

---

## Does sport press influences sport performance?

Submitting author: Dr Tatiana Fazenda  
Universidade da Beira Interior, Sports Sciences Department  
Covilhã, 6200  
Portugal

All authors: Tatiana Fazenda (corresp), Pedro Guedes

Type: Scientific  
Category: 10: Sport Media and Journalism

### Abstract

#### THEORETICAL BACKGROUND

Embedded in a complex global industry, Sports and Media 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 sport events. Media information should be defined as the raw material for consumption, considering it manipulates economic groups in the search of its rent seeking (BAUER ET AL., 2005).

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 identify simultaneous changes in news' production, entertainment and consumption expansion (COAKLEY, 2004).

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).

Although different experts in media and sports wrote about this intrinsic link we wanted to answer some of these questions: "Which are the impacts that sports' newspapers can produce over athlete performance in elite sport levels?" or "may sport newspaper 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

---

considerable incomes and national economic wealth.

Actually there are thousands of football clubs in the world, however, to be the targeted for elite media coverage, to have numerous fans and to move millions of euros, only some clubs are chosen, which many authors name them as mass football clubs.

## METHODOLOGY

The proposal we raise here intends to create and apply different measures in different time periods of players' performances.

In the first empirical study we used the database of sportive press in 3 countries (UK, Spain and Portugal), covering in detail newspapers from the World Football's Championships in 2006, 2010 and 2014. The analyses will focus in written paper news of those countries that are available in archives. The comparison between the three national teams will be centered in several communicational parameters such as the quantity of information, the qualitative content, the news positioning or location in the pages and the time evolved after the published news.

In the second empirical study, at the end of the season, we will apply a specific questionnaire to elite football players, coaches and directors, which played different competitions this year in order to catch the individual players' perceptions about the influence/pressure/tension they experienced when reading sports' news published in those journals. The third and last study will aim to compare the obtained results with the investment trends of the clubs, trying to figure the way they were impacted by performance results.

## DISCUSSION

The complete results are not ready yet. But we already notice that it is through media coverage that the world sports' events 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.

## References

Bauer, H.H., Sauer, N.E. and Schmitt, P. (2005). Customer-based brand equity in the team sport industry. *European Journal of Marketing*, Vol. 39 Nos 5/6.

---

Coakley, J. J. (2004). Sports in society: Issues and controversies (8th ed.). New York: McGraw Hill.

Gonçalves, A. (2002). Uma Esfera Cuja Circunferência está em Parte Nenhuma – Apontamentos Sobre a Popularidade do Futebol. Separata da revista de Economia e Sociologia da Universidade de Évora.

MORAES, D. (2008). Cultura tecnológica, media e consumo globalizado. In: BRITTOS, V. C.; CABRAL, A (orgs.). Economia Política da Comunicação: interfaces brasileiras. Rio de Janeiro: E-papers.

Walker, J. R., Bellamy, R. V.Jr. (2008). Center field shot: A history of baseball on television. Lincoln, OR: University of Nebraska Press.