

Role of Daily Newspapers in the Promotion of Sports

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Abstract—In today's World Sports and media are classical outcomes and indeed icons of the present society. The sports probably extend as far back as the existence of people as purposive sportive and active beings. Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Daily newspapers gives lot of information about all categories of sports and games. It promotes the sports person and a sport. The main objective is to analyze how newspapers giving space to the sports and how they promote all the sports and game. Another intension is to get the idea for how newspapers uses the pages for the sports and game when big events occurs. Desired to gather the necessary data from some selected Kannada and English daily newspapers. The selected Kannada Daily newspapers are Prajavani, Vijayavani, Udayavani, Vijayakarnataka and the selected English newspapers are Deccan Herald, Times of India, Indian Express, and The Hindu. It was not uncommon in the research of the present type to gather data for the study using the Daily newspapers of three months that is December 2014, January and February of 2015. As a tool resorted to the same procedure to collect the data. In the daily newspapers observed the sports news covered in number of pages. State, National, International which level competition sports news published and Olympic, Indigenous, Cricket, Badminton, tennis...etc which categories of sports news was published in daily newspapers.

Index Terms—: Daily News Papers, Sports.

I. INTRODUCTION

A. Sports

The sports probably extend as far back as the existence of people as purposive sportive and active beings. Sport has been a useful way for people to increase their mastery of nature and the environment. Sport seems to involve the development and exercise of basic human skills for their own sake, in parallel with their being exercised for their usefulness. Sport is an important part of today's society and plays a large role in many people's lives.

B. Media

Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. Even though media is linked with spreading fake news like a fire, but on the safe side, it helps a lot to inform us about the realities as well. In

the world of today, media has become as necessary as food and clothing. It has played significant role in strengthening the society. Media is considered as "mirror" of the modern society, in fact, it is the media which shapes our lives.

C. Statement of the problem

The study is to find out the role of daily newspaper in developing of sports.

D. The limitations of study

- Study was limited to selected daily newspapers.
- Study was limited to indigenous, Olympic, Inter University, Inert collegiate, Cricket and Other games.

E. The Significance of study

- By newspapers, all type of people can know something about sports .P.E Journals will come to know about the interest of the media towards sports.
- Pictures about sports in a newspapers can helps the people who don't know the language. Study would be useful to know the attitudes of the sports written.
- It gives lot of information about all categories of sports and games.
- It promotes the sports person and a sport.
- It provides knowledge about sports icon.
- It gives a job opportunity to journalist.

F. Intension of conducting the study

The main intension is to realize how newspapers giving space to the sports and how they promote all the sports and games. Another intension is to get the Idea for how a newspaper uses the pages for the sports and game when big event accurse.

II. REVIEW OF RELATED LITERATURE

According to John Vincent, Paul M. Pedersen, Warren A. Whisenant, Dwayne Massey” Analyzing the print media coverage of professional tennis players: British newspaper narratives about female competitors in the Wimbledon Championships”.

According to Rowe, David McGraw-Hill Education Sport, Culture & Media. Sport, Culture and the Media was the first book to analyse comprehensively two of the most powerful cultural forces of our times: sport and media. It examines the ways in which media sport has established itself in contemporary everyday life, and how sport and media have made themselves mutually dependent.

III. METHODOLOGY

Secondary Data was used to do the research which evidences the data to give suggestion and findings. The selected Kannada newspapers are Prajavani, Vijayavani, Udayavani, Vijayakarnataka and the selected English newspapers are Deccan Herald, Times of India, Indian Express, and The Hindu. It was not uncommon in the research of the present type to gather data for the study using the newspapers of three months that is December 2014, January and February of 2015. As a tool the author resorted to the same procedure to collect the data.

IV. ANALYSIS AND INTERPRETATION OF DATA

“The role of daily newspapers in the promotion of sports”. To facilitate the study, the author desired to gather the necessary data from Kannada and English some selected daily newspapers. The selected Kannada newspapers are Prajavani, Vijayavani, Udayavani, Vijayakarnataka and the selected English newspapers are Deccan Herald, Times of India, Indian Express, and The Hindu. Covering the above aspects, the author collected some selected daily news of December 2014, January and February 2015 and gathered data as described.

