



ISSN: 2456-0057
IJPNPE 2019; 4(1): 1610-1616
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www.journalofsports.com
Received: 08-11-2018
Accepted: 12-12-2018

Dr. Gopa Saha Roy
Associate Professor, Department
of Physical Education, the
University of Burdwan, West
Bengal, India

Priyatosh Mondal
Master of Physical Education,
the University of Burdwan, West
Bengal, India

Munmun Chakraborty
Master of Physical Education,
the University of Burdwan, West
Bengal, India

Comparative study of print media coverage on youth world football madness vs cricket craziness

Dr. Gopa Saha Roy, Priyatosh Mondal and Munmun Chakraborty

Abstract

Media sports are a new culture fusion of sports with communication. Cricket and football has become the most interesting are of media coverage among different newspaper. Media brings the live coverage but print media recall the memory of previous night. It has long term impact in the newspaper reader's mind. Now a days we the Indians too much crazy on cricket tournament. Lionel Messi and MS Dhoni is presence brings lot of wave in our mind. Media and sports one the past and parcel of our day to day existence. They create a synthesized bonding which immense entertainment and learning. Thus, it is important to understand the relation between sports and media coverage. According to India TV ratings agency TAN media research, now a day's cricket come first with 122 million viewers but the football lover are not for behind. But there are no such data considering the print media coverage. The purpose of the study is (i) to get some specific information about the print media coverage of different sport event; (ii) to compare the coverage of different sports event of three newspapers; (iii) to Judge the relative change of coverage considering different intensity of event; (iv) to compare the media coverage of football and cricket sports person. The coverage was taken only during the event. A scissor was used to cut the cover area in the newspaper and simple measuring tape was used to measuring the area and then calculated the total area of coverage. (In IPL only considered 13 days and world youth football tournament considered only 22 days. Area measuring was taken in cm² after that calculator the total area of coverage). The calculated area of coverage's regarding literature published in the times of India Patrica revealed that the coverage (The times of India – Cricket:-L- 2197.76 CM², Football-L- 47970.98cm²) was much more than the coverage of Ananda bazer Patrica (Cricket: L -1953.65 CM², and Football:-L-27106.53 CM²), Probhat khobor. (Cricket: L-1035.7, football. L-9436.01). In case of photo also the coverage of The times of India Patrica (cricket-P-564.09 CM², Football-15685.25cm²) was much more than other two paper. It has concluded that the coverage of English Newspaper was more than the other newspaper. The commonality of the supporter, winning of competitive team etc. is the major factors to decide the area of mileage provided by newspaper. Media provides demand for icon and provided media mileage for them.

Keywords: Telecast, media, mileage, coverage, sponsorship

Introduction

Today modern sports have played an important role in the modern life. If not is noteworthy that in the play of personal life its role in society and nation is immense. Sports are a cultural activity. Sports and cultural has to go together. Physical activities are the most important mode of treatment in every one's life. Regular engagement with sports activities increases our life span. This will trace how much important the mass media has given to the profile matches. Two such important games are cricket and football which has an important influence in the media and society. The Indian premier league (IPL), officially vivo Indian premier league for sponsorship reasons a professional twenty -20 cricket league in Indian contested during April and May of every year by teams representing Indian cities and some, the league was founded by Board of Control for Cricket in India (BCCI) IN 2008, and is regarded as the brainchild of Lalit Moddi, the founder and former commissioner of the league. IPL has an exclusive window in ICC future tours. The IPL is the most attended cricket league in the world and in 2014 ranked 16th by average attendance among all sports leagues. In 2010 the IPL become the first sporting event in the world to be broadcast live on You Tube. The brand value of IPL in 2017 was USS5.3 billion, according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed Z 11.5 billion to the GDP of the Indian economy.

