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Effects of Media on Sports

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Abstract

In many ways, both today's sport and the media are classic outcomes and, indeed, icons of the far-reaching social, economic and technological change that characterized the twentieth century. Each has developed extensively and rapidly as a major global industry. Each plays a significant part in structuring and informing people's lives. Each has a global as well as more local scope of operation and has the structures and practices to reflect this. Importantly, they are two industries tied together in complex networks of relationships. Their respective histories of development have been fuelled and influenced by the dynamics of this partnership. The evidence of the partnership is all too apparent. The wellbeing of particular sports or, indeed, sport as whole has become linked to income generated directly or indirectly from the media. The way in which sport fills newspaper pages and television and radio schedules bears testimony to the influence it has on the structure and extent of media activity.

Keywords: Media, sports, benefits, affects

1. Introduction

Prior to the known media of today, people had to rely on word of mouth and the limited number of literate people to tell them when sports fixtures would take place. With the introduction of compulsory education and the subsequent increases in literacy, newspapers and sports journals became more popular as a way of reporting about sport and notifying the population about an event. Along side this, came shorter working hours and better transportation to allow people to attend events. This is the introduction of the media into sport, about 1820. Sports information can be gained from newspapers (tabloid and broadsheet- how are these different?) Radio (The BBC began live broadcasting in 1920s, without advertiser's influences unlike in USA) Television (including Sky channels) Internet.

SPORT AS COMPETITION

QUICK FACTS

Sociologists recognize three types of competition: direct, indirect, and against a standard.

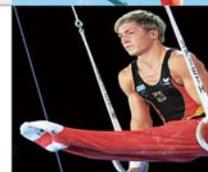
Direct Competition In this form of competition, two individuals or teams engage each other physically. Examples: baseball, basketball, football, ice hockey, tennis, track, swimming



Indirect Competition In indirect competition, participants take turns at the same skill. Examples: bowling, ski jumping, field events



Against a Standard In this form of competition, individuals or teams may compete indirectly, but their performances are measured against a preset standard. Examples: diving, figure skating, gymnastics



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2. Defining Sport

- ❖ **Sport:** competitive games that are won or lost on the basis of physical skills and played according to specific rules.

3. For some sociologists, competition is the most important aspect.

- ❖ **Direct competition:** Two or more individuals or teams compete against each other. (Examples: football, tennis, swimming)
- ❖ **Indirect competition:** Athletes take turns at the same skill. (Examples: shot put, pole vault)
- ❖ **Competition against a standard:** Individuals and/or teams compete against each other and against a preset standard. (Examples: figure skating, gymnastics)
- ❖ Not all games that involve competition are sport. Dice and chess, for example, are not sport.
- ❖ Childhood games (such as tag and leapfrog) are not sport. They are a form of play.

4. Benefits/ Disadvantages of Television for Sport

- ✚ Broadcasts instantaneous sporting action to a large audience.
- ✚ Cheap to film compared with dramas etc
- ✚ Hence features heavily on TV schedules particularly at weekends.
- ✚ Has brought minority sports to the fore
- ✚ Helps participants reach superstar status
- ✚ Raised performers earnings
- ✚ Provides role models
- ✚ Developed academic qualifications, sports science, books, journals and videos.
- ✚ Places athletes under pressure to perform more regularly than is good for them Players become public figures where their every move is scrutinised
- ✚ Over dramatises problems in sports world. Sensationalism sells papers
- ✚ Focus is often on the critical element of sport e.g. a violent incident or a challenge to the ref.
- ✚ Deals between sporting bodies and the media can favour certain sports e.g. Adidas and FIFA

5. How media affects sport

- ❖ Some sports have had to change to be more amenable to media coverage
- ❖ Television influence participation rates in certain sports (when channel 4 showed volleyball between 1980 and 84, affiliation rose by 70%. When table tennis was no longer covered, participation dropped by a third)
- ❖ Participation in sport is falling and this is partly attributed to too much watching of sport. However studies like The Wolfenden Report suggest watching sport on TV may actually positively influence people to take up a sport.
- ❖ When British teams do well in a sport at the Olympics there is often an increase in grass roots participation.
- ❖ Spectatorism is on the decline because it is more comfortable to watch the game from home.
- ❖ This is why football clubs charge large fees to TV companies wanting to televise the match.

6. Positive Effects of media on sports

The media coverage of sport has good effects:

Money - Media companies pay for the rights to show a sporting event. Also, sports shown on the tv generate more

sponsorship

- ✚ Education - People learn the rules of the sport from watching it on TV.
- ✚ Role models - Seeing good sports people on TV and in newspapers makes them a role model for people to look up to.
- ✚ Inspiration - Media brings sport to people who may not normally get to experience it otherwise. This can encourage people to get involved.
- ✚ Coaching aid - Watching professionals on the tv can help you see how a technique should be performed which could help your performance.

7. Negative Effects of media on sports

The media can also have a negative effect on sport:

- ✓ Bias - Only the really popular sports get much attention on the TV and in newspapers etc. This doesn't help encourage people into the less popular sports
- ✓ Lack of Attendance - For matches that are shown on TV, ticket sales often drop
- ✓ Overload - There is a lot of sport on TV nowadays, some say too much!
- ✓ Attention - Sport stars often complain of too much attention being paid to their private lives.
- ✓ Demands - The media can put pressure on the organizers of sporting competitions to make the viewing experience better for TV audiences. For example, in a previous Olympics, the marathon was run at a time which suited TV companies, even though it was at the hottest time of day!

