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The Effect of Media on Violent Behavior of Football Team Fans

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ABSTRACT
Our aim in this study will be to express how the relationship with the media is formed in the violent behavior of football fans in Turkey and which elements are effective or left unimportant in this formation stage. In addition, when we take into account the nature of football as a rising system in economic resources, we will emphasize our subject effectively with many sample events by indicating how the media is also involved in this formation. After stating what we understand from the subjects of football, football fans and media in our study, we will examine how a connection is formed between football fans and the media.

1. INTRODUCTION

Football, Fans, Violence Concept and Development

Sport is an activity that people have always been interested in and can continuously increase this interest. Sports activities, which are inspired by the abilities that human beings have developed in the struggle against nature, through play in social life and free time, have become one of the oldest and most important established practices of our age [1]. Today, sports is a rapidly developing sector with millions of viewers around the world. This sector, which also has a financial basis, covers millions of dollars. New additions to the active values of this sector to increase its power are not limited to clubs and athletes. The development of the sports industry is observed indirectly and directly with many sectors such as the entertainment sector, the media sector, the betting sector, the supply of sports equipment, and the transportation sector [2].

The first concept that comes to mind when it comes to sports is undoubtedly football. Football is an organization that is followed by millions of people, is a part of daily life and is on the media agenda. Therefore, soccer is considered as an activity with a very high level of popularity. Today, it is the most important part of our daily lives [3]. Football is a term formed by the combination of the words "foot" and "ball" in English and is known as "foot ball" or "football" in our language [4]. Football is seen as one of the parts of daily life [5]. In addition, it stands out as a sports branch that appeals to large masses in every age group and can be easily applied in almost all areas and grounds [6]. When the question of what football is and what it is explained as was asked, the definitions of the researchers were as follows: According to İnal [7], "football is a sport that is played in teams and includes some balance-oriented elements such as jumping, leaping and displacement. However, football also requires taking responsibility during the struggle, using energy in a balanced way, and defending without the ball. At the same time, apart from the players, the fans who support their team on the sidelines during football matches are also an important part of this game." It is known that football is not only a sport, but also a meaningful

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experience for individuals, encompassing a range of emotions such as entertainment, authority, authority, sadness, joy and national prestige. This sport not only helps individuals to form their own identities, but also helps different social identities to come together and have an impact on each other [8]. Due to its wide participation and global popularity, multinational companies and sponsors, including football clubs and television channels, invest significant amounts of money in football every year [9]. The transfer value of football players, one of the main actors of football, is increasing every year and at the same time football is considered one of the most popular sports by its fans. Fans follow their clubs and have high hopes for their success [10].

Sports or other sports-like activities have existed in almost every period of human history and have usually been performed in front of an audience [11]. In Turkey, as in many countries, being a fan of a football team can also mean having a community identity. In the process until the game called Cuju, which emerged in China, evolved into today's football, the fans have changed every period and this change has directly affected the popularity of the game in previous forms of football as well as in modern football [12].

According to the Turkish Language Association, fan means 'supporter', 'one who is loyal to the jerseys, team or flag represented by the athlete or athletes' and taraftarlık means 'partisanship' [13]. The concept of partisanship usually brings football fans to mind first [14]. Fanaticism is a ritual performed due to the feeling of loyalty to a team and ties to the city. Fans are individuals who are passionate about a particular sport. Fans usually take an active role in spending energy on the sport or sharing their enthusiasm [15]. Some of the spectators attending soccer events are fans or fanatics. Fanatics put their team above everything else and may engage in all kinds of behaviors on behalf of their team. Such people can sometimes cross the line between fanaticism and passion and can sometimes engage in bad behavior and damage sporting events. Violence involving sports fans is seen as acts of verbal and physical aggression by fans that cause harm to persons or property on or off the field. Although English and European football fans have gained a bad reputation for their violent rituals and behavior, violent behavior by football fans is a worldwide phenomenon [16].