Correspondence
Dr. Gopa Saha Roy
Associate Professor, Department
of Physical Education, the
University of Burdwan, West
Bengal, India

The Indian premier league (IPL), officially vivo Indian premier league for sponsorship reasons a professional twenty-20 cricket league in Indian contested during April and May of every year by teams representing Indian cities and some, the league was founded by Board of Control for Cricket in India (BCCI) IN 2008, and is regarded as the brainchild of Lalit Moddi, the founder and former commissioner of the league. IPL has an exclusive window in ICC future tours. The IPL is the most attended cricket league in the world and in 2014 ranked 16th by average attendance among all sports leagues. In 2010 the IPL become the first sporting event in the world to be broadcast live on YouTube. The brand value of IPL in 2017 was USS5.3 billion, according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed Z 11.5 billion to the GDP of the Indian economy. One of the most popular football tournaments is u-17 world championship. The u-17 world championship is a competition that was inspired lion city cup that was created by the football association of Singapore in 1977. The lion city cup was the first u-16 football tournament in the world. Following FIFA'S then secretary general Sepp Blatter's recommendation after he was in Singapore for the 1982 lion city cup, FIFA created the FIFA u-16 world championship. Media sports are a new cultural fusion of sports with communication. Sports become the most interesting part of media coverage among different stream cricket and football have become the most interesting area of media coverage among different newspapers. This is widely believed that the Indian public craziness for cricket is more or less the media's over making media set the filling, value priorities of sports are communicated with the general spectators. Tele media brings the live coverage but print media recall the memory of previous evening or night. It has long term impact in the mind of the newspaper reader. Sports and culture has to go together and exercise and sports has been a central part of the Indian culture considering its entertainment and developmental values since last 3000 years (modal 2013).

At present the splendiferous advancement of science and technology with the help of satellite communication creates a worldwide service network. Where the service the information provider become very easier and considering its business characteristics the world of media become more and more competitive. Popularity of football spread all over the world irrespective of caste, culture, religion, socio economic condition etc. We the Indians are also not the exception. Indians are very much affectionate about football so researcher is interested to work specifically on world cup/youth football tournament 2017 in comparison with cricket IPL 2015. At a time when India aspires to be a world leader, it cannot afford to ignore sports, one of the important indicators of overall proportion and healthy citizenship. But the attitude of media to get profit out of passion of cricket seems to break the moral of other player's especially the budding talents involved in football and other game. The popularity that a cricket or a footballer's gets in India divers the attention of youngsters towards that a cricketer or a footballer gets in India divers the attention of youngsters towards these games. India has never ever qualified for the world cup of football since 1950 despite the game being widely appreciated world over with huge print media mileage. This media has brought the sensation of Messi, Ronaldo, Koholi, Dhoni to the young footballers and cricketers inspire them to become like these starts. Media is an important information provider of present happiness. It creates public opinion and alertness by providing information through new

and photo. Sports always a factor of public interest having its own market to be in the news of different events and thus always have a relationship with media. The products of sports for which the people are within to pay are the services rendered by the athlete which is mainly nothing but the performance of the sports person. The modern society media becomes an inseparable part of the social life in which one of the most stimulating factors is sports. It is a medium in creating public views by providing information, description and analysis of various social activities including politics, business, economic, culture and sports. Media and sport are the part and parcel of our day to day existence. They create a synthesized bonding which gives us immense entertainment and learning. Thus it is important to understand the relation between sports and media coverage. The ongoing phenomenon of media morphosis continues to make newspaper reading a pleasant experience and a rewarding pursuit for Indians despite the growing number of online news platforms. The demographic data in India inspires one to believe that the Indian print media is here to stay and continue to play a very important role in keeping the people informed, educated, and entertained at least in the near future.

Statement of the Problem

Comparative Study of Print Media Coverage on Youth World Football Tournament Madness Vs Cricket Craziness.

Delimitation of the Study

- Only popular three newspapers The Anandabazar, The Times of India, Probhat Khobor was considered.
- Only one during phase of the was considered.
- Only literatures and photograph were taken as consideration

Limitation of the Study

- The intensity of different competition hold at time were different and for this the coverage also different
- The market planning of the B.O.D of the said to newspaper regarding the sports coverage were different.

Hypothesis of the Study

- **H1:** Football will get maximum coverage.
- **H2:** Cricket coverage will come after football.
- **H3:** Different other game will get almost some space.
- **H4:** Youth world tournament may create some different.

Significance of the Study

- This study provides some information regarding different are as follows.
- The present status of sports circulation in three newspaper.
- The relative status of coverage of three newspapers.
- Whether there is any change in coverage strategy during a mega event such as youth world football and IPL tournament.
- The present status of mileage of football and cricket in newspapers.

