

THE IMBALANCE OF COMMENTATORS' DISCOURSE DURING A TELEVIZED BASKETBALL MATCH

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Abstract:

Sports reporters have journalistic duties and as a rule they should thus be objective. However, they often fail to comply with reporting standards and they become subjective. Such subjectivity can influence the spectator's perception of events. In this pilot study, we analysed recorded broadcasts of a top-level basketball match aired by the national television broadcasters from the participating teams' countries. We ascertained that half of all the remarks made by both commentators were facts. Approximately every fourth remark expressed an opinion, while every fifth remark was related to statistical data. Half of the commentators' remarks related to the team perceived to be *ours*, 30% of the remarks related to the other team, 10% of the remarks related to the game time and score, while 10% of the remarks involved other comments. The commentators' discourse was obviously imbalanced. During international competitions commentators evidently favour teams from their own country. Sports commentators thus hardly comply with journalistic standards. This, however, does not confirm the subjectivity of the commentators. Further research is needed to clarify this field and topics for future research are proposed.

Key words: *media, sports commentator, sports broadcasts, reporter, play-by-play, analyst, pilot study*

Introduction

There is no unique definition or general agreement as to what journalism is. Each of the several theoretical and practical conceptions of journalism emphasizes different aspects of the job. Such ambiguity is historical; as far back as at the turn of the previous century Bücher stated that the beginning of journalism varies according to our understanding of the term *newspaper* (Bücher, 1900; quoted by Splichal, 2001, p. 68).

Today's so-called 'Western civilizations' understand journalism predominantly as "collecting, writing, editing, and spreading of information as well as other types of (especially spiritual) contribution to daily and periodical press, radio and television stations" (Splichal, 2000, p. 48). Such a definition characterizes the journalist's work as essentially preparing and spreading information, making journalism fundamentally a craft. However, there are other more ideological definitions, such as Sapunar's conception: "Journalism (...) ranks among the oldest human activities; its aim is to shape public opinion or to preserve the circulation of socially important information in a society with a common language" (Sapunar, 2000, p. 5). Schudson claims news is not a mirror of reality: "It is a representation of the world, and all representations are selective" (Schudson, 2003). Some authors focus on the jour-

nalist's mission and conceive media as the watchdog of democracy (cf. Whitehouse, 2001; Košir, 2003). All in all, it is easier to identify the things that contemporary journalists do than to clearly label the functions and roles of journalism (Tapsall & Varley, 2001, p. 5).

Slovenian journalists identify "the public's right to the best possible information" as the main journalistic guideline in their self-regulatory acts (*Kodeks novinarjev Slovenije*, 2002). Further, they "are bound to present a complete picture of events" (*Kodeks novinarjev Slovenije*, 2002). Croatian journalists share the same principles; further, their Code of Honour states that "journalists as all other citizens have the right to political and otherwise convictions and engagements" (*Kodeks časti hrvatskih novinara*, 2006). However, while working, the journalist "keeps a professional distance from current events, which is one of the requirements for objective and professional reporting regarding on-going events" (*Kodeks časti hrvatskih novinara*, 2006). The journalist's task is thus to inform the public objectively (impartially) and thoroughly (cf. Society of Professional Journalists, 1996).

Sports journalism or journalism about sports is somewhat special. Boyle (2006) argues it remains in many ways a paradox. He says it has been traditionally viewed disparagingly as sloppy journalism. However, sports journalism has always had a

big commercial impact, especially on the popular press.

Boyle claims that sports journalism (Boyle, 2006, p. 2):

“[u]ntil recently, has been largely absent from journalism education and practice and similarly invisible among the growing critical literature from within media and communication studies which examines issues in and around journalism.”

Korošec argues that the essence of sports journalism is to report from a sporting event. The aspect of describing the course of a sporting match relates to the reporter's task of journalism (Korošec, 2005, p. 259).

