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Analysis of football news coverage in daily news papers of Bengal in respect of world and Indian football scenario

Dr. Pintu Sil**Abstract**

Introduction: In India at present ISL and I-League is most popular soccer league where as the world's soccer leagues like La Liga, Premier League, Sari-A, Bundeshliga, Lige-1, UEFA Champions league Copa-America etc. also achieved higher popularity in India as well as in Bengal.

Purpose: Present study was design to find out the football coverage of the leading newspapers of the Bengal for the Indian football as well as for the world football.

Methodology: For this purpose the sports coverage on football of the two leading daily news papers (Bengali and English) published in Bengal were considered. Daily Indian football news coverage and world football news coverage of consecutive two months of two newspapers were examined for this purpose. Indian football coverage (IFC) and world football coverage (WFC) were considered as criterion measure in this study. Simple geometric scale was used as tool for this study. Mean and standard deviation were used as descriptive statistics and independent t-test was used to judge the significance of difference between two means. Only 0.05 level of confidence was considered and all statistical calculation was done with standard statistical software (Excell-2010).

Results: Result revealed that mean value for WFC in the news papers was higher ($Mn=651.19cm^2$) than the IFC mean value ($Mn=487.52 cm^2$). The t-value ($t=2.37$) indicated that the group difference was statistically significant ($p<0.05$). Study also revealed that the mean value for WFC ($774.18cm^2$) in English news paper was higher than the mean value of WFC in Bengali news paper ($507.73cm^2$). This difference was also found statistically significant ($t=2.78$) in 0.05 level. But in case of publication of IFC in the English and Bengali news paper no significant difference ($t=1.03$) was found.

Conclusions: Results revealed that daily news papers in Bengal published significantly higher amount of news coverage on world football (WFC) than the Indian Football (IFC). English news paper cover significantly higher amount of news on world football (WFC) than the Bengali news paper but for the Indian football (IFC) both published same amount of news coverage.

Keywords: Football news coverage, world football, Indian football, football perception, globalization of sports

Introduction

Globalization of sports refers to the process of expansion of the idea of sport across the world and phenomena that are associated with it. Football in India dates back to the nineteenth century when the game was introduced by the British soldiers. In the country even today, football is widely celebrated in many parts of the country especially West Bengal, Goa, Kerala and the North-Eastern states.

In India, Football was started by the European English army in Calcutta, the then capital of India. That days, football was played only among army teams, but gradually it spread among the masses, credit of which goes to Nagendra Prasad Sarbadhikari in 1872, the football club 'Calcutta FC' was established ^[1]. The Indian Football Association (IFA) was founded in 1893, but none of its board members was Indians. Soon, other clubs like Mohun Bagan, Sovabazar and the Aryan Club came into existence and Calcutta became the epicenter of Indian football. To glorify the beautiful game, several tournaments cropped up, among those, the Trades Cup, The Cooch Behar Cup, The Durand Cup and the IFA Shield took the spotlight. Sovabazar became the first team to win the Trades Cup, in 1882. But it was in 1911 that India made a mark in football when Mohun Bagan club won the prestigious IFA Shield by defeating East

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Yorkshire Regiments by 2-1 in the final. The win was enormous, it was not only a football match, but was an India's victory over the British when the struggle for freedom reached the pinnacle [2].

The India then made a prestigious journey in Asian football. The 1940-60's was remarkable decades for Indian football. The appearance in the 1948 London Olympics was the first time India participated in a major football tournament. India got an opportunity to play in the 1950 FIFA World Cup. In 1951, India won the Asian Games gold medal, the first major win in an International event. The team was led by Sailen Manna, one of the greatest players the country and the continent have ever seen.

It was the 1956 Melbourne Olympics that changed the face of Indian football. India defeated hosts Australia 4-2 and finished at the fourth spot against the expectations of many. It was the first time that India was recognized as a football nation and a major powerhouse in the Asian region. It was a time when Indian football team had the services of one of the best player of the country P K Banerjee. The period from 1950 to 1962 is often referred to as the "Golden Era of Indian Football."

During the 1970's, India club football was at its peak, with Mohun Bagan, East Bengal and Mohammedan Sporting Club being the three most active clubs with huge fan bases throughout the country [3]. 1977 was a special year for Indian football. First, Brazilian legend Pele set his foot for the first time on Indian soil for an exhibition match against Mohun Bagan AC for his club New York Cosmos. The Nehru Cup was started by the All India Football Federation (AIFF) in 1982, which was a tournament involving International teams from around the globe.

