



P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (ISRA): 5.38
IJPESH 2019; 6(1): 97-99
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www.kheljournal.com
Received: 21-11-2018
Accepted: 24-12-2018

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International Journal of Physical Education, Sports and Health

Role of media in sports development

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Abstract

Sports development is a step toward national development. Due to affecting personal and social life, sports has attracted the attention of people and government. Mass media is an important means of sports development, which influence realizing most of sports development objectives. One of the mass media with a growing audience is on-line news agencies. Investigating the situation of sports coverage in such media is one of the research needs for sports development programs and the amount by which sport materials could help sport development was the main question of this research. The way in which sports fills newspaper pages and television and radio schedules bears testimony to the influence it has on the structure and extent of media activity. In the present era, close interaction between the media and sport are indispensable. Both feed one another, sport needs publicity and mass approach to majority of the population, which media do, whereas media feeds on the sports news provided by the different activities of sport

Keywords: Media, Sports, Development

Introduction

Almost everyone is dealing with the phenomenon of sport in today's world. People are either athletes or sport fans, who follow sport news and materials in mass media including radio, TV and newspapers. Therefore, investigating sport and media has been widely developed. Increase in reporting and studying in sport mass media, especially about the audience and content in various sport media, is among such examples. Mass media are a function of increasing interest in sport and this interest increase of the audience develops attention of mass media like newspapers, magazines, radio, TV, recently Internet and their wide sport coverage. Considering effect of sport on different dimensions of personal and social life, importance of its development at national scale and mediator role of media in this regard, it is essential to identify role of media in sport development and prepare appropriate plans for it. Any macro planning for effective use of media functions in sport area requires deep identification of this area and investigation of these functions in different axes of development in sport. Mass media of the country, especially national mass media, need to leave traditional and sectional decision making in this regard and move toward strategic planning in different axes and consider consistent national and organizational goals. Mass media have an axial and undeniable role in meeting the need for development awareness through transferring information to the audience and exchanging thoughts. This point makes it possible for humans to know their surrounding world and make their important personal and social decisions based on clearer and more updated information so that they could get familiar with their social responsibilities, especially for development.

Sports

Sports includes all forms of competitive physical activity or games which, through casual or organized participation, aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators.

Evolution of Sports Media

The development of sports from pre-historic times until now is a function of industrialization, modernization, and telecommunication. Radio transmissions of sport events began in the 1920s, with just happened to be the golden age of sport and eventually sport helped make the

late 1920s and early 1930s the golden age of radio. By the end of the 20th century, radio stations in the United States broadcast over half a million hours of sports events annually (G. Sage, 1998) ^[5]. The first sports pages appeared sporadically in the second half of the 19th century in the big-city dailies. William Randolph Hearst, publisher of the New York Journal, is credited with establishing the first modern sport section. As Hearst acquired newspaper in other cities, he spread the sport section to Los Angeles, San Francisco, Boston and Chicago. Sport pages in Newspapers thrived during the 1920s. Television has clearly become the leading medium in the context of sports. Like the radio, this medium allows live reporting, but because it transmits not only sound but also live images, the feeling of being there is even stronger for television spectators than for radio listeners. So, by the end of the 1950s, television had become a fact of life in homes throughout the United States. Millions of sports fanatics sat glued to their TV sets. The end of the 1950s was marked by what many consider to be the “greatest game ever played”, the 1958 NFL championship between the Baltimore colts and the New York Giants (Woods, 2006) ^[6]. Several sports have accepted changes in their rules just to make the sport more suited to television. The beginning of television broadcasting was, as well, already closely related to sports. As a test for the new medium, promoters established a TV program at the 1936 Summer Olympics in Berlin. The program could be received within a distance of 10 miles from the sender. But as there were yet no TV sets, the organizers also provided 21 auditoriums with large screens (Bertrand, 1999) ^[7]. These developments were a breakthrough for sports on television. The increased number of TV channels due to cable and satellite television made it possible in 1979 to start the first network in the USA specializing in sports, ESPN (Entertainment and Sports Programming Network). (Cashmore, 2000) ^[8]. Since the mid-1990s, not only television but also the Internet can transmit live pictures of sports events. However, the memory capacities of personal computers and data transfer rates have set limits to this kind of sports broadcasting so far. Therefore television still remains the most important medium for sports reporting. But the Internet already offers a lot of interesting options for sports fans today. (Bieber, Hebecker, & Schwier, 2000) ^[8]