The *unique individuality* (Košir, 1988, p. 73) that makes sporting events newsworthy is their unpredictable outcome. Sports reporting should, as a rule, be objective but Korošec argues that especially when reporting about sports (2005, p. 262):

“[t]here is a special relationship between the communicator and the recipients. Spectators rely on (their) reporter, they trust his knowledge, they are often accustomed to him, understand him, and are even willing to accept inconsistencies with reporting standards, such as when a reporter shifts from reporting to excitement, from admiration of sports achievements to fanaticism, from praising a successful athlete to depreciation etc.”

Sports reporters thus occasionally fail to comply with reporting standards and get carried into subjectivity. However, the audience accepts such alterations as inevitable.

As a media content, sports enabled the development of specialized media. The most popular are specialized newspapers (i.e. *L'Equipe*, *El mundo Deportivo*, *Gazzetta dello Sport*), among which the most prominent have an almost-centennial tradition. Lately, specialized sports television broadcasters such as Canal+, DSF, ESPN, Eurosport and Sportklub have become increasingly popular.

Television is particularly appealing for live broadcasts of sporting events. The final outcome of such events is unknown so the audience feels as if they are *watching history in the making*. This is best proven by the huge audiences that watch televised elite sporting events. The 2004 Olympic Games produced 34.4 billion global viewer hours, equivalent to each citizen older than four living in a country which broadcast the Olympic Games consuming 8 hours and 9 minutes of Olympic Games coverage (30 minutes every day) (Sports Marketing Surveys, 2004, p. 7). A similar must-see event is the FIFA World Cup. The 2006 FIFA World Cup final

match between Italy and France achieved a 91.1% share in Italy (SIPRA, 2006), meaning that nine Italians out of ten who were watching television at the time tuned in to see the final match.

In Slovenia, sports broadcasts are accompanied by the spoken words of a commentator or reporter¹. During the broadcast they represent the television station they report for. Throughout a match they describe and to some extent also comment (give opinions on) the event. The reporter is rarely seen throughout the broadcast, but we normally hear his or her voice. Technical commentators often join the reporter. Their task is usually to convey in-depth technical information.

American sports events are usually commented on by two people, namely the *play-by-play broadcaster* and the *analyst*, also known as the *colour analyst*. The role of the play-by-play broadcaster is analogous to the role of the Slovenian reporter. His primary duty is to describe the course of events and frequently mention the current score and time. The colour analyst is usually a famous former athlete or coach and his task is to entertain the audience and to convey technical insights (Hedrick, 2000). Many American practitioners argue that the main task of the broadcaster is to prepare the ground for the colour analyst since he is supposed to be the star of the broadcast (Hedrick, 2000).

A balanced journalistic report plays an important role in allowing a proper and realistic representation of media contents. Representation is the process whereby members of the same culture produce and exchange meanings, and this process is achieved through language (Hall, 1997). Some researches (Wilson, 1997; van Sterkenburg, & Knoppers, 2004) have already acknowledged imbalances in reporting about sporting events. In English football, black groups of spectators identified the existence of media sport racial stereotypes, which were fed and reaffirmed through commentator discourse (McCarthy, Jones, & Potrac, 2003). It has also been proven that mediated sports are gender-biased as the proportion of mentions of women and men athletes is imbalanced, regardless of their success (Eastman & Billings, 1999). On the Slovenian scale, differences between broadcasts of male and female team handball matches have been researched by Bon and Doupona Topič (2004). They ascertained that the discourse of the (same) reporter is more informative and varied during a male team handball match. Further, successful actions carried out by male players are more emphasized and the broadcasts of male matches are technically richer.

Team sports are played by two teams. If we assume a reporter is objective and impartial, we ex-

¹ On the Slovenian national television broadcaster, a sports journalist who reports from sporting events is referred to as a *reporter* (Slovenian: *reporter*). In the past, the term *commentator* (Slovenian: *komentator*) was also used. Today, the term *reporter* is used as many journalists argue that *it is impossible to comment on an event as it happens*.

pect both teams will (regardless of the reporter) get mentioned at approximately the same frequency. To test this assumption, we recorded the live broadcast of a basketball match on two different television stations and compared both reporters' discourse, that is their delivery of certain types of information throughout their broadcasts.

