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The media's role in enhancement of cricket in India

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Abstract

The Purpose of the study is to know the impact of electronic media on wider coverage of cricket in India. To study the impact of advanced telecast of cricket game on the improvement of judging technique in India. The organization of these Cricket tournaments in India enhanced broadcasting technology and media connectivity which leads to society awareness about sports and different cricket personalities. The selection of the tool was of vital importance for the study as the scholar intended to find out the impact of media on cricket in India. As the samples were from all parts of India and world in general, it was decided to use the questionnaire as the tool for obtaining the necessary data.

Keywords: electronic media's role, cricket, judging technique, broadcasting technology

Introduction

The organization of these Cricket tournaments in India enhanced broadcasting technology and media connectivity which leads to society awareness about sports and different cricket personalities. A better and wide media coverage invited more merchandise and sponsorship for host city and host nation. There is a strong need to inculcate holistic values of cricket into kids by improving media advancement and sports awareness through media in India. In recent years the study of impact and organizing international games sparked the interest of many scholars in the field of sports media coverage and its related impact.

Methodology

The Purpose of the study is to know the impact of media coverage on the improvement in performance in cricket in India. On the basis of available literature, observations and opinions gathered from the experts. There are two factors which can influence the media coverage of cricket in India. Those factors categorized into certain aspects, which are directly and indirectly related to the study. The located factors are presented in Table A.

Table A: Factors

Factors	Aspects
1.Print Media	Broadcasting. Employment and Trade.
2.Electronic Media	Communication and Technology. Tourism. Merchandise. Sponsorship. Miscellaneous.

The selection of the tool was of vital importance for the study to find out the impact of media on cricket in India. As the samples were from all parts of India and world in general, it was decided to use the questionnaire as the tool for obtaining the necessary data. The responses of all the questions were 'Excellent', 'Good', 'Average', 'Poor' and 'Very Poor' which was recorded by ticking the appropriate statements according to their choice in the space provided.

Result and Discussion

Chi-squares test was applied in each question in order to analyse the association of media coverage of cricket in India. The analysis pattern of response of the subjects for each statement

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regarding each aspect related to the changes occurred in India due to media were presented in the following tables. The equal occurrences hypothesis was used for interpreting chi-square test to find out the divergence of observed values from the expected values.

Table 1: Impact of electronic media on wider coverage of cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
very poor	2	40.0	-38.0		
poor	8	40.0	-32.0	25.1	4
average	18	40.0	-22.0		
good	48	40.0	8.0		
excellent	124	40.0	84.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 1 depicts the values of the frequencies observed and expected, the value of chi square was found to be 25.1 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 1, “There exists a significant impact of electronic media on wider coverage of cricket in India” is accepted.

Table 2: Impact of Print media on wider coverage of cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
very poor	1	40.0	-39.0		
poor	1	40.0	-39.0	17.6	4
average	100	40.0	60.0		
good	60	40.0	20.0		
excellent	38	40.0	-2.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 2 depicts the values of the frequencies observed and expected, the value of chi square was found to be 17.6 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 2, “There exists a significant impact of print media on wider coverage of cricket in India” is accepted.

Table 3: Impact of media coverage on the improvement in performance in cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
poor	20	50.0	-30.0		
average	60	50.0	10.0	24.0	3
good	60	50.0	10.0		
excellent	60	50.0	10.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.84, Degree of freedom-3

Table 3 depicts the values of the frequencies observed and expected, the value of chi square was found to be 24.0 against the tabulated value of 7.84 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 3, “There exists a significant impact of media coverage on the improvement in

performance in cricket in India” is accepted.

Table 4: Impact of media coverage on encouraging female cricketers in India.

	Observed N	Expected N	Residual	Chi-square	Df
very poor	22	40.0	-18.0		
poor	26	40.0	-14.0	55.4	4
average	76	40.0	36.0		
good	52	40.0	12.0		
excellent	24	40.0	-16.0		
Total	200				

Level of significance-0.05, Tabulated value-9.49, Degree of freedom-4

Table 4 depicts the values of the frequencies observed and expected, the value of chi square was found to be 55.4 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 4, “There exists a significant impact of media coverage on encouraging female cricketers in India” is accepted.

Table 5: Impact of media coverage on increasing employment opportunities in relation to cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
very poor	14	40.0	-26.0		
poor	24	40.0	-16.0	72.2	4
average	42	40.0	2.0		
good	84	40.0	44.0		
excellent	36	40.0	-4.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 5 depicts the values of the frequencies observed and expected, the value of chi square was found to be 72.2 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 5, “There exists a significant impact of media coverage on increasing employment opportunities in relation to cricket in India” is accepted.

Table 6: Impact of media coverage on improving cricketing skills

	Observed N	Expected N	Residual	Chi-square	Df
poor	40	50.0	-10.0		
average	82	50.0	32.0	48.4	3
good	62	50.0	12.0		
excellent	16	50.0	-34.0		
Total	200				

Level of significance-0.05, Tabulated value – 7.82, Degree of freedom-3

Table 6 depicts the values of the frequencies observed and expected, the value of chi square was found to be 48.4 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 6, “There exists a significant impact of media coverage on improving cricketing skills” is accepted.

