

Visual Media and Communications Analysis During International Sport Organizations (Case Study: European Football Championship 2008)

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Objective: To assess the relations of the supporters of the countries, which attend to the European Football Championship, with the football and visual media, the reverse publication evaluations, miscellaneous dimensions of being a supporter, active or passive audience states and also the watching rates of Turkey and Germany.

Method: The survey that was used as a data collection tool was adopted from the surveys of the doctorate thesis of Cologne University of Sports and the bachelor degree thesis. The survey was applied to totally 110 audiences from various countries attending to European Championship in the cities where the championship was held. The data were subjected to frequency, percent analysis, x-square, t-test and correlation via the statistical package program (SPSS, version 14).

Results: Most of the supporters are subscribed to paid channels meaning regular football spectators are coming to support national teams. Married couples have a higher rate of subscribing to paid channels. Fans are getting their football news mostly from the internet. Men and women have different tastes regarding places to watch football games. Most supporters watch football 1-2 days a week. One-third of the supporters mention that they give priority to domestic league clubs over national teams.

Conclusion: As a result of the obtained findings, it has been found out that majority of the audiences are the subscribers of paid channels, that the news source where the football news are learned range and that there is a difference between the places where the men and women audiences watch the games.

Key words: Media, football, European Football Championship