

# The Concept of "Visual Product" Concerning the Transformation of the Subject "Galatasaray-Neuchâtel Xamax Match" into an Object through Speculative thinking via the Storability Properties of the Sports Viewing Product Services

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**Abstract**— The goal is to objectify the concept of "visual product" through speculative thinking from the start point of the subject of Galatasaray-NeuchâtelXamaxmatch on the basis of a new kind of economical product brought about by the storability of service products owing to the technological changes in sports viewing products.

In our study, the general screening model, which is one of the descriptive research methods, has been used (Karasar 2009). Within the scope of this descriptive scanning method, a theoretical-analytical method has been used focusing on the relevant body of literature. Descriptive studies are usually carried out to elucidate a given situation, to make assessments in line with standards, and to reveal the relationships between events (Çepni, 2007). A concept is an abstract design that encompasses the common features of objects and events, and gathers them under a common name. Thus, a concept becomes a general and abstract representation of an object, situation or phenomenon. Concepts are divided in two as a priori and a posteriori. The subject of discourse of this study is a posteriori concepts, because the concept of "visual product" can be achieved by the method of induction, utilising observation and experience. In this procedure, first the multiplicity is researched and compared, and then the similarities, differences and variables are focused on in order to objectify the subject. At the last stage, the concept of "visual product" is obtained through abstraction, by discarding the variables and differences.

The continuity of the sports viewing product necessitates a definition of it. The visual product can be conceptualized as "an economic work, action, a performance, social event or an effort that is sustained by

communication technology, even though it is consumed where it is produced."

**Keywords**— Sports, Football, Economic Product, Visual Product.

## I. INTRODUCTION

In recent years, the share of the service sector in the economies of all the countries of the world has increased steadily. The services that people artificially produce can be seen in every aspect of human life. For this reason, the concept of service is complex and hard to define. Some researchers say that there is no general definition of service, and some say that a definition can never be realized. Nevertheless, the most accepted service definition among economists is "all of the economic works are not classified as commodities" (Aslan, 1998). As a general definition, "the work or action which is consumed in the place where it is produced can be defined as a performance, social event or effort (Uygun, 1998).

One reason for the increase in the number of sports entrepreneurs and activities around the world today is the Renaissance period, which is regarded as the beginning of the modern era after the Middle Ages, and later, the formation of the human perception that he is a free and autonomous entity apart from the religious, natural, social and historical conditions that confine him. With that new perception based on the physical world, human beings brought the physical pleasures and emotions to the foreground once again. The happiness or heavenly life which, in the past centuries, was believed to take place in the afterlife through the exaltation of the spirit has almost been brought down to earth. Thus, a sense of health, entertainment, leisure and life style limited with the

physical realm and a sense of culture based on a modern perception of body and pleasures (Gür, 1979). In this context, the perception of life in the modern society, which prefers the physical, bodily and emotional dimension of man to the spiritual dimension, has built a new style with the help of medical, social and naturalist approaches. Instead of classical virtues, this process has opened the door to the modern perception of body and health built with the new scientific approaches and methods that emphasize long life, balanced and adequate nutrition, disease prevention, diagnosis and treatment of diseases. All the sectors of society such as administration and education life, industrial and business life, civil and military bureaucracy, everyday life and sports activities have been shaped according to the modern perception of body and health (Giddens, 2000).

#### GOAL:

The goal is to objectify the concept of "visual product" through speculative thinking from the start point of the subject of Galatasaray-NeuchâtelXamax match on the basis of a new kind of economical product brought about by the storability of service products owing to the technological changes in sports viewing products.

## II. METHOD

In our study, the general screening model, which is one of the descriptive research methods, has been used (Karasar 2009). Within the scope of this descriptive scanning method, a theoretical-analytical method has been used focusing on the relevant body of literature. Descriptive studies are usually carried out to elucidate a given situation, to make assessments in line with standards, and to reveal the relationships between events (Çepni, 2007). A concept is an abstract design that encompasses the common features of objects and events, and gathers them under a common name. Thus, a concept becomes a general and abstract representation of an object, situation or phenomenon. Concepts are divided in two as a priori and a posteriori. The subject of discourse of this study is a posteriori concepts, because the concept of "visual product" can be achieved by the method of induction, utilising observation and experience. In this procedure, first the multiplicity is researched and compared, and then the similarities, differences and variables are focused on in order to objectify the subject. At the last stage, the concept of "visual product" is obtained through abstraction, by discarding the variables and differences.

