



International Journal of Physical Education, Sports and Health

P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (ISRA): 4.69
IJPESH 2016; 3(2): 241-243
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www.kheljournal.com
Received: 17-01-2016
Accepted: 19-02-2016

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Role of media in popularizing game of Kabaddi

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Abstract

The study seeks to understand how media helps in popularizing sports in India. Specifically, how the game of Kabaddi has got international platform by the contribution of print media, electronic media, new media in their own way. The research has established the importance of sports communication and the role of media in the game of Kabaddi. The study has incorporated a survey of which the statistical data of the responses of spectators are recorded and studied to analyze the behavior of respondent on various aspects like media selection, preference for the game, importance of league matches and impact of media on Kabaddi.

Keywords: Sports-communication, Mediatisation of sports, Traditional sport

Introduction

Kabaddi, the game has been played since the time of Mahabharata, the epic has information about the game. A traditional game of that has revived its glory in recent years.

About the game

Kabaddi is very aggressive game played between two teams of seven players each and duration of 40 minutes and a break of 5 minutes which divide the game in two-halves. The team, which has highest score at final whistle, wins the game. The point is earned either by:

- Raiding to opponent team and touching as many defending players as possible in single breath along with the chanting of *Kabaddi Kabaddi Kabaddi!!*
- Or by catching the raider.

Player on the defensive side is known *antis* while the attacking side is known as *raiders* and each attack is termed as *raid*. If the anti-touch the raider and the raider crosses the center line then the anti will be out of the game but can be resume the play when his team scores a point while raiding or by catching the raider of opponent team.

Role of media in sports

- Entertainment to spectators.
- Sports communication.
- To monitor negative and positive publicity.
- To promote advertisements and sponsors.

Kabaddi in India

It has been played in India and some other parts of Asia in early 90s hence it was considered as indigenous sports in 1921 thereafter with some amendments a committee was formed in 1923 to look after promotion of the game.

All India Kabaddi federation was formed in 1950 and a new body Amateur Kabaddi Federation of India (AKFI) came existence Affiliated to Indian Olympic association (IOA) in 1972 to promote the game in neighboring countries.

Pro Kabaddi League

Pro Kabaddi League is an initiative of Mashal Sports to take Kabaddi on next level by converting the game to be played as league sport where players nationally and internationally are brought together.

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It was inaugurated in 2014 and played between 8 franchises, representing cities of India under the management of Mashal Sports. After season 2 it became bi-annual.

Viewership

As per available data:

- TV viewership increased by 56% from 2014 year’s viewership.
- During inaugural season tournament viewership was 435 crores (560 million).
- Online viewership increased to 1.3 crores unique visitors, which is 18.5 times more than previous 7 lakhs unique visitors.

Objectives

- To know the preference of Kabaddi among the Indian spectators.
- To know the role of media in popularizing the game of Kabaddi.
- To know the authenticity of media which is preferred by spectators.
- To know the importance of league matches.

Hypothesis

Does media has helped in elevating the status of Kabaddi among the spectators after introduction of league matches?

Review of Literature

Why the Indian Kabaddi team is the most successful in the world, Sportskeeda, 05Nov2014, 18:59 IST

- **Summary of the work:** The online article says that Kabaddi is a sport given by India to the world and it became successful because it is simple and less expensive and it does not require large playing area and expensive equipments. Throughout champion in all World Cups and Asia Cups is also the reason why Kabaddi has reinvented
- **Conclusion by author:** The author conclude that the emergence and success of league tournament which is Pro Kabaddi League has helped the team players to experience the play with internationally renowned players.
- **Learning from the work:** The article gave a better understanding of current scenario of why the game of Kabaddi got international fame. Firstly, because it is simple and less expensive. Secondly, because Indian Kabaddi team has won all gold medals in World Cup and Asia cup in both men and women genre which gave popularity at international platform. Thirdly and very important its media coverage at all level i.e. Electronic, Print, New Media gave immense boost.

Success of Pro Kabaddi League opens doors for desi coaches overseas, Hindustan Times, 13:25 IST, 17Feb2016

- **Summary of the work:** Due to the success of Pro Kabaddi League there has been demand of Indian coaches. The Amateur Kabaddi Federation of India has been receiving inquiries from many countries like Poland, Denmark, Kenya and Argentina about the availability of Indian coaches to popularize the game in their country. Rambir Singh Khokhar spent 45 days training Iranian coaches, Jagmohan is currently in Bangladesh and women coach Elpes Rani also coaching abroad.
- **Conclusion by author:** The author concluded by saying that the league matches has opened opportunities on international level. Many countries are approaching the Amateur Kabaddi Federation of India and International

Kabaddi Federation for Indian coaches. This is entirely because pro Kabaddi League has got international treatment.

- **Learning from the work:** The demand of Indian Coaches overseas leads to enhancing the status of Kabaddi in India and world too. The coaches, players and other staff members are getting international fame. It is also increasing healthy sports relation among various countries. This is only possible because the game has been covered hugely by media of all Sorts i.e. Electronic Media, Print Media, New Media and also the sponsors and advertisers which has international links.

Research Methodology

Basic research with after-only experimental design is done to derive objectives. Qualitative approach is used with the research method.

