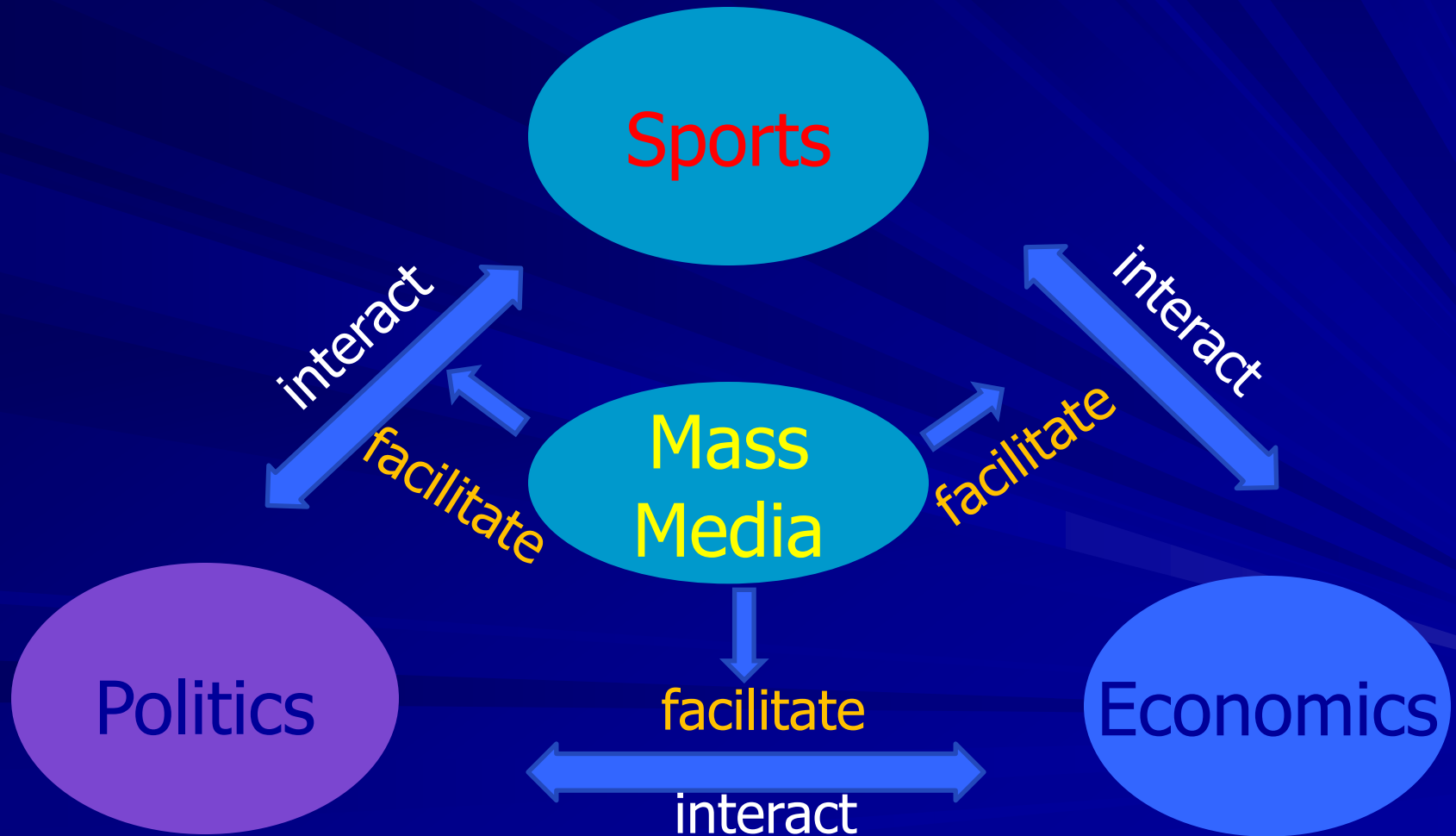


Sport and Mass Media :
Could they survive without each other?

