

The rival concept: An analysis of the promotion of rivalry to entice future sport media viewing by broadcast commentators

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Abstract

The research was conducted to uncover whether the notion of rivalry is prominent in announcer discourse during the 2007 and 2008 National Basketball Association finals. The focus of this study was frame analysis as broadcaster commentary provides the audience with motivations to watch an entire event(s) or a series for reasons other than the “sight and sound” (Rowe, 2004: 172). A content analysis was utilised to reveal whether rivalry is a salient theme during the live coverage of the NBA finals. Results of this study will pinpoint whether current or historical rival comments are featured during broadcasts.