

THE INFLUENCE OF THE SUCCESS IN SPORTS ON MEDIA COVERAGE

ABSTRACT

Sports is one of the few sections in the media where “good news” increases the audience’s interest in sports content. Victory and achieved results in sports are considered good news, which is less and less represented in contemporary media. The paper aims to show the impact of sports success on media coverage and increased interest in the media, using examples of significant sports results. The main hypothesis of the paper is that success in sports increases the interest of the media audience. In this sense, sports success and the procedures and techniques of creating publicity for athletes and sports organizations are defined, which is a prerequisite for later research. The paper analyzes various media and their content during competitions in which Croatian athletes achieved sporting success. In addition, the paper analyzes the readership of texts published during similar competitions in which the expected result was absent. In addition to the analysis of the content of the Croatian media, analysis from other Internet sources was taken to confirm the hypothesis. Besides the content analysis method, a quantitative and comparative method with exact data was applied. To a lesser extent, a qualitative method was used to recognize success or failure as good or bad news in the texts. The results and discussion show the correctness of the research objective and the set hypothesis.

Keywords: sports media; success in sports; coverage; google trends.