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Pushpa
Research Scholar, Department of
Physical Education, Tripura
University (A Central
University), Agartala, Tripura,
India

Prasanta Kumar Das
Professor, Department of
Physical Education, Tripura
University (A Central
University), Agartala, Tripura,
India

Corresponding Author:
Pushpa
Research Scholar, Department of
Physical Education, Tripura
University (A Central
University), Agartala, Tripura,
India

Making female sports a sense of big text with media in Tripura: If we are to truly embrace a learning mindset

Pushpa and Prasanta Kumar Das

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Abstract

“We are responsible for what we are, and whatever we wish ourselves to be, we have the power to make ourselves. If what we are now has been the result of our own past actions, it certainly follows that whatever we wish to be in future can be produced by our present actions, so we have to know how to act” by “Swami Vivekananda”. The present study investigated the portrayal of female’s sports and the approaches of media towards the participation of female in sports at Tripura. 300 Female athletes from different discipline sports who have represented Tripura at National Level had been selected from 8 districts of Tripura and their age ranges from 16-20 years. As it was survey study, a self-constructed questionnaire was used in the study. The five point rating scale has been used in this questionnaire for scoring purposes. Questions (statements) covered the main aspects medial role in print media, electronic media, highlighting the exploitation, their coverage, and their way of promoting news. The findings of the study reveal that most of the respondents were in favour of media but some respondents receive disproportionately responses. Keeping this response in consideration, it is the duty of the researcher to examine the issue carefully and highlighting the importance of media role in considering the female sports in Tripura. This will take an ideological and symbolic change in society and sports at all levels.

Keywords: Female Sports, Athletes, Participation, media, portrayaya

1. Introduction

To turn the communication research from “sender oriented” to “receiver oriented”, it is most preferable to make organizational changes and awaken the audience. The audience and players with detailed suggestions on ideas, money, manpower, and quality of program production will enhance the media utilization. The aim of the paper is to show the portrayal of female’s sports and the approaches of media towards the participation of female in sports at Tripura. Once Swami Vivekananda said “We are responsible for what we are, and whatever we wish ourselves to be, we have the power to make ourselves. If what we are now has been the result of our own past actions, it certainly follows that whatever we wish to be in future can be produced by our present actions, so we have to know how to act”.

Physical activity and culture have so many objectives with many cultures, religions, tribes, and disciplines at schools, colleges, and other community agencies. It has many shared objectives and roots concerned with human values, attitudes, and knowledge. But it has a unique function of teaching gross motor skills rather than verbal-oriented skills and providing education to masses through the improvements of motor behaviour. The evaluation of sports and mass media has been dynamically influenced the sports players in front of the world with transmitting social norms from generation to generation. Such studies will help in highlighting the importance of media role in considering the female sports not only in Tripura but worldwide also. But shot of equality between the two genders challenged the rootlet of social order. It is believed that media coverage aids games and sports development by generating awareness, funds, increasing global awareness among the families regarding female sports, and their image through spectatorship, increase visibility and participation of women in sports. It is worth noting that advertisement and promotions of sports enables youth and highlights the content of games. Women have made great strides over the decades. But in spite of this, women were and are still facing much discrimination. This inequality within sport will

continue to exist until it will re-examines the portrayal of female athletes.

Women have made great strides over the decades. But in spite of this, women were and are still facing much discrimination. The way they were portrayed in sporting achievements was a negative stereotype and it was important to overcome that stereotype and overcome discrimination against women in sport so the media needed to reflect reality and not women in sport about stereotypes.

2. Methodology

2.1. Subject: A total of 300 Female athletes were selected of different games and sports from eight districts of Tripura. Among them, those players have represented Tripura at Zonal and National Level players included only. Their age group ranges between 16-20 years.

2.2. Criterion Measure

Social and psychological aspects of media in front society as well as their responses for female players were the criterion measure of the study.

2.3. Tools and Test used

Present study measure the portrayal of female's sports and the approaches of media towards the participation of female in sports at Tripura. For this purpose the present study used a self-constructed questionnaire with five point rating scale for collecting data.

2.4 Administration of the Test

Before administering the test all the subject as well as tester was properly oriented through demonstration by the investigator and motivated subjects to give their best/authentic responses in performing all items prescribed for them.

- The subjects were oriented in detail about the procedure of the test. After then they were asked to answer to complete the test/ responses.
- Students were also aware that their responses will be kept confidential and will help in future for women sports.

2.4. Design of the study and Statistical procedure

The collected data were arranged, organized, and after due coding the result is presented in tables and charts with percentile method. Mean value (19.04) and standard deviation (4.65) was analysed by computing suitable statistical method. All statistical analysis was done by Microsoft excel with percentile method.

3. Results and Findings

Such revision is expected to have development implications and offer recommendations on how a scholar can appropriately initiate and affect change. The mean value (19.04) and standard deviation (4.65) of results have been presented in table 1 respectively. Table-1 has shown responses of female athletes showing portrayal of female sports in media respectively.

Table 1: Responses of female athletes showing portrayal of female sports in media at Tripura

Sr. No	Level	Raw score range	N (number of participants)	Percentage of respondents
1.	Extremely Favourable	Above 28	4	1.33%
2.	High	25-28	34	11.33%
3.	Moderate	14- 24	235	78.33%
4.	Low	10- 13	23	7.67%
5.	Very Low	Below 10	4	1.33%

Table 1 shows the descriptive statistics of the variable of the study. The score obtained from the participants through questionnaire were analyzed and obtained results have shown the responses at moderate or at neutral level. As the results indicate, the number of respondents agreeing with the extremely-favourable condition of media for representing the portrayal of female sports participation is 1.33% only. The respondents who consider the place with high level of media role in female's participation in sports are 11.33%, whereas 78% respondents consider them at moderate level. Among the respondents, 7.67% have considered the low level of media role on portrayal of female sport while 1.33% has accepted the media support at very low level. As it can also be seen from the table that the highest number of respondents agreed moderate level that shows role of media played at Tripura was not so high and so low but still the percentage of respondents matter.

A similar study was conducted by Nereshnee Govender (2010) on "The influence of the print media in portraying women in sport: A case study of The Independent on Saturday". That study critically analyses the influence of the print media in portraying women in sport. The study reported that the unfair coverage of women's sport displays gender based attitudes which systematically disadvantage women's position in society.

4. Conclusion

Within the limitations of the present study as per the results and findings following conclusions was drawn. The researcher's mission is to arouse the curiosity of the general public and sportspersons, challenge absurd assumptions, question the status quo and foster an innovative research culture. These mission policies, concepts and ideas will help to advance the entire field of women's sports. The use of media and information will serve as an aid in the process of increasing community or audience participation and awareness. Participation of women in small and big competitions with proper guidance will not only develop their progress in terms of national and international achievement but will also give direction to other talented females of Tripura to come forward and brighten their nation as well as the state. And these development programs can be viewed in a broader sense than not only information but at broadcasting exercises also as a communication support system. An understanding how women sport's is perceived around the world can provide an inside direction to audience, players, coaches and administration in identifying where the greatest value lies.

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