Methods

We analysed recorded broadcasts of a top-level (Euroleague) basketball match between Union Olimpija Ljubljana and Cibona Zagreb aired by two national television broadcasters: the Slovenian *TV Slovenija* (TVS) and the Croatian *Hrvatska televizija* (HTV). The match was played in Zagreb on 26 October, 2006.

The commentator on TVS was a former top-level basketball player. He has been a basketball commentator for this channel for about ten years. He is employed under contract by the station and is a member of the Slovenian Association of Sports Journalists (*Društvo športnih novinarjev Slovenije* – DŠNS).²

The commentator on HTV was a former basketball player with about thirty years' experience as a commentator of various sports. He is a full-time employee of the station and a member of the Croatian Association of Sports Journalists (*Hrvatski zbor sportskih novinara* – HZSN).³ The Croatian technical analyst was a former top-level basketball coach, a contractual employee of the station.

The broadcast on TVS started with several minutes of delay because of a preceding sports broadcast. Overall it lasted 90 minutes without commercial breaks.

The broadcast aired on HTV lasted 96 minutes without commercial breaks. The broadcast started approximately five minutes before the beginning of the match.

Both TV stations broadcast short sideline interviews with players and/or coaches in the break after the second and fourth quarter of the match. The two interviews on TVS lasted altogether approximately 3 minutes while the one interview on HTV lasted about two minutes. The interview questions and answers were not analysed.

We thus analysed 87 minutes of the single-person broadcast on TVS and 94 minutes of the two-person broadcast on HTV.

The quantitative analysis with regard to the *content* of information included the number of times *each team* and *each team's players*, the *referees*, the *game score*, *game time*, and the number of times *other information* were mentioned.

The qualitative analysis with regard to the *type* of information included the classification of each unit of information as a *fact*, a *description of action*, an *opinion*, or *statistical data*.

We classified as *facts* all remarks related to an objective condition, including an objective description of events, statements regarding the current game time and score.

We classified as a *description of action* all objective descriptions of the players' actions and referees' decisions. Such remarks include objective descriptions of movements or actions made and do not include the speakers' opinion or judgment on the event.

We classified as *opinions* remarks expressing the broadcasters' subjective view or opinion regarding actions or events throughout the match. Opinions were treated as such regardless of their foundation or the researchers' agreement with them.

As *statistical data* we classified all remarks regarding statistical data on the players or teams.

Each statement made by a commentator (regardless of its classification) is considered a distinct *unit of information*.

Table 1. Criteria for the qualitative classification of the broadcasters' statements.

Category	Description	Examples
Fact	Objective statement regarding a fact, an event or a condition.	TVS: "Personal foul on A."
		HTV: "Twenty-five: nineteen, a six-point lead."
Description of action	Objective description of players' and referees' actions.	TVS: "Rebound by B."
		HTV: "C changes the direction of movement."
Opinion	Broadcaster's subjective view or opinion regarding actions or events.	TVS: "Another easy basket for D."
		HTV: "A clumsy action by Cibona."
Statistical data	Statistical data of any kind (excluding the current score).	TVS: "E, ten points."
		HTV: "F scores all three free throws."

² The regulations of the Slovenian Association of Sport Journalists (2006) state that candidates applying for membership in the Association have to "have worked predominantly in sports journalism at least two years".

³ The regulations of the Croatian Association of Sports Journalists (2003) state that it unites "all professional and freelance journalists who work predominantly in sports journalism". The Association is affiliated with the Croatian Journalists' Association.

We divided the recorded units of information with regard to the time they were stated. Units of information were thus divided as being stated during playing time or during intermissions (time-outs, intervals between periods, time before the beginning or after the end of the match).

Each unit of information was chronologically recorded on an appropriate sheet. We took note of the type (quality) of information and of the subject to which the statement applied. We then determined the frequency of each type of statement for both broadcasts.

Results

Quantitative analysis of the commentators' discourse

In Table 2 the number and share of units of information spoken by the commentators during the basketball match broadcasts are presented. The data were divided with regard to the time the information was spoken (statements during playing time or intermissions).

