



## **HOW DOES THE MEDIA SHOW THE FIFA**

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### **Abstract**

In our study titled "How Does The Media Show The FIFA", it is aimed to determine that do the newspapers differ or not in terms of quality and quantity according to their political views about news on corruption and match-fixing activities in FIFA.

In this study it is applied a descriptive scanning model with the aim of researching how is the match-fixing and corruption news in FIFA narrated by media; which is frequently used in media analyzes and to be described the existing facts as bare facts. Scanned data is analyzed with content analysis method. The news is scanned from newspapers published between 27th of May and 30th of August.

As a result in this study, it is determined that news on corruption and match-fixing activities partaking in national newspapers differ from each other in terms of quality and quantity according to newspapers' political view.

**Keywords:** FIFA, Match-fixing, Newspaper, Sport news.

## **INTRODUCTION**

How does FIFA demonstrate itself through the media that it uses as the most important means of communication to spread football to the world? Is FIFA football is seen as a consumption item for more spectators and exhibitors while its aim is to promote football in fact or does the media demonstrate FIFA different from what it really is?

In our study named "How Media Demonstrates FIFA", the main purpose to determine the effect of the political opinion of the media on the quality and quantity of the news casted by the Daily newspapers in our country, by examining the corruption and set-up claims over FIFA. Given the fact that the media is supposed to be objective, it is quite important to determine whether there is such an effect.

In our national newspapers, does the news about corruption and set-up claims over FIFA vary according to the political opinions of the newspapers in terms of their quality and quantity?

Football has become just like politics in recent years. The newspapers and other media organs have begun to devour the energy and enthusiasm that cannot be used in politics up to football. Practices seen as "ordinary jobs that are repeated every day in the world's largest sporting event" (Jennings, 2006/2007) go out of the routine when caught on the radar of the media and law. Football interest and football taste has been transformed from "there is a world full of football, one world is full of football" wisdom into world soccer fanaticism, and on the other side, it's discussed what the point of 22 people pursuing a ball is. "The idea in which constantly adjusts itself to society is a complete utopia. If such an institution persists for a while, the result would be the destruction of the human and



natural resources of the society "(Keane, 1991/1993). Football has become irreplaceable for our daily relationships. Watching soccer in front of the TV in the tribe has now become a part of sports culture. While the interest in football is being increased with the media, soccer's messy relations are being ignored by the media. It is obvious that this study has a big role in terms of preventing football from being degenerated and the football knowledge from being corrupted and in terms of establishing a healthy relationship with other things as well as increasing the taste taken from this simple and beautiful game. "Sports is the only humanitarian establishment based on idealism. Something that is not based on morality cannot be called as sports. We cannot encourage our children to enter here in this corrupt trickery (Jennings, 1994). This study is valuable in terms of providing important data when handled in the context of media ethics and sport ethics.

Sports media has created a special shallow knowledge for football in our society for many years. However, missing or neglecting the function and the negativities of FIFA, which can be seen as a roof organization of football has been reflected as a negative image to the football world.

In our study named "How does media demonstrate FIFA?", the goal is to determine whether the news related to corruption and set-up claims over FIFA are different in terms of quality and quantity according to the political views of the newspapers in our national newspapers.

The news about corruption and set-up claims over FIFA are thought to vary in quality and quantity according to the political views of the news papers.

This research covers the daily newspapers published in our country.

The research is limited between the issues published between May 27, 2015 and August 30, 2015.

The research is limited to the news on internet sites of newspapers with "FIFA" key word.

### **General Knowledge**

This section is to supply general knowledge about the problem of research; Sports, media and FIFA concepts.

Professor Dr. Kurthan Fişek enriched our debate in 1985 by making one of the most valuable statements of the time. "The increase in urbanization and industrialization in modern societies has brought about the reshaping of the concept of "spare time". As a result, sports will gain new meanings "(Fisek, 1985).

