



SPORT AND MEDIA

***Tayfun Kara**

Istanbul Gelişim University, Istanbul Development Vocational School, Sports Management

ARTICLE INFO

Article History:

Received 10th September, 2017
Received in revised form
20th October, 2017
Accepted 19th November, 2017
Published online 30th December, 2017

Key Words:

Media,
Sport.

ABSTRACT

Sports can be reached in large quantities. Because of this feature, it is seen that the circulation of the print media is used as a tool to increase the watching rate of the television. While sports media provide this opportunity, there is also a contribution to the spread of the media in sports as well. Sports is an interaction and relationship that can not be separated by mass media, as a field of work that appeals to a wide range of masses. This is because the media, which has very large advertising revenues, is also spore dependent because it can increase the number of sports by spreading sports and being watched by the masses, by giving oral and visual media coverage to sports such as football, basketball and soon.

Copyright ©2017 Tayfun Kara. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Tayfun Kara. 2017. "Sport and media", *International Journal of Development Research*, 7, (12), xxxxxxxxxx.

INTRODUCTION

Mass media (media) are vehicles that have a very important place in our lives in terms of reaching large masses and easily affecting masses. The concept of mass communication is a recent concept. The development of the media industry, the widespread use of visual and audiovisual devices such as radio and television, and the rapid development of technology not being able to be expressed by the classical press concept, necessitated a conception that would express them all. Mass communication is used as a concept that includes all these. Media, such as newspapers, radio, television, which provide mass communication, are also called mass media.

Sports and media relationship

Sports benefit from mass media as a field of appeal that affects and affects very large masses. Today, in order to increase newspaper circulation and television followed sports participation levels, particularly football, mass sports such as basketball is used as the most important publications.

***Corresponding author: Tayfun Kara,**
Istanbul Gelişim University, Istanbul Development Vocational School, Sports Management.

Because the high rate of circulation and viewing rates means that the income received is high due to the advertising received. This has led the sport to become a very expensive product in terms of attracting spectators and increasing circulation. As a result, sports and media relations have become indispensable and become two complementary tools.

Sport and Media

The importance of mass media in modern societies can not be measured only by the circulation or watching the radio and television. The quality of the function of the mass media has to be taken into account in reporting, public influence, education and entertainment. The mass media, in particular, help to form the written press thought. Not only to give news, but also to explain and comment. It is quite difficult to distinguish between news and interpretation precisely. The press and the way in which it is presented and the press form a strong influence on the public and influence the flow of events. In the world of work, art, politics or sports there are countless people who owe their successes or failures to news reports or comments in newspapers. The press educates and entertains. Numerous articles in daily and weekly major newspapers that provide general news provide a function that educates and educates the readers, along with those involved in countless periodicals for specific topics.

Sports programs, and especially live contest broadcasts, are the programs that attract the most audience when they are shot in the middle. Watching the soccer games of the masses, they have been struck against the screen and some have caused it to be called "social opium", which keeps the society alive. It is not easy to fill the place of mass and competitive feeling in real soccer or basketball games with something else. In fact, it is a fact that the mass constitutes sport and the sport constitutes mass. We can not think of the concept of mass and sport separately. This requires a strong relationship between mass media and sport. This relationship becomes inseparable if we think that the sport has become a marketable commodity and that the media has marketed them.

In the beginning, it was necessary to establish a "mass" interest that would encompass a wide range of wealthy out of a handful of wealthy to be able to transform the cruising sports into a potential and potential reality. That is why sports developments parallel to each other by means of mass communication have led Hearst and Pulitzer to make their pioneering activities, professionalization of sports journalism selling sensation instead of reporting, and transformation of entrepreneurship into a giant industrial sector.

Written Press and Sports

The first sports news in America was published in Boston Gazette on May 5, 1733, as a recap of a boxing match in England. However, the first American newspaper to regularly broadcast on the sports field began broadcasting in 1819, The American It was Farmer. The most interesting aspect of this period was that the articles about sport philosophy had begun to be written. In the 1890s, separate sports boulevards and sports departments were separated in newspapers in America, while sports started to enter daily newspapers in Europe at the same time.

Media sports effect

Due to the economic dependence of sports on the media, it is stated that written and visual media is increasingly influencing on sports. It is known that the income from broadcast rights for professional leagues, especially in North America, is very important. Broadcasting rights revenues for clubs with more audience especially after the emergence of private television in Turkey has an important place in the same way. It is stated that television can survive without professional sports, but professional sports can not exist from the current situation without television revenue. It is expressed that popular input into sports and television influence sports in many ways.

Before television dominance, it was stated that changes in the rules structure and programs were made to improve the sport and to draw attention to the games. Some of the changes that have been made to attract more TV audiences or generate revenue from advertisements since the economic control passed to television are;

- Turning golf games into a medal game.
- More night games scheduled to get more advertising revenue.
- To bring out new sports boulevards considering the wishes of the people (lounge soccer, arena football, superstars competition, etc.)

- Making sporting events (Boston and New York marathons, Hawaiian "Iron Man" Triathlon, etc.)
- The start times of the games are changed for more spectators to collect per screen.
- In order to add more excitement to basketball, 24 seconds, 3 points of shooting rules, some basic rules to be taken to stay in the ball.
- Critics of encounters, informing the spectators about events such as fouls, injuries, being a guest of experts in programs to clarify the rules.

