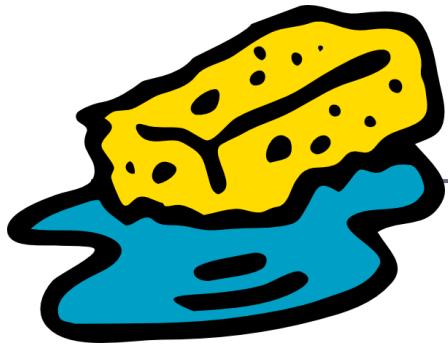


L03. MEDIA - NEGATIVE EFFECTS



1. liednce
2. sols
3. rvheboau
4. viterpa
5. ffiicaosl
6. efw
7. tuastonira



Negative effects media can have on sport

- Can you think of any disadvantages?

Examples:

1. Decline in live spectatorship
2. Loss of traditional values
3. Media coverage of inappropriate behaviour of athletes
4. Athletes private lives
5. Increased pressure on officials
6. Newspaper domination
7. Saturation

Negative effects that media can have on sport

1. **Decline in live spectatorship**
2. (e.g. you can watch a lot of sport without ever having to attend the events due to the amount of TV coverage. However, increase in ticket price as popularity of sport/club grows)



Decline in live spectatorship

- You can watch three matches on TV from the comfort of your home on any given Sunday.
- Spend £25 to watch Swindon – more for a family. Get cold and wet



2. Loss of traditional sporting values

(e.g. scheduling changes to suit media coverage) Football used to be played at 3pm on a Saturday, now it is played any day anytime just to suit Sky.

Fixtures can be on a Friday evening.

This upsets fans and stops some from attending.

Super Sunday



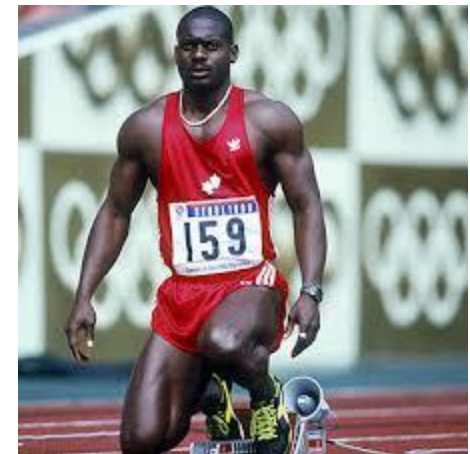
Manchester United v Spurs
Sunday 15th March 4.00pm

Live Only On
sky SPORTS 1

Man Utd	Spurs
1 De Gea	1 Lloris
25 Valencia	2 Walker
4 Jones	15 Dier
12 Smalling	5 Vertonghen
17 Blind	3 Rose
16 Carrick	38 Mason
21 Herrera	42 Bentaleb
8 Mata	17 Townsend
31 Fellaini	23 Eriksen
18 Young	22 Chadli
10 Rooney	18 Kane



- Competitors want to win at all costs because they are being shown on TV and in the media spotlight
- Increases the pressure on the athletes
- They will do anything to win; cheat, take drugs, adopt bad sportsmanship



3. Media coverage of inappropriate behaviour of athletes

On-field behaviour

(e.g. inappropriate actions, such as swearing, unsporting behaviour, violent conduct are more likely to be captured due to an increase in the number of cameras at sports events)

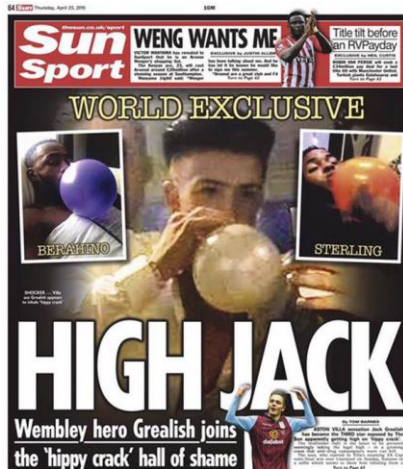
Bowyer Dyer fight from 12:00 mins

<https://www.youtube.com/watch?v=qd0dtRoLFdl>



Off-field behaviour

Stars behaving badly in nightclubs and pubs. Get negative media attention which, can also affect their professional performance.



Creation of negative role models.

- Fans see role models act unprofessionally, think this behaviour is acceptable. This then translates to grass roots level.
- Harry Maguire – England Captain
- Mason Greenwood and Phil Foden – England players went out after an international during coronavirus



THE Sun **25P**
LESS THAN THE DAILY MIRROR

Tuesday, September 12, 2012 THE PEOPLE'S PAPER FOR 35 YEARS 59p www.sun.co.uk

BOJO'S HARD LUX STORY...

By TOM NEWTON QUINN
BOJANOVIC's admission that he is a former drug addict and a convicted sex offender has caused a storm in the Tory Party. The 59-year-old, who was a member of the House of Commons, is now a member of the House of Lords. **Full Story on Pages Eight and Nine**



TV STAR'S AGONY

RACHEL
• I feared web trolls would harm my unborn baby •

PAGES 14 & 15



EXCLUSIVE: TRAGEDY THAT HAUNTS STOKES' FAMILY

Hero Ben's brother and sister were shot dead

After six... Ben Stokes

By TOM NEWTON QUINN
ENGLAND cricket hero Ben Stokes has been living with a secret family tragedy — his half brother and sister were shot dead.

