

Media and its impact on sport

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Abstract

The aim of this study media and its impact on sport. Sport and the media has been a popular topic in recent years. Sport appears to be everywhere. Across the world, billions of viewers turn into television broadcasts of global events like the Olympic Games and soccer, rugby or cricket world cups. Reports and studies on media sport institutions, media sport audiences, media sport texts and sport journalism, abound in academic relationship between sport and the mass media in society. In this study researcher examined how both the print and electronic media affect sport fans by increasing their knowledge, excitement and interest in sport at all levels. But particularly professional sport. It is clear that the interrelationships between the media and big-time sport are inextricably intertwined and interdependent. In this study researcher explore how sport have affected the media. Both print media and the electronic media have turned to sport because it is guaranteed to produce interest and revenue. Sport and the Sport media have the potential to affect the ideology of a society in the way they present key values. We have looked at the effect of spectatorship on participation levels, attitudes toward gender, Sexuality and racial and ethnic groups. The main objectives of this article, to identify the interrelationship and how the media affect sport and sport affect the media.

Introduction

The media have a tremendous influence on sport in terms of creating revenue by supplying free publicity and advertisements. Sport's relationship with the media has many positive aspects. The media that cover sport usually fit into two broad categories, the printed media and the electronic media. In the 1920s and 1930s, print media and radio delivered sport news. The first sports pages appeared sporadically in the second half of the 19th century in the big- city dailies (G.Sage, 1998). In the 1950s, television began to dominate sport delivery and maintained that position through the end of the century. At the end of the 20th century, the internet began to open new way to relay sport news, and perhaps in the future it will dominate other media as technology opens up new opportunities for sports fans. The interactive nature of such experiences will draw us closer to the average spectator. "Sports and the mass media enjoy a very symbiotic relationship in American society" (Nazemi & Khoshemehr, 2012). This statement holds true not only for the United States but also for most contemporary industrialized societies. The "very symbiotic relationship" between the media and sports has profoundly affected both participants. And the advertising industry forms an important part of the relationship. Both sports and mass media keep trying to reach people as spectators, fans, and consumers; both actively affect the audience as well

as the advertising market (including the sponsors). As consumers of professional sport, we can be categorized as either direct or indirect spectators. Direct Spectators attend live sporting events at a stadium, an arena, or some other venue. Indirect Spectators listen to or watch sports by radio, television, or the internet (Woods, 2006). "The impact of the media can be seen here, it provides access to the masses, allows those that could not usually view live sport to do so, which can only be a positive influence. However there are worries that this trend could eventually go too far, and we could see in this country the decline in attendances that have been experienced in countries such as Spain and Italy. In fact "it can be argued that television coverage of football deprives the viewer of the freedom and the experience of the live spectator." So are there indications that live sport can have a negative effect on match attendances? In other countries football attendances have declined, but so far there is no indication that this trend will arrive in England.

Evolution of Sport Media

The development of sports from pre-historic times until now is a function of industrialization, modernization, and telecommunication. Radio transmissions of sport events began in the 1920s, with just happened to be the golden age of sport and eventually sport helped make the late 1920s and early 1930s the golden age of radio. By the end of the 20th century, radio stations in the United States broadcast over half a million hours of sports events annually (G.Sage, 1998). The first sports pages appeared sporadically in the second half of the 19th century in the big- city dailies. William Randolph Hearst, publisher of the New York Journal, is credited with establishing the first modern sport section. As Hearst acquired newspaper in other cities, he spread the sport section to Los Angeles, San Francisco, Boston and Chicago. Sport pages in Newspapers thrived during the 1920s.

Television has clearly become the leading medium in the context of sports. Like the radio, this medium allows live reporting, but because it transmits not only sound but also live images, the feeling of being there is even stronger for television spectators than for radio listeners. So, by the end of the 1950s, television had become a fact of life in homes throughout the United States. Millions of sports fanatics sat glued to their TV sets. The end of the 1950s was marked by what many consider to be the "greatest game ever played", the 1958 NFL championship between the Baltimore colts and the New York Giants (Woods, 2006). Several sports have accepted changes in their rules just to make the sport more suited to television. The beginning of television broadcasting was, as well, already closely related to sports. As a test for the new medium, promoters established a TV program at the 1936 Summer Olympics in Berlin. The program could be received within a distance of 10 miles from the sender. But as there were yet no TV sets, the organizers also provided 21 auditoriums with large screens (Bertrand, 1999). These developments were a breakthrough for sports on television. The increased number of TV channels due to cable and satellite television made it possible in 1979 to start the first network in the USA specializing in sports, ESPN (Entertainment and Sports Programming Network). (Cashmore, 2000). Since the mid-1990s, not only television but also the Internet can transmit live pictures of sports events. However, the memory capacities of personal computers and data transfer rates have set limits to this kind of sports

