
As sports content booms, traditional sports journalism declines

Description

Sports fans are enjoying a golden era of content now. ESPN revealed that numerous talk shows achieved record viewer numbers last month. Thanks to athletes producing podcasts and documentaries, fans can get a peek behind the scenes. A study by Deloitte revealed that around half of Gen Z fans are using social media to join discussions about live sports events.

However, despite this wealth of content, there has been a worrying drop in traditional sports journalism. Important newspapers such as the New York Times have dissolved their sports desks, and the Los Angeles Times has cut many sports reporters leading to less daily sports coverage. Even Sports Illustrated, a giant in the domain of sports journalism, has announced mass layoffs.

Sports journalist Keith O'Brien has expressed his concern about this change. According to him, true sports journalism, which holds athletes and teams accountable, is disappearing. Despite the wealth of new sports entertainment and shows, there is a lack of in-depth reporting. He discussed this issue with Kai Ryssdal, host of "Marketplace".

According to Ryssdal, while sports globally generates billions of dollars, sports journalism is experiencing drastic cutbacks. Both men expressed concerns about ESPN considering allowing the NFL to buy a stake. This news raises several journalistic issues as it blurs the line between those covering the sports news and those who make the news. They also touched on how the power has shifted. Sports teams and players now hold more control than media companies and newspapers, limiting the reach and influence of journalists.

Based on current trends, O'Brien fears for the future of in-depth sports journalism. However, he still hopes it will survive. A recent case was a major story about a football coach's suspension due to hazing allegations at Northwestern University. The details were unearthed not by professional journalists, but by student journalists from the university's newspaper. Without their work, the extent of the hazing scandal may never have come to light. Thus, the role of traditional sports journalism remains critical in holding sports teams accountable.



Vocabulary List:

1. **Record viewer numbers** // (noun phrase): Achieving the highest viewership ratings.
2. **Podcasts** // (noun): Digital audio or video files available for streaming or downloading.
3. **Documentaries** // (noun): Non-fictional film or television programs presenting facts and information about a specific subject.
4. **Social media** // (noun): Websites and applications that enable users to create and share content or to participate in social networking.
5. **Coverage** // (noun): The extent to which something is reported or discussed by media outlets.
6. **Mass layoffs** // (noun phrase): A large number of employees losing their jobs simultaneously.

CATEGORY

1. Uncategorized

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