Violent behavior of football fans draws attention as a phenomenon encountered all over the World [17]. Violent incidents are frequently encountered in football tribunes, and studies and reports are shared in this field in many countries, especially in England. According to Üstünel and Alkurt [18], fanatics and hooligans have a great role in the formation of violent incidents in football. However, the involvement of fans other than the fans classified in this way causes the incidents to gain an even more serious dimension, and this situation causes the violent acts we encounter in the sports field to increase gradually and become an important problem in sports. As in other countries, there are also news on violent incidents in sports in Turkey. On September 17, 1967, the events that took place in the Kayserispor-Sivas sports match have gone down in history as a decisive moment in Turkish football history [19]. The incident is referred to as “the bloodiest match” in Turkey [20].

The World Health Organization defines violence as “the application of physical force or power to another person in the form of a deliberate threat or reality, causing or likely to cause injury, death or psychological harm to the person exposed” [21]. Kocacık [22] considers violence as any behavior that poses a threat to another person and causes physical and psychological harm. Violent incidents involving football fans have been the subject of academic studies for many years and have gained a place as a separate sub-academic field [23]. The violent behavior of football fans has been extensively studied especially in the 1960s [24]. The reasons for these behaviors are seen as a complex issue and have therefore been studied from different perspectives in different disciplines [25].

According to Tezcan [26], there is more than one reason for the emergence of violence. Economic, psychological and social dimensions are involved in the emergence of violence. Violence often occurs as a result of a restriction. An individual who does not have the opportunity to develop his/her own self is hindered by limited opportunities and may resort to violence as a result. Ayan [27] states that studies reveal three important factors that cause violence. The first of these is the family and social environment, the second is the level of education and the third is the media.

According to Koçer [28], as a result of different studies, the factors that cause the emergence of violence in football are similar in most countries. He stated some of these factors as follows.

-Inequality of income distribution,

-Lack of an established sports culture, club managers, coaches, referees, football players and federation officials making wrong decisions, using words that are not in line with the intended

purpose and making statements that increase and encourage violence,

-Fomenting rivalry between clubs in the news published in the media, publishing news that incite violence by taking simple disagreements of people in the sector to the level of fights,

-Provocative posts by fans on social media, insulting posts against other clubs or discussions that create a basis for violence,

The emergence of violence in sports is also influenced by external factors through the eyes of the spectators. When we look at the percentage distribution of external factors, the effect of referees is 56%, the effect of media is 45%, the effect of spectators is 45%, the effect of football players is 27%, the effect of club managers is 28%, and the effect of coaches is 20.8% [29].

These institutions and tools, which have a significant impact on the development of an individual's personality, have a major influence on that individual's attitude towards violence and worldview. However, fandom is generally considered a positive emotion and is used as a means to celebrate or support the success of the team. However, in the modern era, the number of media followers and spectators is increasing and this has created a new market for the sports industry. Media followers and spectators can follow sporting events sitting comfortably at home and may not feel a sense of loyalty to a team. However, the presence and support of fans at sporting events is vital for teams and the sport industry [30]. The consumption of a sporting event such as football, which has become industrialized and turned into an economic rent with TV broadcasts, especially through the media, has created the concept of audience. All over the world, the audience that consumes sports events through the media has often reached significant figures [31].

The media has the power to influence public opinion today as it did in the past in terms of the masses it can reach, and these tools, which are now called media instead of mass media, have a serious impact on the formation of public opinion on a certain issue by ignoring some of the events and insistently emphasizing others [32]. It is argued that the media forms the basis of interpersonal communication as well as sharing experiences, ideas, reactions and feelings and that the media, which has such an important place in human life, significantly affects the behavior of the individual through communication tools [33]. In a 2003 study, it is stated that especially the provocative statements made by the administrators of sports clubs by using mass media are effective in directing rival spectators to aggression [34]. It is seen that the media has a significant effect on the sports public opinion, especially in directing the spectators to violence and in their broadcasts for the sake of traj and reiting [35].

