**Senior Secondary Physical Education Elective**

**Part 8 Social Aspects**

**Worksheet 9**

**Sport and Media**

1. Theme:
2. What are the influences of the media on sports development?
3. There is evidence that changes to the rules and competition arrangements in certain sports events are attributed to the influence of the media. Is it considered appropriate in accordance with Olympism?
4. The way sports news is handled shows the media’s understanding and interpretation of physical education and sport. As far as we can observe, is the media adopting the right approach?
5. Influences:
6. The role of media on sports development is supposed to:
7. provide accurate and timely sports information to spectators;
8. provide aesthetic experience in sport to spectators;
9. provide vicarious excitement to spectators;
10. reflect the cultural values of particular sports in different countries;
11. create a mass sports culture;
12. provide sponsorship through broadcasting rights; and
13. promote sport.
14. The media has great impact on sports competitions due to the financial and/or exposure dependence of certain sports on it,:
15. The form of competition, rules and regulations and competition schedules of individual sports like football, badminton, table tennis, diving, etc have been changed to facilitate live broadcast (TV rating and commercial advertisement breaks). For example:
    * 1. Sudden death for tie games in tennis and volleyball to control the competition time for commercial breaks and easier TV programming ;
      2. Encourage more record-breaking attempts and/or offensive play in competitive sports by changing the rules (e.g. football, basketball). As a result, sports competitions become more exciting and spectacular;
      3. Change the scoring system from "Side-out Scoring System" (only the serving team can score points) to "Rally Point Scoring System" (both serving and receiving team can score points), e.g. volleyball, badminton;
      4. Reschedule the competition date and/or time in Olympic Games to boost the TV rating in certain countries as required by sponsors, e.g. Beijing 2008 swimming finals;
      5. Package and/or repackage sports competitions like X Games, Dragon boat competitions, etc turning them into carnival-style sporting events.
16. Nowadays, the media has a more dominant influence on sports development because of the financial benefits and the exposure rate that it may bring. Their mutual impact is unbalanced.
17. Media and Olympism
18. The Olympic Charter states that “the IOC takes all necessary steps in order to ensure the fullest coverage by the different media and the widest possible audience in the world for the Olympic Games”, and “it is an objective of the Olympic Movement that, through its contents, the media coverage of the Olympic Games should spread and promote the principles and values of Olympism”.
19. Media should function in accordance with these principles under the Olympic movement set by International Olympic Committee (IOC).
20. The IOC is working with the media to achieve the goals of maximizing coverage and promoting Olympism. In reality, there is a growing trend that the media has significant impact on sports competitions, for instance, the timetable of events in several previous Games have been affected by the media.
21. There are no golden rules for the relationship between sport and media. The most important thing is how to balance the mutual impact between the media and sports development according to the principles of Olympism, and how to maximize the benefits that the involvement of the media may bring to sport.

1. Is the media adopting the right approach?
2. Precision, factual, scientific and objective should be the guiding principles for the media in reporting sports events and their development.
3. Any approach with personal agenda or over-subjective reporting should be avoided.
4. Unfortunately, political, economic, cultural, and social agenda always pervade sport and the media. The 1936 Berlin Olympics (Nazism), and the 2008 Beijing Olympic Games (commercialism) are typical examples.
5. Questions and activities:
6. Please discuss the impact of the Hong Kong TV media on football development, especially the coverage of gambling on this sport.
7. Do you agree to grant the broadcasting right of major sporting events to pay TV channels? Why?
8. Do you think the media reporters, including TV, printed or radio journalists, are doing their job properly in presenting the real and objective phenomena in the sporting arena or sports development? What are the possible bias they may have when reporting?
9. References:
   * 1. Coakley, J. (2015). *Sport in society: Issues and controversies* (11th edition). WCB McGraw – Hill.
     2. Brown, H. (2014). The influence of media expectations on athletes: An explorative study. *Sport & Exercise Psychology Review*, *10*(2), 20–22.
     3. Dauncey, H., & Hare, G. (2014). Sport and media: representing and conceptualising identity and community. / Sports et médias : représentation et conceptualisation, identité et commu-nauté. *Movement & Sport Sciences*, (86), 5–14.