

LEADING ARTICLE

Violence targeting media clichés in sport Clișee media vizând violența în sport

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Role of the media

The mass media in general, including both written and audiovisual media, is a power that not only informs, but also forms attitudes and behaviors.

The clichés/expressions used by journalists in their reports have a strong impact in various areas: psychological, social, cultural, political, economic, religious. At the same time, the media can have a strong positive or negative influence on some behaviors, habits, traditions.

However, the media does not always play a building role; sometimes, contemporary media does not succeed in using its beneficial potential, but on the contrary, through violence inciting clichés, it induces certain images in the public conscience, becoming in this way an instrument for the propagation of violence.

Metaphors that incite violence in sport

How can a young supporter of football or any other sport go to the arena otherwise than with violent impulses when he reads that an important game of his favorite team will take place on Wednesday or Saturday, which will cause the following phenomena: "nuclear danger in Ghencea", "explosion danger in Ghencea", "war at Dinamo", "war for Europe in Giulești", "total war"?

How can a teenage supporter manifest otherwise than violently when he finds out from the media that "war in the Cup" is about to begin, that there will be "war in the half circle" or that "war has started, we'll beat them out"?

There is also a series of expressions inspired from military activities that incite violence, such as "they played with the weapons at hand" or "they took up the gun".

Clichés that are repeatedly used in media reports, taken over and passed on from one reporter to another, eventually influence both the vocabulary and the behavior of more labile readers and supporters. This persistent wish of editors to form new metaphors by forcing and distorting the Romanian language is not appropriate, which is demonstrated by the multiplication of the cases of hooliganism on sports fields in Romania.

Other so called metaphors that evoke the image of a hospital or a mortuary/cemetery in the mind of the spectators, readers, supporters occur in reports predicting real disasters: "they beat the hell out of them", "they smashed their opponents", "Dinamo, the deadly rival of

the Craiova team", "it finished them off", "the Romanians blew them to pieces", "the last victim".

Other expressions that we consider violent have as a source of inspiration wrestling, boxing, musketeer duels. Thus, the spectator of a sports event will find out that the athletes on the field "will fight", "will duel", or that they are "enemies", that there will be "revenge" between the competing teams, "threats between the rivals", and the whole competition will be "like hell".

Misused media metaphors

There is another type of metaphors, which are erroneously taken from some sports disciplines and inadequately used in other sports. It is known that a draw is an equal result in chess. "Draw" as a final outcome is very frequently misused by journalists in the sense of equality in sports such as football, handball, etc. Moreover, a null score, a 0:0 result in football, for example, is frequently considered as a "white draw".

A misused term, borrowed from medicine, but also used with a legal meaning, more precisely in the case of delinquents who repeat a crime that has already been condemned by justice, is "recidivism", which should be abandoned by journalists. From the field of police or financial control, an expression is borrowed which suggests the winning of a medal by confiscation: "they are decided to confiscate gold".

An example of a mistake that is frequently made out of journalistic ignorance is Skanderbeg instead of Skanderbeg.

Conclusions

The violent messages used by the mass media are a source for the stimulation of aggressiveness and violent behavior. What seems important to us, in order to diminish the acts of violence among spectators and athletes, is to improve the way in which journalists respect the deontology of their profession, by imposing high quality standards in written and spoken language. The Romanian language is extremely rich in synonyms, so that a good journalist will not find difficult to avoid the mentioned metaphors or replace them with other adequate ones, which can impose respect and fair play both on the field and in the stands.