The Structure of factors' relationship



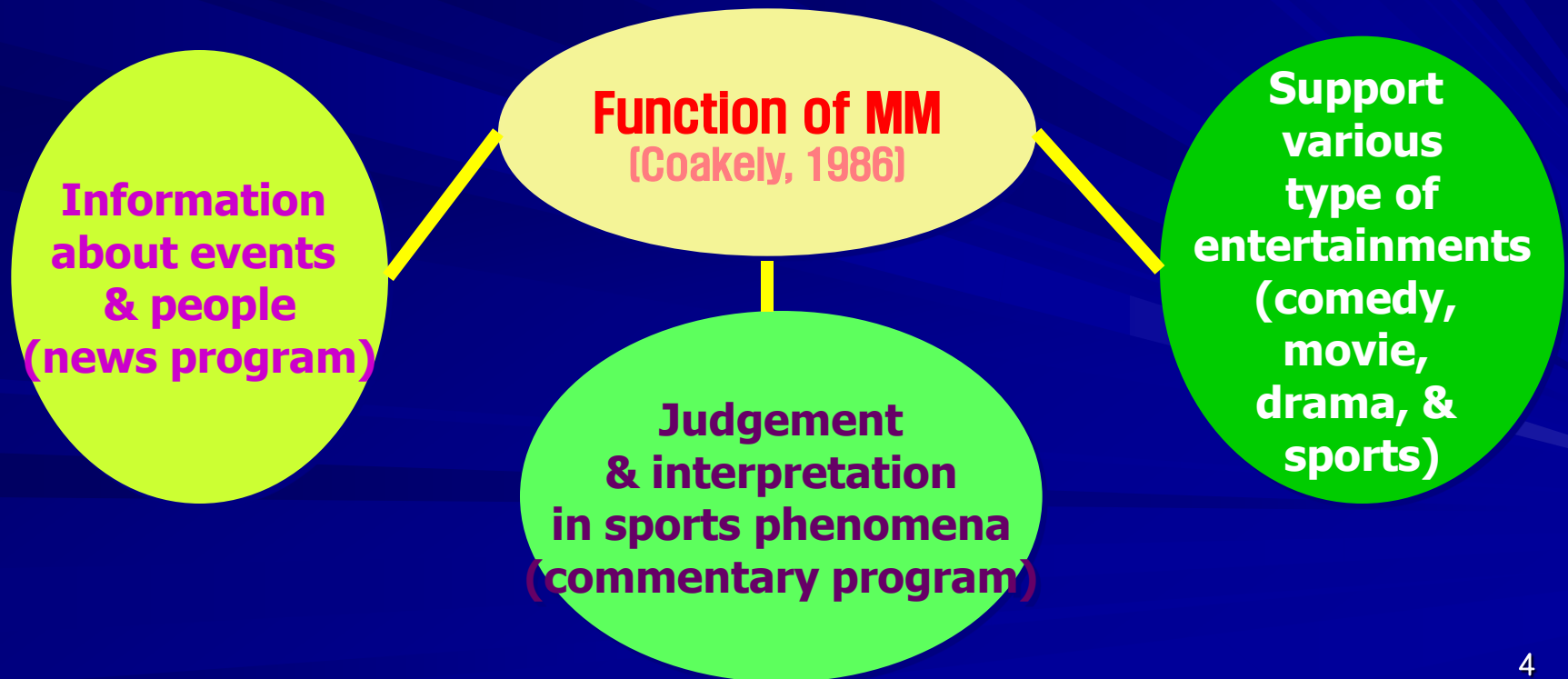
Theories on how mass communication operates

- 1. Individual Differences Theory:** mass media presents images that appeal to the personality characteristics of viewers
- 2. Social Categories Theory:** there are broad subgroups that react differently to the mass media (age, sex, social class, education, and marital status effect on our sport consumption). **Living in an environment similar to the thoughts or actions become similar.**
- 3. Social Relationships Theory:** sport consumption is influenced in many ways by **the values and behaviors of significant others in your social world**
- 4. Cultural Norms Theory:** mass media selectively presents and emphasizes certain contemporary ideas or values.
Ex - 1. Sport is a valued leisure activity
2. Women sports are second class

The characteristics of mass media

The capitalistic media and those products in compliance with an enterprise organization to be produced circulating toward the goods and being distributed, to be bitter commercialize information and a recreation

- **strong point** : huge information, various, and quickness
- **weak point** : one direction of message delivery, audiences have limited participation, indirectional feedback, & postponement(delay)



McLuhan' s mass media theory

🕒 Hot & Cool media

Hot media

Passed on the message is delivered the message, regardless of the state is a **logical advance planning** and a message delivered directly to newspapers, magazines, radio, pictorial, and etc.