Despite his slightly shorter broadcast time the Slovenian commentator spoke more units of information than the two commentators on the Croatian television together. This is due to the conversations occasionally held by the two Croatian commentators: during such dialogues the technical analyst of-

ten explained specific information more thoroughly. This is actually one of the key features of such roles (see Bender & Johnson, 1994, and Hedrick, 2000). Such information, if pertaining to a single concept, was counted as a single unit of information despite its thoroughness. On the other hand, the Slovenian commentator performed his task alone. He thus focused on a description of the events and was less analytical.

A comparison of the share of information given by each commentator on HTV shows that the technical analyst stated approximately three times less units of information than the commentator. However, the analyst was relatively more talkative during the intermissions. Such breaks are obviously a proper time for a thorough analysis of a match in progress.

Qualitative analysis of the commentators' discourse

In Table 3 the number and share of different types of information spoken by the commentators are presented. The data are divided according to the time the information was stated (during playing time or intermissions). The different types of comments combined form the commentators' discourse throughout the match.

Approximately half of all remarks spoken by both commentators were classified as facts – that is, objective descriptions of the actions of the players, referees or coaches.

Approximately every fourth remark (TVS: 21%, HTV: 27%) made by the commentators expressed an opinion. These were thus subjective descriptions and judgments of actions or other events during the playing time.

About every fifth remark made by the Slovenian commentator related to statistical data. The Croatian commentator made fewer remarks regarding statistical data; however, such information was also given by the Croatian technical analyst.

Twenty-five percent of the remarks made by the Croatian technical analyst were objective descriptions of facts or actions, while two remarks out of

Table 2. Number and share of units of information spoken by the commentators on both networks

	During playing time	During intermissions	Sum
TVS	890 (81%)	208 (19%)	1,098 (100%)
HTV	799 (77%)	234 (23%)	1,033 (100%)
HTV commentator	603 (58%)	196 (19%)	770 (74%)
HTV technical analyst	167 (16%)	67 (7%)	263 (26%)

Table 3. Number and share of units of information with regard to their type

	TVS		HTV commentator		HTV technical analyst	
	During playing time	During intermissions	During playing time	During intermissions	During playing time	During intermissions
Fact	468 (43%)	87 (8%)	307 (40%)	100 (13%)	48 (18%)	14 (5%)
Description of action	110 (10%)	2 (0%)	66 (8%)	0 (0%)	3 (1%)	1 (1%)
Opinion	198 (18%)	38 (3%)	169 (22%)	41 (5%)	132 (50%)	44 (17%)
Statistical data	114 (10%)	81 (8%)	61 (8%)	26 (3%)	13 (5%)	8 (3%)
Sum	890 (81%)	208 (19%)	603 (78%)	167 (22%)	196 (74%)	67 (26%)
All information	1,098 (100%)		770 (100%)		263 (100%)	

three were opinions. The analyst's task is thus obviously to explain the causes of individual actions. He takes advantage of his insights to analyse a player's performance, a coach's tactical choice and even to 'think aloud' and suggest which decisions he would take if he were courtside.

Approximately ten percent of the technical analyst's comments related to statistical data. He thus obviously frequently substantiated his claims with relevant figures.

Themes of discourse

In Table 4 the number and share of spoken units of information with regard to their themes are presented.

Less frequent did the commentators mention the *opposing* team. Both commentators and the Croatian technical analyst devoted about 30% of their comments to the team that did not come from the same country.

Approximately 10% of the comments related to the current game time or score. Another 10% of comments related to other contents, such as scores of other matches in progress, comments regarding fans, upcoming matches, etc.

Discussion and conclusion

The structure of the mediated information is roughly the same for both commentators, despite the difference in the duration of their broadcasts.