Purpose of the Study

- To get some specific information about the print media coverage of different sports event.
- To compare the coverage of different sports of three newspaper.
- To compare the media coverage of football and cricket sports person.

- To judge the relative change of coverage considering different intensity of

Methodology

Design of the Study

The coverage were taken in the during phases IPL for 13 days and u-17 world football tournament for 23 days. The three newspapers were used to collect the data.

1. The Times of India 2 Ananda bazar patrika 3 Probhat khobor

The measurement was taken in the during competition phase only for IPL was considered 13 days and for u-17 world football tournament 23 days. A scissor was used to cut the covered area in the different newspapers and simple measuring tape was used to measure the area. The width of the different columns was different. Considering different getter the width of the columns were different. Measurement

should be taken in two lengths, the vertical height and the width. The area should be found out by multiplying the height and the width. After collecting the measurement, area measurement was taken in square centimetre, after the calculation of the total area of coverage.

Statistical tools used for analysis the results

To find out the print media coverage of IPL and U-17 Youth world football tournament in respect to newspapers and games the mean of the score will be calculated along with standard deviation. To compare the three newspapers among the means score ‘F’ test was taken and 0.05 level of confidence was considered. Mean and standard deviation were calculated as descriptive statistics and difference between two means was compute by ‘t’ test. Significance level was set only 0.05 level in this study.

Analysis and Interpretation of Data Result and Discussion

Table 1: Total media coverage in three different newspapers of IPL Cricket Tournament 2016 and U-17 youth world football tournament 2017.

Paper name	IPL cricket tournament 2016		u-17 youth world football tournament 2017			Total	
	L(CM) ²	P(CM) ²		L(CM) ²	P(CM) ²		
The times of India	L(CM) ²	2197.76		L(CM) ²	47970.98		
	P(CM) ²	564.09	2761.8	P(CM) ²	15685.25	6365	66418.
			5			6.25	1
Anandabazar erparatrika	L(CM) ²	1953.65		L(CM) ²	27106.53		
	P(CM) ²	283.54	2237.1	P(CM) ²	14307.37	4141	43651.
			9			3.9	09
Probhat khobor	L(CM) ²	1035.7		L(CM) ²	9436.01		
			1453			1215	13608.
	P(CM) ²	417.3		P(CM) ²	2719.08	5.09	09

According to total media coverage in three different newspaper of IPL cricket tournament 2016 and u-17 youth world football tournament 2017, the times of India covered

maximum mileage including literature and photo is 66418.10 cm² followed by the Anandabazer Patrika is 43651.09 cm² and the Probhat Khobor is 13608.09cm²respectively.

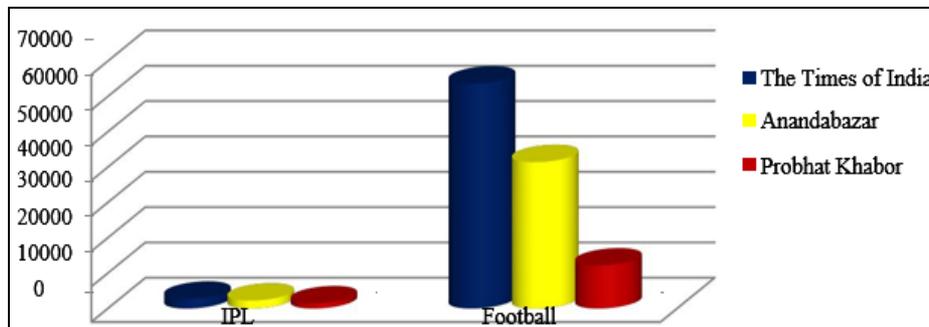


Fig 1: Total graphical media coverage in three different newspapers of IPL cricket tournament 2016 and u-17 youth world football tournament 2017.

Table 2: The position of the player’s based on the media coverage and photo coverage of three different newspaper of IPL cricket tournament 2016.