Cool media

Message status is temporary and improvised, so **illogical**, given the small amount of information while trying to pass on the message because the message is populated enough to accommodate the inmates involved, the subjective and psychological reactions of the inmates doing work properly and the greater such as TV, movies, videos, cartoons, and etc.

Mass Media

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graph TD; A[Mass Media] --> B[Printing media]; A --> C[Electric media];
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Printing media

- * News paper
- * Journal
- * Book

Electric media

- * TV(smart TV)
- * Radio
- * Movie
- * Internet
- * Cell phone

1. News Print (newspaper)

- A. This is the intellectual side of sports Koreans by it, read it, talk about it, and argue over it.
- B. It presents the latest and most accurate information before internet found
- C. 1895 (William Randolph Hearst) in the New York Journal founded first sport section.

- D. Growth of sports page correlated with;
 - 1) The rise of literacy
 - 2) Low cost newsprint
 - 3) Free publicity given to sports
- E. On the sport page **antisocial** and undesirable aspects and events get the most publicity
ex, **fights, bribery, scandals, gambling, etc.**
- F. The newspaper is the place where all the sports heros are exposed as being just human.
- G. Sports writers have no guidelines

(1) Newspaper in Korea

- ◆ 1960 first sports section was found in regular newspaper in Korea
- ◆ 1962 law of physical educational promotion was established
- ◆ 1969 daily sports news paper found with independent sports contents
- ◆ 1985 『Sports Seoul』 was found – written in Korean
- ◆ 1989 『Sports Chosun』 was found
Sports Today, Good day, & others were found later,,
Now 6 sports news paper issue...

2003년 4월 15일.



샤라포바의 미디어적 가치

스포츠서울(2005. 6. 29. 10면)

샤라포바 4강 선착

웬블던 테니스 페트로바 꺾고 2연패 순항
몸값 천정부지 지난1년 CF 등 182억 수입

'미녀스타'에서 '스포츠 재벌'로 변신한 마리아 샤라포바(18·러시아)가 이름값을 해냈다. 웬블던 2연패를 향해 거침없이 질주했다.

2번시드의 샤라포바는 28일(한국시간) 영국 웬블던 올잉글랜드클럽에서 계속된 2005 웬블던테니스 대회 여자단식 준결승에서 8번시드의 팀 동료 나디아 페트로바를 2-0(7-6 6-3)으로 따돌리고 준결승에 선착했다. 서비스 불안으로 첫세트 타이브레이크까지 몰렸던 샤라포바는 1세트 고비를 넘긴 뒤 2세트에서는 위력적인 스트로크로 게임스코어 3-0까지 앞서며 일찌감치 승기를 잡았다.

4강에는 만만찮은 상대가 기다리고 있다. 12번시드 마리 피에르스(프랑스)-14번시드 비너스 윌리엄스(미국) 대결의 승자와 맞붙는다.

웬블던에서 한번더 우승하면 지난 1년동안 치솟은 샤라포바의 몸값은 천정부지로 수직상승할 전망이다. 샤라포바는 미국 경제지 '포브스'가 선정한 가장 돈을 잘 버는 여성 스포츠스타로 뽑혀 7월4일자 잡지의 표지인물이 됐다. 2004 웬블던 이후 1년

마리아 샤라포바 7월4일자 미국 포브스 잡지

세계 여자스포츠 최연소 중
연간소득 1위 1820만달러

주요광고

- ▶ 애플 아이폰 3세대 3년간 500만달러
- ▶ 카레라 jeans 3년간 600만달러
- ▶ 콜구트 치약 3년간 800만달러
- ▶ 목욕용품 콜게이트 3년간 200만달러
- ▶ 스포츠용품 나이키 부급비밀계약
- ▶ 모토라 세이펜시 IMG 소속 배선모임

▶ 2004 월드컵 포함 10개 대회 우승
총상향 약 874만달러 획득

▶ 2005년 5월 미국 플로리다주
270만달러 계약 구할

동안 벌어들인 돈은 1820만달러(약 182억원). 2위 세레나 윌리엄스(미국·600만달러)보다 두배이상이라고 포브스는 계산했다. 모토로라, 태그호이어, 캐논, 콜게이트, 나이키, 프린스 등 세계적인 기업이 거액의 광고모델료를 내고 샤라포바의 얼굴을 팔고 있다.