8. Media and production

The ways in which meanings and messages are organized and influenced are reflected in the narrative, audio-visual and technical and presentational/packaging aspects and objectives of the media sports product. The media personnel involved are the commentators and reporters, photographers, camera operators, sound technicians, producers, editors and directors. These production aspects and individuals are central to what is, in essence, a process of event construction undertaken by the media. Increasingly, media sports programmes are being developed with the following important characteristics to the fore. There is, first, a growing emphasis on spectacularisation Reference has already been made to the growth of the big global sporting occasions. These offer opportunities to add variety, colour and impact, to enhance the entertainment element and to provide a wealth of material for the 'big build-up' to the event. The Olympics have gone far beyond the status of a sports event. The opening ceremonies have become spectaculars tailor-made for the medium of global television.

9. Sports Commentators

- ✓ Media reports are supposed to be objective but we must realise that the person commentating has an opinion.
- ✓ Commentators describe and analyse the action for viewers.
- ✓ Commentators often become celebrities in their own right e.g. John Motson in football.
- ✓ The style of presentation is closely related to the culture of the mass audience.
- ✓ Events are often hyped up and discussed prior to the event.
- ✓ American networks own the Olympics and can alter the timing of main events to suit live broadcasting times

- ✓ Sky TV has changed football from a Saturday game to an everyday event

10. Influence of Technology

- ❖ With cameras being placed in goals, under water and in racing cars, the viewer at home gets a more detailed coverage than a live spectator.
- ❖ Action replays and freeze frames mean a detailed analysis can take place even minutes after the goal.
- ❖ Satellite communication means international events can be screened live to all homes. The broadcasting Act of 1990 declared all rights to broadcast sport could be sold to the highest bidder.

11. Media and Sports Funding

- ✚ TV companies pay huge sums to cover sports and the advertisers and sponsors back the sport because of the exposure they will get in the media.
- ✚ Individuals train for sport because the media gives them the stage on which to demonstrate their talents.
- ✚ Media coverage brings in the sponsors and advertising to sports (essential for sports to be viable)
- ✚ Sponsorship of sports is a cheap form of advertising. Sport attracts paying customers to the media's presentation

12. A unique relationship between sports, media and sports viewership

Commonly new about sports describes the exclusive journalistic abilities of the finest reporters and anchors who actually can find the farthest treatment of the game in all the foremost fair hubs round the world. These sports hubs help all the up to date sports like football, athletics and basketball and other team sports. Now viewers are not easily relying on the news from sports groups, advisers or players. Daily news about sports always engages the befitting treatment of any event. Obviously the main purpose of any media association is to deliver the exclusive details which are supplied by the distinct group players, associations, associations and other fair associations that are affiliated with some large-scale event.

The increasing attractiveness of the mega sports happenings in the last 100 years has an international influence on all sports viewers and a gigantic addition of cash is always engaged with all this unique mechanism. Whether it's about arranging the well liked sporting event like Commonwealth Games or Cricket World Cup, all these undertakings captivated huge number of viewership. The argument goes on, sports have been developed as more comparable entity due to its correct treatment and data about better gear has arisen. Cricket associations, baseball helmets, cricket bats, soccer uniform, hockey skates, and other gear have all glimpsed substantial alterations in the sports news.

In the long run sports like soccer, cricket, volleyball and other exclusive sports events World Cup and Olympics are more enclosed because of their ideal viewership in the world which furthermore captured a large number of the dignified viewers. Similarly latest innovations and technology has a significant function in sporting activities, if compared to an athlete's mindset, equipment characteristics. Viewers are blessed with hundreds of accessible options of bulletins to get the newest reports on any happening associated to their concern through wireless places and internet are routinely performed to focus the newest and imminent fair undertakings round the world. Defiantly this increases affray

amidst distinct sports passages and newspapers stack holders. Now all the sports event are surrounded with the aid of newest media trends to provide the utmost sports coverage to the viewers, whether it's about Hockey World Cup or upcoming Commonwealth Games, are mostly flawlessly offered to the widespread sports followers in different continents. The viewers who are seating back in their dwellings are more leveraged by this fusion of media coverage of sports. It's true that more or less sports lovers are dependent on the authentic sports coverage of the international sports media which makes this trio relationship more powerful and unique. Now sports coverage has become the most money making source for the media as from the sports report and online treatment of the sporting events, moreover handsome allowance of cash can be acquired easily. Viewers are more obsessed with the sizzling and sensational team sports news around the globe to ease their sport senses.

13. Conclusion

- ✓ Sports and the media have both a global and a local scope of operation and are bound together in a complex network of relationship.
- ✓ The power of the small number of major media companies raises important issues of the access and equity, especially with the growth of pay to view sports events.
- ✓ While the media have demonstrated a considerable capacity to influence the character and development of sports, it should be noted that there is little evidence of resistance to commodification from sports bodies or athletes.

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