Players	L	P	Total	Position
A.B. Devilers	1133.7	345.13	1479.01	1 st
S. Watson	372.22	403.43	775.65	2 nd
V. Koholi	446.39	173.9	620.29	3 rd
M. Rohaman	558.1	49.86	607.96	4 th
G. Gombhir	438.68	83.44	522.12	5 th
Kuldip Yadav	430.46	81	511.46	6 th
M.S. Dhoni	329.93	104.02	433.95	7 th
S. Raina	220.14	68.22	288.36	8 th
Y. Pathan	47.97	49.68	97.65	9 th
Z. Khan	36.58	43	79.58	10 th

Table 3: The position of the players based on the media coverage and photo coverage of three different newspapers of U-17 world football tournament 2017.

Players	L	P	Total	Position
Pawlihono	653.25	2404.49	3057.74	1 st
Rihan Brewster	686.15	1107.57	1793.72	2 nd
Rahim Ali	856.95	548.85	1405.8	3 rd
Lincon	116.43	1277.27	1393.7	4 th
Jeakson	439.19	771.6	1210.79	5 th
Jadon Sancho	464.3	721.02	1185.32	6 th
Abhijit Sarkar	804.72	205.45	1010.17	7 th
Dhiraj Singh	296.6	499.1	725.7	8 th
Amarjit Singh	377.15	73.54	450.69	9 th
Sergio Gomez	136	100.82	236.82	10 th

From the above mentioned table no-3 we revealed that according to total media and photo coverage Pawlihono had

got the highest publicity in different newspaper in U-17th youth world football tournament 2017.

Table 4: Total Media and Photo Coverage of U-17 Youth World Football Tournament 2017 and Ipl Cricket Tournament 2016. Indians and Foreigners in Three Different News Paper during Session.

Paper name		India		Total		Foreigner	Total
The times of India	u-17 youth world football tournament	L	693.74	1316.53	L	375.46	1675.95
		P	919.79		P	1272.49	
	IPL cricket tournament	L	608.46	820.59	L	1144.82	1493.30
		P	212.13		P	348.48	
The Anandabazar patrika	u-17 youth tournament	L	1907.02	2931.11	L	1300.73	5503.11
		P	1024.09		P	4202.38	
	IPL cricket tournament	L	873.96	1076.32	L	679.5	1016.57
		P	202.36		P	337.07	
The Probhat khobor	u-17 youth world football tournament	L	173.85	253.51	L	379.94	516.24
		P	79.66		P	136.3	
	IPL cricket tournament	L	467.73	656.50	L	154.7	227.55
		P	188.77		P	72.85	
Total				7351.56			10404.72

From the above table no-4 in respect of cricket and football tournament foreigner got the maximum coverage than their counterpart.

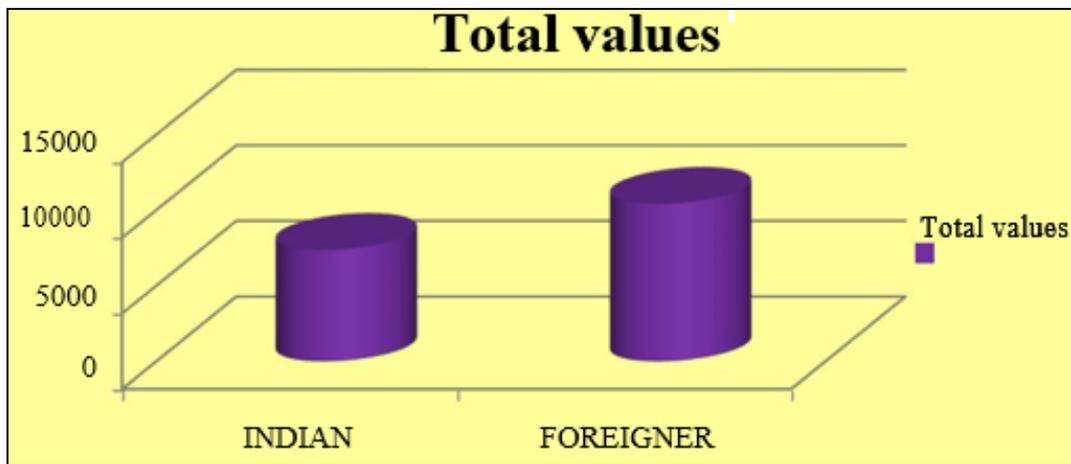


Fig 2: Graphical position of Indian and Foreigner cricket and football players according three different newspaper during session.

