



P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (ISRA): 5.38
IJPESH 2018; 5(2): 338-339
© 2018 IJPESH
www.kheljournal.com
Received: 10-01-2018
Accepted: 13-02-2018

Dr. Rajesh Kumar
Assistant Professor, Govt.
College for Woman, Lakhman
Majra, Rohtak, Haryana, India

Dr. Priti
Assistant Professor, Dept. of
Computer Science & Applications
(MDU), Rohtak, Haryana, India

Effects of media on sports

Dr. Rajesh Kumar and Dr. Priti

Abstract

Media is a form of mass communication, covers the press, television and radio. It also includes cinema also. The media has a direct effect on society because it covers large number of population. Mass media is known as central nervous system of society. Mass media has many different purposes such as providing information, entertaining, etc. For mass media to exist audience is necessary. Technology is really important to the coverage of sports in the media. Not only does it allow all of its forms of media to be possible, but it also allows features like photo finishes, instant replays, split times etc.

Keywords: media, sports, benefits, affects.

1. Introduction

Sports are competitive games that are won or lost on the bases of physical skills and played according to specific skills. Social media is changing the way sports stars, clubs and fans are interacting with each other. From live tweeting games, creating snarky memes and cheerleading from the webosphere, spectators are no longer simply watching sports; fans can often get news, insights and commentary straight from the source. If social media is making it possible for fans to be more engaged, it's also making it possible for sporting professional to be more accountable for their public comments and the way in which they, in return, engage with their fans and wider community.

Some sports had to change to be more amenable to media coverage. Television influence participation rates in certain sports. Participation in sport is falling and this is partly attributed to too much watching of sport. A spectator is on the decline because it is more comfortable to watch games from home.

2. Components of Media

- **TV and Radio:** show matches and competitions. There are also highlights, documentaries and quiz shows about sports.
- **Cable and satellite TV:** These show events on a pay-per-view basis.
- **Ceefax and Teletext:** Have up to date information about events in the world of sports.
- **Internet:** All teams' ad major athletes have their own websites where you can find all kinds of information about the team/athlete/matches.
- **Newspaper and magazines:** Print prediction and results, as well as articles about athletes and clubs.
- **Books and films:** Biographies are big business for ex-sports players.

3. Positive effects of media on Sports

- **Money:** Media companies pay for the rights to show a sporting event. Also, sports shown on the TV generate more sponsorship.
- **Education** - People learn the rules of the sport from watching it on TV.
- **Role models** - Seeing good sports people on TV and in newspapers makes them a role model for people to look up to.
- **Inspiration** - Media brings sport to people who may not normally get to experience it otherwise. This can encourage people to get involved.
- **Coaching aid** - Watching professionals on the TV can help you see how a technique should be performed which could help your performance.

Correspondence
Dr. Rajesh Kumar
Assistant Professor, Govt.
College for Woman, Lakhman
Majra, Rohtak, Haryana, India

4. Negative effects of media on sports

- **Bias** - Only the really popular sports get much attention on the TV and in newspapers etc. This doesn't help encourage people into the less popular sports.
- **Lack of Attendance** - For matches that are shown on TV, ticket sales often drop.
- **Overload** - There is a lot of sport on TV nowadays, some say too much!
- **Attention** - Sport stars often complain of too much attention being paid to their private lives.
- **Demands** - The media can put pressure on the organizers of sporting competitions to make the viewing experience better for TV audiences. For example, in a previous Olympics, the marathon was run at a time which suited TV companies, even though it was at the hottest time of day.

5. Sports Commentators

- Media reports are supposed to be objective but we must realize that the person commentating has an opinion.
- Commentators describe and analyses the action for viewers.
- Commentators often become celebrities in their own right e.g. John Motson in football.
- The style of presentation is closely related to the culture of the mass audience.
- Events are often hyped up and discussed prior to the event.
- American networks own the Olympics and can alter the timing of main events to suit live broadcasting times.

6. Relationship between sports, media and sports viewership

Commonly new about sports desries the exclusive journalistic abilities of the finest reporters and anchors who actually can find the farthest treatment of the game in all the foremost fair hubs round the world. These sports hubs help all the up to date sports like football, athletics and basketball and other team sports. Now viewers are not easily relying on the news from sports groups, advisers or players. Daily news about sports always engages the befitting treatment of any event. Obviously the main purpose of any media association is to deliver the exclusive details which are supplied by the distinct group players, associations, associations and other fair associations that are affiliated with some large-scale event. The increasing attractiveness of the mega sports happenings in the last 100 years has an international influence on all sports viewers and a gigantic addition of cash is always engaged with all this unique mechanism. Whether it's about arranging the well liked sporting event like Commonwealth Games or Cricket World Cup, all these undertakings captivated huge number of viewership. The argument goes on, sports have been developed as more comparable entity due to its correct treatment and data about better gear has arisen. Cricket associations, baseball helmets, cricket bats, soccer uniform, hockey skates, and other gear have all glimpsed substantial alterations in the sports news. In the long run sports like soccer, cricket, volleyball and other exclusive sports events World Cup and Olympics are more enclosed because of their ideal viewership in the world which furthermore captured a large number of the dignified viewers. Similarly latest innovations and technology has a significant function in sporting activities, if compared to an athlete's mindset, equipment characteristics. Now all the sports event are surrounded with the aid of newest media trends to provide

the utmost sports coverage to the viewers, whether it's' about Hockey World Cup or upcoming Commonwealth Games, are mostly flawlessly offered to the widespread sports followers in different continents. The viewers who are seating back in their dwellings are more leveraged by this fusion of media coverage of sports. It's true that more or less sports lovers are dependent on the authentic sports coverage of the international sports media which makes this trio relationship more powerful and unique. Now sports coverage has become the most money making source for the media as from the sports report and online treatment of the sporting events, moreover handsome allowance of cash can be acquired easily. Viewers are more obsessed with the sizzling and sensational team sports news around the globe to ease their sport senses.

Conclusion

Sports and the media have both a global and a local scope of operation and are bound together in a complex network of relationship. The power of the small number of major media companies raises important issues of the access and equity, especially with the growth of pay to view sports events. While the media have demonstrated a considerable capacity to influence the character and development of sports, it should be noted that there is little evidence of resistance to co modification from sports bodies or athletes.

Reference

1. Birrell S, Cole LC. (eds) Women, Sport and Culture. Champaign, IL: Human Kinetics, 1994, 245-322.
2. Birrell S, Theberge N. 'Ideological control of women in sport', in D.M. Costa and SR Guthrie (eds), Women in Sport, 1994.
3. Interdisciplinary Perspectives. Champaign, IL: Human Kinetics, 341-60.
4. Daddario G. 'Chilly scenes of the 1992 Winter Games: the mass media and the marginalization of female athletes', Sociology of Sport Journal. 1994; 11(3):275-88.
5. Davis LR, Harris O. 'Race and ethnicity in US sports media' in LA Wenner (ed.) Media Sport. London: Routledge, 1998, 154-69.
6. Duncan MC Sports photography and sexual difference. Images of women and men in the, 1984 and 1988 Olympic Games', Sociology of Sport Journal 1990.
7. Duncan MC, Hasbrook C. 'Denial of power in televised women's sport', Sociology of Sport Journal. 1988 5:1-21. 7(1):22-43.7
8. Dequincy M. 'Fashion and fitness images in women's magazine advertisements', Arena Review. 1989; 13:97-109.
9. Eastman ST, Billings AC. 'Sports casting and sports reporting. The power of gender bias', Journal of Sport and Social. Falcous M. 'TV made it all a new game: not again. 2000; 24(2):192-213.10