

# **Research of Media Diversity-An empirical study for Sport page of Apple Daily and Liberty Times Newspaper**

**Chinese Culture University / Ying-Chu, Lin**

## **Abstract**

Diversity is essential to quality of media sphere. The diversity concept is the goal which all the media pursues, but in the present newspaper industry media, whether each newspaper entrepreneur all does have achieved this spot, still has wide divided opinions. Media and Sport has been catching complementary to each other. With the modern emphasis on leisure activities gradually, the players shine in the international arena, and the relative increase in sports-related reports, are showing that sporting events have become a part of peoples concern. Audience and media coverage of sports events are more and getting more attention. This research take "Apple Daily" and "The Liberty Times" sports page as an example, analyze the "news in the performance of diversity" and "the diversity of news content", discusses its multiplication content. According to research results, "news in the performance of diversity" for the "Apple Daily" slightly better than one domain. However, in "the diversity of news content" section, news topic for the "Liberty Times" is more diverse than "Apple Daily". Talking about news coverage area of its presentation, the "Apple Daily" focused on international sports news more, but "Liberty Times" focus both in Taiwan and international sports news. Based on the understanding of the domestic media, and how the newspapers respond to competitive pressure, and "Apple Daily" newspaper enter the Taiwan market, began to promote its presenting way of domestic newspapers. So, faced with competitive pressures, "Liberty Times" decides to increase the variety of content to meet the challenge.

**Keywords : media diversity, sport journalism**