

<<亚洲传媒研究>>

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## 内容概要

2007年9月中国传媒大学亚洲传媒研究中心成功举办了为期十天的“2007亚洲传媒论坛”国际学术活动周，本次学术活动周以“全球化体育事件与体育传播”为主题，由中国传媒大学和韩国高等教育财团联合主办，亚洲传媒研究中心承办，并由西班牙巴塞罗那自治大学奥林匹克研究中心和瑞士卢加诺大学中国传媒观察研究中心协办。

来自巴塞罗那、雅典、悉尼、伦敦、慕尼黑、首尔等数十年来最具代表性的奥林匹克举办城市所在国家的重要学术机构及研究学者参加了这次论坛，国内外传媒界围绕“奥林匹克全球化和体育事件的大传播观”等多个分议题展开了多元化、高水平的学术对话。

2007年是中国筹办奥运会的重要一年，以奥运会为代表的现代全球性体育赛事已经超越了竞技体育的内涵本身，变成了基于传媒且互动于传媒的媒介事件，全球化体育事件的传播特征出现了承载力极为丰富的新变化。

## 作者简介

苏志武，男，1955年10月出生，广西桂林市人，华南理工大学无线电系毕业。信息与通信工程学教授。中国电子学会理事会理事，教育部科技委信息学部委员，国家广电总局科技委常委。曾任北京广播学院无线电工程系副主任、北京广播学院院长助理、副院长、党委副书记兼副院长、党委书记兼副院长、中国传媒大学党委书记兼副校长。2006年5月任中国传媒大学校长。

## 书籍目录

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## 章节摘录

Indeed , the influence of the ECJ has been very important in terms of the organization of sport in Europe . First of all it has indicated that European law provisions should apply to sporting bodies who do not benefit from any exemption . Secondly , it has influenced sport governance by reinforcing players and clubs positions and balancing federations leadership . Finally , by modifying the traditional transfer scheme in football , it has reinforced the development of a real sport industry . Indeed , by suppressing the nationality criteria as well as the transfer fees at the expiration of the working contract , it has indirectly provoked an increase in number and amount of transfers and the concentration of the best players whatever their nationality in the best clubs . Such concentration has been attractive for TV broadcasters , leading to increased investment in TV rights? The ECJ intervention did not create the so - called “ sport business ” . However it helped the development of a professional sport industry by deregulating transfers and media rights markets . European competition provisions applied to selling of TV rights for sport According to the ECJ , sport is subject to European law only in so far as it constitutes an economic activity . Naturally , the acquisition and sublicensing of broadcasting rights and the sale of advertising slots constitute examples of activities of an economic nature covered by European law . .....

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