According to Atilla Erdemli, sport is a participatory and racing-based event that is guided some certain rules as well as being a fruitful activity in which the human organism participates physically, socially and intellectually. Sport is a social phenomenon, a culture. In addition, the goals of doing sports are to maintain health, develop personal skills and achieve success as individuals and groups in specific competitions. Therefore, it should be handled as a whole. Because the human being doing sports is a bio-psycho-social unity. It would be incomplete to examine it only with the body or spiritual side. It is also a social phenomenon and a special culture. As a culture, the Olympic culture starts right from the sports body culture. Olympic culture is the highest step of sports culture. The person who plays sports is both the creator of this culture and directed by this culture (Erdemli, 2002).

Akşar and Merih stated that the Federation of International Football Association which is the football organization of the football world, has been founded on 21 May 1904 in order to spread the already existing international football tournament in which only Galler, N. Ireland, Britain and Scotland to become a world tournament with the participation of Netherlands, Sweden, Belgium, France, Denmark and Switzerland leagues among the European leagues (Akşar and Merih, 2008).

Akşar and Merih stated that no country will compete and will participate in international tournaments or championships contrary to the rules of that FIFA, which is the most competent body in the



regulation of international football tournaments and matches, application, determination and simultaneous change of rules. Federations or confederations cause major problems and responsibilities if they do not comply with the FIFA rules. They stated that F.I.F.A. which is considered the sole authority for organizations in the sport world together with the International Olympic Committee (IOC) creates the legal and intellectual substructure of organization, with the article "International football championship regulation authority only belongs to F.İ.F.A" (Akşar and Merih, 2008).

According to Demir (1998), mass communication is a concept emerging in the recent period. With the changes and developments in the press industry, the spread of television and radio, which are audio and visual press organs, a concept was required to reach the level that can not be expressed by ordinary press concept in rapidly developing technology. Mass communication is used as a concept that includes all these. Tools which provide mass communication such as newspapers, radio, television are also called mass media. "Media", which is actually used as the short name of Mass Media, is a concept that is also used in Turkish today (Demir, 1998).

According to Tükenmez (2003), the history of a media institution usually dates back to the foundation of the country in which the institution broadcasts. The newspapers go far beyond the politics of the country. Literary and artistic life, the lives of ordinary people; the way the children of a country are trained, the goods that are sold via ads, the religions of the people; the operations of banks and business centers; the attitude of the police towards the style of criminals; they are all found in a newspaper. A newspaper, generally a culture of a nation, is a cultural sunshine. Media organizations According to Chomsky, the media, which serves the interests of the state and other companies, must actually serve the public interest. The mass communication screen of temptation and attack has been arranged to hypnotize and capture the vast majority of the people. With this effect, this class of the public can be sold at the scrap price to careful advertisers and at the same humorous symbols and useless things can be replaced with slogans. With detailed information, the state units, which are comfortably guarded behind the underground accounts that prevent the emergence of mass resistance, are protected by the insurmountable power of the media and profit from the war(Chomsky, 1995).

All radio-TV companies and networks need licenses and permits from the government; So they are all under the government control and oppression. This legal and technical dependency has been used as a threat to align the media. Thus, if the media policy deviates from the established order, this threat can be mobilized. To protect itself from this danger, the media enters lobbying activities, makes various political expenditures, develops its political connections and follows a careful policy (Herman and Chomsky, 1988-1999).

Television and digital broadcasting platforms are the important factors in transforming the triangle relationship into a quadrilateral relationship plane. Fanatic supporters confronts us again as the main target audience of digital broadcast platforms and television. Football changes the direction of the phenomenon with the masses of the fans, more precisely the soccer customer or the consumer, while the TV directs and influences (Akşar and Merih, 2008).

The media is under a number of obligations under a contract that is assumed to exist in society and media relations. Therefore, it is the basic condition for the plaza to be able to conduct its activities properly in ethical manner, in order to report the important issues that concern people's lives accurately and completely. The low-level ethical constraints assumed to be obligatory for media organs include not only coverage of issues such as accurateness and objectivity of news, but also the transmission of the context in which news is realized in an objective and complete manner (Simsek, 2009).

## METHOD

In this research, content analysis method which is frequently used in media analysis to examine how the media hands down the phenomenons of corruption and set-up in FIFA is used.

