

The Role Of Media In Sports

Prof. Chandrika H.R

Asst. Prof in Physical Education
G.F.G.C. C.S.Pura, Gubbi Taluk
Email : spoorthi1935@gmail.com

Abstract— The media is known as the mass communication industry, it includes newspaper, television, radio, internet, and other means or instrumentality for storing and communicating information. Recently, the publicity which sports enjoy is second to none. Since today's sports are made attractive through the instrumentality of the media, and millions of people are glued to their Television, radio, internet, even the newspapers, countries are expected to utilize this as a means to attract investors.

Index Terms— Sports, Media.

I. INTRODUCTION

In the modern world of changing trends, the sports and media are the two faces of the same coin where in they are inter related and they influence each other in their existence and also complement each other for their survival and scope of existence on the sports area .Now a days the sports activities crossed their traditional boundaries and become the star valued business activity in which the big business houses, consultants, corporate, star models, manufactures, Sports Promoters, tourist operators, hotels, currency exchangers, technicians and general public – spectators collectively involved and thriving for a big deal of business. Even for the governments and law enforcing agencies, the sports as become the source of revenue and state fund. In addition, the different forms of media also generate lot of revenue, TRP and spectators.

Now a days, the social media and sports right holders create media type and create huge crowd of fans who are able to deposite the fortunes, results and the race value. It is because of the technological revolution, social media, print media, mass media and electronic medias emerging importance on the fore front of their business strategies. The big business houses found a new avenues to popularise their products by sponsoring star valued games and contests investing millions of money on sports. But the pathetic scenario created out of all these developments in the field of sports is the negatively towards the low profile games which either to new and ungenerous touch, patronage, involvement, encouragement, participation by the large section of the society like, kabbadi, kho-kho, volleyball, throw ball, badminton, ball badminton, etc., are need to be taken case off by the authorities and business houses, medias and organizers alike and to give equal importance to these games on for with star studded games such as cricket, volleyball, hockey and motor racing. In this juncture, an attempt is being made to bring out the issues related to the sports activity and its relation with different forms of media over a period of time to even today, these indigenous games ore so popular in our culture mind coverage of the mass, skill, exhibitions and games of physical fattiness. Due to the expansion of the different forms of media, media coverage of these low profile games are to be taken care.

II. OBJECTIVES

- To bring out different parameters of sports & media involved.
- To highlight the social responsibility of the media in treating star studded games indigenous games equally.
- Focussing on the good fan culture and type of the social media.
- To find but the ways and means to promote games other than the star – valued games.
- The role of the big business houses and there involvement in sports activities.
- The negative development out of media type
- The role of the authorities and sports agencies in making sports – matter of life and entertainment maintaining social justice.
- Involvement of public – new based to encouraged and promotes sports activities.
- The positiveness and involvement of sports and media in promoting harmony and patriotism.
- Involving Professionals, like minded Social worker and sports lovers in the process of selection, contests and tournaments.

Keeping on view of the above objectives, the issues related to the involvement of different forms of medias in the promotion of sports, sometimes partial outlook, minimised concern for the quality of the games, sports person, skill and real potentiality of the individual involved. The real sports activities should be encouraged – non based keeping away the issues like regionalism, religion, faith, political affiliation, gender, economic status and such other un healthy practices. In this direction medias plays a vital role in bringing out a hidden talents.

The involvement of the rights holders and their role in Contests are exiting monopolistic atmosphere and it is the need of the hour to legalise the practice of sponsorship and right holders. In this direction the media must play vital role on bringing out anomalies and create awareness about the real spirit of the sports as a sportive activity. The corporate houses should be minimised in sports to entrance the real value of the tradition. In our country, the selection caching process should be channelized to the extent that the common talent should be recognised and encouraged. Trends are setting ahead, the exposed public are aware of the positive and negative happenings of the sports area and they are visualised of the development in the society. The role of the money and the extent of the influence of the middle men involved to be taken case and minimised. The money making trend in the sports and launching of channels in the name of the sports is analysed as a nervus between the capitalists and sports managers is a negative trend apart.

The negative trends developing in the present days are alarming in Social media like Internet, Cell phone, Tablets, Facebook, What Snapp, Hike have allowed social media to flourish and the snowballing effects are hindering the real fortunes of the sports. A man of the yesterday becomes god fan of the day and vanishes tomorrow. It is a lost fortune as for as sports development is viewed. It is the high time and right time to develop strategies to translate a talent into a real hero and making marketing objective into a media objective, straight forward and simplified versions of the sports. But the overjealous, cut throat competitions in the field may not help the positive development.

III. CONCLUSION

The sports and the media an inter related and subjected to have ups and downs as the one sector subjected to fluctuations ,the other one naturally stimulates the developments .They are the partners of changes, developments, trendsetting, creating public opinion, making heros and zeros over a period of day or in a minute. But at the same time, with all these positive relations between sports and media, particularly electronic media which is more active than any other media and thousands of sports channels coming up. But the social responsibility, humane, social justice, patriotism, concern for the unsung heros accross the word and countryside who are sublined and neglected. The basic concern here is to bring equilibrium between these two sectors for effective and healthy atmosphere for sporting activities and media broadcasting activities worldwide.

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