Chapter 17

Reading the Television Broadcasts on Sports

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ABSTRACT

Sports constitute the locomotive side of the media. Sometimes a success in sport finds its place in various organs of the media; sometimes a derby challenge keeps the media’s agenda busy for days. Sport is an important component that attracts people and holds society together. Individuals experience the practices of social life through sport. Sports are also supported by the media because they provide socialization in societies, leaving a wide range of places. One of the most important media organs in which sports are widely located is television. Sports, with the development of television, adapted to television discourse has taken place in our lives. As a product of popular culture, it is spread and formed from television. Television gives the game more drama. Live transfer of the game adds the audience to the game and increases its drama. The audience watches the show prepared for him in his comfortable couch at home with different camera techniques and colorful narration of the presenters.

INTRODUCTION

Sports constitute the locomotive side of the media. Sometimes a success in sport finds its place in various organs of the media, sometimes a derby challenge keeps the media’s agenda busy for days. Sport is an important component that attracts people and holds society together. Individuals experience the practices of social life through sport. Sports are also supported by the media because it provides socialization in societies, leaving a wide range of places.

The media is spread through messages composed of written, audio and visual sources. Living in a world equipped with these messages requires having new communication skills and using them correctly. While newspapers, magazines, radio, television, cinema and the internet spread through personal computers are rapidly developing technology, individuals must understand and assimilate the concept of ‘media literacy’ (Parse & Akmeşe, 2012, p.1331). The means of communication that drive interper-
sonal communication are culturally fed from societies, while at the same time feeding them in this sense (Çakır, 2014, p. 48).

The concept of visual literacy emerged at the end of the 1960’s and was first used by John Debes. Debes defines visual literacy as “Vision proficiency developed by individuals through the use of a number of senses of vision” (Yılmaz, 2013, p.103). In our age, where visual communication becomes important and people believe what they see, visual communication has been in the way of other ways. In the context of visual literacy, television visuals are important in the creation and reading of images. Sports broadcasts, which are also widely watched among television programs, are noted for their visual literacy.

Sports, along with the development of television, have been adapted to television discourse and have taken an important place in our lives. Television highlights the dramatic side of sport. In particular, watching the game live brings the audience into the game and increases the dramatism. For the audience sitting in the comfortable couch at home, it is a pleasure to watch the show presented with different camera angles, different shooting techniques and colorful narratives of the presenters. A television production with production elements transformed sports events, the audience is presented with a variety of pleasures. For this purpose, different and innovative camera images, close-up shots, slowed down replays of recorded images, sound and image effects, specially produced graphics-animations to make the audience feel the authenticity of the moment is desired.

The technical reproduction of sports broadcasts on television, the arrangement of sound and image to form a visual text increases reality on television. With its interesting and unifying structure, sport spreads to the masses from television and is shaped by it. It is thought that the techniques used in presenting sports events to a wide audience with the rapidly developing technology have in essence expanded the spread of popular culture. For this reason, it is important to read and understand the sports broadcasts from television and watched with interest.

**PRODUCTION OF VISUAL LITERACY OVER TELEVISION**

Huxley was trying to explain that the trouble that happens to people in Brave New World is not because they laugh instead of thinking, but because they don’t know what they’re laughing at and why they stop thinking (Postman, 1994, p.176). You believe what you see. Seeing precedes other senses. Our brain processes and stores visual information more quickly than verbal information. 70% of the information perceived and remembered by someone watching an audio and video information program is image, 30% is sound (Foss, 2012, p.50).

In the present day, when all around us are full of digital images, the eye has come to prominence from the sensory organs. Communication tools showing the image 20. Century. The century has led to technological developments. 21. Century we have experienced various forms of seeing. In this period we read what we saw, we started to produce content together with Web 2.0, that is, writing with images. The dominance of the image and the visual over other messages plays a major role in this effective state of media in general and television in particular (Otan, 2014, p.65).

Each visual culture product, no matter how new or innovative, is shaped by the previous accumulation (Onursoy, 2017). Viewers also evaluate these images based on their personal experiences up to that moment. According to Metz, the meaning of the image consists of cultural codes, textual strings and inferences. Each image alone has a meaning but when it is with other images it acquires new side meanings (Büker, 2012, pp.122-42). Each viewer generates a viewing experience by inferring from their
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