How Media Affect Sports

Few people would dispute that the media can positively affect sport. The media can affect the popularity of sport, provide free publicity for local teams, and present player personalities and build fan allegiance to teams and individual players and other than media company pay for the rights to show a sporting event. Also sports shown on the TV generate more sponsorship, People learn the rules of the sport from watching it on TV, Seeing good sports people on TV and in newspapers makes them a role model for people to look up to, Media brings sport to people who may not normally get to experience it otherwise this can encourage people to get involved, Watching professionals on the TV can help us see how a technique should be performed which could help your performance. (Teach PE, 2015) ^[9]. The popularity of collegiate and professional sport exploded as more and more American homes gained access to television. People who had little or no interest in sport couldn't help but catch bits of games as they surfed the channels. The media expanded the popularity of sport by making sport spectatorship easily accessible, fun and convenient for all. Free publicity for the local professional team is a major contribution from all media

outlets, both print and electronic. Local business also help publicize sport by advertising their support of the local teams in hopes of attracting customers who are fans. Players depend on the media for publicity. Star players are given a public face in their community, the star player's life style is often scrutinized, and dedicated family athletes are praised and held up as role models. Local radio talk shows invite callers to comment on the home team. Interviews with coaches and top athletes on television help local fans understand a team's attitudes toward a game before, during, and after play. The media can negatively affect sport, too, by changing the way sports are presented to the audience. Depending on your point of view, you may see simply signs of progress. Traditionalists generally oppose any change in sport, claiming, that changes ruin the integrity of the game. These changes in sport as negative developments or simply signs of progress. (Woods, 2006) ^[6]. The media can also have a negative effect on sport such as 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. Another one is for matches that are show on TV ticket sales often drop, There is a lot of sport on TV now a days some say too much, sport stars often complain of too much attention being paid to their private lives, 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. (Teach PE, 2015) ^[9].

How Sports Affect Media

The previous section documented how the media has been a primary support for the rapid expansion of big time college and professional sport. However, this has not been a oneway street. Sport has provided the media with enormous, predictable audiences that are attractive to advertisers both in the United States and around the world. The revenue from sport coverage has been a major source of income for various media, but particularly for newspaper, television, and specialty magazines (Woods, 2006) ^[6]. Newspapers have thrived on comprehensive sports sections for more than a century. For many readers, reading the sports pages is the first priority and may be the primary reason for purchasing the paper. Even though they watch the sport contests in person or on television, most fans love to read the accounts in the next day's paper, evaluate the opinions of the sports writers and compare them to their own, and search for inside information that they might not otherwise have access to (Nazemi & Khoshemehr, 2012) ^[11]. Most major newspapers in North America devote more space to sport than any other topic, including business, politics, and world news. They have found that formula to be popular with readers and therefore attractive to advertisers. Advertisers for products that are targeted to that demographic have seized the opportunity to reach their potential customers through appearing in sports sections. Magazines that cover sport have responded to growing interest in specific sports. Most general news magazines rarely cover sport unless there is a major human interest story involved. Magazines lend themselves to stories that examine trends in sport or the social issues listed previously are prime fodder for monthlies (Woods, 2006) ^[6]

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

Conclusion

We examined the effect of the media on sport, from the free publicity they generate for teams and athletes to how they affect the popularity of specific sports or athletes. Similarly, the sport media have forced some dramatic changes in the presentation of sports, particularly on television since that is a major revenue source for professional sport. The relationship between sports, media, and the advertising industry is symbiotic-a mutually dependent relationship. e. The print media have the disadvantage of timing, but they make up for that by having time to set the angle, tenor, and facts of their story before delivery. Sport and sport media have the potential to affect the ideology of a society in the way they present key values.

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