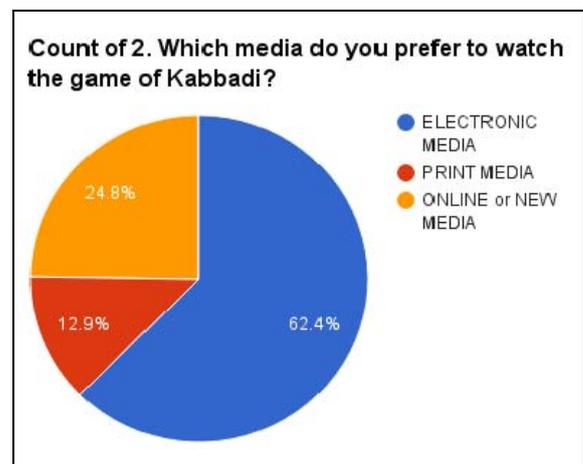
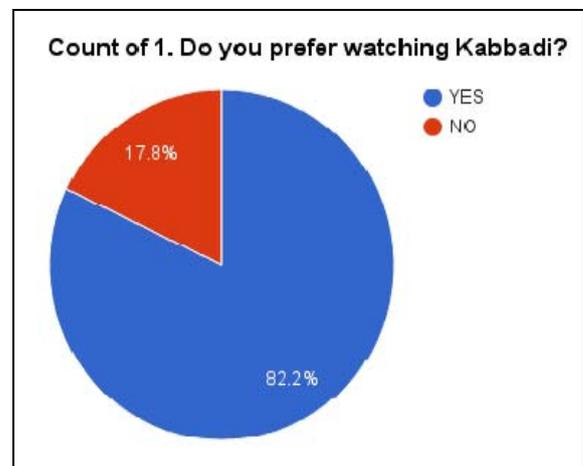
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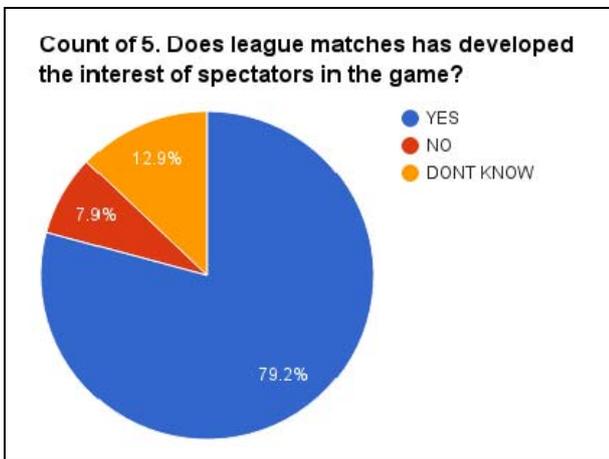
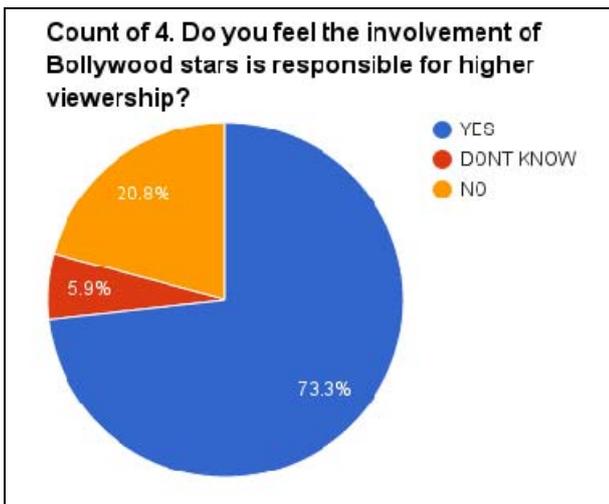
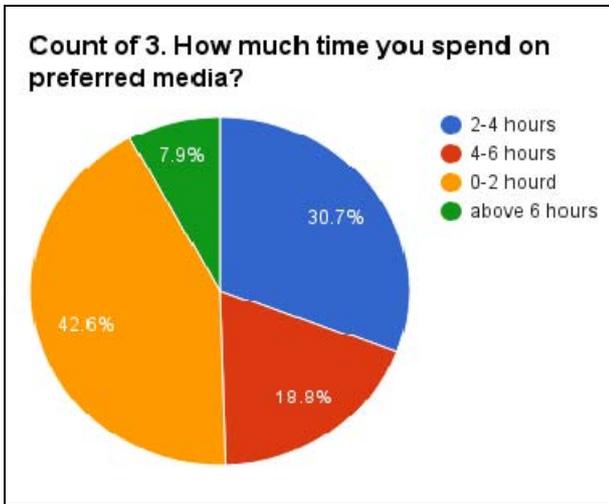
Sample frame: Delhi NCR

The survey is done on the respondents of age 18-25 selected randomly.

Research Findings

The survey was conducted online by using Google forms and the charts are also gathered from the same source and attached with the paper. The research says 82.2% of respondents prefer watching Kabaddi and 62.4% use electronic media, 24.8% online media, 12.9% use print which shows that spectators has given importance to new media as well. It is also very much clear from the responses that emergence of Bollywood stars is also responsible for higher viewership. League matches has developed interest among spectators and also media plays very important role in sports communication.





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Conclusion

The study unanimously conclude that media has played an important role in popularizing Kabaddi as sport of world class. Its international recognition has helped in producing exposure around the globe. Stars studded game has resulted in higher viewership. League matches has recorded paramount success, which has led Kabaddi as second highest game to be watched in India. The role of media is not only confined to communicate and sponsor sports but also in popularizing the players earlier the game was in search of consideration but now the players are also in limelight. It can also be concluded that new media is becoming popular, which means it has got boost on World Wide Web. The skill of players is polished in league matches and lots of youngsters are driven towards the game after its popularization.