

## Live Broadcasts

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### Abstract

The article deals with the direct conductors and direct perceptions of mass communication, the response of the message, and the decoder to improvisational information. As well emphasis is placed on presenting the pros and cons of direct signals. There are discussed the differences and effectiveness of the effects on public opinions, compared to pre-prepared audiovisual material and direct informative-cognitive-entertaining media products in the study.

**Key Words:** Direct perception, Information, Emergencies, Sports broadcasts, Jokes, Concerts, Improvisational Conductor.

### Introduction

People's perception of colors, signs, numbers, and images is not new, it can be said that the visual-auditory observation of societies began before mass media were created, although visualization and eye contact, as well as getting used to the interdependence of sounds and ears, were different at different stages. The gradualness was determined by the development of both the human brain and the information intended for the brain, in addition to the continuous pace of technological development since the creation of mass media. It is important for us to observe the connection between the community and the content, which is different from ready-made audiovisual materials, which are live broadcasts.

### 1. Audio-visual perceptions of mass media live content

Can we believe what we see? The scheme that asks this question is an optical illusion. It has the "technical ability" to create new levels of perception in human minds and thereby show them, in many cases, non-existent realities. As a result of the perceived information, societies' views towards specific issues are determined. The perception of an image, which is not audio information, based on the information in the individual's mind, affects the consciousness of a particular person. In the case of audio information, the image becomes the second strongest influence on people's consciousness, and sound will be the first. Human interest in visual perception and recording perceptible facts have been found since ancient times, with gradual trends. There is information about the so-called "Camera Obscura" and images moving on the wall in a darkened room from ancient times. In 350 BC, Aristotle also mentioned in one of his works that the light that hit the wall through a hole in a dark room would convey an image that, while maintaining the proportions of the environment in front of the room, was reflected in smaller sizes and a rotated form.<sup>1</sup>

However, unlike shots that are prepared in advance, for the old society, or the new visual perceptions, live broadcasts from TV and radio broadcasting have not only advantages, but also disadvantages. They are sometimes spontaneous, directly telling us both good and bad news without any preparation, when there is no time left to create a benevolent and appropriate image. For example: on September 11, 2001, the terrorist acts of New York - the destruction of the twin skyscrapers - were shown by the American television company CNN promptly and live to the whole world. The world community was stunned

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<sup>1</sup> Kikabidze, M., Influence of television and interactive relationship with the audience. thesis. Shota Rustaveli State University of Theater and Cinema. Tbilisi. 2015.

both by the promptness of CNN and by what they saw live (people could not believe their eyes) when they saw how desperate people were falling from a height of 300 meters.<sup>2</sup> In Georgia, it is possible to broadcast live information that cannot be controlled, however, the transmission of information is the responsibility of the mass media. Similar situations, like the one in the United States and other states in Georgia, are emergency situations. It can be said that watching emergency and special shot live is not pleasant and has some effect on both the mind and the mood, but apart from the situations mentioned above there are many positive messages for people even through live broadcasts and it started with a simple pre-prepared image. Euclid (490-430) thought that thinking was formed through the perception of different parts, which, through shallow observation of the given, came into the field of vision of the individual. Plato (427 - 347 BC) also agreed with the abovementioned, but he thought that the eye could see things in the dark, not only when there was a light source. According to his definition: " There is a particularly pure fire in us, akin to the light of day, and they have caused it to burst out of the field of vision in flat and solid parts, these parts, combining with the light of day, form a special matter, which, in various forms, is transmitted to our inner world and reaches the soul."<sup>3</sup>

## **2. Planned and unplanned improvisational information of media conductors**

In the modern world, with live broadcasts, political messages are frequent, during the debates of two-sided and at the same time opposing political platforms or personalities. At first glance, an inexperienced audience thinks that everything happens spontaneously and improvised during TV debates. In fact, each candidate's team develops a tele scenario and tries to lead the opponent with their plan and lure them into a pre-laid trap.<sup>4</sup>