As it is understood from these results, while the power of mass communication tools is accepted by the whole environment, it has been found that the rapidly rising fan violence incidents in today's sports world are directed in the direction of their own feelings and desires, especially with the publications of sports columnists and sports mass media. According to Uluç, the main responsible for the incidents of fan violence is the media and the fact that there is no sports media in Turkey [36]. Again, Akalın stated that "The most important issue of football is not the referees, fans, administrators, but the sports media itself" and explained that the mass media has a considerable influence on the public opinion of the sports society [37]. This is a situation that should be taken into consideration in terms of affecting the society. Media is expressed as a driving force in an idea related to the main idea [38]. 'Archimedes said, 'Give me a suitable lever and I will move the world! Current media authorities have expressed the following statement; "give us the media and we can turn any country upside down!". Media authorities use this expression to indicate that the media has an influence far beyond what can be imagined [39].

In line with this information, it is necessary to confirm that the sports media have a negative impact on influencing the society in the fields of sports, with football being in the first place. In particular, the fact that astronomical figures are discussed in football in the financial sense, and that media communication tools are trying to influence and direct the sports society should be considered as usual.

Media

Mass communication is the process of transmitting information, ideas and attitudes to more than one person with a device [40]. The way of increasing and strengthening communication by using a certain technology with a number of techniques and influencing more than one person is called mass communication, and the tools used are called mass communication tools or media [41]. Media, also referred to as print and electronic media, is one of the important socialization tools that affect people throughout their lives [42]. Communication is a social process. In today's social processes, the name of the process that shapes and directs this process is the media [43]. Especially with the help of electronic media, communication has become easier and communication has

completely affected the society. In this sense, the importance of the media in providing information to the public, socializing, that is, transferring and strengthening the existing values to the newly formed society, as well as educating people has also been stated [44]. The media has become one of the essential factors of society with its increasing functions of receiving news and providing information [45]. The media are tools that create a relationship with the individuals of the public in a way that conveys more distant, inaccessible world events and forces as the main information, and conveys the functionality and continuity of society and different views that are a necessity of contemporary society [46]. The media has a great place in channeling societies, directing and transmitting culture and transmitting it to future generations [42]. When we look at the effects of the media such as making people accept ideas and opinions, attracting their attention and giving direction, it is an effective part of power in a very effective way [40]. Today, people are informed about the quality of life and the lifestyle of the society through what they watch on television, hear on the radio and read in the newspaper, and they regulate their behavior towards other people according to the media. In other words, the media changes people's worldview, attitudes and behaviors, and changes people's trajectories through other stimuli. The general idea in all media tools is to influence the ideas of people in society, to create a certain way of thinking and to impose a common behavior [47]. The media has the power and ability to reconstruct, reproduce and compare the structure of society, the existing order and the social relations between individuals. Messages transmitted to recipients through different media tools are thought and interpreted differently by each recipient. These differences arise depending on the person's interpretation and learning ability, character structure, cultural level and status [48].

Sports Media in Turkey

The media is an important mass communication tool that affects people and society more excessively and sometimes unwittingly throughout their lives with the effect of reaching the society [49]. It is said that sports media and sports writers have a lot of responsibility for the establishment of sports ethics in our country and raising public awareness on this issue [50].

Sports media spread sport to a wide audience. A competition or news event anywhere in the world reaches the world instantly or later. Athletes who are the subject of this news can become famous stars thanks to the media, just like art. Millions of people who follow and embrace these athletes turn to sports with the desire to be like them. A soccer player who scores a goal in the World Cup can buy the star jersey of his/her child's name. This reveals the purchasing power of the media [51]. It is seen that the changes in the media market of the media, which is experiencing a digital revolution, are also reflected in the sports media. While current news receiving habits increase the use of digital media, the habits of sports media in traditional media are also changing. In a article on Turkey's Sports Interests and Sports Values Survey conducted in collaboration with Sportsnet and Nielsen, 88.4% of sports fans share sports events on Facebook, while at the same time sharing related photos on Instagram. In this context, 32.2% tweet 30.5% and 28.5% upload videos to YouTube. In addition, 91.1% of sports followers in Turkey use television. In addition, 21.4% read newspapers, while 23.2% use Facebook and Twitter to get regular news and information [52].