## III. THE TRANSFORMATION OF THE SUBJECT "GALATASARAY-NEUCHÂTEL XAMAX MATCH" INTO AN OBJECT THROUGH SPECULATIVE THINKING

On November 9, 1988, the soccer lovers were waiting for Galatasaray's match against the Swiss club NeuchâtelXamax in European Champion Clubs' Cup, Round 2. Millions kept their breath, wondering how to get the rematch of the match lost 3-0 away. Galatasaray earned a historic victory and scored 5 goals against their opponent and won the game 5-0. All Turkey took to the streets and celebrated the victory. That historic victory was re-lived exactly 28 years later. But this time not in the stadium but on Twitter! On Twitter, where the most enjoyable moments are shared, one of the most exciting moments of football passion in Turkey was relived on social media. In this project realized in collaboration with Galatasaray Sports Club (Galatasaray SK), hashtag "#TarihtenCanlı" (#LiveFromHistory) was started on Twitter at the same date and hour as the Neuchâtel Xamax match. The first tweet was posted and the most special moments of the game were being shared minute per minute via Twitter. During that day on Twitter, many exciting and interesting details about the game were posted with the hashtag "#TarihtenCanlı". Tweets about the statements of Mustafa Denizli, the coach of Galatasaray of that time, were tweeted. Even a copy of the ticket to the match was posted. During the momentary posts, the teams' squads were communicated and the images of the teams entering the field were shared. The excitement of the goal scored by UğurTütüneker at the 19th minute was as real as it was 28 years ago. Tweets posted were filled with the photos and videos of every moment of the game, including tweaks, offsides, corner shots, player changes. When the game reached its 90th minute, the score was 5-0 and Galatasaray qualified for the quarter finals. The supporters made tours of happiness with the coach Mustafa Denizli on their shoulders. The live broadcast on Twitter received a great deal of interest both from the Galatasaray supporters and the sports fans of other teams. Almost each tweet posted has been re-tweeted, liked, received comments hundreds of times. It became one of the most interesting content of the week on Twitter. There were total of 4.4 million exchanges. 715 thousand interactions were seen for a single tweet. There were also 1200 re-tweets. Galatasaray's Media and Communication Director İskender Baydar said that the purpose of the project was to refresh the memories of those who watched the match live and to tell the history and culture of Galatasaray to the new generations. Baydar said, "With 6.8 million followers, Galatasaray is the sports club that has the most followers on Twitter. We started a project in collaboration with Twitter and lead the way with the hashtag "#TarihtenCanlı" (#LiveFromHistory). We wanted to remind not only Galatasaray supporters, but also all Turkish football fans how the historic victories were won, by taking them back

in time. Hundreds of re-tweets, replies and interactions by Twitter users, the works of our team which befits the leading culture of Galatasaray and the support of Twitter in such communication studies in Turkish market have a great importance in this success." Upon seeing the great interest to the match on Twitter and the emotional ties it created with their fans, Galatasaray club even made a decision to reproduce the jerseys worn in the Xamax match. (<http://www.haberler.com/galatasaray-ile-tarihtencanli-4-4-milyon-9237332-haberi/access> date: 07/02/17)

Despite the non-storable nature of the services, delightful, exciting and intriguing details about the Galatasaray SK and Neuchâtel Xamax match, which was played during the 2nd round of the European Champion Clubs' Cup on November 9, 1988, were shared on Twitter, with the hashtag "#TarihtenCanlı" throughout the day on February 6, 2017. This development has added a third product to the concept of economic product (goods, service): "visual product".

A concept is an abstract design that encompasses the common features of objects and events, and gathers them under a common name. Thus, a concept becomes a general and abstract representation of an object, situation or phenomenon. Concepts are divided in two as a priori and a posteriori. The subject of discourse of this study is a posteriori concepts, because the concept of "visual product" can be achieved by the method of induction, utilising observation and experience. In this procedure, first the multiplicity is researched and compared, and then the similarities, differences and variables are focused on in order to objectify the subject. At the last stage, the concept of "visual product" is obtained through abstraction, by discarding the variables and differences.

Language is a means of communication. However, language is not the only means for expressing oneself and understanding each other. There exist other means besides language, even though they may possess lesser facilities. However, it should be immediately noted that even the presence of other means is absolutely dependent on the existence of language and for the human beings, they came into being after language. These means start beyond the limit on which the language is based and they rise with language. What is mentioned here is, after reaching the limit by rising with language, to go beyond that limit, explore and perceive and feel the world in a different way. In this respect, if the language of a person is inadequate, it cannot support the other means (Erdoğan, 2016).

