



ISSN: 2456-0057
IJPNPE 2019; 4(1): 1206-1207
© 2019 IJPNPE
www.journalofsports.com
Received: 09-11-2018
Accepted: 10-12-2018

Ritesh Sharma
Research Scholar, Department of
Physical Education, Guru Kashi
University, Talwandi Sabo,
Punjab, India

Dr. Kuldeep Kumar Battan
Assistant Professor, Department
of Physical Education, Guru
Kashi University, Talwandi
Sabo, Punjab, India

A study on role of mass media in promotion of game & sports

Ritesh Sharma and Dr. Kuldeep Kumar Battan

Abstract

The sports are not promoted without media and related persons. Many people are attached with sports directly and indirectly e.g. players, coach, trainer, physiotherapist, sports journalist, federation members etc. All these persons are promoting the sports their own level and federation members are done another level. According to this concept the researcher was selected this type of study. The subject entitles A Study on Role of Mass Media in Promotion of Game & Sports. For this study ten federation members 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 mass media to promotion in sports through federation members. 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 federation members the mass media is given average role to promotion of game & sports in Jammu & Kashmir.

Keywords: mass media, promotion, game & sports

Introduction

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.

Today, the Internet is the most relevant form of mass media and has become a major tool for news outlets. Since the evolution of the Internet, the general public is now able to access those same news outlets in an instant with just a click of a mouse, instead of having to wait for scheduled programs.

Journalism

Journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people.

Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable to the standards of professional journalism.

Sports Journalism

Sports journalism is a form of writing that reports on sporting topics and competitions.

Sports journalism is the essential element of many news media organizations. While the sports department (along with entertainment news) within some newspapers has been mockingly called the toy department, because sports journalists do not concern themselves with the 'serious' topics covered by the news desk, sports coverage has grown in importance as sport has grown in wealth, power, and influence.

Methodology

The study is entitled "A Study on Role of Mass Media in Promotion of Game & Sports"

Correspondence

Ritesh Sharma
Research Scholar, Department of
Physical Education, Guru Kashi
University, Talwandi Sabo,
Punjab, India

For the study the researcher used ten sports federation members 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 portfolio of federation members

Years	Numbers of Members	Percentage
Less than 2	01	10%
4	01	10%
6	02	20%
8 & above	06	60%

Table 2: Show the prior intimation to the media people

Medium	Numbers of Members	Percentage
By telephone	04	40%
By email	04	40%
Postage	01	10%
Personal visit	01	10%

Table 3: Show the coverage by the media

Responses	Number of Members	Percentage
Meager	04	40%
Average	04	40%
Optimum	01	10%
maximum	01	10%

Table 4: Show the rapport with the media personnel

Responses	Number of Members	Percentage
Yes	01	10%
No	06	60%
Not fully agree / Sometimes	01	10%
Can't say	02	20%

Table 5: Show the abstained from proper coverage

Responses	Number of Members	Percentage
Yes	02	20%
No	02	20%
Not fully agree / Sometimes	04	40%
Can't say	02	20%

Table 6: Show the dependent on the media coverage aspect

Responses	Number of Members	Percentage
Yes	02	20%
No	06	60%
Not fully agree / Sometimes	01	10%
Can't say	01	10%

Table 7: Show the corruption in the media

Responses	Number of Members	Percentage
Yes	Nil	0%
No	08	80%
Not fully agree / Sometimes	Nil	0%
Can't say	02	20%

Table 8: Show the corruption in the media

Responses	Number of Members	Percentage
Yes	04	40%
No	04	40%
Not fully agree / Sometimes	01	10%
Can't say	01	10%

Table 9: Show the publicity impacts

Responses	Number of Members	Percentage
Print media	06	60%
Electronic media	04	40%

Conclusion

After the suitable analysis (table no 1 to 9) following conclusion is made:

60% members having eight years in portfolio of federation Member. 40% members gave the prior intimation to the media people through telephone and E-mail equally. In the media coverage the 40% members respond are meagre and average for our game and sports. 60% members said that they do not have any problem in having rapport with the media personnel. According to 40% members sometimes our sports are abstained from proper coverage by the media. 60% say that number of participation in training and competition in our sport is not directly dependent on the media coverage. 80% say that there is no corruption in media coverage to our sport/ game. In publicity 40% says that the media personnel should approach and 40% says that the media personnel should not approach to us for our sports wide publicity. 60% says that print media publicity impacts more on masses.

Summary

After the analysis of data there are more response given by the members of sports federation in Jammu & Kashmir.

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

References

1. Andrew Cave, Alex Miller. The importance of social media in sport, 2015. (<https://www.telegraph.co>)
2. Ashleigh-Jane Thompson, Andrew Martin J, Sarah Gee, Andrea Eagle Man N. Examining the Development of a Social Media Strategy for a National Sport Organization" A Case Study of Tennis New Zealand, 2012.
3. Atkin CK. Public Communication Campaigns, 2016. (journals.sagepub.com)
4. Helland Knut. Changing Sports, Changing Media: Mass Appeal, the Sports/Media Complex and TV Sports Rights, 2018. American Sociological Review (www.jstor.org).
5. Steven Coleman. <https://www.mass-media.com>