



ROLE OF MEDIA IN SPORTS

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Abstract

Globalisation of sports events reaches its highest point with genuine global sports events such as Olympic Games, Cricket world cup, Pro Kabaddi League, Hockey Premier League, Indian Premier League and Football world cup. Nowadays, this economic significance is more delineated. The most globalised features of the sports economy today are represented by sports show and sports mega events. Since the beginning of 20th century there has been a rapid growth in the number of world or big international sports events per year, there were 20 sports events in 1912, 315 events in 1977, 660 in 1987 and 1000 in 2005. Almost an average of 3 events per day. The audience of such events is increasing on a global scale due to television broadcasting.



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Introduction

Nowadays, you see people from India wearing NFL hats, people from America wearing soccer jersey with the names Messy or Henry and people from France wearing basket ball caps. This fanaticism has occurred due to globalization or the integration of facets of life from different cultures into comprehensive proclivities. These sports were popular only in the nations they were created in. Basketball, Football and Baseball were only popular in the US, Soccer was only popular in international Spanish nations and Cricket was only popular in Britain. However, as time passed by and globalization mechanisms increased, the sports popularities increased. Cricket expanded to Australia and India, as well as many other Middle Eastern countries. Basketball has spread to almost all countries around the world, in fact many NBA teams recruit from outside of the US. Yao Ming is one of the most dominant big men in the game and he isn't from America, he is from China.

Globalisation has also occurred extensively in soccer. Soccer has the most popularity out of any sport worldwide, as evidenced by the different international leagues, the recruitment of international players and the world cup for soccer that is held every four years.

In Baseball, Japan has gained ground and has become a baseball power. Tennis has also been globalised. Currently there is a tennis player on the professional circuit from every nation of the world, except Afghanistan. This truly shows the widespread popularity of Tennis. Every year, there is the Davis Cup, which is like a word cup for Tennis that takes place every year.

Whereas beforehand there was no diversification of sports internationally, now the globalization of sports has caused more sports to be popular worldwide, and it's not going to stop, there is an increasing amount of communication mechanisms out there right now. There's email, internet and there will continue to be an increase in international communication.

Social Media

The media and increasing popularity of social media has many positive effects on sports and athletes including the positive promotion of the sports, athletes and events, the connection with fans and an outlet to inspire, inform and challenge athletes. Social Media can be the catalyst for success by empowering people and fuelling ideas. Almost every team, league and sports association has a social media profile. So the behavior of a team or an athlete on social media can directly influence a fan's perception of the team or athlete. Almost every sport related show or event has a hash tag associated with it and it is displayed on screen during that event or show. It drives engagement and creates a relationship with the audience that had not been possible several years ago. Social Media is a powerful vehicle that drives sports talk today and the way fans interact with teams, players, personalities and fellow fans. It is a powerful source for getting news, engaging in topical discussions and empowering brands. Social Media has impacted the sports industry and that impact will continue to evolve in the years to come.

Cable and Satellite TV

Cable and Satellite is now expanding to most of the countries in the world. Direct Broadcasting Satellite (DBS) or Direct- to- Home started in Japan and Britain and has readily spread to many other countries, often spanning the borders of neighbouring countries. By the 1990s, cable systems and the private satellite TV channels to feed them were blossoming in Europe, Latin America and Asia. These cables systems delivered what is for the most part a one-way expansion of new expansion of new video channels, especially U.S. cable channels into these new markets. A number of channels quickly became global in reach: CNN, MTV, HBO, ESPN, TNT, Star Sports and others began to dell their existing channels in these countries or even to translate and adopt channels to the languages and cultures of the new audiences.

Media Markets: Audiences, advertisers, Finance and Creative Content

Media organizations operate in three markets. First, there is the market for creative content, or the ability to produce and distribute material which is sufficiently compelling to audiences, readers or users for them to exchange money and time for access to such content. Second, there is market for financial resources, or the ability to finance their ongoing operations as well as new investments in technology or territorial expansion of their operations. The balance between these sources varies on the basis of whether the media organization in question is a commercial operation that is privately owned, a publicly owned and funded organization, or a hybrid in terms of either its ownership structure or its sources of funding.

Media and Power

One of the reason why we consider the study of global media to be important and a central factor in framing different theories of the media, because we associate its international circulation with questions of power. Thomson has defined power as ‘the ability to act in pursuit of one’s aims and interests, the ability to intervene in the course of events and to affect their outcome.

Conclusion

Sports and Media have both a global scope of operations and are bound together in a complex network of relationship. Social media is a lifeline for globalisation of sports and it positively affects the athlete brand value. Different sports like Baseball, Football, Cricket have become more and more famous due to huge broadcasting to different corners of world. Media power has created enormous spectators and fans all over the world. With the help of media , world is more aware about different sports event held around the world.

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