Table 5: Mean, Sd And F Value Of Media Coverage By Different Three News Papers Of U-17 Youth World Football Tournament 2017 (Literature)

	N	MEAN	SD	SE		SS	DF	MS	F	P
The Times Of india	23	2085.695	808.105	1277.59	Between Group	32428646.171	2	624323.086	52.48	0.001
Ananda Bazer Patrica	23	1149.979	491.852	6583.13	With In Group	20391821.875	66	308966.998		
Probath Khapar	23	410.26	178.742	231.52						

From the above table no-11 we revealed that is respect of literature coverage the times of India had highest area covered

than others two news papers for u-17 youth world football tournament 2017.

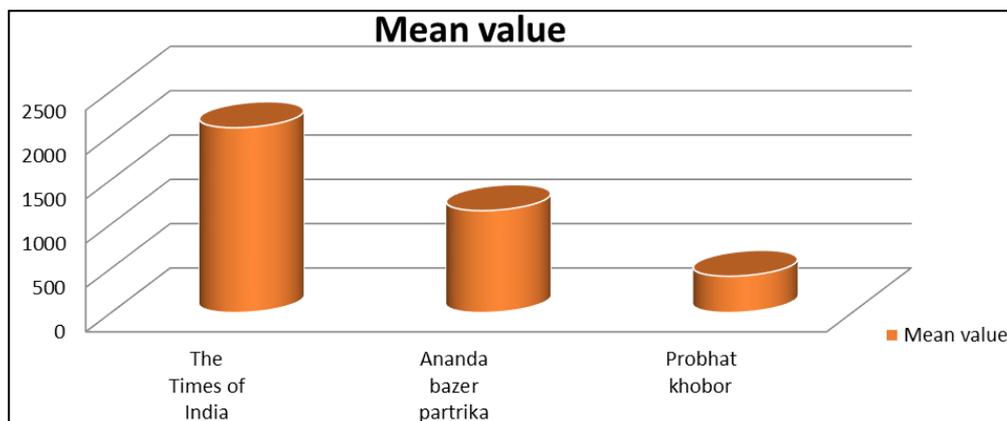


Fig 3: The graphical media coverage by different three newspapers of u-17 youth world football tournament 2017 (literature).

Table 6: Mean Sd And F Value Of Media Coverage By Different Three News Papers Of U-17 Youth World Football Tournament 2017 (Photo).

	N	MEAN	SD	SE		SS	DF	MS	F	P
The Times Of india	23	681.968	414.71	267.26	Between group	4410277.633	2	2205138.816	23.19	0.0001
Ananda Bazer Patrika	23	622.06	314.04	308.2	With in group	6275456.359	66	95082.672		
Probath Khapar	23	118.22	212.02	93.8						

From the above table no-6 we revealed that is respect of photo coverage the Times of India newspaper had maximum area

coverage than other two newspapers for the u-17 youth world football tournament 2017.

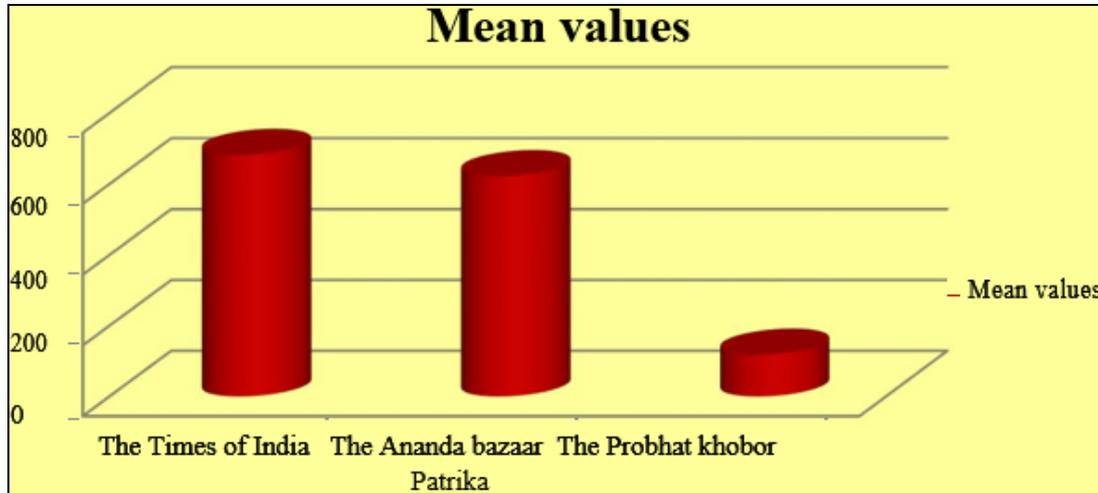


Fig 4: The graphical media coverage by different three newspapers of u-17 youth world football tournament 2017 (photo).