Football spread in different parts of the country. Punjab Bangalore and Goa were in front places among them. The National Football League started in 1996 as the premier league tournament in India. JCT FC won the inaugural edition of the NFL. The league continued till 2006-07 season, following which the competition continues as the I-League. The Indian Super League is the latest development of Indian football; it is a franchise based football competition which started in 2014 with 8 teams. Gradually, the ISL expanded and 10 teams are currently playing in the league. The ISL and the I-League are being played simultaneously. In India ISL and I-League is most popular soccer league today people are watching. Both two leagues are telecasted by TV channels and widely covered by the daily news papers of India.

The scenario of world football is also changed a lot in the mean time and by the advancement of technology and science the world football also entered in the drawing room of the Indian people by means of television and internet. The advancement of Journalism and mass communication made easier for the newspapers, sports magazine and electronic media to published higher amount of world football news for the Indian people. For these reason, the people of India are watching the most popular soccer leagues and tournaments of

the world like La Liga, Premier League, Serie-A, Bundesliga, Ligue-1, UEFA Champions league etc.

Present study was designed to reveal the coverage amount of daily newspapers on Indian football and also on world football and made their comparison to find out which coverage was got higher importance. By knowing these it may be guess and infer on the change in trends of common people's choice and engagement on football.

Materials and Methods

A total of two daily leading newspapers for consecutive two months October-November 2018 were considered for the present study (list of the papers considered are attached in Appendix). This list includes selected leading newspapers published in Bengali and English in West Bengal, India. All news coverage including pictorial coverage related two Indian football (ISL, I-League) and world football (La Liga, Premier League, Serie-A, Bundesliga, Ligue-1, UEFA Champions league, Copa-America etc.) were considered for the study.

Variables measured for this study were Indian football coverage (IFC) and world football coverage (WFC).

Simple geometric scale was used as tool of measurement.

Mean and standard deviation were used as descriptive statistics and independent t-test was used to judge the significance of difference between two means. Only 0.05 level of confidence was considered and all statistical calculation was done with standard statistical software (Excell-2010).

Findings and Discussion

Mean and standard deviation for IFC and WFC have presented in Table-1. The results of t-test between these groups have also been presented in the Table-1. Results have shown that the mean value of WFC was higher than IFC and the mean difference between two variables (t-values) was statistically significant.

Table 1: Mean and standard deviation of IFC and WFC and t-values

S. No.	Variables	Mean (Cm ²)	SD	t-value
1	IFC	487.52	291.30	2.37*
2	WFC	651.19	338.86	

* Significant at 0.05 level (CR=2.02 at 40 df).

The Mean and standard deviation for IFC and WFC for the Bengali and English news papers have also examined separately and presented in Table-2. The results of t-test between these variables have also been presented in the Table-2. Results have shown that the mean value of WFC was higher in English daily news papers than the Bengali daily news papers and t-value indicated that the mean difference was statistically significant. Table-2 also shown that the mean value for IFC in English news papers was also higher than the mean value of Bengali news paper but the computed t-value was not statistically significant.

Table 2: Mean and standard deviation of IFC and WFC in different language newspaper and computed t-values

S. No.	Variables	WFC		IFC	
		Mean (Cm ²)	SD	Mean (Cm ²)	SD
1	English News Papers	774.18	243.99	535.95	331.29
2	Bengali News Papers	507.73	377.83	446.41	237.70
	t-value	2.78*		1.03	

* Significant at 0.05 level only (CR=2.06 at 20 df).

Study revealed that world football coverage (WFC) was significantly higher than the Indian football coverage (IFC) in news papers published in Kolkata, West Bengal (Figure-A). The study also found that the English news paper significantly cover more news and picture for World Football (WFC) than the Bengali News paper of Bengal (Figure-B). But no significant difference was found on Indian football coverage (IFC) between the English and Bengali news paper which is indicating the same amount of news print allotted for publishing news on IFC. This indicated that the world football news enters among higher number of readers in Bengal than the Indian Football news. This indirectly signify that the people of Bengal at present, are more engaged, involve and follow the world football than the Indian Football.