Table 7: Impact of media on encouraging the participation of youth towards cricket in India.

	Observed N	Expected N	Residual	Chi-square	Df
very poor	22	40.0	-18.0		
poor	18	40.0	-22.0	38.8	4
average	62	40.0	22.0		
good	42	40.0	2.0		
excellent	56	40.0	16.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 7 depicts the values of the frequencies observed and expected, the value of chi square was found to be 38.8 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 7, “There exists a significant impact of media on encouraging the participation of youth towards cricket in India” is accepted.

Table 8: Impact of media on the enhancement of sponsorship for cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
Poor	14	50.0	-36.0		
Average	34	50.0	-16.0	63.8	3
good	64	50.0	14.0		
excellent	88	50.0	38.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 8 depicts the values of the frequencies observed and expected, the value of chi square was found to be 63.8 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 8, “There exists a significant impact of media on the enhancement of sponsorship for cricket in India” is accepted.

Table 9: Impact of media on propagating club sports for cricket in India

	Observed N	Expected N	Residual	Chi-square	Df
very poor	34	50.0	-16.0		
poor	68	50.0	18.0	18.4	3
average	62	50.0	12.0		
good	36	50.0	-14.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 9 depicts the values of the frequencies observed and expected, the value of chi square was found to be 18.4 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 9, “There exists a significant impact of media on propagating club sports for cricket in India” is accepted.

Table 10: Impact of organizing international cricket tournament on enhancing technique and advanced technology in cricket in India.

	Observed N	Expected N	Residual	Chi-square	Df
very poor	16	40.0	-24.0		
poor	8	40.0	-37.8	15.3	4
average	100	40.0	64.0		
good	40	40.0	2.0		
excellent	36	40.0	-4.2		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 10 depicts the values of the frequencies observed and expected, the value of chi square was found to be 15.3 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 10, “There exists a significant impact of organizing international cricket tournament on enhancing technique and advanced technology in cricket in India” is accepted.

Table 11: Impact of media on attracting different cricket goods manufacturing brands to invest in Indian sports market.

	Observed N	Expected N	Residual	Chi-square	Df
very poor	12	40.0	-28.0		
poor	28	40.0	-12.0	11.6	4
average	94	40.0	54.0		
good	52	40.0	12.0		
excellent	14	40.0	-26.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 11 depicts the values of the frequencies observed and expected, the value of chi square was found to be 11.6 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 11, “There exists a significant impact of media on attracting different cricket goods manufacturing brands to invest in Indian sports market” is accepted.

Table 12: Impact of advanced telecast of cricket game on the improvement of judging technique in India.

	Observed N	Expected N	Residual	Chi-square	Df
poor	4	50.0	-46.0		
average	32	50.0	-18.0	97.6	3
good	68	50.0	18.0		
excellent	96	50.0	46.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 12 depicts the values of the frequencies observed and expected, the value of chi square was found to be 97.6 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 12, “There exists a significant impact of advanced telecast of cricket game on the improvement of judging technique in India” is accepted.

Table 13: Impact of creativity in media coverage leads to better merchandise support in organization of cricket in India.

	Observed N	Expected N	Residual	Chi-square	Df
poor	20	50.0	-30.0		
average	58	50.0	8.0	53.2	3
good	88	50.0	38.0		
excellent	34	50.0	-16.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 13 depicts the values of the frequencies observed and expected, the value of chi square was found to be 53.2 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 13, "There exists a significant impact of creativity in media coverage leads to better merchandise support in organization of cricket in India" is accepted.

Table 14: Impact of media on enhancing citizen's interface towards cricket in India.

	Observed N	Expected N	Residual	Chi-square	Df
poor	54	50.0	4.0		
average	62	50.0	12.0	25.1	3
good	64	50.0	14.0		
excellent	20	50.0	-30.0		
Total	200				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 14 depicts the values of the frequencies observed and expected, the value of chi square was found to be 25.1 against the tabulated value of 7.82 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 14, "There exists a significant impact of media on enhancing citizen's interface towards cricket in India" is accepted.

Table 15: Impact of international media coverage on the enhancement of tourism in India.

	Observed N	Expected N	Residual	Chi-square	Df
very poor	10	40.0	-30.0		
poor	24	40.0	-16.0	58.0	4
average	66	40.0	26.0		
good	62	40.0	22.0		
excellent	38	40.0	-2.0		
Total	200				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table no. 15 depicts the values of the frequencies observed and expected, the value of chi square was found to be 58.0 against the tabulated value of 9.49 which is significant at 0.05 levels which shows that there is a significant difference in the responses of the subjects. So, Hypothesis no. 15, "There exists a significant impact of international media coverage for the enhancement of tourism in India" is accepted.

Conclusions

There exists a significant impact of electronic media on wider coverage of cricket in India. It is clear from the results that

electronic media has a strong impact on wider coverage of cricket in India. It is clear from the results that media coverage has a strong impact on the improvement in performance in cricket in India. There is no doubt that media has a strong impact on attracting different cricket goods manufacturing brands to invest in Indian sports market. There is no doubt that international media coverage has a strong impact on the enhancement of tourism in India.

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