Table 7: Mean, Sd And F Value Of Media Coverage By Different Three News Papers On Of Ipl Tournament 2016 (Literature)

	N	MEAN	SD	SE		SS	DF	MS	F	P
The Times Of india	13	150.28	122.77	27.51	Between group	57759.11	2	28879.56	0.83	0.46
Ananda Bazer Patrika	13	169.06	280.88	111.48	With in group	12588639.398	36	3469.21		
Probath Khapar	13	79.67	104.50	24.83						

From the above table no-7 we revealed that is respect of literature coverage Ananda Bazar Patrika had maximum area

coverage than the other two news papers for IPL 2016 tournament.

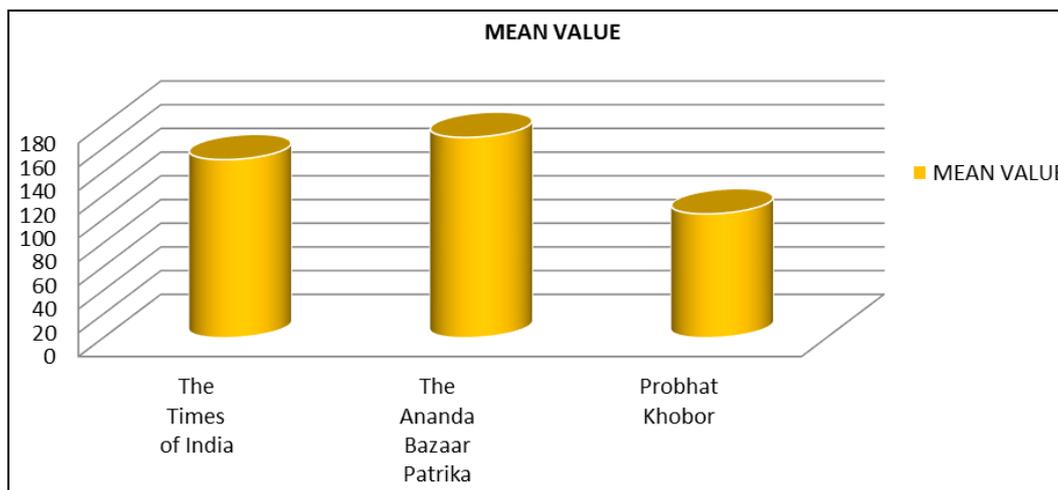


Fig 5: The graphical media coverage by different three newspapers on of IPL Tournament 2016 (Literature).

Table 8: Mean, SD and F Media Coverage by Different Three News Papers of IPL Tournament 2016 (Photo)

	N	MEAN	SD	SE		SS	DF	MS	F	P
The Times Of india	13	21.81	12.56	9.25	Between group	3027.45	2	1513.72	1.51	0.24
Ananda Bazer Patrika	13	43.38	40.96	2.42	Within group	36140.30	36	1003.90		
Probath Khapar	13	32.1	34.30	2.23						

From the above table no 8 we revealed that according to photo coverage Ananda Bazar Patrika also had the maximum

coverage than the other two news papers for IPL tournament 2016.