One of these means is the sports. The Mexican wave ritual, which was first performed by the spectators in the World Cup held in Mexico in 1986 and the 61st minute ritual that the supporters of the Trabzon Sports Club have

applied since the 2008/2009 season can be seen as examples of the other means outside of language.

We are mistaken if we think that the world can only be discovered and felt through language without any other tool than language. However, some philosophers argue that communication with non-verbal means can only be achieved through language. These philosophers have come to the conclusion that if there is an example that cannot be translated into language, it cannot be transformed, it has no meaning, has no use, and therefore there will have no communication value (Soykan; 2012). For this reason, it is necessary to conceptualize "visual product" in order for it to acquire communication value.

There are two types of knowledge and thought: intuitive knowledge and logical / philosophical (speculative) knowledge. The intuitive knowledge is obtained through imagination, and the logical knowledge is obtained through the mind. Also, intuitive knowledge is individual, partial knowledge; logical information claims to be universal information. In other words, images are created with intuitive information while concepts are produced with logical information. Nevertheless, the first step to arrive at a concept is still intuition (Cömert, 2008). To put it roughly, philosophical and speculative thinking is a way of thinking that reduces everything down to the mind of the subject. Everything is an epistemic object of human transformation. When a subject contemplates something (including concepts), he takes it and makes it his subject, and begins to think about it while putting himself at the centre instead of thinking as if he is that thing or thinking in the context of that thing's own existential or constitutive facilities; and ultimately makes it an object defined by the boundaries of human ability to understand. In the end, he creates a picture on the thing saying that it is the truth. It is claimed that the "nature" of that thing is now "completely" revealed and that thing is actually trapped between the fingers of the mind in this way. Thus, that thing has been translated into the limits of human understanding ability through philosophy and has become a frozen, fixed and permanent entity (Erdoğan, 2016).

Martin Jay argues that the vision of the Western culture until it reached modernity in the 19th century was characterized by the "Cartesian perspective". In order to create the Cartesian perspective, the Western culture has combined Albertini's technical perspective and Descartes' philosophical duality (Arslan, 2003). With Descartes, the object acquired two characteristics. First, the object has been recognized as a reality. The object is no longer something that shapes the capacity of knowing from the inside, it is something that is alien to mind, an objective reality in its own right. The second, as a result of the first, is created as a subject / object duality by being deducted

as something opposite to the subject that knows the object. The object identifies the entities in the information world with a quantitative association, making it independent of the observer / viewer and his mind. Thus, the more externalisation is made, the more common ground would be found on reality. Thus, the more externalisation is made, the more common ground would be on the reality. Continuity and identity become a method of reaching the truth. This situation could lead to same observations by different subjects, or similar results with the same "causalisation" lines.

### Service from the functional point of view

There are three important elements in this approach. These are important in order to understand the specific content of the services because; in order to define the specific content of services, as the opposite of being an object, the starting point should be the concept of inclusion in a relationship, unlike the goods. An object is essentially the result of a separation, a differentiation, a boundary between the object and the subject or another object. It is the bringing together of essentially different subjects or objects and subjects in order for a relationship to occur. The service as a relationship can be systematized with three elements (Aslan, 1998), (d'Alcantara, 1987).

The first of these is the "reach" element. This element constitutes the existence of the relationship itself. The distribution and communication services facilitate the relationship between units and objects; the live or recorded broadcast of sports competitions establishes the relationship (individual or sub-organisations).

The second one is the "regulation" element. It was needed because of the need for a balance between the two poles of a relationship. This element provides the necessary conditions for the establishment, repetition and continuity of the relationship. An interruption in the relationship may be due to the break of the relationship, the union of the two poles, or one swallowing the other. There are numerous forms of regulation. The cultural regulations formed through habits and language determine the socialisation processes. We can talk of market-clearing (flexible prices) or non-market-clearing (sticky prices) economic regulations. A significant portion of service efficiency is related to effective regulation and cooperation in connection with price and non-price competition. Galatasaray Sports Club's implementation of "#TarihTenCanlı" hashtag can be seen as an example of a regulation related to a non-price competition.

The third is the "establishment/constitution" element. It establishes conditions of occurrence in time and place for the existence of relations. This element creates innovative enterprises, new sports-related products and new forms of differentiation via the scientific discoveries. The element

in question needs to be assumed that it is the source of human activity through technological change, and that it is the goal of the economic system specified by the regulation of preferences. The same element determines the starting point of the life cycle of a product within the service. This point includes the Schumpeterian innovation measurement concept. Inventions put into use the historical discoveries or leaps that prepare reasons for new scientific and social paradigms that affect the processes of production, consumption, and distribution of objects and relationships.