Mr. Stokes' two children, Thomas, eight, and Andrew, four, were killed by her ex Richard Stone in 2002 before Ben's birth. Stone's daughter Sarah, 49, has now spoken publicly about the tragedy.

Full Story — Pages Four and Five




Mentioned ... Andrew, 4, and Thomas, 8

4. Media coverage of athletes private lives

- <https://www.bbc.co.uk/news/uk-wales-49739345>
- <https://www.bbc.co.uk/news/uk-wales-49675303>
- BBC reporting on the Ben Stokes, Gareth Thomas stories

5. Increased pressure on officials



Fans are now more informed. They think they know all the rules and are better than the officials.

- Match analysis scrutinises every decision in a game. These are viewed from various angles and using slow motion replays. (something not available to the ref)
- An incorrect or poor decisions will be highly publicised and the ability of officials will be questioned

<https://www.youtube.com/watch?v=4QNHIFDbxvY>

Pressure on officials

- Important decisions to make, crucial for promotion and relegation
- More cameras=more angles – ref cant see everything
- Spectator knowledge – from home spectators think they know it all
- Studio Analysis – after the game ex-professionals will scrutinsie decisions
- Rule changes – sports keep changing their rules that officials have to keep up with
- Players will deliberate cheat, for fame and money
- VAR – more or less pressure on officials?

5. Increased pressure on officials cont

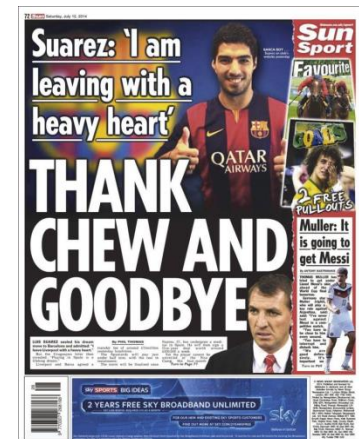
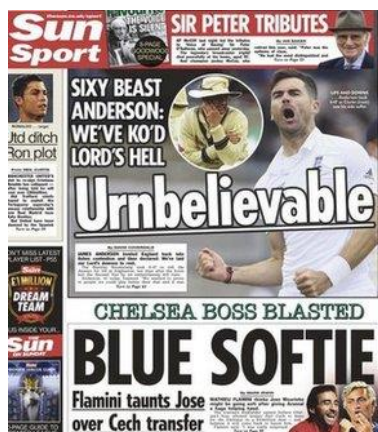
- Media hype can make officials' role much harder.
- A local derby, cup final, championship decider is intensified by media coverage, and more spotlight is placed on the officials.
- <https://www.youtube.com/watch?v=nsKgadl8Uho>



5. Newspapers are dominated by a few sports

Sports covered are male-dominated e.g football, rugby, horse racing. These also have gambling associations. SKYBet. 888.

Very little female or ethnic minority sports documented. No publicity = little interest.



6. Saturation

What do you think the term Saturation means?

Too much sport, namely football means people will get fed up of it? Discuss



Conclusion

- Attendances may drop - more people watch from home
- Some sports get lots of exposure, while others get none
- Sports personalities lose privacy
- Changes to event timings (day/night matches)
- Changes to playing season (eg rugby league)
- Saturation – too much sport on TV mean people can get bored and fed up

Conclusion

- Increase pressure on officials as people are too informed
- Changes to the rules (eg badminton, volleyball rally-point rules, tennis tie-breaks)
- Newspapers are dominated by a few sports - most coverage is men's football. Limited coverage of female sport.
- Inappropriate behaviour of athletes shown over and over highlights bad behaviour
- Loss of traditional sporting values – people want to be seen on TV winning so they may lose the sporting values to win

Category 1: Decline in Spectators.

- What effect does watching live sport on TV have on people going to watch live matches?
- If sport gets more popular what will happen to ticket prices? Discuss.
- Which user groups could be affected by this?

Category 2: Loss of Traditional Sporting Values.

- What was the traditional day and time for sport?
- How has the media changed this?
- Are football and rugby matches played on days other than Saturday?
- Why have kick off times changed?
- How does coverage and greater prize money affect players behaviour?
- Could this lead to players taking drugs to improve performance? Which ones?
- What is gamesmanship?

Category 3:

Media Coverage of Inappropriate Behaviour?

- Inappropriate on field behaviour is captured on camera a lot more why?
- Give examples.
- What is retrospective siting?
- How does the media cover off field behaviour?
- Affairs/Drug taking/Drinking?

Category 4: Increased pressure on officials.

- How does more coverage and more cameras affect referees?
- Do you think that match analysis by commentators and pundits could have an impact?
- If referees make wrong decisions what could the media do?
- What technology has been developed to help officials?
- In which sports is technology used?
- Explain why these sports use technology?

Category 5: Domination of a few sports because of the media coverage.

- Football is the most popular sport and gets the most coverage in the written media and television. How could this have an effect on:
 - Women's sport.
 - Less popular sports?
 - Income for those sports?
 - Pay for performers?
 - Sponsorship?
 - Sponsorship of teams by gambling companies such as 888, BetFred, SkyBet?
 -

Category 6: Saturation.

- Category 6: Saturation.
- What does the word 'saturation' mean? Think of science?
- Could too much sport be a bad thing?
- Can you think of a sport which 'saturates' the media?
- How could this make you feel if you liked the sport?
- How could this make you feel if you did not like the sport?
- Could saturation have advantages for a sport?