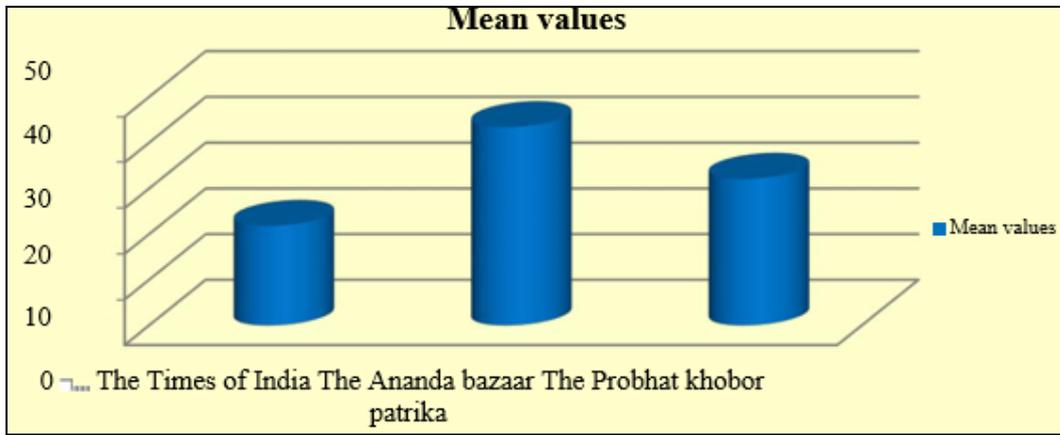


Fig 6: The graphical media coverage by different three newspapers on of IPL tournament 2016 (photo)

Table 9: Mean & SD values Total coverage of U-17 youth world football tournament and IPL Cricket tournament 2016 in three different newspapers for 13 days during session.

Literature			Photo		
	Football	Cricket		Football	Cricket
M	15922.83	1729.047	M	5838.813	745.903
SD	10902.78	612.732	SD	4584.612	688.254

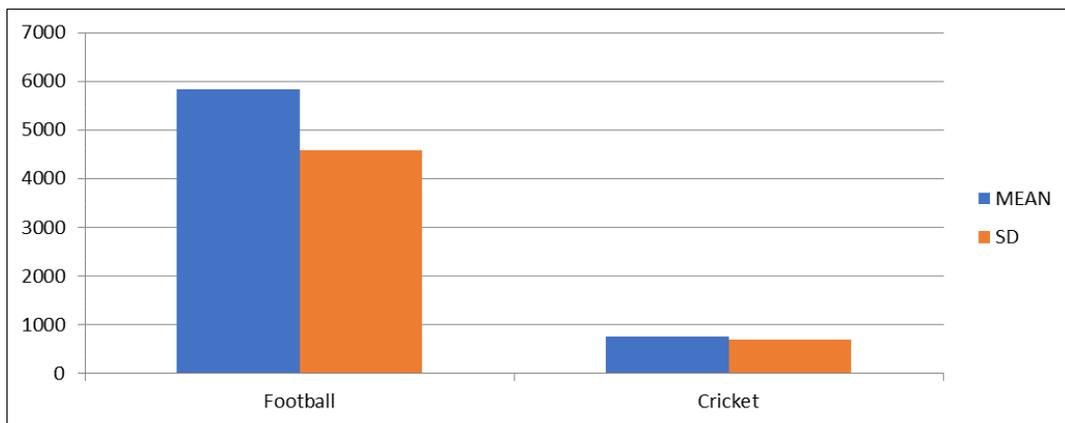
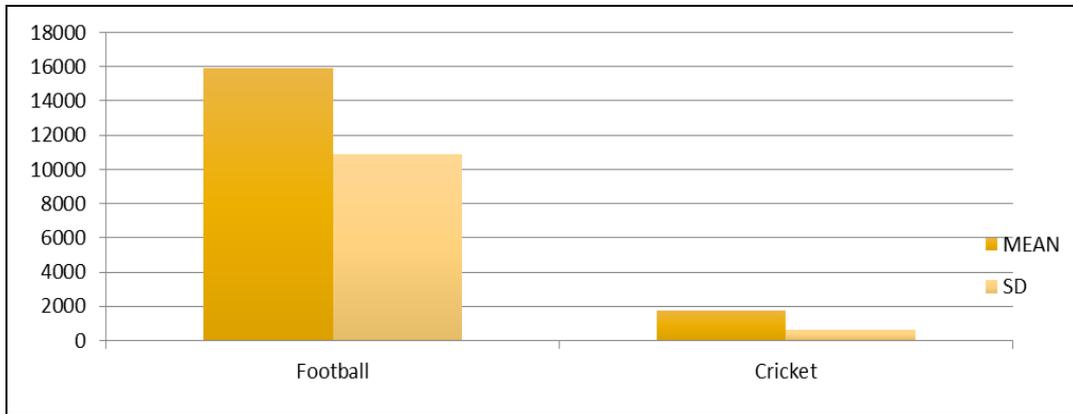


