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## ESPN Sports Articles from a Different Perspective

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# ESPN Sports Articles from a Different Perspective

Morgan Goldschmidt

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Keywords: Genres, Sports Website, Access

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## Research Questions:

- When did this genre originate?
- How is this genre accessible?
- Is this genre accessible to all people?
- Who produces this genre most often?
- Is this genre credible?
- What the general conventions of this genre?
- How is this genre used in different ways?
- How might this genre be used to incite social change?
- Who is the audience for this genre?
- How has this genre evolved over time?
- How does this genre affect sports players and teams?

## Research Process Analysis:

IN the beginning steps to determine my topic for this project, I thought about what writing genres I encounter on a day to day basis. I came to the conclusion that I read sports articles most frequently. Since I am an avid soccer enthusiast, I like to read informative sports articles in my free time. These articles are most often produce the most informative and interesting articles on a consistent basis. Therefore, I decided to go with using Entertainment and Sports Programming Network, articles as my topic for this project. These articles include a wide range of sports and appear in various formats which keeps the content enjoyable. As a result, I am familiar with this genre and I would like to know more information about one of the only genres that interests me on a daily basis.

There are various different beginning steps that I could have taken but I decided to research the origin of my genre first. To determine the origin of this genre I decided that the best course of action would be to visit Google and type in "the history of ESPN articles" into the search bar. I read through many articles, but the content only stated how ESPN the television channel was created, not how the online website was created. The television channel was created in 1979 and it only broadcasted college athletics in its beginning stages (McCracken). Finally, I found an article that discussed the beginnings of online Entertainment and Sports Programming Network articles. Around 1995, [www.espn.com](http://www.espn.com) was created and online articles were suddenly a reality (McCracken). I thought it was interesting that there is a sixteen year gap between when the television channel was created and when ESPN started creating articles. After further thought, I came to the realization that the internet only became popular and accessible in the 1990's so ESPN was not even able to create online articles when it came into existence.

From reading the article based on the history of ESPN articles I discovered that there are two ways for people to access and read the articles. The most popular way for people to access them is to simply go to [espn.com](http://espn.com). From there viewers can find the sport that they are interested in and look at the latest uploads. Due to the innovation of smart-phones, ESPN has also created an easily accessible app which allows users to readily read articles on their smart-phones (McCracken). I could not find any particular information regarding to whom their articles are accessible for. However, after thinking about the topic the answer is very straightforward since these articles are only posted online so users have to have access to internet in order to access them. I did not have to research who their articles exclude because this is also somewhat straightforward. All the articles are written about sports, so this genre simply excludes anyone who is not interested in sports. Also, people who do not have access to internet are excluded by this genre because they cannot obtain these articles.

To discover who actually writes ESPN articles I looked at it's website and looked at various uploaded articles. Based on my findings I found that the

authors of sports articles for sports entertainment that were most often sports journalists and analysts. During a peer review in class, a fellow student made an excellent point in that they asked how does one actually know how credible an author or article is. To dig deeper into this topic, I started searching through the internet about ESPN's credibility. Sure enough, I found dozens of articles relating to it's credibility. There were articles with views on both ends of the spectrum in that some sources stated their articles are not credible at all and others stated they are the most credible sources available. I found an article that stated that in fall 2012 over one hundred and thirteen million people read, viewed, or listened to ESPN (Blyn). According to various surveys, over eighty percent of people stated that ESPN has the most credible sources and that it is the ultimate sports platform (Blyn). However, I found a different article that stated that they were not credible at all because they alter information in order to make their articles more appealing. The article discusses a specific ESPN article involving the 2014 Ray Rice case, where then they changed their order of a text message conversation between Ray Rice and the Baltimore Ravens (Horn). These changes made the article far more interesting but made the information within it false (Horn). Furthermore, I checked the official ESPN website to find out their opinion on incorrect articles. They stated that they have credible sources but if their information is incorrect their course of action is to change the article immediately and or take it down from the website (ESPN Corrections). They insisted that they strive to only present valid information under all circumstances. Based on my experiences, their articles are for the most part correct but they can present false information from time to time.

## Annotated Bibliography

Blyn, Barry. "Sports Fans Trust the ESPN Brand." ESPN Front Row, 2 April 2013. [www.espnfrontrow.com/2013/04/sports-fans-trust-the-espn-brand/](http://www.espnfrontrow.com/2013/04/sports-fans-trust-the-espn-brand/). Accessed 1 March 2018.