The media fills an important gap in the mass communication tools, while sport gains the affection of entire societies through the media. Both sides are mutually affected. With the help of developing technology and digital receivers, millions of people all over the world can watch a sporting event instantly [53]. According to Döş Yılmaz, approximately 50% of the media is filled with sports events. In terms of evaluation, sports constitute the most important factor of the media. Sports programs, post-news sports news and live broadcasts, open sessions on sports, pages devoted to sports, sports magazine programs constitute an important part of the media. Sports-media relations in Turkey started in the Republican era and have continued until today. Since the first years of the Republic, various sports magazines have been published on sports. In addition, starting from the 1950s, it was observed that daily newspapers and radios were more interested in sports. With this expression, the intensification of sports media relations since the 1990s, the increase in the number of daily newspapers and the increase in the number of pages of newspapers that provide various sports news, the rapid change in visual media and the aggressive nature of televisions have increased the importance of sports [54].

Sports broadcasting, which started with newspaper and radio broadcasts, continued with television broadcasting and has now evolved into a situation involving digital technologies. This technology facilitates the work of journalists and broadcasting organizations and enables them to

broadcast by transmitting data in a faster and higher quality manner. Digital content not only provides advantages to content producers, but also allows the audience to access the content regardless of time and place. The ease of access to digital media content, its appeal to a wider community, its ability to provide feedback, and the fact that it does not require a large investment have prompted traditional communication channels to expand into the digital space. Sporting events, which have gained the appreciation of the society, have been made available to the masses in modern social communication channels along with the usual circles [55]. In this sense, social media such as Facebook, Twitter and Youtube, which have become increasingly widespread, are among the most widely used environments for the publication of sports content. The current situation in sports broadcasting, which attracts attention on a global scale, unites people and causes negative situations at the same time, is important in terms of investigating digital transformation, determining the nature of digital broadcasting and leaving traces about its future [56].

The mutual interaction of sports and media is clearly seen from past to present. In an order where sport is accepted as a social phenomenon, mass media has also played a role in the realization of this phenomenon. The development of technology has made these communication activities more effective. For example, it has become possible to follow a football match played anywhere in the world instantly thanks to modern international broadcasts. The popularization of various sports and the fact that even those who do not have the opportunity to do sports follow them has been realized thanks to advanced communication technologies. Although this situation gives the impression that the media controls sports, it can be said that sports can now control and direct the media [57]. Since its inception, sports has been a phenomenon that has been close to people's hearts, affecting them and increasing in importance day by day. In this respect, sport has caused life to be organized according to the time periods in which competitions take place and society to turn to a wider world of entertainment [58].

In the modern age, sport is becoming an indispensable force for generating income that makes societies serious, reacts to social, economic and cultural events and situations, takes sides with the government or creates resistance. Sport is no longer just a health-promoting activity, but has turned into a revenue-oriented power within the framework of social and economic goals [59].

The Effect of Sports Media on Violence in Sports

The media has a lot of influence on the public. With the rise of violence and aggression in sports in the world and in our country and its transformation into a social issue, it is clearly seen that mass communication tools, especially television and the internet, have a relationship. In a study conducted in Turkey to determine the behavior of the police in relation to violence and incidents caused by football fans, the media was identified as the biggest responsible for the violence on the pitches with 34.9% [4]. In the report written by the TBMM Investigation Commission, which was established to examine the allegations of match-fixing, violence, fraud and incentive premiums in sports, it is stated that the sports media uses headlines such as 'fighting', 'victory', 'smashing', 'playing to the death' to attract attention before the competitions, which has a negative effect on the fans, and that "conditions for becoming a sports journalist should be set in order to create a sense of seriousness, responsibility and enlightenment in the sports journalism profession" [60]. In the report, it is stated that club administrators and sports journalism play a role in the occurrence of violence and aggression, that club administrators and the media "condition football teams to success" and that "the most important source of violence in football is the contradiction of good team-bad result". The lack of education on the meaning and importance of "winning mentality, violence and fair-play" in sports, and the lack of sufficient common sense, unfortunately makes all kinds of attempts (match-fixing-doping-violence etc.) natural on the road to success. For example, for the fans of teams that are conditioned by the management and the media that they will definitely succeed but fail, each unsuccessful result causes loss of faith and disappointment, which makes the fans' reaction to their team inevitable" [60]. In a 2003 study, it is stated that especially the provocative statements made by the administrators of sports clubs by utilizing mass communication tools are effective in encouraging rival team spectators to aggression [34]. The media encourages fans to violence and aggression especially in order to increase the number of prints and viewership rates.