Table 4. Number and share of units of information with regard to their theme

	TVS		HTV		HTV commentator		HTV technical analyst	
	During playing time	During intermissions	During playing time	During intermissions	During playing time	During intermissions	During playing time	During intermissions
Croatian player	53 (5%)	19 (2%)	108 (10%)	55 (5%)	55 (7%)	26 (3%)	53 (20%)	29 (11%)
Croatian team	227 (21%)	26 (3%)	321 (31%)	62 (6%)	241 (31%)	51 (7%)	80 (30%)	11 (4%)
Slovenian player	125 (11%)	33 (3%)	45 (4%)	24 (2%)	30 (4%)	9 (1%)	15 (6%)	15 (6%)
Slovenian team	348 (32%)	67 (6%)	188 (18%)	34 (3%)	154 (20%)	27 (4%)	34 (13%)	7 (3%)
Score	40 (4%)	15 (1%)	45 (4%)	11 (1%)	45 (6%)	10 (1%)	0 (0%)	1 (1%)
Playing time	25 (2%)	8 (1%)	43 (4%)	3 (1%)	38 (5%)	3 (1%)	5 (2%)	0 (%)
Other	72 (6%)	40 (3%)	49 (5%)	45 (4%)	40 (5%)	41 (5%)	9 (3%)	4 (1%)
Sum	890 (81%)	208 (19%)	799 (77%)	234 (22%)	603 (78%)	167 (22%)	196 (74%)	67 (26%)
All information	1,098 (100%)		1,033 (100%)		770 (100%)		263 (100%)	

Both reporters tended to favour reporting information regarding the team from their own country. Namely, the Slovenian reporter devoted 52% of his comments to the Slovenian team and its players⁴, while the Croatian reporter devoted 48% of his comments to the Croatian team and its players (Table 4, boldfaced).

Approximately half of a commentator's remarks thus refer to the team he perceives to be *his*. This figure was even higher for the Croatian technical commentator as he mentioned *his* (that is, the Croatian) team and players on 65% of the occasions.

Approximately half of all comments referred to the team perceived to be *our team*, and 30% of the comments referred to the *opposing* team (from the speaker's standpoint). The game time and score are mentioned on 10% of the occasions, while 10% of the comments related to other more or less relevant topics.

Considering the journalist's role mentioned in the introduction, we assumed both commentators would mention each team and its players at approximately the same frequency. This case study proved the contrary as *our team* (from the speaker's perspective) was mentioned considerably more often than the *opposing* team.

⁴ To claim that the Slovenian commentator devoted his comments to *Slovenian players* would be inaccurate as Union Olimpija had on its roster eight Slovenian players and five foreign players. Cibona Zagreb had the same proportion of Croatian and foreign players.

Both reporters oriented their audiences towards a common communication circle⁵ (Korošec, 2006, p. 618) by occasionally mentioning *our basketball players* and referring to the other team as the *opponents*. The latter were thus never referred to as *they* or *them*.

This confirms the commentator's imbalance but not his subjectivity since an event can be (objectively) described in different ways. *Olimpija wins the match* describes a situation as objectively as *Cibona loses the match*. The situation is the same but described from a different speaker's standpoint (which can in turn create a different connotation).

The formulation of a linguistic message depends (among other things) on the speaker's style. "The concept of style presupposes the existence of objects which are essentially identical but which differ in some secondary, subservient feature or features" (Akhmanova, 1976, p. 3). The selection of actualized⁶ stylistic elements and the consequent stylistic bias of the text give an additional meaning to the broadcasted picture. Television reporting entwines two semiological categories, language and picture (Korošec, 2005). We have not researched the details of such a creation of additional meaning.

Our study proved an imbalance in the comments made by the Croatian analyst. Almost two thirds of his remarks referred to *his*, that is, the Croatian team. The same was the share of opinions he expressed in relation to his entire speaking. The latter is no surprise: the technical analyst's role is to offer viewers a deeper understanding of the ongoing events. He can achieve this by exploiting his specific and in-depth knowledge of the sport. American TV stations generally appoint as colour analysts the most picturesque, eccentric and somehow unique athletes or coaches; their primary goal is to attract viewers with their colourful comments, not to be thoroughly objective (Bender & Johnson, 1994; Hedrick, 2000).

However, if we sum up the Croatian analyst's and commentator's statements, the figures achieved by the Croatian team are nearly the same as those of the Slovenian commentator alone. The analyst thus actually 'balanced out' the (commentating) team's performance.

