 – 17:55

Panel 5:

Marginalization and Empowerment in Sports Communication

Jan Boehmer, Brian McCullough, Steven Kubica (University of Michigan, US), & Yara Acaf (Saint Vincent College, US)

A missed opportunity: Coverage of climate change and sustainability during the 2022 and 2024 Olympic Games. [ONLINE]

Katerina Turkova & Anna Hrbackova

(Charles University, Prague, Czech Republic)

Public activism leading to celebrification in sports: Transgender sportswomen as the subject of interest.

Tim Bellina (Goethe University Frankfurt, Germany) &

Christiana Schallhorn (Johannes Gutenberg-University, Mainz, Germany)

Disability sport reporting in Germany: Journalistic perspectives on barriers, potentials, and strategies for visibility and destigmatization.

Veronika Mackova & Ondrej Trunecka

(Charles University, Prague, Czech Republic)

Poor Performance as a Reason for a Change of Sport? Motivation and Identity in Para Athletes' Career Transitions.

Chair: Marc Tietjen

17:55 – 18:00

Closing Remarks Day 1

19:00 – 22:00

Dinner at Brewery House [FRÜH am Dom](#), Am Hof 12-18, 50667 Cologne (not included in conference fee)

Saturday, November 15, 2025

9:15 – 10:45

Panel 6:

Storytelling and Fan Engagement in (Digital) Sports Media

Ludovico Longhi, Daniel Arrebola, & Iliana Ferrer

(Autonomous University of Barcelona, Spain)

Personal Growth vs. Agonizing Victory: Representing Human and Olympic Values in Sports Cinema.

Thomas Horky

(Macromedia University of Applied Science, Hamburg, Germany)

Sports Vlogging and sports journalism. Digital and mobile forms of live sports reporting and traditional sports journalism: Competition or complementarity?

Maria Cerga & Veronica Câmpian (Babeş-Bolyai University, Cluj, Romania)

From field achievements to community engagement: A multi-sport case study of European champion teams.

Christof Seeger (Stuttgart Media University, Germany)

From post to passion: Second-level agenda-setting to win fan hearts.

Xavier Ramon (University Pompeu Fabra, Barcelona, Spain)

European public service media, sport, and accountability in the YouTube era:
New directions for cross-national comparative research.

Chair: Alice Němcová Tejkalová

10:45 – 11:00

Coffee Break

11:00 – 12:30

Panel 7:

Politics and Governance of Sports

Aleks Kasemi (KU Leuven, Belgium)

Gambling advertising on social media and youth's sports betting intentions: A longitudinal study.

Barbara Mazza (Sapienza University of Rome, Italy)

From sustainable practices to strategic engagement: The role of communication and activism in marathon events. [ONLINE]

Anna-Katrin Keller (German Sport University Cologne, Germany)

Higher, faster, more surveilled? How athletes deal with surveillance in the workplace.

Jörg-Uwe Nieland & Thomas Neumann (University of Klagenfurt, Austria)

Symbolic politics and political steering: Parliamentary communication on sport in Germany and Austria.

Michael Nevradakis (College Year in Athens, Greece)

The iron triangle of media-sports capture: The 'goaligarchy' and the case of Greece.

Chair: Yasemen Lappas

12:30 – 12:45

Farewell

12:45 – 13:30

Business Meeting ECREA TWG "Communication and Sport"

Venue:

The conference will be held at the [German Sport University Cologne](#). The academic program will take place in Lecture Hall 5, located in the basement of the Elite Training Centre for Hockey and Judo, Guts-Muths-Weg 1, 50933 Cologne.