Sports 'effect on media

Relevant television between the television and the sport industry is said to be dominant, and it should not be overlooked that popular sports-related publications receive too much advertising in the visual and written press. When compared to other popular programs such as drama, comedy, adventure, etc., sports programs are said to be both cheaper and more profitable through advertisements. For example; Since a 30-second ad on January 31, 1988 cost 650,000 dollars, this ad rate is reduced by about 42 cents per capita in a major sports program like Super Bowl, since it addresses a large audience. As the sport becomes more and more important in the visual and written press, we can say that the media naturally become spore dependent.

It is stated that the amount of sports news in America is increased from 14% to 52% when compared with local, national and international news, and in North America, network and cable TV broadcast sports broadcasts between 10 thousand and 15 thousand hours every year. To get the sports broadcast rights to private television channels in Turkey are known to deal too much, but these efforts are limited. Because private TVs deal with important encounters in football and basketball. Recently it has also been observed that sports publications are given as a separate supplement to the newspaper. In addition, daily sports newspapers have also increased in recent times. Given all this, the demand for more ads to be broadcast on sports pages and on sports-broadcast television will make media more dependent on spores.

RESULTS

Sports can be reached in large quantities. Because of this feature, it is seen that the circulation of the print media is used as a tool to increase the watching rate of the television. While sports media provide this opportunity, there is also a contribution to the spread of the media in sports as well. Sports is an interaction and relationship that can not be separated by mass media, as a field of work that appeals to a wide range of masses. This is because the media, which has very large advertising revenues, is also spore dependent because it can increase the number of sports by spreading sports and being watched by the masses, by giving oral and visual media coverage to sports such as football, basketball and so on. The press has played an important role in the communication of sports events to the public for a very long time and with the emergence of the radion it has been possible to transmit sports events to large masses. But with the emergence of television an important problem has arisen in sports press. Newspaper print, radio, oral press, but television was both verbal and visual. In other words, he was in a far superior position compared to the press, which did not publish sports news. This is still in circulation.

This affects the print media in a positive way. Felt the need to open up more with the world of the written press, radio and TV live broadcast, blind branches attention to the unknown and known in our country are found in the written press. Again, with the broadcasts published, the emphasis has been given to the interpretation from the written press. In our country, every private TV that emerged together with the removal of state monopoly in the field of radio and television, first started to work by purchasing broadcasting rights of big football clubs and publishing these matches. The broadcasts of these games have been a fight between televisions. But football matches are seen as the most important means of increasing the audience share of a television channel. This causes astronomical figures to emerge. So football has become the most important and expensive product.

REFERENCES

- Auther, C. 2002. Futbol A.Ş., (Çev.: Ali Berktay), İstanbul: Kitap Yayınevi.
- Bayatlı, T. 2006. Futbolu Neden Sevmemeli? İstanbul: Yazı-Görüntü-Ses Yayınları, ss. 49-50.
- Demir, G. 2006. "Yazılı Alman ve Türk Basınında Amatör Branşların Yeri", Marmara Üniversitesi Sağlık Bilimleri Enstitüsü Beden Eğitimi ve Spor Anabilim Dalı Yüksek Lisans Tezi, İstanbul.
- Çetin, C. 2003. "Televizyon Futbol (Spor) Birlikteliğinde Belirsizlik İlkesinin Gerekliliği: Fransa Modeli", Spormetre. Beden Eğitimi ve Spor Bilimleri Dergisi, 1, (2), 106-118.
- Göral, M. 2008 Spor Basımı Ahlakı.
- Helland, K. 2007. Changing Sports, Changing Media, Nordicom Review, Jubilee Issue, pp. 105-119.
- İlal, E. 1997. İletişim, Yıgınsal İletişim Araçları ve Toplum, İstanbul: Der Yayınları.
- Krotee, M. L., Bucher, C. A. 2007. Spor Yönetimi, Beyaz Yayınları, İstanbul.
- Özsoy, S. 2006. "Spor Gazeteciliğinin Bugünkü Durumu ve Mesleki Nitelikleri" İstanbul Üniversitesi İletişim Fakültesi Dergisi, (25) 123-142.
- Şahan, H., Çınar, V., Kitle İletişim Araçlarının Spor Kamuoyu Üzerine Etkisi, Türkiye Futbol Federasyonu, 2005. "Futbol Kamuoyu Araştırması", İstanbul: SAM Araştırma-Danışmanlık.
- Yetim, A. 2005. Sosyoloji ve Spor, Morpa Kültür Yayınları, İstanbul, s:209
- Genar Araştırması, 12.05.2004. "Türk Toplumunda Futbol Algısı", Sabah Gazetesi, s. 21.
- Mastercard Araştırması, 16.04.2006. "En çok sevilen spor futbol" Hürriyet, s.16.
- www.sosyalbil.selcuk.edu.tr/sos_mak> (24.04.2008).
- [www.http://sbe.dpu.edu.tr/8/351.pdf](http://www.sbe.dpu.edu.tr/8/351.pdf)> (25.04.2008)