Even though television merges voice with picture and graphics, the frequent mentioning of the current time and score is important. Television is often listened to while performing other tasks so a verbal noting of the time and score assures in-

formation regarding the course of the match for spectators who are not anchored in front of their TV screen. Various authors suggest the 'egg-timer rule' according to which such information should be conveyed at least every three minutes (Bender & Johnson, 1994; Hedrick, 2000).

Sports commentators should strive to inform spectators about the game in progress as objectively and exhaustively as possible. This would assure a steady connection between sports reporting and journalism/reporting in general (Korošec, 2005).

In practice, sports commentators hardly achieve the journalistic canon of accurate information or pursue the 'myth of objectivity' (with the awareness that true objectivity is impossible to achieve, but a 'sophisticated attempt' to interpret events unbiased and thoroughly is made (McKnight, 2001, p. 50). We believe such behaviour is not driven by a wish to influence public opinion but by the commentators' comprehension of their audiences' expectations.

In this pilot study we assessed selected quantitative and qualitative parameters of commentators' broadcasts during a top-level basketball match. To this end we analysed the recorded broadcasts of the match aired by television stations from both teams' countries.

The analysis proved an imbalance in the commentator's discourse throughout the match. They tend to favour reporting about the team from their own country. This does not necessarily mean their reporting is partial since a fact can be described from different perspectives. However, such an imbalance definitely creates a unique stylistic effect that can result in favouring the team perceived to be *ours*.

The results of this pilot study are not definite. They indicate many relevant topics and pose several questions for future research. Such research could include an analysis of commentators reporting at "neutral" matches, where none of the players or teams can be linked to them in any way. A thorough analysis of commentators' performance in general on a bigger sample of televised matches is also needed.

Considering the share of opinions expressed by the commentators, a semantic analysis of such contents would be relevant. This would show the means adopted by the commentators to convey their opinions. A semantic analysis of the units of information categorized as facts would also be appropriate.

⁵ Korošec calls a common communication circle (CCC) an instance where the three communication parameters (speaker, message, and addressee) are oriented to the same context of a situation.

⁶ "Actualization means a new, fresh, particular, unusual use of linguistic means to achieve a special effect" (Korošec, 1998: 15).

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NEURAVNOTEŽENOST U KOMENTATORSKIM DISKURSIMA TIJEKOM TELEVIZIJSKOG PRIJENOSA KOŠARKAŠKE UTAKMICE

Sažetak

Uvod

Ne postoji jedinstvena definicija novinarstva. Svako od nekoliko teorijskih i praktičnih shvaćanja novinarstva naglašava različite aspekte ovog posla. Ipak, teoretičari se uglavnom slažu da bi novinari trebali objektivno (nepriistrano) i cjelovito informirati javnost.

Kao medijski sadržaj, sport je omogućio razvoj posebnih medija. Specijalizirane novine i televizijski prijenosi poznati su u svijetu. Privlačnost sportskih događaja za medijsku publiku najbolje se može potvrditi ogromnom gledanošću televizijskih prijenosa vrhunskih sportskih natjecanja kao što su olimpijske igre ili svjetska nogometna prvenstva.

Sportski prijenosi popraćeni su komentarima sportskih novinara ili reportera. Tijekom utakmice oni opisuju i u određenom opsegu komentiraju događaje (iznose mišljenja o njima). Stručni komentatori često se priključuju reporterima.

Sportski reporteri su novinari i imaju novinarske zadaće, stoga bi u skladu s pravilima novinarstva njihovi komentari trebali biti objektivni. Pa ipak, oni često ne uspijevaju zadržati reporterski standard i postaju subjektivni. Publika prihvaća takve otklone kao neizbježne pojave, ali navedena subjektivna neravnoteža u komentarima može utjecati na gledateljevu percepciju događaja.

U ekipnim sportovima sudjeluju dvije ekipe. Ako pretpostavimo da je komentator objektivan i nepriistran, možemo očekivati da će obje ekipe spomenuti otprilike jednaki broj puta. Da bismo ispitali ovu pretpostavku, snimili smo prijenose jedne košarkaške utakmice koju su prenosile dvije televizijske kuće i usporedili komentare oba sportska komentatora, odnosno raspodjelu određenih izjava komentatora tijekom njihovih prijenosa.