While the impact of communication tools on society is widely accepted, it has been revealed that the hooliganism trend, which is rising very rapidly in the sports environment today, is caused by the TV and social media posts, especially by sports media writers and sports media. Especially the heated sports commentary programs with the

participation of ambitious and exciting guests, which have recently become less popular, are seen to have a significant impact on the on-field, tribunes and off-field, which we mentioned above as the cause of violence in sports. Irresponsible, provocative and immoral discourses, aggressive behaviors of the commentators in sports broadcasts, which are made to be watched, consisting of individuals who have a place in the sports media of big clubs with a large fan group, affect the athletes and the sports public with a negative effect. Especially the headlines of dozens of sports newspapers, their content arrangements, the style used and the way they express the matches as if they were a war, a struggle for existence or heroism encourage the fans to become too fanatical, to violence and aggression. It is seen that very bad examples of fanaticism are presented in the publications, the bad effects of fanaticism are increased, it is seen that it is absolutely necessary to win, people are conditioned.

Examples and Evaluation of Football Violence Relationship in Sports Media

Unlike other parts of mass media communication, sports uses a language full of unique phrases and templates. In addition, it can be said that there is a more relaxed environment in the use of language in sports communication [56]. It is known that in sports news in written communication tools in Turkey, especially in news headlines, provocative language is used, it encourages tension between fans, feeds and mediates violence. However, it should be noted that especially the perception of football is structured around violence and the discourses on football are carried on through a style that supports violence [61].

The prediction of violence and aggression in football matches by the sports media, the exaggeration and irresponsible criticism of sports writers and commentators, and the psychological tension created by the bad results of the team in terms of score cause the fanatical spectators who turn their anger into violence to become self-defense [60]. In a survey conducted with 800 people in the sports public opinion, the proportional distribution of the effects of the news in the sports media on spectator fanaticism was 44% yes, 46% partially, 10% no; 42% of the sports public opinion answered yes, 31.50% partially, 26.50% no. "Writing articles in the news and columns that negatively affect the mood of people who are in the psychology described above, against the team they support, in support of the rival team, against referees, football players, coaches and club managers, negatively affects people who are prone to violence and directs them to fanaticism." In a survey conducted on fans who were involved in violent incidents at matches in Ankara, Istanbul, Izmir and Trabzon and who were included in police reports, 51.7% of the fans surveyed stated that they were affected by the news in the media before the match, while 33.3% stated that they were partially affected by this news [60]. According to the results obtained from this report, it is a clear fact that excessive and tense statements and news by the sports media encourage team supporters to violence and aggression. In addition to sports journalism and television, the irresponsible use of the internet and social media, which has recently become widespread, also triggers confrontation, tension and, in short, fanaticism among fans.

2. MATERIALS AND METHODS

2.1. Research Model

PubMed, Google Scholar, Web of Science and Yök Thesis databases were searched with the keywords "football", "fans", "violence" and "media". In this study, which is a traditional review, theses and articles published in English or Turkish, the full text of which could be accessed, were analyzed.

3. RESULTS

A social event is a development that takes place within developing events, the time and place of the beginning and end of which cannot be clearly determined. In modern life, it is seen that sport has a really important impact as it reaches a wide audience and becomes a hobby that people who are not interested in different sports are interested in. Many sports branches and different activities have found a place in newspapers and televisions as sports and have attracted the attention of the society. Social life consists of social bonds. As an expected result of people being side by side with each other, a number of relationships are formed. These relationships are very diverse and complex. In short, social relations are interactions between individuals or communities.