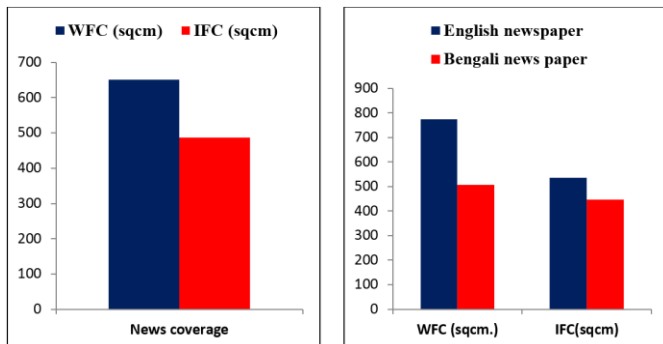


Fig A&B: Comparison of mean value of WFC & IFC in different news papers

The shift in engagement and involvement of Bengal people from Indian football to the world football have several reasons. The globalization of football, tremendous development in science and technology, revolution in ICT and communication, development of internationalism and cultural imperialism, function of international body of football association, dormant and unprofessional approach of Indian football body, rise of football as an element of today's market economy etc are the factors associated in this phenomenon.

Football is the most popular sport in the world, and has been for over 100 years [4]. Many social critics use the term globalization to explain the rise of football today. Globalization of sports refers to the process of expansion of the idea of sport across the world and phenomena that are associated with it. Globalization not only impacts the way in which sports are conducted and organized but also how they are perceived and what they mean in today's world [5]. On the other hand, analysts from numerous disciplines—economic, political, social and cultural—are using the phenomenal rise in popularity of football as a prism through which to understand and explain the phenomenon of globalization (Dolles, 2005) [6]. Not surprising, then, that football provides a perfect insight into the various processes of globalization, i.e. the growing interconnection of people, products, and values around the world [7].

Development of science and technology unfold the opportunity to reach the football globally to the sports lovers. Invention in modern telecast process changed the quality of telecast, availability of advanced television set also made the changes. Revolutionary advancement in information and communication technology (ICT) helps to reach the world football to the every persons fist by means of smart phone and internet connection through 'you tube' or in other form of website. Spectators now need not go to the stadium of abroad to watch the football game they liked most which can be watched on in his palm at anywhere on room, street or office

and any time - day or night through smart phone and web-addresses. Availability of world football in this form, is one of the main cause of transition of viewing and involvement of Bengal people in world football than Indian. The higher amount of news coverage of world football by the news papers in Bengal provide evidence of that fact.

There are numerous positive social and cultural outcomes associated with the rise of football internationally. The bottom line in the globalization of football is that it is a commodity. The labor of the football players are likewise commodities. There is social progress and internationalism represented in the popularity of football. The footballers of an well established club comprises from different countries and different continents. The footballers from Africa and Latin American countries are dwell in major portion in European football. On the other hand, the force and power of the profit motive is another reason for popularity of world football. The motive to extend the reach of the most wealthy few over the vast majority of the people of the world—in this case through culture, sport, football.

The rise of football as an element of today's market economy is one of the great cause of spreading world football to the every parts of the different third world countries [8]. The football association FIFA, UFFA, La Liga, Premier League etc are working to stretch its market to the world. They continuously involved in this work by means of exploring different spaces where they can intervene. They are changing their match time to reach highest number of spectators, making fan abroad, signing MOU with different countries football club and extending their help to improve football culture and their popularity. They are making profit also through all these activities.

The Indian football scenario is suffering from lots of negative forces. A fan of Indian football opined in internet that, "Football is globally the most popular sport and the only reason it is not the most popular sport in India is because the Indian players are relatively unknown. International football does not generate the same buzz as international cricket, partly because we don't participate in the World cup and partly due to AIFF's complete mismanagement [3].

The unprofessionalism work culture and management of Indian football body - IFFA, IFA etc unable to lift up the Indian football up to the world mark. I-League and ISL the two most big football league is running in India but fail to achieve the highest satisfaction of the Indian football spectators. Along with poor qualities of telecast and management leave the competitions as ordinary events in respect of European football leagues. As a result news papers also cover less story and news of Indian football than world football. They actually by doing this, trying to reach higher no of readers of Bengal as they believed that readers are more interested in world football than Indian football.

Conclusions

1. The news papers of Bengal published significantly higher amount of news coverage on world football than the Indian football.
2. English news paper published significantly higher amount of world news than Bengali news papers.
3. There was no difference in publication of Indian football news between the English and Bengali language news print in Bengal.

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