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INFLUENCE OF SOCIAL MEDIA ON SPORTS COMMUNICATION

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ABSTRACT

Social media has significantly transformed sports communication, reshaping how athletes, teams, and fans interact. Traditionally, sports communication was dominated by mainstream media, with limited access to real-time updates and direct interactions. However, social media has democratized this space, allowing athletes to become their own media channels, directly engaging with fans and sharing personal insights. This shift has led to a more transparent and authentic forms of communication, where fans can follow their favorite sports figures closely and participate in conversations. Sports organizations also use social media to announce news, provide live updates, and respond to fan inquiries instantly. The interactive nature of social media fosters a dynamic dialogue between all stakeholders, making sports communication more immediate, personal, and far-reaching than ever before.