In a live debate, the fate of an election can be decided by a seemingly insignificant detail, for example the debate between Kennedy and Nixon, when the opponents decided to sit in the debate without makeup, Kennedy asked to go out of the studio for a few minutes as needed and came back with make-up on his face, that day, because of the debate, Kennedy won the ratings, because the hot lighting in the studios is so hot that the moisture on a person's face, in the eyes of the viewer, can represent a nervous man, and this emotional man Nixon, there was one whose virtual nervousness was perceived as a lying politician. Also, live sports are attractive because sports journalism is an important area for any mass media. The content is as follows: professional and beginner leagues, general sports events and games, stories - about sports personnel, players and coaches, marketing of clubs and their impact on economics. The creation of sports journalism is related to ancient Greece, there is information written by Homer about the first chess match between Odysseus and Ajax in BC. 850 BC Also, the Greeks often wrote information about sports: shooting, racing, boxing and wrestling. Citizens' interest arose in attending sports games, which is evidenced by the year 776 BC. The Olympic Games, which was a sort of culmination of interest until the modern era, informatively begins with Benjamin Franklin's 1790 quote about swimming, at the time The New York Magazine wrote articles on the sport; just like the New York Post in the 1800s. It can be said that the beginning of the creation of modern sports broadcasting was facilitated by the birth of basketball and the creation of the bowling congress, and because of baseball, sports journalists began to write exclusive information, which was called sports writing at the time. After allowing audiences to watch baseball and football from home, the demand for sports information increased significantly, for example, with regular sports news publications (the Spirit of the Times and The New York Herald) when mass-audience formats appealed to certain groups of listeners. In the 1950s, the radio became de-mass, and it also happened in the case of the newspaper in the 1960s and 1970s.<sup>5</sup> If attending a sports game was the only way to share emotion, the situation changed after the creation of radio, as it had the advantage of broadcasting sports games and stories live, unlike print media. On April 4, 1921, a boxing match in Pittsburgh was broadcast by KDKA. A boxing match between Jack Demps and George Carpenter was broadcast live from New York (WJY

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<sup>2</sup> Jijeishvili, K., Chkhikvishvili, G., Anatomy of political PR. Tbilisi. 2011.

<sup>3</sup> Kikabidze, see Footnote 1.

<sup>4</sup> Jijeishvili, Chkhikvishvili, see Footnote 2.

<sup>5</sup> Tabatadze, N., Sports journalism. Tbilisi State University. Tbilisi. 2020-2021.

and WJ2) on July 2 of that year. The live broadcast of the Dempsey-Sharkey fight was heard by about forty million Americans in 1927.<sup>6</sup>

The only mass communication medium in history that people interact with throughout their lives until the last day is television.<sup>7</sup> Television is the best conduit for sports broadcasts to the audience. Along with the radio, at the time, television also made it possible for the media user to have access to sports reports, although for the TV viewer, the image and visual perception, which in the case of football caused the feeling of being in the stadium, was more effective than the sound signal. It can be said that since the invention of television, it has been possible to follow sports events from home, which revealed the fan emotions of millions of viewers locally from the place where the media transmitters transmitted the signal. The 1936 Summer Olympics in Berlin broadcast a television program created to test the new media, and the British BBC later that year broadcast the first such program live, which was a 25-minute tennis match.

British viewers were interested in watching live rugby and football matches, so it was not surprising that a rugby match between England and Scotland was broadcast in 1938, and a football match between the same teams was very interesting in the same year. And for an American fan, it's no surprise that the first live broadcast of a baseball game on May 19, 1939, was emotional.<sup>8</sup>

It is obvious that in the 19th century, people had to learn to read and write because they could read newspapers and get information, but today, to become a part of the information society, an individual must learn the computer, which is the latest means of communication and information transmission. In the era of modern visual perception, not only on television, but since the 90s, it has become possible to broadcast live sports broadcasts through the Internet, although at the initial stage, the abovementioned sports broadcasting could not be carried out with a high frequency, due to the established limit of digital data. Although internet media offers a wide variety of content for sports-loving media users, not only for conveying information about sports, but also for messages of individual marketing packages of clubs, national teams and athletes, television is still the leading mass communication medium for broadcasting. The difference and attraction of live broadcasts are manifested in the live commentary of sports broadcasts, because good commentary (which includes: good knowledge of sports rules, informativeness and accurate characterization of the participants) evokes sports emotion in the viewer, which gives a local feeling that he is at the sports competition. For live sports broadcasts, it is important to fill the empty minutes when someone is injured or for some other reason stops the progress of the competition, so the ways to fill the empty minutes are: information about the players, statistics of the competitions, transfers, as well as some stories and events about the sportsmen.<sup>9</sup>

### **3. Spontaneous fun - creative information, tragedies, associative - psychological negative and positive effects based on past shots.**



A live broadcast during a concert can cause some unforeseen problems, unlike an audiovisual recording. We have a lot of examples of this: "Working with her is a nightmare" - Adele's concert was postponed at the last moment due to her unrealistic demands.

