

CHARACTERISTICS OF FILM AS A COMMUNICATION CHANNEL OF FOOTBALL CLUBS

ABSTRACT

With the discovery of the film, the understanding of the reality of the man of that time and his environment changed significantly. There is a cancellation of simultaneity for the observer - for the first time, people can see exactly demarcated phenomena from another location and from another time. At that time, in 1895, the discovery and public presentation of film was a kind of revolution – a phenomenon that had not been seen or predicted until then. However, sports and "moving pictures" or film took the first steps together, they are responsible for mutual success and public affirmation. From the first sporting steps and the first recorded film frames, the creation of a new social epoch, the popular culture of sports, began. Football, as a part of the mentioned popular overall sports culture, was even called, no less, no more, but the most important secondary thing in the world. In today's networked and strongly technological world, film lives a "new life". It finds its place as a powerful communication channel for conveying one's own stories, ideas, representations, etc. The part of the football performance that the audience sees either live or on television is only a fraction of the real picture, the tip of the iceberg. It is the film that can show the audience all those events that take place "behind the scenes", which led to a grandiose victory or even caused a catastrophic defeat. More and more football clubs are choosing film as a communication channel to "tell the real side of the story" to their audience. The goals of this paper are to determine the characteristics of film as a communication channel of football clubs and to give a brief overview of the connection between film and sport throughout history.

Keywords: film; communication; football; football club.