broadcasting so far. Therefore television still remains the most important medium for sports reporting. But the Internet already offers a lot of interesting options for sports fans today. (Bieber, Hebecker, & Schwier, 2000). As technology improves and access to the Internet increases, Web Sites will fight to win consumers. Eventually, Internet access may allow us to design our own sport entertainment by giving us access to novel event presentations with unique camera angles, favorite announcers, instant replay on demand, and play or coach interviews. The interactive nature of such experiences will draw us closer to the action and make us more involved than the average spectator (Woods, 2006). With the boom of social media over the last couple years, it has taken a toll on society that you can now find long lost friends, relatives and meet people at a more rapid pace than ever thought possible. But the sports world tried to stay out and away from it during its infancy that really took a change last year and looks to continue to build steam into this year. But as with everything, there is a fine line that could go from letting the fans into their lives and then giving the fans too much information. It seems like in 2011 that every league, team, player, and even commissioners have their own face book pages and twitter accounts. (Nazemi & Khoshemehr, 2012). The media has impacted upon how players are viewed. Media's involvement in sports has resulted in "sport's mutating into an entertainment medium on par with show business." Without the intense media interest in sport would those that compete have ever reached the level of celebrity that they have achieved? The media representation of players is such that they can determine what a nation thinks of them. The English press particularly is renowned for 'building players up, only to knock them down.' For instance after David Beckham's dismissal in World Cup '98, the media instigated what was effectively a 'hate campaign' against him. Now he is a media darling and can do little wrong in their eyes, or the eyes of a fawning public. Media coverage has created 'superstars', more celebrity than sportsperson. They adorn the front pages as well as back and appear in glossy magazines (Whannel, 2000).

Interplay of Sport and Media

Professional spectator sports depend on the media for survival. Ticket sales to live events simply cannot generate enough money to make professional events profitable without media support. The overwhelming bulk of revenue sport generates from the media comes from television fees. Other media forms, including print media, help support professional sport, but not by providing guaranteed income. Amateur sport has a much more casual link with the media. There are lots of ways sport and media affect each other.

How Media Affect Sport

Few people would dispute that the media can positively affect sport. The media can affect the popularity of sport, provide free publicity for local teams, and present player personalities and build fan allegiance to teams and individual players and other than media company pay for the rights to show a sporting event. Also sports shown on the TV generate more sponsorship, People learn the rules of the sport from watching it on TV, Seeing good sports people on TV and in newspapers makes them a role model for people to look up to, Media brings sport to people who may not normally get to experience it otherwise this can encourage people to get involved, Watching professionals on the TV can help us see how

a technique should be performed which could help your performance. (Teach PE, 2015). The popularity of collegiate and professional sport exploded as more and more American homes gained access to television. People who had little or no interest in sport couldn't help but catch bits of games as they surfed the channels. The media expanded the popularity of sport by making sport spectatorship easily accessible, fun and convenient for all. Free publicity for the local professional team is a major contribution from all media outlets, both print and electronic. Local business also help publicize sport by advertising their support of the local teams in hopes of attracting customers who are fans. Players depend on the media for publicity. Star players are given a public face in their community, the star player's life style is often scrutinized, and dedicated family athletes are praised and held up as role models. Local radio talk shows invite callers to comment on the home team. Interviews with coaches and top athletes on television help local fans understand a team's attitudes toward a game before, during, and after play. The media can negatively affect sport, too, by changing the way sports are presented to the audience. Depending on your point of view, you may see simply signs of progress. Traditionalists generally oppose any change in sport, claiming, that changes ruin the integrity of the game. These changes in sport as negative developments or simply signs of progress. (Woods, 2006). The media can also have a negative effect on sport such as 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. Another one is for matches that are show on TV ticket sales often drop, There is a lot of sport on TV now a days some say too much, sport stars often complain of too much attention being paid to their private lives, 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. (Teach PE, 2015).

If fans want to go berate an NFL, NBA or even an NHL player, then go ahead, because they will not take you serious. This is where I see the issue with the whole social media in sports, because some fans abuse it and take some things out of the realm of reason. Am I saying that sports stars, college students and high school recruits not use social media? No, I just think that especially for the recruits, they should keep all their information under the most strict privacy policy. I think the use of twitter and Facebook in sports has hurt the overall enjoyment of the sports experience, because now people go to sporting events and spend as much time looking at their phone as opposed to watching the actual event (Nazemi & Khoshemehr, 2012). The media has enforced several 'cosmetic' changes within sporting events. Mainly to suit a television audience, these range from trivial changes such as names on the back of players shirts to make them identifiable to commentators and fans watching via media. Large numbers are now also pinned to runner in athletics so that commentators can distinguish them. There have also been changes in the equipment used by sportsmen and women. In tennis, for example, the ball colour changed from white to yellow, to benefit television audiences. A white ball would be more visible for the players themselves, so the change of colour puts them at a disadvantage. Media coverage also impacts upon the times that sport is viewed, gone are the days of traditional 3pm Saturday afternoon kick-offs in football. Now the kick offs are spread

across the week in order to be televised. This season in 16 Premiership matches, Manchester United have had one ‘traditional’ 3pm kick-off. This of course impacts upon the players. There are more games in a shorter amount of time. Players fatigue quickly, causing loss of form, impacting upon the clubs fortunes. Some fans are unable to travel to 8pm kickoffs on a Wednesday so they stay at home, choosing to watch from their armchairs. During the football World Cup in 1994 the television companies attempted to introduce quarters instead of the usual halves. This was in an attempt to fit in more advertisements. In Gridiron every stoppage is filled with an advertisement break even if it is less than thirty seconds long. This disrupts the flow of the game and the experience of the viewer (Williams, 1994).