## Content:

- In the fall 2012 over one hundred and thirteen million people read, viewed, or listened to ESPN (Goldschmidt 3).
- According to various surveys, over eighty percent of people stated that ESPN has the most credible sources (Goldschmidt 3).
- People stated that ESPN is the ultimate sports platform. (Goldschmidt 3).
- There were articles with views on both ends of the spectrum (Goldschmidt 2).

- Some sources stated ESPN articles are not credible at all and others stated they are the most credible sources available. (Goldschmidt 3).

### Authority:

The author of this article is Barry Blyn. According to consumer insights, he was ESPN's vice president in 2013.

### Timeliness:

This article was written on April 2, 2013. This article might not be as relevant anymore because it is almost five years old. However, it still has its merit because the main sports coverage networks have remained the same.

### Usability:

This article was useful to me because it informed me about the credibility of ESPN. It helped me assess the level of credibility ESPN possess'.

### MLA Citation:

"ESPN Corrections." ESPN, ESPN Internet Ventures, Updated 1 March 2018. [www.espn.com/espn/corrections](http://www.espn.com/espn/corrections). Accessed 4 March 2018.

### Content:

- Furthermore, I checked the official ESPN website to find out their opinion on incorrect articles. (Goldschmidt 3).
- They stated that they have and only use credible sources. (Goldschmidt 3).
- If their information is incorrect their course of action is to change the article immediately if possible. (Goldschmidt 3).
- Or if their information is incorrect they will take the article down from the website. (Goldschmidt 3).
- ESPN insists that they strive to only use valid information under all circumstances. (Goldschmidt 3).

### Authority:

The article does not have an author but it is on ESPN's official website.

### Timeliness:

This article was updated on March 1, 2018 so I believe the information posted on it is relevant. It appears to me that ESPN updates this information on a consistent basis.

### Usability:

This article was useful to me because it educated me on ESPN's policies for incorrect information and non-credible sources.

### MLA Citation:

Horn, Dave. "Has ESPN Turned Into the TMZ of Sports?" Huffpost, 30 September 2014. [www.huffingtonpost.com/dave-horn/has-espn-turned-into-the-b\\_5908344.html](http://www.huffingtonpost.com/dave-horn/has-espn-turned-into-the-b_5908344.html). Accessed 4 March 2018.

### Content:

- However, I found a different article that stated that ESPN is not very credible at all. (Goldschmidt 3).
- This article stated that ESPN alters its information in order to make their articles more interesting. (Goldschmidt 3).
- The article discusses a specific ESPN article involving the 2014 Ray Rice case. (Goldschmidt 3).
- Where ESPN changed the order of text message conversation between Ray Rice and the Baltimore Ravens. (Goldschmidt 3).
- These changes made the ESPN article more interesting but made the information within it false. (Goldschmidt 3).

### Authority:

This article was written by Dave Horn. According to the Huffpost website he is a sales and marketing professional as well as a writer.

### Timeliness:

This article was written on September 30, 2014 and was updated on November thirtieth of the same year. Although this article was written three and a half

years ago it is still relevant because it showed an example of ESPN falsifying information.

### Usability:

This article showed me an example of ESPN falsifying information in order to make an article more interesting. As a result, this article made me aware of the fact that not everything that one reads on ESPN is one hundred percent true.

### MLA Citation:

Marcotti, Gabriele. "Injured Neymar in the Middle of PSG vs. Brazil Battle as World Cup Looms." ESPN, 27 February 2018. [www.espn.com/soccer/blog/marcottis-musings/62/post/3399927/injured-neymar-in-the-middle-of-psg-vs-brazil-battle-as-world-cup-looms](http://www.espn.com/soccer/blog/marcottis-musings/62/post/3399927/injured-neymar-in-the-middle-of-psg-vs-brazil-battle-as-world-cup-looms). Accessed 1 March 2018.

### Content:

- To research how this genre is used in different ways I looked into ESPN's website to look at examples of recent articles. (Goldschmidt 4).
- Most articles are straightforward where the writer discusses the particular game and or situation and presents the information clearly. (Goldschmidt 4).
- Another way this genre is used is that in some articles the information is presented in a question and answer format. (Goldschmidt 4).
- The author asks a question and writes a corresponding response underneath. (Goldschmidt 4).
- An article that I used to find this format is about the injured Brazilian superstar Neymar and what his possibilities are to return to action. (Goldschmidt 4).

