

78 Towards journalism as a form of entertainment

JOSEP M. CASANOVAS

The author refers to the changes which have come about in sports journalism in the last twenty years. "Corruption, scandals and fraud have swept away the traditional reports that our parents used to read", he claims.

The journalist deals with the tradition of sports journalism in Catalonia, referring to the decade of the 1970s when three sports daily papers were published in the city: "El Mundo Deportivo", "Dicen" and "4-2-4", when "Sport" appeared, with the political transition in full swing, at a difficult time. Twelve years later things had changed: sport had become a very strong social phenomenon. The sports press had consolidated its position prompting the media to give sport a leading role. And now sports journalists are preparing for their own private competition in the shape of the Olympic Games.

83 The future of sports journalism in Catalonia

MARTÍ PERARNAU

University sources explain that there are increasingly more students in the Information Sciences Faculty who are interested in sports journalism. The author remembers that journalism dealing with sport was still considered, until the beginning of the 1980s, to be "a minor genre", in spite of a brilliant tradition in Catalonia.

One man, a journalist, Alex J. Botines (R.I.P.) made the qualitative leap possible in 1974, according to Perarnau. Botines "created" the bowels of sport, he created another model and founded a school". At the moment, says the writer, the country's sporting reality has improved and the journalism which specialises in this subject matter has become more and more sensitive, faithful and vigorous. Looking

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