Depending on their nature, social relations can either reconcile or divide people. They can be private or non-private or material or political. They can be friendly or hostile. They have both physical and psychological qualities. The more people develop, the more they realize the importance of social relations, and the more social relations develop, the stronger the elements that bring society together [62]. Different societies have different ways of life, different beliefs and different things they care about. People learn these characteristics of the societies in which they live and transfer them from generation to generation

by learning the situations experienced in socialization. The importance and activities of sports in people's lives also differ depending on the diversity in the ways of life of societies [63]. It is seen that football is taken as a popular and popular product and this product is transmitted through mass communication tools that the society deems appropriate. The fact that the idea of commerce also dominates these tools has caused football to be used in accordance with the cultural structure of the society. However, over time, violence, doping, match-fixing, etc. marginal behaviors such as violence, doping, match-fixing, etc. in the football community have revealed the necessity of re-examining this situation. While football has spread rapidly all over the world due to its strong advertising, competition and economic aspects, marginal behaviors that harm the social ethical values that societies try to protect in sports have increased over time [63].

The high level of interest and interest in football is thanks to media tools. It is related to how much television sports programs are watched, the sales rate of the newspaper and the clicks on social media. The violent elements of football, as well as the aggression of its fanatical fans, constitute interesting subjects for striking news. Football media is characterized by success and failure, winning and losing, exaggerated glorification of prominent football players in case of a win, and unfair judgment in case of defeat. The sports media has a formation that does not go beyond the order it has made for itself and does not adopt research beyond the transmission of current events and enthusiasm. Instead of covering satisfying, educational and scientific topics, sports newspaper managers prefer to talk about the current club president or technical directors and footballers. However, with football reaching a large audience potential, the materialistic importance of television sports programs has turned into a means of getting more advertisements and earning more money [63].

With the words we want to express, we not only express ourselves and create a common ground with others, but through this language we can also express our superiority, our differences and the inadequacies of others. Through the everyday language we have expressed, we also develop and spread certain discourses that will humiliate and anger those who think differently. The language and style used in the creation of newspapers, football pages, TV sports programs and social media in Turkey are the means through which the culture of violence in Turkish society is reemerging. It is seen that the sports media mostly use the art of allusion in literature in their headlines. Allegory, which is the use of a word both literally and figuratively at the same time, is frequently encountered in the sports media. Sports departments make good use of this situation [64].

The community of readers that the sports media in Turkey has created is undoubtedly football fans. This group of football fans should not be encouraged to violence or in a way that legitimizes such incidents, as is the case in some other media outlets. However, ethical values in sports journalism cannot be mentioned so positively. Many words reminiscent of violence and terrorism are used in the headlines [65]. The pressures and influences of the clubs with large economic value that dominate football in Turkey and their pressures and influences on the security forces in the media-federation-referees have brought football into a game where football is constantly talked about and harmful thoughts are produced before football fans can form friendships with different teams, and these clubs have been brought into a game where football is constantly talked about and harmful thoughts are produced with the activation of their own influence and the forms of organization they have established all over the country. The media has an impact on the transmission of socio-economic and, in some processes, political beliefs in the continuation of the dominant thought through the language and forms of expression expressed by the media. Since football occupies an important place in social life, the media, which is responsible for conveying this space to the public, fulfills a delicate task. “Sport, as a real social phenomenon, is an ideological field to the end. The ideology of sport, or more commonly the values used by football, are sometimes transferred from the social structure and sometimes have reinforcing effects on the social structure. It is not difficult to see this interaction from federation and club administrations to police practices, from intra-team relations to tribune dynamics. In this sense, the struggles in football and its content must be handled within this sense of responsibility” [66]. When the studies on violence in football competitions are analyzed, the behaviors of fans (their characters, financial status, education level, drug use, rhetoric against rival teams and fans) are at the forefront of violence, while the discourses expressed by the media and administrators have also been found to be caused by these factors.

There are many scientific studies on these situations. Some of these studies are as follows;

Bozkurt [67], in his study, dealt with the examination of the relationship between the fans' understanding of the basis of violence in football and their level of identification in sports, and in his

study, violence phenomena arising from sports media, referee decisions, coaches and technical directors, fans and cheerleaders, and athlete behaviors were scored, and according to the results; the most important parameter that causes the phenomenon of violence in sports is violence arising from sports media as a result of the scale score.