In this context, content analysis is a method based on coding and quantifying printed or visual texts and documents according to predetermined categories and interpretation using quantitative research strategies. Analyzing media texts using content analysis method is considered as the most appropriate method to make 'systematic' and 'objective' evaluations in analysis made on large data sets (containing more than 600 texts), even though criticisms are made in terms of the backwardness of discourses (Kes Erkul, 2015).

In this research, a screening model is used to describe the facts as they exist. The scanned data were analyzed by content analysis method. The news items are scanned between May 27, 2015 and August 30, 2015.

The researcher has taken an active role in the healthy execution of the study by selecting the news items in the media in the application form of the research.

The frame of the work consist of the daily newspaper that is published in Turkey. The number of daily newspapers published daily according to the press agency was determined as 46. Political understandings and political attitudes of publications are understood when the contents of publications are analyzed from these published newspapers. After the newspapers are grouped by objective sampling method, two newspapers as the right side of the political fan, Yeni Şafak and Zaman, Cumhuriyet and Evrensel as the left media, Hürriyet and Akşam newspapers as the liberal media group are taken as research samples by random sampling method.

Parallel with the aims of the research, the newspapers included in the study sample have been carefully scanned by the researcher and the news on the pages have been identified with the words "FIFA". Content analysis has been done on the news.

## FINDINGS

Table 1: National Daily Newspapers And Circulation Numbers

<b>Newspapers</b>	<b>Monthly Circulation (May 2015)</b>
<b>Akşam</b>	4.372.293
<b>Aydınlık-Vatan-Emek-Namus</b>	3.629.006
<b>Bizim Anadolu</b>	203.896
<b>Bizim Gazete</b>	188.325
<b>Bugün</b>	4.650.506
<b>Cumhuriyet</b>	2.888.294
<b>Diriliş Postası</b>	987.847
<b>Dokuz Sütun</b>	213.070
<b>Dünya</b>	998.200
<b>Günboyyu</b>	212.765
<b>Güneş</b>	4.316.439
<b>Günlük Evrensel</b>	635.253
<b>Habertürk</b>	7.355.929
<b>Halkın Gazetesi Birgün</b>	1.291.880
<b>Hürriyet</b>	13.678.876
<b>Hürses</b>	181.350
<b>İstanbul</b>	266.145

<b>Milat</b>	1.970.813
<b>Milli Gazete</b>	1.379.518
<b>Milliyet</b>	6.191.965
<b>Ortadoğu</b>	509.851
<b>Önce Vatan</b>	280.032
<b>Posta</b>	14.404.461
<b>Sabah</b>	11.818.544
<b>Son An</b>	117.182
<b>Son Saat</b>	202.289
<b>Sözcü</b>	12.908.121
<b>Star</b>	4.320.192
<b>Şok</b>	1.397.066
<b>Takvim</b>	5.051.702
<b>Taraf</b>	2.787.691
<b>Tünaydın</b>	191.583
<b>Türkiye</b>	6.021.901
<b>Türkiye'de Vakit</b>	196.665
<b>Türkiye'de Yeniçağ</b>	2.414.720
<b>Vahdet</b>	1.317.365
<b>Vatan</b>	4.185.373
<b>Yeni Akit</b>	3.063.628
<b>Yeni Asya</b>	1.695.811
<b>Yeni Çağrı</b>	191.920
<b>Yeni Mesaj</b>	1.692.489
<b>Yeni Söz</b>	206.150
<b>Yeni Şafak</b>	4.244.763
<b>Yenigün</b>	194.295
<b>Yurt</b>	1.166.194
<b>Zaman</b>	28.989.948

Source: General Directorate of Press Advertisement Authority

In Table 1, 46 newspapers published in Turkey and circulation for the month of May 2015 were given.

Table 2: Political Opinion and Total News

<b>Newspaper</b>	<b>Political view</b>	<b>Total News</b>
<b>Yeni Şafak</b>	Right Wing	19
<b>Zaman Gazetesi</b>	Right Wing	19
<b>Cumhuriyet Gazetesi</b>	Left Wing	17
<b>Evrensel</b>	Left Wing	11
<b>Akşam</b>	Liberal	35
<b>Hürriyet</b>	Liberal	68

When Table 2 analyzed, it is seen that Hürriyet Newspaper has published the highest number of news with 68 news, and Evrensel Newspaper has published the lowest number of news with 11 news.