### Authority:

The author of this article is Gabriele Marcotti and Gabriele is a ESPN sports journalist.

### Timeliness:

This article was written on February 27, 2018 so the information is very relevant.

### Usability:

This article informed me of the different formats that ESPN articles use. This article is an example of the question and answer format that some articles use.

### MLA Citation:

McCracken, Harry. "The Technology Behind ESPN'S Digital Transformation." Fast Company, 13 June 2016. [www.fastcompany.com/3060717/the-technology-behind-espn-digital-transformation](http://www.fastcompany.com/3060717/the-technology-behind-espn-digital-transformation). Accessed 1 March 2018.

### Content:

- The television channel was created in 1979 and it broadcasted college athletics in its beginning stages. (Goldschmidt 1).
- Finally, I found an article that discussed the beginnings of online ESPN articles. (Goldschmidt 1).
- Around 1995, espn.com was created and online articles were suddenly a reality. (Goldschmidt 1).
- The most popular way for people to access ESPN articles is by simply going to espn.com. (Goldschmidt 2).
- Due to the innovation of smartphones, ESPN has also made an easily accessible app which allows users to readily read articles on their smartphones. (Goldschmidt 2).

### Authority:

This article was written by Henry McCracken who is the technology editor for Fast Company. He used to be an editor for Time magazine, the Technologizer, and PC World.

### Timeliness:

This article was written on June 13, 2016. This article is still very relevant because it is less than two years old.

### Usability:

This article is very useful because it educated me about the history of ESPN. It also describes the various ways to access ESPN articles.



### MLA Citation:

Singer, Dan. "We Are Wrong about Millennial Sports Fans." McKinsey Company, October 2017. [www.mckinsey.com/industries/media-and-entertainment/our-insights/we-are-wrong-about-millennial-sports-fans](http://www.mckinsey.com/industries/media-and-entertainment/our-insights/we-are-wrong-about-millennial-sports-fans). Accessed 2 March 2018.

### Content:

- The article stated that the rates of T.V. viewing for sports is steadily going down while the rates of people interested in sports is going up. (Goldschmidt 4).
- The article's main implications are that millennials and younger people have shorter attention spans so consequently they spend less time watching live games. (Goldschmidt 4).
- People want to obtain information through convenient and easy means. (Goldschmidt 4).
- This leads to many people reading sports articles on all sorts of platforms so that they can understand what happened in the game without actually having to watch the whole game. (Goldschmidt 4).
- I would say that the audience for sports articles are all sports enthusiasts but more specifically younger people who do not have the time or attention spans to watch entire games. (Goldschmidt 4).

### Authority:

The author of this article is Dan Singer. He is a partner with McKinsey's office in New York and he has led McKinsey's sports and gaming departments.

### Timeliness:

his article was written in October of 2017. This article is very relevant because it is only five months old.

### Usability:

This article helped me figure out the target audience for ESPN articles. This article also helped educate me on the trend of younger people watching less live sports and reading more sports articles.

### MLA Citation:

Sport, PA. "Espanyol Find Deserved Late Goal to Defeat Real Madrid." ESPN, 27 February 2018. [www.espn.com/soccer/report?gameId=490454](http://www.espn.com/soccer/report?gameId=490454). Accessed 1 March 2018.

### Content:

- I tried to look up the general conventions of this genre on the internet and unsurprisingly I could not find anything relevant. (Goldschmidt 3).
- Therefore, I thought it would be easiest for me to analyze a ESPN article on my own. I analyzed a ESPN article describing a game between Real Madrid and Espanyol (two Spanish soccer teams). (Goldschmidt 3).
- The article discussed the goals that occurred and which team played more effectively. This article was typical because it contained a large picture and a title depicting the situation. (Goldschmidt 3).
- It was also straightward and to the point which is typical of many articles. These pieces are usually about one to two pages in length. (Goldschmidt 3).

### Authority:

This article did not have a specific author because under author it just says PA Sport.

### Timeliness:

This article was written on February 27, 2018 so it is still very relevant because it is new.

### Usability:

I used this article to assess the texts and conventions of a ESPN sports article. This article showed me what a typical ESPN article and match report looks like.