Singer Adele's concert was supposed to be held under the auspices of Caesars Palace, which is a music center. The employees of this center said that the British singer has an incredibly difficult character and it is a nightmare to work with her. Adele's songs haven't been heard by the journalist who was fired, probably now he will have more time to listen to her songs when he is in a nightmare mood to get in a good mood, because some of his creations are positively melancholy. A planned live concert was postponed at the last moment, she

<sup>6</sup> Aptsiauri, G., Peculiarities of media management in Georgia. Tbilisi. 2018.

<sup>7</sup> Tabatadze, see footnote 5.

<sup>8</sup> Aptsiauri, see footnote 6.

<sup>9</sup> Tabatadze, see footnote 5.

wanted to install new equipment on the stage. Later, Adele made a statement - "We were doing everything to make the show go well, but we were betrayed, and the concert was eventually postponed," Adele said.<sup>10</sup>



On July 22, 2018, the concert of the famous British singer was broadcast live, but for an unusual reason, it was not decided to change the location. The singer's concert in Germany was postponed due to the fact that the event did not negatively affect the population of larks, because there are eight pairs of these birds, which belong to a rare breed, live in Essen Airport. Therefore, the German authorities are responsible for their protection and comfort, despite the fact that Ed Sheeran's work is also intended for couples, it was decided to hold a concert in Düsseldorf.<sup>11</sup>

At the concert, Harry Styles had the famous "Lenny Kravitz moment", which involved ripping his pants in an awkward place in front of the audience. Despite this awkward moment, Harry Styles sang the song Music for a Sushi Restaurant until the end. However, the negative side of the fact is that this moment was captured by thousands of fans.<sup>12</sup>



At the Astroworld festival organized by Travis Scott, there was a stampede that killed 9 people between the ages of 14 and 27, which was seen live by the local community in Houston, USA, and not only by viewers in other cities.

Woodstock 1999 - The Sun Francisco Chronicle called the musical event "The Day the Music Died." The abovementioned festival ended tragically, Metallica and Red Hot Chili Peppers, as well as Limp Bizkit, participated in the concerts. On the territory of the festival, there were robberies of attendees, fights, vandalism and destruction of buildings, robbery of ATMs and gang rape, in total more than a thousand people were injured at the festival.

Altamont Tragedy - On December 6, 1969, the Rolling Stones made two mistakes, they decided to hold a free concert, where the security of the concert was ensured by a gang of drunken bikers who used force to maintain order, during the concert, 18-year-old Meridith Hunter was fatally shot, the killer turned out to be a drunken biker, the shot of the murder was seen by many media users.

<sup>10</sup> Fortuna, video: "Working with her is a nightmare" - Adele's concert was postponed at the last moment due to her unrealistic demands, <https://fortuna.ge/video-mastan-mushaoba-koshmaria-adelis-koncerti-bolo-momentshi-misi-ararealuri-motkhovnebis-gamo-gadaido/> [L. s. 30.04.2024].

<sup>11</sup> Imedi News, tabloid, the location of Ed Sheeran's concert was changed due to Larks <https://imedinevs.ge/ge/tabloidi/51849/ed-shiranis-kontsertis-lokatsia-torolebis-gamo-sheitsvala> [L. s. 30.04.2024].

<sup>12</sup> This moment was not stolen by Harry Style's fans and was also captured on video. [https://billboard.com/ge/2023/01/29/harry\\_styles\\_koncertis\\_dros\\_sharvali\\_shemoekha/](https://billboard.com/ge/2023/01/29/harry_styles_koncertis_dros_sharvali_shemoekha/) [L. s. 30.04.2024].

Pearl Jam's concert In 2000, a rock festival was held in the Danish city of Roskilde, the headliner of which was the American grunge band Pearl Jam. At a rock band concert, 8 people died and several people were injured.

Damageplan concert Damageplan is an American heavy metal band that ceased to exist after a terrible incident at a concert. In 2004, the band held an event in Columbus in support of the only album. Ex-military Nathan Gale came on stage and Damageplan guitarist (ex-Panthera guitarist) Dainbag shot Darrell several times in the head.