Kurtiç [68], in his study titled "Psycho-social reasons leading football spectators to aggression (Sakarya province sample)", emphasized that there is a numerically determinant relationship between sports media and aggression tendencies.

Yücel et al., [29], in their study, emphasized that violence in sports is an important issue, for this reason, it is necessary to take important steps in terms of raising awareness of individuals from all segments regarding the prevention of violence and aggression, teaching legal regulations, enriching them with scientific visualizations such as panels, conferences, etc., and understanding the importance of the phenomenon of violence individually and socially.

Media structures build the general principles of their publishing ideas on a principle of economic concerns. Apart from exceptions, the first rule of the sports broadcasting policy thoughts of newspapers, televisions, radios, internet sites, social media, which are a product of businesses established for financial gain, is to increase the number of viewers, readers and followers. However, while doing this, it should not be ignored that the awareness of social responsibility for the development of sports, which prioritizes a number of commercial and moral rules, is also a factor that should be prioritized.

4. RECOMMENDATIONS

The goal of sports media is to inform the public about sporting events. However, while performing this task, it is accused of being one of the important factors in the increase of violence in football in order to increase favorable broadcast viewability. With the professionalization of football, the sports media uses violent discourses and remains indifferent to the trivialization of moral values.

It is thought that especially a part of the low level of education and culture is more interested in the publications on football, which are emphasized more by following the sports media. For this reason, war and revenge analogies are frequently used in the headlines due to reasons such as the high impact of football on fans, the inflated transfer of news headlines made in large fonts, the desire to announce similar situations with a provocative narrative in a continuous action environment. These headlines and news stories increase tension among other supporters, which in turn leads to judicial incidents.

It is known that sports media is predominantly of interest to the young generation, especially as can be understood from the results obtained in the researches. When interpreted through this situation, sports media has important duties in order to prevent the formation of negative ideas about sports, which itself is friendship and peace. For this reason, administrators, columnists and football commentators, who are the officials of the sports media, should take care to use peaceful discourses while conveying their thoughts about football.

Due to the economic difficulties experienced, the number of prints in mass communication tools and the pressure on viewing rates have increased, and as a result, the value of the sports public has increased even more. For this reason, instead of considering the sports public as a customer or an economic value, the unifying, integrating and socializing side of sports should be looked at and broadcasts should be made from this point of view.

A self-regulation system should be introduced within the sports media profession so that they can abandon their broadcasting styles that negatively affect the competition on football fields. In particular, it should be ensured that media institutions abide by the "Principles of Press Profession" that they are obliged to abide by.

Studies examining the relationship between digital fandom and social media platforms (facebook, X, instagram), which we did not examine in this study but which are thought to be frequently used by fans, can be conducted. Interactions on different platforms may lead to different results.

Law No. 6222 on the Prevention of Violence and Irregularity in Sports is also effective in this regard and it is known that deterrent decisions are taken within the scope of the law. In 2021, actions were taken against 7 people who were found to have posted insulting posts on social media about the goalkeeper of the A National Team and the technical director of the national teams [69]. It is thought that these and similar practices will help fans to be more careful in their behavior on social media. In terms of the widespread use of these practices, competent people in the fight against cybercrime play an extremely important role in identifying fans who exhibit verbally violent behavior on social media. The increase in similar practices will be effective in combating violent behavior through social media.

Understanding the reasons for fans' tendency towards violence plays an important role in determining the measures to be taken. It is thought that research on the subject should be conducted from a broader perspective. As a result of the studies, it is important to implement more effective security measures and to increase the probability of being caught and the sanctions to be encountered under the condition of performing the behavior to a higher level in order to reduce the violent behavior of football fans.

Conflict of Interest

No conflict of interest is declared by the authors. In addition, no financial support was received.

Author Contributions

Study Design, MT, MG; Data Interpretation, MT, MG; Manuscript Preparation, MT, MG, YEA; Literature Search, MT, MG. All authors have read and agreed to the published version of the manuscript.

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