



Intersections
Monthly Lecture Series
Department of Liberal Arts
Indian Institute of Technology Bhilai

*The Eye of the Storm:
The Spectator at the Centre of the Sporting-
Entertainment Complex*



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Thursday, 26 August 2021
4 pm IST

The lecture will analyse spectatorship with reference to cricket, dwelling upon questions of who, why, and how. The spectacle of sport exists in service of those who watch it, aiming to entertain them and enrich their lives. This has not changed from the time of the ancient Olympic Games to the present televised spectacle that sport has become. A glaring difference, however, is in the nature of the 'crowd' in the present day. While in ancient Greece the audience was physically present at the site of the spectacle, the primary audience for televised sport is, curiously enough, absent from the stadium.

It would be impossible to construct this edifice without the substratum of Information and Communication Technologies (ICTs). The bringing together of large groups of fans online on social media, the near-continuous engagement of sport and television anchors with content generated by users and fans, such as tweets and Facebook posts, and even the marketing and advertising gimmicks that lure audiences, all of these are necessarily mediated by ICTs. Commenting upon the Indian Premier League as a sporting-entertainment complex, this lecture will decode the construction of a fan as both spectator and consumer.

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