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## Does Media coverage influence sport performance?

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### Abstract

The way sport fills the pages of newspapers, television and witnesses can show their influence on the structure and extent of media activity, establishing itself as a strong change icons, Sport and Media evolved in parallel as mass phenomena during the nineteenth century.

Embedded in a complex global industry, these two areas represent a strong and dynamic partnership. On the one hand the physical well-being, competition and athletes, on the other hand, the sports media as a product that sells itself an image that influences structure, projecting, and promoting. Media information should be defined as the raw material for consumption, considering then manipulated economic groups in the search of profit making (BAUER ET AL., 2005). But will it really be the media presentation that makes the sport as the mirror of events? Or would it be rather the representation and construction that reflects media goals, following influences and practices of the professional journalist working there?

Moraes (2008) states the relationship between the power of the social and the strong growth process of sports.

In his opinion, the association between these two important and strong sectors has a direct consequence in the increasing number of spectators of sports that are broadcasted; specially the huge effect on fan growth that will travel and support their teams, their idols, consuming whatever products are correlated. In this sense we see simultaneous changes in news production, entertainment and consumption expansion (COAKLEY, 2004).

Sport media coverage passed through significant changes and from amateur/volunteer and improvised journalism we have now professional and mass content environments. Sport media coverage must be reflected while in itself it can be considered as an important and critical factor for elite sport success ( WALKER, J. R., BELLAMY, R. V. JR., 2008).

If we look at the production process of sport news, the journalists present

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their own reflection and build their own identities, realities and narratives. We need to answer some of these questions: “Which are the impacts that media coverage can produce over the sport performance in elite sport levels?” or “may sport media coverage influence the set of sport agents involved in sport elite competition?”

Since the second half of XXth century in the majority of the European countries football won a strong status of worldwide exposure transforming itself in one of the biggest sport activity generating economic wealth.

“Football stands out as the most popular sport in European countries. (...) it stands out as the sport that most public mobilizes, winning fans in all groups and sectors of social life” (GONÇALVES, 2002).

Actually there are thousands of football clubs in the world, however, to be the targeted for high media coverage, to have numerous fans and to move millions of euros, only some are within that mass, which many authors call as clubs mass football. It is straightforward that media look at these clubs as important income sources which results in an additional tension. Through media coverage fans are informed about all kind of news related with their clubs: new player hiring, their public declarations, coach predictions and president statements. Through this overall information results bet systems are often made. José Mourinho said to BBC: “when we are in the press conference predicting the game the game starts and in the flash interview or press conference after the game, the game is not over yet. These are games within the game” (BBC, 2005)

#### METHODOLOGY

We used the database of sportive press in 3 countries (UK, Spain and Portugal), covering in detail newspapers from the World Football Championship 2006, 2010 and 2014. The analyses will focus in written paper news of those countries that are available in archives. The comparison will be centered in several parameters such as quantity of information, qualitative content (+ or -), positioning or location of the news in the pages and time evolution of the published news.

#### DISCUSSION

The complete results are not finished yet because we still need to follow till Rio 2014. But we already notice that it is through media coverage that the world event gain the epithet of world big event, gathering millions of people together around one event that will arrive to readers as a history of successive facts that will constitute the true one event in one special location.

We also understood that the event starts much time before the real schedule and expectations are managed since that time till the after event. The quality of the event is pretty much assessed by the difference between previous expectations and after results.

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