

# How Sport is Covered Across the Media

## Television



Terrestrial

**BBC**

Terrestrial TV is free to watch as long as you have a TV License. You can watch channels such as BBC, ITV and Channel 4. Some international matches are shown on these channels, along with the FA Cup Final.

Satellite

**BT Sport**

Satellite TV is usually paid for through a monthly subscription. It includes channels such as Sky Sports and BT Sport. This allows you to watch Premier League games for both football and rugby.

Pay Per View

**sky SPORTS  
BOX OFFICE**

Pay Per View involves paying a one off fee to watch a match or event. They are usually boxing matches and can be bought from Sky Sports Box Office or BT Sport Box Office.

## Written Press



Newspapers

**The Guardian**

Newspapers cover sport in the back section. They mainly focus on football, rugby and cricket, but do give some coverage to other sports.

Magazines

Sports magazines usually offer coaching tips, information on the latest equipment and interviews with professionals.



Fanzines



Fanzines are magazines written by fans for fans. They usually include interviews, match reviews and information on the team.

Books

Sports books can be in the form of autobiographies, books on the history of the game or a certain team and books on tactics.



## Internet



Social Media



Players and teams often use social media to engage with fans and keep them up to date.

Podcasts

Podcasts can be listened to online and discuss various topics in sport.

Blogs

A blog discusses different topics in sport, they usually focus on one sport.

Live Streams

Live streams allow people to watch a match live online.

P2P Sharing

Peer to Peer file sharing is a way to watch videos online.

Fan Sites

Fan websites are created by fans for fans.

Video-sharing Sites

A video sharing website allows people to access sport videos.

## Radio



Internet Radio Stations

Most radio stations can also be listened to online.

National Radio Coverage



National radio coverage covers the whole country. They will usually cover some sport in their news section, but this will focus on the top teams.

Local Radio Coverage

Local radio stations cover a smaller area and will give more coverage to local teams.



Dedicated Sport Radio Stations



Sports radio stations give live commentary, interviews and often have opportunities to phone in.

# Positive and Negative Effects that the Media can have on Sport

## Positives

- **Increased exposure of minority sports.** For example, darts became more popular after Sky coverage.



- **Increased promotional opportunities.** Clubs can have their own TV channels and websites.



- **Education.** Media coverage can help educate people on rules and techniques.



- **Increased income which benefits sport.** Income generated by the media can be invested in to facilities and youth programmes.



- **Inspiring people to participate.** Coverage of events such as The Olympics can encourage people to get involved in sport. Media coverage also gives us a lot of positive role models.



- **Competition between sports and clubs.** Competition for viewers means that clubs need to think more about the needs of their customers and how they can attract more viewers.



## Negatives

- **Decline in live spectatorship.** Sport is so easily accessible from home and online that this can lead to less people going to watch the game live.



- **Loss of traditional sporting values.** The media can put more pressure on athletes and teams to win which can work against sportsmanship.

- **Media coverage of inappropriate behaviour of athletes.** Inappropriate behaviour both on and off the pitch is often documented by the media. For example swearing and violent conduct on the pitch or behaving badly off the pitch.

- **Increased pressure on officials.** Decisions can often be scrutinised and hype around certain events can often make their job harder.

- **Newspapers are dominated by a few sports.** Male dominated sports are often featured more in newspapers.



- **Saturation.** There is so much sport coverage that some people may get fed up with it.

## The Relationship Between Sport and the Media

Sport uses the media to promote itself. For example some high profile clubs have their own TV channel.

The media uses sport to promote itself. For example more people will buy Sky because they want access to the sport it offers.

Sport as a commodity. Many sports rely on the media as a source of revenue and it can also help attract wealthy owners.

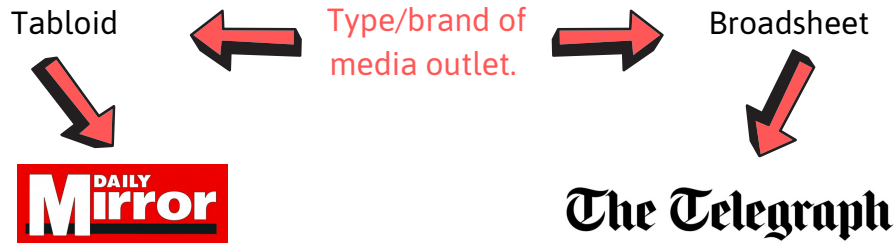
Sponsorship and advertising. The amount of media coverage given to sport can help bring in more sponsors for clubs and athletes.

The adoption and rejection of sporting heroes can be influenced by the media. For example David Beckham is seen as a sporting hero.

Criticism through the media has increased. Sports performers and management are now much more exposed to the media.

# Evaluating the Media Coverage of Sport

## Aspects which may influence the coverage of a story



Competition with other media outlets.

For example newspapers might try to write a different spin on a story.



Target audience.

A newspaper will try to report in a way that is relatable to its target audience.



Timing of the event/story.



If the issue or person is already in the news then each new revelation can be magnified.



Popularity or size of the individual or club being covered.

Some clubs or players may have a reputation and may be seen as an easy target and some powerful clubs or individuals may not be targeted.



## Features of the coverage which may vary from one media outlet to another

Representation of the issue, organisation or individual involved.  
e.g what is the focus of the story



Method of reporting.  
e.g language/tone



Format/presentation.

e.g use of images, balance between text/images, headlines and captions



Potential bias.

e.g does the media outlet have something to gain by taking a certain stance



Extent of the coverage.

e.g how many pages are devoted to the story

Duration of the coverage.

e.g is the story revisited day after day