## CONCLUSION AND DISCUSSION

In this research, a screening model is used to describe the facts as they exist. The scanned data were analyzed by content analysis method. The news items are scanned between May 27, 2015 and August 30, 2015.



According to the political views of the newspapers, Cumhuriyet and Evrensel, which is described as the left press, have published 28 articles in the process. Regarding the number of news stories and the breadth of the source, they are seriously inferior numbers. They follow a path that does not detract from the news they have done in the course of the events, and they have conveyed the events from their perspective. With this point of view; It can be said that they are insufficient to inform the readers about the events and they are not objective.

The Zaman and Yeni Şafak newspapers on the right hand side issued 38 news items. Even though the diversity of sources they use in their news is more, compared to the sources used by the left press, unlike the left press, it does not seem to follow an unbiased path in the conveyance of news. Particularly Blatter and the statements of Russia and some African countries supporting the current administration and claims of those who criticize Blatter in the current management and Blatter more have been ignored in the statements made by them. They were not objective about conveying existing candidates to their readers; they gave more information and published more news about some candidates. It is noticed that Yeni Şafak newspaper published a lot of news about the Muslim candidate, al-Husseini and ignored the other candidates. In this process, it can be said that they are insufficient in conveying the occurred events to their readers in terms of the number of news and impartiality in the same way as the left press.

Akşam and Hürriyet newspapers, which we accepted as liberal press, have published 103 news items in total. Contrary to the right and left pressures, the numbers of news and news sources are quite extensive, and they have been subjected to a very detailed and extensive examination in conveying the events to the readers. In the process of conveying this news, which has caused great echo in the world, they have displayed an image as objective as possible and tried to announce every event. They have also included answers to claims as well as the current system or the claims about president. In the FIFA scandal, where countries take sides openly for their benefits, all the statements made by all the countries in the scandal have been published. After the resignation, the readers have been informed about all of the candidates and the decision-making process about it has been left to the reader. In this respect, it can be said that the liberal press has drawn an objective path unlike the right and left press. In addition, regarding the number and content of the news they do, it can be said that they are loyal to the right information and objective publication principles, which are among the essentials of the journalism profession.

In this messy environment, in which threats and accusations and promoted trumps for the benefits of the parties are flying in the air, where on one side there is Blatter, supported by Russia and on the other side other candidates supported by the United States, Britain and Germany; we can say that our national newspapers also take sides. In this direction; It is determined that our national newspapers differed in conveying the news to their readers according to their opinions.

As a result, it is determined that news on corruption and match-fixing activities partaking in national newspapers differ from each other in terms of quality and quantity according to newspapers' political view.

## **SUGGESTIONS**

National newspapers should be made more objective in the direction of ethical principles.

The aspect of the sport to make the society coherent and healthy is to be taken as an aim; it shouldn't be seen as means of mass management for the benefits of the countries and states.

National newspapers should indicate reference news source for foreign news.



The manner in which our national newspapers inform should be presented in such a way that their reflection in our country will be on the agenda.

To measure the effect of the news, public opinion impact studies on FIFA corruption and set-up news, such as participating in questionnaire on the Internet, or getting the opinion of club presidents supporters and sports media experts by phone and face to face interview, should be conducted.

It was expected that the right press was approached from the point of keeping the system in the bribery scandal of the FIFA, and it was seen that the system was not questioned much in the way of giving information. When it comes to the left press it was seen that critics of the bribery scandal of FIFA were published. The presidential and several managerial reductions are an indication that the press services of the relevant media organizations are not equipped adequately. The presence of former sportsmen in the sports pages of newspapers reflected the manner and there is an emerging mode of communication that does not comply with their political position and rhetorical. The sports services of these newspapers are required to have comments on the academic education of sports from those who have received the academic education of journalism.

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