Terror attack at Ariana Grande concert On May 22, 2017, a suicide bomber blew himself up at Ariana Grande's concert in Manchester. As a result of the terrorist attack, 22 people died and 800 people were injured.<sup>13</sup>

Among the tragedies, we can recall April 9, 1989, the shot of which has been preserved and we can still see it, it can be said that it created negative information in the opinion of the Georgian society. That is why, the two points of video recording - the right and left of the Tbilisi legislative body, no matter what kind of solemn event is being covered, is a location that, due to the influence of accumulated information, rarely has a solemn mood. It should be noted that the above refers only to the shot from the media channels, and the public walk to the memorial does not create bad moods. Based on the interests of the Georgian state, the old audio-visual material of April 9 should be broadcast in the media. However, the location of the existing shot should no longer be broadcast live, and not only ceremonial events. As an example, I would like to cite Luc Besson's interesting film - "Leon with the participation of Natalie Portman and Jean Reno: The Professional - where Portman's character Matilda often sees a house where loved ones have been killed, how easy would it be for Matilda to have a party in that house with any guests? <https://www.youtube.com/watch?v=QK-Z1K67uaA>;<sup>14</sup>

Welcome inhabitants of the earth" - The most famous jokes live.



During a discussion in the Swedish Parliament in 2016, When they were discussing the pressing issues of the country, the subtitles of a children's program were accidentally put on. "Greetings to you, inhabitants of the earth" - this is how the Swedish Minister of Environmental Protection began his live speech. The Minister of Education promised the population that he would "build the best sand castle in the galaxy", while Prime Minister Stefan Leven spoke about a new invention: "A fantastic submarine train for dinosaurs."

<sup>13</sup> Tabula, 10 concerts that ended tragically. <https://tabula.ge/en/news/676164-10-kontserti-romelits-tragikulad-dasrulda> [L. s. 30.04.2024].

<sup>14</sup> A shot from the movie "Leon: The Professional".



"Which one should I take with me? I'll ask my doll" (Oza Romson, Minister of Environment)

As it turned out later, the debate was being broadcast on SVT2, while a cartoon was being broadcast on SVT1 at the same time, at which time, due to a technical error, the subtitles were put on SVT2. 2. Sweden again - on January 7, 2013, at 10 o'clock in the morning, during the live broadcast of the Swedish television company TV4 News, when the presenter was talking to the Moscow correspondent about Syria, the shot of a pornographic film appeared on the monitor. Later, the editor of TV4 News explained that the video holding "More Entertainment", which belongs to them, was accidentally turned on the monitor. The management of the channel apologized and assured the user that this would never happen again in the future.<sup>15</sup>

It can be said that the artist submits all the elements of the composition to the laws of our perception of the outside world. Our eyes reproduce (reflect, remember) the images and brightness as a result of the entrance of light rays on the retina. However, objects that shrink as they move away from the eye are subject to the laws of linear perspective. The smaller the image is reflected on the retina, the further the object is from the eye. It is worth noting that the work of an artist - a true perspective on creation - is much more difficult. Fortunately, photographers are freed from this difficult task, they are helped by optics. All objects obey the laws of linear perspective, decreasing in the direction of this point. As soon as the camera starts panning to the right or left, the location of this point on the horizon changes immediately, thus the entire system of linear-geometric structure of the shot changes. A change in the spatial location of the camera constantly alters the structure of the perspective construction at each

<sup>15</sup> Intermedia, "Welcome inhabitants of the earth"- The most famous jokes live. <https://intermedia.ge/> [L.s. 30.04.2024].

moment of the shot, as the assemblage point and assemblage lines are in constant motion. Moreover, if the camera is placed on a crane, that is, moved vertically, the position of the horizon line itself, on which the connection point is located, changes in the frame. Thus, a new type of perspective perception is created - the viewer is given the opportunity to see the action from different spatial locations, that is, the effect of dynamic perspective helps to create the illusion of image depth.<sup>16</sup>

### **Conclusion**

As a result of the analysis of the mentioned topic, we conclude that the information transmitted live has a greater impact on psycho-emotional moods than pre-prepared media products, which in many cases is the cause of fear, stress, excitement, surprise, joy and overcoming stress in people. In many cases, with the information received in live broadcast, they feel local not where they receive the information, but where the information is transmitted from, for example: stadiums, arenas, sports halls, open-air concerts, halls, political rallies, places of natural disasters and ceremonial events. It can be said that with the direct shots of the cross arrangement of video cameras, top view and bottom view, people can imagine themselves not only locally where the information is transmitted, but also on different levels and sectors of the stadium, on the field itself and in the case of the top view, next to the lights above the stadium. And their ticket numbers should match on all seats in concert halls and events. To appear at political rallies and applaud himself, as well as to see the stunts of several airplanes at the parade and to sit in all of them himself.

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<sup>16</sup> Tabula, 10 concerts that ended tragically <https://tabula.ge/en/news/676164-10-kontserti-romelits-tragikulad-dasrulda> [Last seen 30.04.2024].

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