Many athletes are targets of media prey. Win or lose, their performance and life is publicly dissected by the media. Winning brings about media glorification and expectation, and/or jealousy and criticism. Losing brings forth negative judgment and more criticism. Howard Ferguson (1990) in his book, *The Edge*, said, “Criticism can be easily avoided by saying nothing, doing nothing, and being nothing. Mediocre people play it safe and avoid criticism at all costs. Champions risk criticism every time they perform.” (Hitchcock, 1991). There is a certain tension between sports journalists and the athletes they cover. Because they are looking for a story, many journalists will probe the personal life on an athlete and sometime share the less flattering aspects. Other journalists tend to be critical of teams, owners, coaches, and players in order to stimulate readership. This situation often causes athletes to mistrust the press and resort to stock answers when queried. (Woods, 2006). Professional sports are so accessible on television that fans become spoiled watching superior athletes and often lose interest in the athletes on local minor league, college, or high school teams. (Leonard 1980).

Gambling has always been part of the sport world. The posting of odds on each game in newspapers and on television increases the interest in winners and losers, point spreads, and possible upsets. There is no way to tell how much local betting occurs between neighbors and friends, in office pools. At play-off time, it is rare for an office not to have at least one betting pool. More serious betting is aided by the media reports on odds set in Las Vegas by bookmakers, picks by experts on television shows, injury and status report of players in daily papers, and articles online predicting outcomes. Those who worry about the unhealthy influence of gambling in society wish the media did less to accommodate those who gamble (brown, 2000; Jenkins, 2000). Indeed, the mass media plays a significant role in the transmission of gender differences and inequality through daily visuals within print and television media. Individuals are inundated with magazines, and newspapers containing photographs and narratives of what it means to be a woman or man, and more specifically, the gender imbalance between men and women. These gender role differences are especially apparent in the world of sport. While, women have gained ground in the non-sporting realm, within the confines of the court or field, they are still viewed as women first and athletes second, while, their male counterparts have no such concerns. (Eoin, 2013). The media and sports symbiotic relationship constructs and utilizes gender stereotypes to maintain gender inequality and gender differences, both actively

through written words and passively through photographs. Sport sells mass media and media sells sport, therefore, the media has biased coverage because it assumes its consumers are men and aligns its coverage to suit its potential customers (Pederson, 2002).

How Sport Affect Media

The previous section documented how the media has been a primary support for the rapid expansion of big time college and professional sport. However, this has not been a one-way street. Sport has provided the media with enormous, predictable audiences that are attractive to advertisers both in the United States and around the world. The revenue from sport coverage has been a major source of income for various media, but particularly for newspaper, television, and specialty magazines (Woods, 2006).

Newspapers have thrived on comprehensive sports sections for more than a century. For many readers, reading the sports pages is the first priority and may be the primary reason for purchasing the paper. Even though they watch the sport contests in person or on television, most fans love to read the accounts in the next day's paper, evaluate the opinions of the sports writers and compare them to their own, and search for inside information that they might not otherwise have access to (Nazemi & Khoshemehr, 2012).

Most major newspapers in North America devote more space to sport than any other topic, including business, politics, and world news. They have found that formula to be popular with readers and therefore attractive to advertisers. Advertisers for products that are targeted to that demographic have seized the opportunity to reach their potential customers through appearing in sports sections. Magazines that cover sport have responded to growing interest in specific sports. Most general news magazines rarely cover sport unless there is a major human interest story involved. Magazines lend themselves to stories that examine trends in sport or the social issues listed previously are prime fodder for monthlies (Woods, 2006).

Conclusion

We examined the effect of the media on sport, from the free publicity they generate for teams and athletes to how they affect the popularity of specific sports or athletes. Similarly, the sport media have forced some dramatic changes in the presentation of sports, particularly on television since that is a major revenue source for professional sport. The relationship between sports, media, and the advertising industry is symbiotic-a mutually dependent relationship. This means that all elements in that system get a fair share, a share everyone only gets with the help of others while helping others. One could also say that the cooperation of the above mentioned partners is crucial for the survival of the three of them. Sports generates news as well as entertainment values. Both print media and the electronic media have turned to sport because it is guaranteed to produce interest and revenue. The print media have the disadvantage of timing, but they make up for that by having time to set the angle, tenor, and facts of their story before delivery. Sport and sport media have the potential to affect the ideology of a society in the way they present key values.

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