

## **Third lesson: Specialized press**

### **Media and sport**

Media plays a large role in how we perceive most aspects of life. Have you ever liked a particular sport more just because of the hype it gained? How do you know about players of sports that you do not even watch? It is because the media plays a large role in sports and their perception.

#### **How does Media affect Sports?**

The media plays a significant role in shaping the public's perception and consumption of sports. Through various platforms, such as television, radio, print, and online media, the media can reach a large audience and influence public opinion about sports and the athletes who play them.

One of the main ways the media impacts sports is through the coverage it provides. The media determines which sports and events receive the most attention and how they are covered, which can greatly impact their popularity.

For example, if a particular sport or athlete receives much coverage in the media, it can increase its visibility and help to grow its fan base.

#### **Promotion and Marketing**

The media plays a significant role in the promotion and marketing of sports. The media can reach a large audience and promote sports events and sponsorships through various platforms, such as television, radio, print, and online media.

One way the media promotes sports is through coverage of sports events. Featuring sports events in the media can increase their visibility and help to generate interest and viewership. This can be particularly important for smaller sports or events that may otherwise receive less attention.

The media also promotes sports through sponsorships. Sponsorships allow sports leagues, teams, and athletes to partner with businesses and organizations to promote their products or services.

The media can help to promote these sponsorships by featuring them in their coverage of sports events. In addition, the media can help to promote sports through the use of

advertising. Sports leagues, teams, and athletes can purchase advertising space in the media to promote their events and sponsorships.

## **Conclusion**

The media can reach a large audience and influence public opinion about sports through various platforms, such as television, radio, print, and online media.

The media determines which sports and events receive the most attention, shapes public perception of sports and athletes, promotes sports events and sponsorships, and sets the tone of sports coverage. The media must approach sports coverage responsibly and ethically, considering fairness, accuracy, responsibility, conflict of interest, and privacy.

By adhering to these principles, the media can ensure that its coverage of sports is fair, accurate, and responsible and maintains the public's trust and the sports' integrity.

## **Questions:**

- What is the relation between media and sport field?
- Try to write a short article that talk about children media?