### Comparative Analysis of Visual Product with Goods and Services, Similarities and Differences

There are three criteria that are important for the comparison of goods and visual products. These criteria are; the proximity of the product to the end consumer, whether it has a tangible material aspect, and whether an activity is within the scope of the tertiary sector (Fuchs, 1968). In terms of these three criteria, the visual product differs from the goods.

### Proximity of the product to the end consumer

A New Media concept has emerged as a result of the social media platforms, which emerged especially from the second half of the year 2000 onward, enabling the production of digital content via computers and mobile phones as well as the sharing and interaction of these contents over telecommunication networks without time-space limitations. The convergence between Media and Information Technologies brings together the content and data elements and explains the characteristics of this synergy as "transforming media content into a digital object by digitizing it together with the data" (Polat, 2016). It differs from the traditional visual sports services such as Galatasaray Sports Club and NeuchâtelXamax match played on November 9, 1988. The most prominent aspect of the differentiation is on the spatial plane. While the competition must be physically objectified in a particular organisation in order to form traditional competitions, the same process is done on Twitter by means of digitalisation but this time without objectification and the location where the digitalisation in question takes place differs from physical locations. The location on the network (also used as space) is best described by the term "cyberspace" (Wood, Smith, 2005). In this context, "the deployment or spatialisation characteristic of a visual sports product on a Telecom network can also be explained by the concept of "cyberspace" (Eklund-Akamatsu, 2002).

This is a non-physical space on Telecom networks where digital objects exist separated from or integrated with their physical entities and where they continue their

existence (Polat, 2016). Bryant defines cyber space as "a new environment that allows us to perform functional actions such as communication, learning, teaching and understanding in forms beyond our imaginations", apart from its four basic features similar to physical space like location, distance, dimension and route (Byrant, 2001). Bryant believes that this environment is separate and independent from the existence of the objects within it. According to Bryant, as in the relationship between the space in the physical world and objects, the space of cyberspace is also the area of existence of the (digital) objects that it contains. Therefore, the distance between the end consumer and the goods and visual product differentiates. This difference has developed in favour of the visual product thanks to the communication technology.

It is possible to compare **the material aspect of the product** with Bergson's approach. The juxtaposition or blending of perception and memory leads Bergson to develop a unique conception of matter, in "Matter and Memory". Matter is the totality of images. In the first chapter of "Matter and Memory", Bergson emphasizes that there is no difference between matter and image, and that they are, on the contrary, identical. This shows that matter, even the first perception of it thanks to light, is already an image. Matter being filled with light is its basic appearance. Perception allows people to transform matter into images. In both cases, the body produces energy, substance, and movement through actions and reactions. In this sense, image is nothing more than the production and a proliferation in which the body functions as a filter and relay. He defines matter as aggregate of images (Bergson, 2002). The visual products and goods are the same as the matter in human perception. The difference between the two is that the matter in the visual product structure is transformed into an image again by means of communication technology. This also means to separate the matter from its real essence. 29 years have passed since the Galatasaray Sports Club and NeuchâtelXamax match, which was played on November 9, 1988. Naturally, the matter that made up the material and human element of this competition has changed. But the matter has been saved as an image to the virtual memory and removed from its essence.

### Characteristics of Sport Services

The characteristics of sports services are summed up around four elements based on the characteristics of general service products. Namely; sports services are abstract activities, sports services cannot be stored, sports services are heterogeneous activities, and sports services are produced and consumed at the same time.

### Sports services are abstract activities.

For this reason, these products cannot be physically possessed. They are impalpable, invisible and imperceptible. The benefit derived from the sport service products is based on experience. The consumer assesses the value and quality of the sport service product only after it has been purchased or during the consumption of it. This fundamental characteristic leads to the following problems. Sports services cannot be protected through patents, sports services cannot be displayed like goods, they cannot be advertised and it is very difficult to price sports services (Serarslan, Kepoğlu, 2005). The fact that the visual products are produced in the virtual environment has changed this characteristic of the service to a great extent. It means that, even if something is physically absent, it still has power. To virtualise a thing or a process is to go beyond the boundaries of time and distance, preserving the original power of that thing or process (Mindrum, 1995). The visual sports service produced on February 6, 1988, has been transformed into a visual product and has gained virtual physicality. Thus it has become palpable, visible and perceptible.

