



P-ISSN: 2394-1685  
E-ISSN: 2394-1693  
Impact Factor (ISRA): 5.38  
IJPESH 2016; 3(5): 470-471  
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www.kheljournal.com  
Received: 22-05-2016  
Accepted: 23-06-2016

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## Effect of media in developing sports

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### Abstract

The purpose of this research was to investigate the role of sport media in developing championship sport. In many ways, both today's sport and the media are typical outcomes and, certainly, icons of the extensive social, economic and technological change that characterized the twentieth century. Each has urbanized lengthily and quickly as a chief worldwide trade. Each plays a momentous part in structuring and informing people's lives. Each has a worldwide as well as additional local range of procedure and has the structures and practices to reproduce this. Highly, they are two industries tied jointly in compound networks of dealings. Their own histories of growth have been fuelled and prejudiced by the dynamics of this company. The proof of the company is all too obvious. The happiness of exacting sports or, certainly, sport as entire has become linked to income generated in a straight line or not directly from the media

**Keywords:** Effect, media, sports and benefits

### Introduction

Media is one of the essential instruments to tell, teach and look at communal problems, and replica social principles. It seems that media as forth self-governing support can play a main role in informative people particularly the young people and childhood; if playing role properly, the media can stop them to go after harmful leisure. The leading civilization among people is prejudiced by more than a few social factors. Such factors can have an effect on beliefs, attitudes, and performances. Physical education and sport as one of communal phenomena have been urbanized in recent years. They have prejudiced most of people. Mass media is careful an effectual factor in modeling social values. Sport programs and subjects of mass media can pressure significantly to expand and get better the condition of country. Now we are conscious of clear role of sport media to straight communal beliefs, attitudes, and opinion plus create a optimistic bed in sport. In present research, it will be examined that whether sport managers and accountable men could believe media to develop sport goals and championship sport.

### A unique relationship between sports, media and sports viewership

Commonly new about sports describes 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

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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.

### How media affects sport

- Some sports have had to change to be more agreeable to media reporting.
- Television persuades contribution rates in convinced sports (when channel 4 showed volleyball between 1980 and 84, affiliation rose by 70%. When table tennis was no longer covered, participation dropped by a third)
- Contribution in sport is lessening and this is partly accredited to too much surveillance of sport. Though studies like The Wolfe den Report put it to somebody surveillance sport on TV may really absolutely manipulate people to take up a sport.
- When British teams do well in a sport at the Olympics there is often and increases in grass roots contribution.
- Audiences are on the refuse because it is more contented to watch the game from home.
- This is why football clubs charge large fees to TV companies wanting to televise the match.

### Positive Effects of media on sports

The media coverage of sport has good effects:

- 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.

### Negative Effects of media on sports

The media can also have a negative effect on sport.

- 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!

### Media and Sports Funding

TV companies pay huge sums to cover sports and the advertisers and sponsors back the sport because of the exposure they will get in the media. Individuals train for

sport because the media gives them the stage on which to demonstrate their talents. Media coverage brings in the sponsors and advertising to sports (essential for sports to be viable) Sponsorship of sports is a cheap form of advertising. Sport attracts paying customers to the media's presentation.

### 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 commodification from sports bodies or athletes.

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