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An analytical study on promotion of game & sports in social media through sports coaches

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Abstract

The game is a recreational and entertainment activity in rural area. But when we discuss about in urban area some sportsmen are choose the game as a profession. The performance of sports persons is depended upon the coaching. So that the coach given important role in performance of sports men. As well as coach given better role if media is show their effort. Due to this the researcher wants to know that the role of coach in mass media to promotion of sports. According to this concept the researcher was selected this type of study. The subject entitles An Analytical Study on Promotion of Game & Sports in Social Media through Sports Coaches. For this study twenty five coaches of different games in Jammu & Kashmir have been observed. There are no age limits of subjects. The main objective of this study is to find out the role of coaches to promotion in sports through social media. The standardized questionnaire has been used for data collection on the subject and data have been analyzed through the percentage method. After that the researcher has found that according to coaches the social media is given average role to promotion of game & sports in Jammu & Kashmir.

Keywords: analytical, promotion, game & sports, social media

Introduction

What Is Mass Media?

Think about this for a second: whenever you want to hear your favourite song, watch your favourite show, or see the latest current events, where do you go? You more than likely turn on your television, radio, or computer. The source that the majority of the general public uses to get their news and information from is considered mass media. The mass media has evolved significantly over time. Have you ever wondered how the latest news and information was communicated in the past? Well, before there was the Internet, television, or the radio, there was the newspaper. The newspaper was the original platform for mass media. For a long period of time, the public relied on writers and journalists for the local newspapers to provide them with the latest news in current events.

Centuries later, in the 1890s, came the invention of the radio. The radio would soon supersede the newspaper as the most pertinent source for mass media. Families would gather around the radio and listen to their favorite radio station programs to hear the latest news regarding politics, social issues, and entertainment.

Later on down the line came the invention of the television. The television would soon replace the radio for the most effective platform to reach the general public.

The influence of mass media

Through mass media, news outlets have a major influence on the general public and a major impact on the public's opinion on certain topics. In many cases, the mass media is the only source that the general public relies on for news. For example, when Neil Armstrong landed on the moon in 1969, mass media made it possible for the public to witness this historical event. (Steven Coleman, <https://study.com>, 14.4.2014) [5].

Effects of media on sports

Their respective histories of development have been fuelled and influenced by the dynamics of this partnership. The evidence of the partnership is all too apparent.

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The wellbeing of particular sports or, indeed, sport as whole has become linked to income generated directly or indirectly from the media. The way in which sport fills newspaper pages and television and radio schedules bears testimony to the influence it has on the structure and extent of media activity. Keywords: Media, sports, benefits, affects 1. Introduction Prior to the known media of today, people had to rely on word of mouth and the limited number of literate people to tell them when sports fixtures would take place. With the introduction of compulsory education and the subsequent increases in literacy, newspapers and sports journals became more popular as a way of reporting about sport and notifying the population about an event. Alongside this, came shorter working hours and better transportation to allow people to attend events.

The importance of social media in sport

Yet sports clubs and businesses are only beginning to appreciate the potential that this offers. Barcelona has become the world's largest sports club on social media with followers expected to approach 150 million this year. Last year, it worked with sports marketing agency IMG to examine what value social media adds to its shirt sponsorship rights. Over one weekend, there were 61 million web impressions of the Qatar Foundation's sponsorship of the club's shirts. We found there was an extraordinary amount of value that the shirt sponsor of Barcelona was receiving on social media, which wasn't really factored into the sponsorship," says Rob Mason, managing director of IMG Consulting, IMG's advisory and brand strategy and activation division.

Methodology

The study is entitled "An Analytical Study on Promotion of Game & Sports in Social Media through Sports Coaches" For the study the researcher used twenty five coaches of different games in Jammu & Kashmir as a sample for this study. The samples were collected from different district in Jammu & Kashmir through the purposive sampling method. In this study researcher find out the role of the subjects in promotion of game & sports. There was no control on diet, habit & daily routine on sample related. The data was collected through the standardized questionnaire of Dr. Gautam Jayram Sirsat 2016.

Data analysis

Table 1: Show the sports encouraged by the media

Responses	Number of Coaches	Percentage
Yes	09	36%
No	08	32%
Not fully agree/Sometimes	06	24%
Can't say	02	8%

Table 2: Show the coverage of media at local competitions

Responses	Number of Coaches	Percentage
Yes	04	16%
No	16	64%
Not fully agree / Sometimes	04	16%
Can't say	01	4%

Table 3: Show the troubled by the media coverage

Responses	Number of Coaches	Percentage
Yes	8	32%
No	10	40%
Not fully agree / Sometimes	05	20%
Can't say	02	8%

Table 4: Show the media plays a vital role in development

Responses	Number of Coaches	Percentage
Yes	14	56%
No	04	16%
Not fully agree/Sometimes	06	24%
Can't say	01	4%

Table 5: Show the negligence during the coverage by media

Responses	Number of Coaches	Percentage
Yes	08	32%
No	09	36%
Not fully agree / Sometimes	07	28%
Can't say	01	4%

Table 6: Show the problem during your performance period due to media

Responses	Number of Coaches	Percentage
Yes	07	28%
No	12	48%
Not fully agree / Sometimes	05	20%
Can't say	01	4%

Table 7: Show the coverage by media in the debut

Responses	Number of Coaches	Percentage
Yes	06	24%
No	12	48%
Not fully agree / Sometimes	04	16%
Can't say	03	12%

Table 8: Show the written records in print media

Responses	Number of Coaches	Percentage
Yes	16	64%
No	03	12%
Not fully agree / Sometimes	05	20%
Can't say	01	4%

Table 9: Show the enough coverage before competitions

Responses	Number of Coaches	Percentage
Yes	08	32%
No	09	36%
Not fully agree / Sometimes	06	24%
Can't say	02	8%

Table 10: Show the media playing effective role

Responses	Number of Coaches	Percentage
Yes	16	64%
No	03	12%
Not fully agree / Sometimes	05	20%
Can't say	01	4%

Table 11: Show the Paid news concept

Responses	Number of Coaches	Percentage
Yes	11	44%
No	06	24%
Not fully agree / Sometimes	07	28%
Can't say	01	4%

Table 12: Show the Media is less rural concern than urban

Responses	Number of Coaches	Percentage
Yes	10	40%
No	08	32%
Not fully agree / Sometimes	04	16%
Can't say	03	12%

Conclusion

After the suitable analysis (table no 1 to 12) following conclusions (overall) are made:

36% says yes that particular sports are being encouraged by the media. 64% says no they do not have any problem in getting coverage of media at local Competitions. 40% says no that they have not been troubled by the media coverage during the victorious events of their students. 56% says yes that media plays a vital role in development of sports from local to global level. 36% says no that the coach/ trainer is not neglected during the coverage by media in success of their trainees. 48% says no that they do not face any problem during performance period due to media. 48% says no that the coverage by media in the debut of the sportsmen will not help in getting settlement in job or admission in educational field. 64% says yes that they think written records in print media are more valuable than photographs of the sportsman. 36% says no that the teams or sport which get enough coverage before competitions do not have greater advantage over the other teams. 64% says yes that media play an effective role during competition. 44% says yes that paid news concept should not exist in media. 40% says yes that media is less rural concern than urban.

Summary

After the analysis of data there are more response given by the sports coaches of different games in Jammu & Kashmir.

It is concluded that according to coaches of different games the mass media doing satisfactory role to promotion of game and sports in Jammu & Kashmir.

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