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Analysis of Hindi print media portrayal status towards male and female players

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Abstract

The present study is comparative in nature, based on a quantitative content analysis of all the sports news and articles that covers games and sports during summer Olympic 2016 and Commonwealth Games 2018 in two daily Hindi newspapers of India. The names of two daily newspapers are Dainik Bhaskar, and Dainik Jagran in Hindi language. Dainik Bhaskar, and Dainik Jagran in Hindi language was collected for entire event days and five days before starting the event and five days after completion of event were taken. The summer Olympics 2016 lasted for 16 days so data collection was made for 26 days (Five days prior and five days post event) and The commonwealth games 2018 lasted for 10 days so data collection was made for 20 days (Five days prior and five days post event). The value of mean and median for the Demographic Factor male in Hindi media portrayal are in close proximity to each other therefore the distribution is near to normal. Both the values of skewness and kurtosis lie within the permissible limits of chance fluctuation. Since the distortion is negligible, data can be taken as normal. The value of mean and median for the Demographic Factor female in Hindi Media Portrayal are in close proximity with each other which shows that the distribution is quite near to normal. Value for standard deviation as a measure of dispersion, kurtosis and skewness falls within the accepted limits of chance fluctuation.

Keywords: Hindi media portrayal, commonwealth games, summer olympics

Introduction

Sports are the most ancient human endeavor, known through ages, since the time of Hercules, relates to various forms of recreational activities like hunting, shooting, fishing, sailing, outdoor games, athletics, swimming, boxing, fencing and wrestling etc. Sports not only provide fun, recreation and competitive spirit but it also develops better understanding, fellowship and friendship. In addition to this, sports also build up characters, morals, tolerance and many more uncountable qualities.

Sports are a very new discipline which is the vast fame work of sports. Boxing and wrestling are very popular in India especially in Haryana. After winning the medal in Beijing 2008 the participation in boxing and wrestling has increased at university level also due to the coverage of Mass-media so the study and the impact of Mass-media coverage in the participation of university players in selected games plays an important factor in sports. A coverage of sports activities by Mass-media have more space for advertisement for the game of cricket, Boxing, wrestling, Athletics and Kabaddi etc. It is concerned with the influence of temporal variable at various stages in the life whereas other sub disciplines are more interested in describing and explaining the present live status or performance of those who have achieved the similar level in sports arena.

Research methodology

Selection of sample

In the present study, all sports articles, reports, and pictures published in two daily newspapers, Dainik Bhaskar, and Dainik Jagran in hindi language was collected for entire event days and five days before starting the event and five days after completion of event were taken. The summer Olympics 2016 lasted for 16 days so data collection was made for 26 days (Five days prior and five days post event) and The commonwealth games 2018 lasted for 10 days so data collection was made for 20 days (Five days prior and five days post event).

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Collection of data

For the purpose of this study, researcher examined all the articles, reports and pictures focusing on Olympic Games and Commonwealth Games published in two daily newspapers.

Newspaper data was examined five days prior to the opening of the games and five days after their closing. The data was classified into different categories, total sports news covered by newspapers, news covering male and female athletes.

Table 1: Nature of distribution of data for summer Olympic games 2016 and commonwealth games 2018 in Hindi print Media Portrayal. (N=936)

Demographic	Group	Mean	Median	S.D	Kurtosis	Skewness
Gender	Male	5.18	5	1.78	-0.3076	-0.152
	Female	4.88	5	3.067	0.323	0.131

Range of chance fluctuation of skewness is -0.173 to 0.173
 Range of chance fluctuation of kurtosis is -0.346 to 0.346

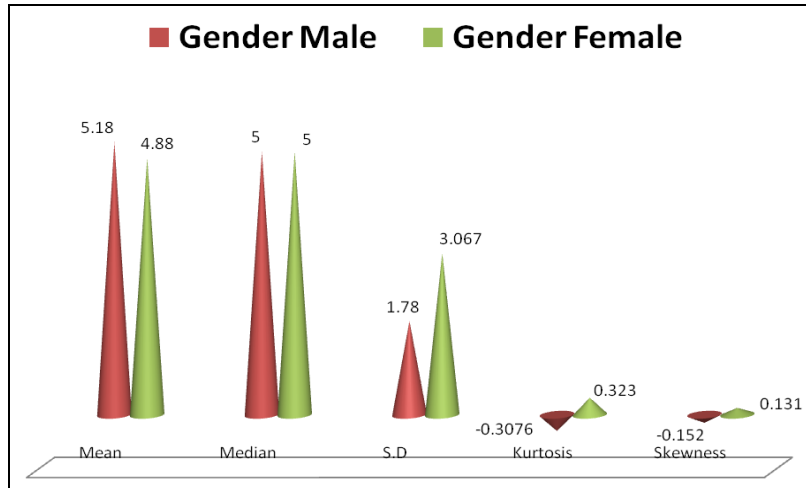


Fig 1: Nature of distribution in Hindi print media portrayal. (N=936)

Table 1 and figure 1 represents the values of mean, median, standard deviation, skewness and kurtosis of scores of all the variables. The value of mean and median for the Demographic Factor male in Hindi media portrayal are 5.18 and 5.0 respectively. Since both the measures of central tendency are in close proximity to each other therefore the distribution is near to normal. As measure of dispersion, value for standard deviation was calculated which came out to be 1.78. The value of skewness is -0.152 which shows that the distribution is negatively skewed. The value of kurtosis is -0.3076, which shows distribution is leptokurtic. Both the values of skewness and kurtosis lie within the permissible

limits of chance fluctuation. Since the distortion is negligible, data can be taken as normal.

The value of mean and median for the Demographic Factor female in Hindi Media Portrayal are 4.88 and 5.00 respectively. Both these measures of central tendency are in close proximity with each other which shows that the distribution is quite near to normal. Value for standard deviation as a measure of dispersion comes out to be 3.067. The value of skewness is 0.131 which is well within the range of chance fluctuations. The value for kurtosis comes out to be 0.323. Thus the distribution is leptokurtic and it falls within the accepted limits of chance fluctuation.

Table 2: Showing difference of male and female in hindi media portrayal of summer olympics 2016

Group	N	Mean	S.D	SED	t-value	level of significance
Male	52	5.8	1.81	0.5215	0.115	Non Significant
Female	52	5.86	3.301			

P>0.05=1.96 at df 102

Table 4.2.1 Shows that mean scores of Male and Female are 5.8 and 5.86 respectively, the t-ratio is .115 which is non-significant. Thus no significant difference exists in scores of Male and Female news in Hindi Media Portrayal in summer Olympic games 2016. This leads to acceptance of hypothesis H1 ‘- There is no significant difference between Male and Female in Hindi Media Portrayal of summer Olympic games 2016’ In the present study, Hindi News papers Dainik jagran and Dainik bhasker are used as sample for data collection. The study reveals that both Male and Female are given equal importance in Hindi Media Portrayal of summer Olympic games 2016.

Conclusion

1. The value of mean and median for the Demographic

Factor male in Hindi media portrayal are in close proximity to each other therefore the distribution is near to normal. Both the values of skewness and kurtosis lie within the permissible limits of chance fluctuation. Since the distortion is negligible, data can be taken as normal.

2. The value of mean and median for the Demographic Factor female in Hindi Media Portrayal are in close proximity with each other which shows that the distribution is quite near to normal. Value for standard deviation as a measure of dispersion, kurtosis and skewness falls within the accepted limits of chance fluctuation.

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