

SPORTS COMMUNICATION & MODERN TECHNOLOGY

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Abstract The best place to see the new world of communication may be the sports field. It encompasses some of the best in journalism, broadcasting, electronic communication, marketing, advertising, public relations, visual communication and new media. The stakes for understanding communicative practices may be even greater at the professional level. Especially because professional sports are inextricably linked to the media that broadcast, report, and opine about the games, it is next to impossible to escape the influence of professional sports. Live sporting events more available through satellite providers and Internet feeds, or that fantasy sports have produced an entire industry that is dependent on, but also separate from, sports themselves, or that community officials often insist that the key to urban development or city pride is to invest in a professional sports franchise and/or arena, or that player salaries continue to rise, often driving up the cost of attendance along with them. There are many other features to add to this list. What is critical, once again, is that communication practices are essential to the success of professional sports from expressions of collective identity found at live events to the images produced by sports media to the importance granted to sports in the vitality of a community.

Keywords: Sports, communication, social media, historical review, technology

INTRODUCTION

Sports communication I think about the advancement in technology that has broadened the spectrum of sports and athletes. This includes a radio broadcast, to newspaper articles, to the mass media, the internet and social media. Sport communication is the engine that reaches out to sport fans and its audience in the sports industry. We have seen that without sport communication, the many facts of covering sports scores, news updates, and issues within the industry would not be communicated in a timely manner [1-5].

NEWS PAPER AND MAGAZINE

The press is the oldest medium regularly informing people about sports. From the beginning, sports teams showed keen interest in print media coverage: Newspapers formed the principal means of bringing news of coming events and results of past events. News of coming events built audiences for sporting contests and, together with the results of past events, helped to sell newspapers. One of the first publications dealing exclusively With sports appeared in 18th century England: the *Racing Calendar* edited by the English Jockey Club. Founded in 1751, this club for upper-class people regularly informed its members about sporting rules and forthcoming horse races through its publications. The first sports magazines were also released in England: *Sporting Magazine*, founded in 1792; and *Sporting Life*, in 1821. Both magazines mainly covered horse races as betting on horses became very popular at that time, people needed information and hints to place their bets. An American pioneer of sports writing was William T. Porter who founded *The Spirit of the Times* at the beginning of the 1830s[5-13].

RADIO & TELEVISION

Up to the early 20th century, the only way to share the immediate drama of a sports event was either to play or to attend. But then came radio. The added value of the radio compared to the printed media is the opportunity of live reporting. From the very beginning the radio took advantage of this asset. Live radio reporting gave the impression of being there, of being a witness of something emotional and suspenseful. Announcers learned very quickly to give the impression of dense and dramatic events. Another advantage of the radio was and still is its very fast speed. Results and scores can be diffused instantaneously in a very flexible program. And the radio medium can reach people at any time anywhere, i.e., in the car, at the workplace, on the beach, etc. Technically, radio stations and their reporters can very easily be interconnected so that radio listeners can virtually move from one place to another.

In Great Britain, the BBC radio channel forbade sports news before 7 o'clock in the evening until 1926. Even in 1928, during the Olympic Summer Games in Amsterdam, BBC sports reporters were only allowed to read news agency bulletins and only after 6 o'clock in the evening. At the 1932 Olympic Summer Games in Los Angeles, broadcasting time was limited to 15 minutes per day.

Television has clearly become the leading medium in the context of sports. Like the radio, this medium allows live reporting, but because it transmits not Only sound but also live images, the feeling of -being there is even stronger for television spectators than for radio listeners. So, with television, major sporting contests are no longer available just to spectators witnessing the event in person, but also to many millions more who can view the spectacle in their own homes, thanks to their television sets. The added

value stemming from this medium is evident: close-ups, replays, slow motion, and the different angles from different cameras, and cameras that follow the action. It can be more exciting to be a spectator in front of the television screen than to be a spectator in the stadium, far away from the playing field or the arena floor. And, what is most important, television shows live people, sports-men and -women, usually perfectly built, completely fit, attractive, and highly trained young people.

The increased number of TV channels due to cable and satellite television made it possible in 1979 to start the first network in the USA specializing in sports, ESPN (Entertainment and Sports Programming Network). Other sports channels followed. In Europe, where the monopoly of public service broadcasters was broken in most countries in the 1970s and 1980s, Euro sport and DSF, a German sports channel, went on air. The specialized sports channels have also changed the nature of sports reporting by introducing more entertaining elements.

INTERNET

The Internet allows a fast worldwide transfer of data, so it is well suited to the transmission of short sports news. Portal sites specialized in sports and the official websites maintained by organizers of sports events continuously report the latest news and results. These services are very popular, especially during big sports events. The official websites of the 2000 Summer Olympic Games in Sydney, the 2002 Winter Olympics in Salt Lake City, and the 2002 Soccer World Cup in Japan and Korea registered billions of page views within a few weeks. Independent sports portal sites are also frequently used.

Websites are comparatively easy to produce and use; with the aid of a search engine, fans can easily find even detailed information about special topics. So the World Wide Web is also an ideal place for sports information and for those sports neglected in other media. One of the first websites successfully covering a sports event did not deal with one of the major sports:

CONCLUSIONS

The modes of sport communication are now more instant than others, for example the newspaper and magazines are a way to communicate to their fans, but it takes several hours or days after the event has transpired. The more immediate form of communication is the internet or electronic media, which in today's era is where people have the ability to obtain sports information they are looking for virtually by a click of a mouse, smart phones or tablets. They are the source of information accessed through various websites, networks, channels and satellite subscriptions. They market themselves for all types of ages, ethnic groups and demographically because the information is updated by the minute that gives sports fans information what they desire. In the sports industry, sport communication plays a vital role and as the advancements of technology is among us the mass media is only going to get bigger moving forward to the future? The communication of sports has the most powerful influences on society and the lives we live. My belief of the evolution of sport communication with technology is that you will not have to attend a sporting event in person. There is going to be a venue in place of being able to attend it from the luxury of your house as if you were really there.

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