Metode

U ovoj pilot studiji, analizirali smo snimljeni prijenos vrhunske (Euroliga) košarkaške utakmice između momčadi Union Olimpija iz Ljubljane, Slovenija, i Cibona iz Zagreba, Hrvatska. Utakmicu su prenosile dvije nacionalne javne televizije: slovenska TV Slovenija (TVS) i hrvatska Hrvatska televizija (HTV). Utakmica je odigrana u Zagrebu 26. listopada 2006. Obje televizijske kuće imale su reportere koji su izvještavali s mjesta događaja, dok je hrvatska televizija u prijenosu dodatno imala i stručnog analitičara.

Kvantitativna analiza prijenosa uključila je broj spominjanja svake ekipe i igrača svake ekipe, sudaca, rezultata utakmice, vremena igre i broj spominjanja ostalih informacija. Kvalitativna analiza sastojala se od klasifikacije svake pojedinačne informacije kao činjenice, opisa akcije, mišljenja ili statističkog podatka. Zabilježene pojedinačne infor-

macije bile su dalje podijeljene s obzirom na faze utakmice u kojima su izrečene. Utvrđena je nadalje i frekvencija izricanja svakog iskaza ili diskursa za oba komentatora.

Rezultati, diskusija i zaključak

Otprilike polovina svih izjava obojice komentatora bile su činjenice. Otprilike svaka četvrta izjava označavala je mišljenje, dok je svaka peta izjava bila povezana sa statističkim podacima. Slovenski je komentator izgovorio više pojedinačnih informacija od obojice komentatora na hrvatskoj televiziji. Razlog tome je prigodni razgovor između dvojice hrvatskih komentatora: tijekom takvih dijaloga stručni analitičar često je temeljitije objašnjavao konkretne informacije. Slovenski komentator bio je fokusiran na opisivanje događaja te je bio manje analitičan.

Od napomena stručnog analitičara 25% bile su činjenice, a 67% njegovih primjedaba bile su subjektivni komentari. Iznio je značajno manje pojedinačnih informacija u odnosu na komentatora, ali je bio relativno razgovorljiviji tijekom stanki.

Oba komentatora bila su sklona navijačkom informiranju u kojemu su preferirali ekipu iz svoje države te je zbog toga približno polovina komentatorskih napomena bila usmjerena na ekipu koju komentator doživljava kao *svoju*. Ova brojka bila je čak i viša za hrvatskog stručnog komentatora i dosegla je razinu od 65% njegovih napomena. Nadalje, 30% komentatorskih primjedaba odnosilo se na suparničku ekipu; 10% izjava odnosilo se na rezultat utakmice i vrijeme utakmice, dok je 10% bilo povezano s nekim drugim sadržajima.

Oba novinara orijentirala su svoju publiku prema uobičajenom načinu komuniciranja povremenim spominjanjem *naše košarkaške ekipe* nazivajući drugu ekipu *protivnicima*. Protivnici, pak ni u jednom trenutku nisu spomenuti kao *oni* ili *njima*. To potvrđuje neravnotežu komentatorskog diskursa, ali ne i njegovu subjektivnost, budući da događaj može biti (objektivno) opisan na razne načine, ovisno o gledištu komentatora. Na taj način tekst može poprimiti različite konotacije. U praksi, sportski komentatori rijetko ispunjavaju novinarsko pravilo o točnosti informacija, odnosno vrlo rijetko prate *mit o objektivnosti*. To ipak ne znači da je njihov način izvještavanja nužno pristran budući da je činjenicu moguće opisati iz različitih perspektiva. Kako bilo da bilo, takva komentatorska neravnoteža definitivno stvara jedinstven stilski efekt koji može rezultirati navijanjem za ekipu koja se percipira kao *naša*.

Zaključci ove pilot studije nisu konačni. Oni, doduše, otvaraju nekoliko pitanja koja se odnose na vrlo popularno, ali ne često istraživano područje o učincima televizijski praćenih sportova. Potrebna su daljnja istraživanja na navedenom području, stoga je u članku predloženo nekoliko tema za iduća istraživanja.