11년전 호주머니에 단돈 700달러(약70만원) 뿐인 아버지 유리 샤라포바의 손에 이끌려 미국에 온 샤라포바는 지난달 5월 미국 플로리다에 270만달러(약 27억원)의 저택을 구입했다. "나는 테니스 선수이자 사업가"라고 공언한 10대 재벌 샤라포바는 이제 걸터다니는 '기업'이다. 김은희기자 ehk@

Motorola - c/phone

→ \$5 billion w/i 3years

Canon - camera

→ \$6 billion w/I 3years

Pavv - perfume

→ \$5 billion w/i 3years

Colgate

→ \$2 billion w/i 3years

Nike

→ Contract w/ top secret

2. Radio

- A. Development on a mass scale (hear live action)
- B. Most important form of communication until TV
- C. Radio is still very important
 - 1) AM stations games broadcast
 - 2) Talk radio: talk show hosts must be entertaining, articulate, and knowledgeable
- D. Radio stimulates more of the mind, imagination, and fantasy; Commentary more detailed, descriptive and informative.
- E. Radio announcers owned by the teams

3. Movies(several years ago)

- A. Sports started in movies through news reels
- B. Sports movies are entertainment, not accurate documentaries;
Sensationalized sport

4. TV

- A. Huge influence on sports; sports are a huge influence on TV
- B. Whole new game
 - 1) time outs, showboating, shot clock, golf is no longer match (hole) play (stroke play due to time consistency)
 - number of playoffs (more people watch = more \$),
 - scheduling (between and within sports)
- C. Best source to reach the most people
- D. TV now controls sports
 - 1) longer and more time-outs (destroys flow of game)
 - 2) dictates schedules and playing times (tip-off times; prime time)
 - 3) even colleges are effected (Super conferences created by TV)

Advertising

- 1) \$1.5 million/30 second commercials during 1998 Super Bowl
 - 2) \$27 hundred million(한화 약 3조6천800억원) for 2010 South Africa world cup from TV contracts
 - 3) Increases with weekend shows (increased viewers)
- A. Many sport organizations have built their budgets around TV contracts
- B. TV has the most influence over those who do not play the sports
- 1) 1998 baseball season (McGuire and Sosa): home runs most important
- C. Sports must accommodate media
- 1) media is in the front row and press boxes

4. Broadcasting

Year	Contents of Broadcasting	Others
1928	National Chosun baseball festival	First time in Korea
1948	London Olympic Games	First time in international game
1960s	Sports commentators appear at broadcasting	Fixed program :“CBS sports parade”
1970s	All broadcasting station started competition	Amateur: National athletic festival, high school baseball, soccer, and etc
1980s	Professional sports started	1988 Seoul Olympic : symbiotic relationship between sports and mass media
1995	Cable TV and Sports program cable started	
2003	4 sports channels were found	SBS sports, SBS golf channel, MBC ·ESPN sports, KBS sports

© Olympic and TV

- 1) After the '84 LA Olympics, Olympic deficit turns into surplus in
- 2) The Olympics were changed by TV - the game rules, uniforms, and equipment were changed for the TV.
- 3) International signal production and the host broadcaster (HB) to establish the concept.

© National Sports and TV

- 1) Color TV appearance in '80s South Korea's No. 1 sports change movement
- Early 80s professional baseball, professional football, folk wrestling, professional and leisure activities such as basketball banquet to launch domestic sports writer fit the boom.
- 2) '86 Asian games, '88 Olympic games that South Korea's No. 2 sports change movement in the world in 10 sports powerhouse.

© World cup and TV

- 1) After '98 World cup in France, goes beyond the Olympic games emerging as the world's biggest sports festival
- 2) 2002 World Cup co-host effect on TV
- 3) 3 Broadcasting Corp. paid \$3,500million(약4200억원) for the 2002 World Cup broadcasting rights

◆ Chanho Park case,

Broadcasting rights fees to US.

- KBS: \$30million (1997)

- Kyeongin Broadcasting: \$550million
(1998-2000)

→ Total \$580million

* MBC: \$3,200Million w/I 3 years

5. Internet

- A. 40% of all internet inquiries are sport related
- B. Most up and coming
- C. Most current information (unless live on TV) real time scores
- D. Not the most reliable (no editorial restrictions)
 - 1) using FCC (Federal Communications Commission, 연방 통신 위원회) regulations (TV and radio)
- E. Cybersquatting
 - 1) by the name of an upcoming star (high school blue chip) and sell the site when they have made it



Conclusion

Sports and mass media have to interact each to get their benefit.

