



# SportComLab

*The Sport Communication Laboratory*

*of the University of Bologna "Alma Mater Studiorum"*

<http://www.sportcomlab.it>

The **SportComLab**, Laboratory of Social Researchers in Sporting Communications, is an **Academic Centre to develop good practices in teachings and researches, and to gather documentations about the communications of sports and physical activities for personal wellbeing and social inclusion**. The SportComLab was established (2007) by the Faculty of Exercise and Sport Sciences, and by the Department of Educational Sciences "G. M. Bertin" of the University of Bologna "Alma Mater Studiorum".

The SportComLab's main goal is to develop scientific studies in the field of sport and exercises communication, exploring e.g.:

- \* The relations among sport, media, and sponsors;
  - \* The sporting audiences' choices of consuming;
  - \* The social contexts of sporting and exercises activities;
  - \* The various ways of communicating sport and exercises in contemporary society;
  - \* The values of sport and physical activities in the civilization process;
- and so on.

The activities related to the teaching good practices, research and documentation carried out by SportComLab are aimed also at developing new guidelines for researches in the field of **Sociology, Education, Psychology, Economy, Law, and other Social Sciences and Humanities**.

## ***Main scientific activities:***

Experiments of innovative processes in the field of sport communication;

Implementations of training initiatives;

Development of joint projects;

Studies on the audiences of sport programs in the media communication (old and new media);

Monitoring analyses of the communicative capacity of websites dealing with sports, fitness, etc.

Establishment of an archive of various forms of communication in this field

## ***The Series "Sport, Corpo, Società" / "Sport, Body, Society"***

The SportComLab is the managing seat of the scientific Series "Sport, Body, Societes" (FrancoAngeli, Milan-Italy). The following ones are some titles of published books in this Series:

2012: ***Lo sport "globale" (Global sports)***. *Le audience televisive di Mondiali di calcio, Olimpiadi e Paralimpiadi invernali (2002-2010)*, by Stefano **Martelli** (and papers by P. Dell'Aquila, I.Germano, F. Pagnini and G. Russo);

2011: ***Sport, media e intrattenimento (Sport, media, and leisure. Emozioni in/controllate e struttura sociale emergente)***, by Stefano **Martelli**;



- 2011: *La società della wellness (The wellness society). Corpi sportivi al traguardo del benessere*, by Giovana **Russo**;
- 2010: *Lo sport “mediato” (The “mediated” sport). Le audience televisive di Olimpiadi, Paralimpiadi e Campionati europei di calcio (2000-2008)*, by Stefano **Martelli** (and papers by P. Dell’Aquila, I.Germano e G. Russo 2010).

### ***Scientific and promotional activities realized in the years 2008-2012:***

- Creation and continuous updating of a Sporting Communication archive  
Development of press-releases on topics of sports culture, promoted by Academic events organized by the Faculty of Exercise and Sport Sciences of the University of Bologna “Alma Mater Studiorum”;
- Advices about communication and promotion of the International Summer School in Education and Sports Sciences, organized by the same Faculty in its Rimini seat (from 2004);
- Initiatives aimed at facilitating communication and promoting the values and sport, promoted together at Coni-Italian Olympic Committee, or other civil sport associations;
- Long-term scientific researches, as the ones about the Italian audiences’ tv at Great sporting events, such as the Olympics, the Paralympics, and the World or European Football Championships (2000-2010);
- Monitoring analyses of sets of communication, such as websites, of sporting organizations (Nike, Adidas, Puma, etc.) and fan sporting associations (Bologna Football Club 1909, etc.).

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### ***Links:***

In the web: <http://www.sportcomlab.it>

In Twitter:

<https://twitter.com/#!/SportComLab>

In Facebook:

<https://www.facebook.com/pages/SportComLab/283401941745059>