Fig 7: Graphical presentation of the above mentioned table no-9

Discussion

The sports coverage in the media plays an influential part in constructing gender roles and gender differences. The most interesting part of media coverage among different streams. Cricket and football have become the most interesting area of media coverage among different newspapers. Print media recall the memory of previous moment of the day. It has an absolute long term impact in the mind of the sports lover. The role of mass media has always been vital in boosting any activity of sport. Media has got focus position particularly in communication of the fresh information, shaping view point

of the masses and bringing live sport and the like other activities to the consumer at his convenience. In the present era, close interaction between the media and sports are indispensable it is widely believed that Indian public's craziness for cricket is more or less the media's over making some recent Bollywood films on sports have gained huge public support. In our life popularity of football spread all over the world of irrespective of caste, culture, religion, socioeconomics condition etc. We the Indians we are also not the exception. Indians are very much affection about football and cricket. The popularity of football spread all over the

world irrespective of cast, culture, religion, socio-economic condition etc. We the Indians are also not the exception. Although there is no performance at all in the international football scenario for last forty years, the Indians are very much affectionate about football. Some times in Nehru cup and SAFF games the performance through some light in the mind of the football lovers. But simply only for Asian lever it demands a lot more to be in the mind of the Indian supporters. Whenever people intended on discussing about football at present time, the name came on their mind. Now a day cricket is popular then the football to the youngest because the Govt and the private sectors helped huge money and more media attention. It has gained more attention for the new priority and eventually leading to a consistent rise in media coverage of sports. The growing public interest in India has made it vita subject of media discourse some recent bollywood films on sports have gained huge public support. Football will be also popular to the young brigade, at Govt and private sector help more economically to improve the environment. In my study record football is more popular to the youth as well as older. Popularity of football spread all over the world irrespective cast, culture, religion, socioeconomic condition etc. We the Indians are also not the exception. (Paul A.,A. mukherjee and A. Banerjee, 2011.)^[2]

It is widely believed that Indian public's craziness for cricket is more or less the media's over making some recent Bollywood films on sports have gained huge public support. In our life popularity of football spread all outer the world of irrespective of caste, culture, religion, socioeconomics condition etc. We the Indians we are also not the exception. Indians are very much affection about football and cricket. In my study football and cricket all over the world but in the rank of peoples vote foreigners are much developed is cricket and football than the Indians. Indian football and cricket team will be develop like the foreigners of the circumstances is changed and money is invested more for the development, and technology is also developed. We can hope if the environment is changed Indian football and cricket win get same popularity to the foreign football and cricket. (IJBSMS. July 2012)

From the results, it has seen that considering the total area of sports coverage of a newspaper the Times of India has given maximum weightage in comparison to the other papers. This was due to the fact that still football is the most popular game is West Bengal and the said newspaper is the most circulated in West Bengal and as well as in India also according to the Audit and Beaur of circulation cricket becomes a cocktail of sports, glamour, business and entertainment which provides us national pride at the International level and produces icons constantly. In comparison to that there is no such result in football and we are liking behind is International standard. (Paul, A *et al.*(2010)^[1].

But still there is a passion about football is West Bengal. At the time of U-17 youth world football tournament the enthusiasm touch the peak of madness and the supporters vertically divided among Brazil, Argentina, France, Croatia, England and Spain. (L.F. Lee Francis (20

Conclusion

- The total coverage of IPL Cricket 2016 and U-17 Youth world football 2017 in the Times of India newspaper is much greater than the Ananda bazaar Patrika and Probhat Khobar.
- Coverage depends upon the intensity of the competition.
- Highlighting the high intensity competition sometimes

shifted with the demands of the other news.

- The commonality of the supporters of the competitive etc. One the major factor to decide the area of mileage provided by newspapers.
- Media providers demand for Icon and provide media mileage for them. Football tournament got the maximum coverage then IPL cricket tournament

Recommendations

- Different other newspapers may be considered.
- The study may be done considering longer time span.
- Comparison may be done with the other section such as culture, politics etc.
- Comparison may be done with outhor glamorous events like as Pro kabaddi, World championship in badminton, Football, Athletics, etc.

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