### Sports services cannot be stored.

The benefit of the vast majority of sports services are short term. It cannot be produced and stored in large numbers in advance. Therefore, they are nondurable. For this reason, some sports enterprises have difficulty balancing supply and demand in the sports sector (Serarslan, Kepoğlu, 2005). Nowadays, the image of reality and the image of virtuality are frequently discussed concepts. Are the indications of reality and the indications of what is conveyed as reality different? The perceptions of these signs as well as the integration of the signs of the real worlds conveyed as reality is also observed (Ekin, 2013). This production takes place in the spaces created thanks to the development of communication technologies. The perceptions of these signs as well as the integration of the signs of the real worlds conveyed as reality is also observed (Ekin, 2013). This production takes place in the spaces created thanks to the development of communication technologies. And spaces are planes where the so-called society interrelationships, which emerge as a result of the relations and interactions of individuals, are realized. The space perceived and evaluated by the people living in it is not only geometrical but also a complex system which has social, economic, psychological and political dimensions. (Yıldız, Alaeddinoğlu, 2007). Being an active element of the social processes, digital spaces have also been accepted by such mentalities in which the space in classical geographical conceptions is regarded to be composed of purely geometric constructions. On the other hand, even as a

social product, space itself is the environment, consequence, presupposition and embodiment of the social action and relationship, all at the same time (Soja, 1989). The storability of the visual product occurs as follows. In digital spaces, repeat is evaluated as a phenomenon of time. However, repetition is related to space. The temporal rhythms are considered to be sequences within the digital space. In this sense, it supports the existence of reality once more. The assumption that what existed or existed yesterday will exist today is in the scope of repetition (Bergson, 2002). The sports viewing products have become storable owing to digital spaces. This new situation has made the sports viewing product different from the other service products since it facilitates objectification. At the same time, it makes them similar to goods.

#### **Sports services are heterogeneous activities.**

The structural homogeneity of the sports services with the same content may vary according to the parameters of the service encounter. That is; it varies depending on the personnel who produce the sports service, consumer who consume the sports service and the spatial characteristics of the place where the sports service takes place. The labour intensity of some sports services and the differences in the desires and needs of the consumers of these sport services make it difficult to standardise the sports services (Serarslan, Kepoğlu, 2005). This makes it difficult for the structure of the sports service to be homogeneous.

The digitalisation of space and spatialisation of time make us think that the whole has been given beforehand. The spatialisation of time means that the world is perceived as stationary. When, on the contrary, we perceive the world as duration, the whole is being given a continuous flow (Sofuoğlu, 2004).

#### **Sports services are produced and consumed at the same time.**

In product manufacturing enterprises, production and consumption places can be divided in terms of time and space. Produced goods can be made long before the purchase. However, the production, purchasing and consumption of sports service in sports enterprises are realized all at the same time. The sports business and the consumer are in interaction during the production process. In some sports service products, consumers themselves participate in the production process (Serarslan, Kepoğlu, 2005). This is another indication of the fact that one of the factors of production, "labour", needs to be questioned and conceptualized in terms of the production of sports services.

#### **IV. CONCLUSION**

Advancing communication technology has influenced the presentation of the products of sports enterprises producing sports service on the market. The sports enterprises producing sports viewing products in particular are more affected by these technological developments. This influence has been formed in the following way. Sports viewing product has kept the quality of being a service product and assumed the same structure as the goods. This change happened via the product continuity provided by technology. Robins explained this situation based on the fact that communication tools divide the world into two as "the watchers" and "the watched" (Robins, 1996). This explains the importance of the role of the images in society. The match played on November 9, 1988 between the Galatasaray Sports Club and the Swiss club Neuchâtel Xamax in the European Champion Clubs' Cup, Round 2, demonstrated that the match has a real humanitarian and moral value. The ideal of Twitter as a window to the world today has made it "a window that turns into the mirrors of the images (visual product) produced by those who control information. And the production factors of the product consist of capital, labour, communication technology, networks, database, internet, consumer tools (computers, mobile phones). Visual culture has created with its own epistemology a third product type after goods and services by expanding the concept of economic product.

Due to the reasons we tried to explain above; the necessity of defining the sports viewing products has become compulsory since they acquired a continuity of structure.

The visual product can be conceptualized as "*an economic work, action, performance, social event or effort*" that is sustained with communication technology, even though it is consumed where it is produced.

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