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Impact of media on sport

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Abstract

The point of this examination to discover the effect of media on game. Game and the media has been a mainstream point as of late. Game gives off an impression of being all over the place. Over the world, billions of watchers transform into transmissions of worldwide occasions like the Olympic Games and soccer, rugby or cricket world glasses. Reports and concentrates on media sport establishments, media sport gatherings of people, media sport messages and game news coverage, possess large amounts of scholastic connection among game and the broad communications in the public arena. In this examination specialist inspected how both the print and electronic media influence sport fans by expanding their insight, energy and enthusiasm for game at all dimensions. In any case, especially pro game. Obviously the interrelationships between the media and big-time sport are personally tangled and reliant. In this examination specialist investigate how sport have influenced the media. Both print media and the electronic media have swung to wear since it is ensured to create intrigue and income. Game and the Sport media can possibly influence the belief system of a general public in the manner they present key qualities.

Keywords: Media, sports

Introduction

The media impact sport as far as making income by providing free exposure and promotions. Game's association with the media has numerous positive perspectives. The media that spread game typically fit into two general classifications, the printed media and the electronic media. During the 1930s, print media and radio conveyed sport news. The principal sports pages showed up sporadically in the second 50% of the nineteenth century in the huge city dailies (G. Sage, 1998) [6]. During the 1950s, TV started to rule sport conveyance and kept up that situation through the century's end. Toward the finish of the twentieth century, the web started to open better approach to transfer sport news, and maybe later on it will command other media as innovation opens up new open doors for games fans. "Sports and the broad communications appreciate a harmonious relationship in American culture" (Nazemi and Khoshemehr, 2012) [9]. This announcement remains constant for the United States as well as for most contemporary industrialized social orders. The "cooperative relationship" between the media and sports has significantly influenced the two members. Furthermore, the promoting business shapes a significant piece of the relationship. The two games and broad communications continue attempting to contact individuals as observers, fans, and buyers; both effectively influence the gathering of people just as the promoting market (counting the backers). "The effect of the media can be seen, it gives access to the majority, permits those that couldn't for the most part see live game to do as such, which must be a positive impact. Anyway there are stresses that this pattern could in the long run go excessively far, and we could find in this nation the decrease in attendances that have been knowledgeable about nations, for example, Spain and Italy.

Advancement of sport media

It appears in 2011 that each group, group, player, and even chiefs have their own face book pages and twitter accounts. (Nazemi and Khoshemehr, 2012) [9]. The media has affected upon how players are seen. Media's contribution in games has brought about "game's changing into an excitement medium keeping pace with the entertainment biz." Without the extreme media enthusiasm for game would those that contend have ever achieved the dimension of big name

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that they have accomplished? The media portrayal of players is to such an extent that they can figure out what a country considers them. The English press especially is prestigious for 'developing players, just to thump them down.' For example after David Beckham's expulsion in World Cup '98, the media induced what was successfully a 'loathe crusade' against him. Presently he is a media dear and can do minimal wrong in their eyes, or the eyes of a grovelling open. Media inclusion has made 'geniuses', more big name than sportsperson. They enhance the front pages just as back and show up in polished magazines (Whannel, 2000) ^[12].

Effect of media on sport

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) ^[11]. 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) ^[14]. 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) ^[11]. The media has enforced several 'cosmetic' changes within sporting events. Mainly to suit a television audience, these range from trivial changes such as names on the back of players shirts to make them identifiable to commentators and fans watching via media. Large numbers are now also pinned to runner in athletics so that commentators can distinguish them. There have also been changes in the equipment used by

sportsmen and women. In tennis, for example, the ball colour changed from white to yellow, to benefit television audiences. A white ball would be more visible for the players themselves, so the change of colour puts them at a disadvantage.

Many athletes are targets of media prey. Win or lose, their performance and life is publicly dissected by the media. Winning brings about media glorification and expectation, and/or jealousy and criticism. Losing brings forth negative judgment and more criticism. Howard Ferguson (1990) in his book, *The Edge*, said, "Criticism can be easily avoided by saying nothing, doing nothing, and being nothing. Mediocre people play it safe and avoid criticism at all costs. Champions risk criticism every time they perform." (Hitchcock, 1991) ^[7]. There is a certain tension between sports journalists and the athletes they cover. Because they are looking for a story, many journalists will probe the personal life on an athlete and sometime share the less flattering aspects. Other journalists tend to be critical of teams, owners, coaches, and players in order to stimulate readership. This situation often causes athletes to mistrust the press and resort to stock answers when queried. (Woods, 2006) ^[14]. Professional sports are so accessible on television that fans become spoiled watching superior athletes and often lose interest in the athletes on local minor league, college, or high school teams. (Leonard 1980). Gambling has always been part of the sport world. The posting of odds on each game in newspapers and on television increases the interest in winners and losers, point spreads, and possible upsets. Indeed, the mass media plays a significant role in the transmission of gender differences and inequality through daily visuals within print and television media. Individuals are inundated with magazines, and newspapers containing photographs and narratives of what it means to be a woman or man, and more specifically, the gender imbalance between men and women. These gender role differences are especially apparent in the world of sport. While, women have gained ground in the non-sporting realm, within the confines of the court or field, they are still viewed as women first and athletes second, while, their male counterparts have no such concerns. (Eoin, 2013) ^[5]. The media and sports symbiotic relationship constructs and utilizes gender stereotypes to maintain gender inequality and gender differences, both actively through written words and passively through photographs. Sport sells mass media and media sells sport, therefore, the media has biased coverage because it assumes its consumers are men and aligns its coverage to suit its potential customers (Pederson, 2002) ^[10].

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 one way 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) ^[14].

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) ^[9].

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) ^[14].

Conclusion

We inspected the impact of the media on game, from the free exposure they create for groups and competitors to how they influence the prominence of explicit games or competitors. So also, the game media have constrained some emotional changes in the introduction of games, especially on TV since that is a noteworthy income hotspot for pro game. The connection between games, media, and the publicizing business is harmonious a commonly reliant relationship. This implies all components in that framework get a decent amount, an offer everybody just gets with the assistance of others while helping other people. One could likewise say that the participation of the previously mentioned accomplices is significant for the survival of them three. Sports creates news just as excitement esteems. Both print media and the electronic media have swung to don since it is ensured to deliver intrigue and income. The print media have the disservice of timing, yet they compensate for that by having room schedule-wise to set the edge, tenor, and actualities of their story before conveyance. Game and game media can possibly influence the philosophy of a general public in the manner they present key qualities.

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