TABLE I. TABLE SHOWING THE NUMBER OF PAGES USED FOR SPORTS COVERAGE

NUMBER OF PAGES USED FOR SPORTS COVERAGE								
MONTHS	Prajavani	Udayavani	Vijaya karnataka	Vijayavani	Deccan Herald	Indian Express	The Hindu	Times of India
Dec	70	53	52	46	70	75	77	51
Jan	58	40	62	38	66	47	80	60
Feb	67	46	61	51	71	56	70	63
Total	195	139	175	135	207	178	227	174
Per day Sports Coverage %	2.17	1.54	1.94	1.50	2.30	1.98	2.52	1.93

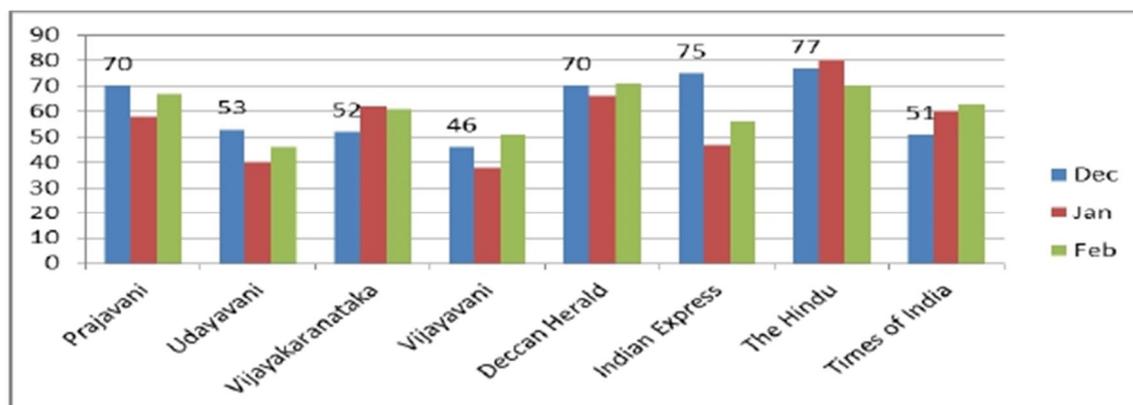


Fig. 1. Graph showing the change of trends of fluctuation

The above table and graph indicates that Prajavani paper gives more importance for sports, by giving more coverage for sports activities than any other Kannada papers. Per day it covers around 2.17%. Of pages likewise, Vijayakarnataka covers 1.94%, Udayavani is around 1.54% and Vijayavani covers 1.5%. The Hindu and Deccan Herald papers gave more importance to sports coverage per day they covered around 2.52% and 2.3% respectively. Likewise, Indian Express and Times of India covered around 1.98% and 1.93% of pages respectively. The data suggested that people who like sports may read daily Prajavani paper compare to the other Kannada daily newspapers and The Hindu and Deccan Herald paper compare to the other two daily newspapers in English.

V. CONCLUSIONS

The analysis and interpretation of the data culminated in drawing the following conclusions.

1. The Prajavani paper given more importance to sports coverage compare to other Kannada papers.
2. For the cricket Prajavani and Vijayakar anatka paper given 100% coverage compare to other paper.
3. Prajavani paper given more important for indigenous game compare to other Kannada newspapers.
4. Majority Kannada papers given more important for Olympic game compare to indigenous game.
5. In Kannada newspapers given more importance to Inter Collegiate tournament compare to Inter University Events.
6. For other games Prajavani papers given more importance, compare to other Kannada daily newspapers.
7. The English daily newspapers are given 100% coverage for cricket.
8. Compare to Olympic Games the daily English newspapers given less coverage for Indigenous game.

9. In daily English newspapers given more importance for Inter University tournaments compare to Inter Collegiate.

RECOMMENDATIONS

As a consequence of interpretation of data and arrival of conclusions the researcher offers the following recommendations:

- This study can be conduct for one year or two year.
- This type of study can be conduct on journals, evening papers.
- The author suggested that the future researcher regarding this topic can conduct study on media and daily newspapers and undertake a study on other state newspapers.
- The author suggested that the future researcher regarding this topic can conduct study on student's interest about sports coverage and conduct this study within the district local newspapers.

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