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### MEDIA AND SPORTS & ROLE OF MEDIA IN THE PROMOTION OF SPORTS

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#### ABSTRACT

The aim of the study is to find out the effect of Media in the promotion of sports. The media has the power of education people, the Good and the bad. Since it effect the eyes, the ears and the mind. Media is really important to the coverage of sports. Not only does it allow all of these forms of media to be possible, but it also allow features like photo finish instant replays split time etc. More than 80% sports fans monitor social media sites while watching game on TV and more than 60% do so while watching live event. Media is now a significant medium for sports coverage, Allowing fans to access the latest news about their favourite team, sports or even. Media available for delivering sports to different sections of society is continuing to rapidly grow. T.V. Radio, internet, cable, satelite T.V., newspapers, magazines Books and Films are the best source to promotion the sports. The media have always highlighted sporting achievements in a great fashion. Apart from the live coverage of the matches, the media focused on the life stories of sportsmen and women. Many of our sportsman and women have come from a very poor background. Sports showed then the way of life the media helped them in this regard.

#### INTRODUCTION

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.

#### PURPOSES OF MEDIA

##### Entertainment

The original idea behind the creation of various 'media means' was to entertain masses. Radio TV, Cinemas and magazines spend most of their resources targeting on entertaining items and programs. Because of the growing population and developing lifestyle, the demand for more entertainment is increasing. Every year billion of dollars is traded in entertainment industry.

### **NEWS AND CURRENT AFFAIRS**

One of the major duties of media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. People can listen, watch and read latest news whenever and wherever they want.

### **POLITICAL AWARENESS**

Media is the overseer of the political system. If it plays its role honestly, it will be a great force in building the nation. It plays a great role in bringing common man close to their leaders. The media focuses in bringing details of all major political situations. Decisions and scenarios. Hence people can better understand their rights and make better decision.

### **EDUCATION**

Because of the power of media is so extensive and huge, it can be used to educate people with very little cost, imagine a classroom in every city with thousands of students being taught by just one teacher. But unfortunately, because of money making approach of media and lack of interest by government, very less work is done in spreading the education.

### **PUBLIC ANNOUNCEMENT**

Various authorities and agencies utilize the power of media to send informative messages to public. This may include warning against a storm or epidemic, delay in arrival or departure of flights and trains, etc. In some cases, it is legally binding to publish notices in newspaper like tenders, change of property ownership etc.

### **ADVERTISEMENT**

Almost all business concerns uses the power of media to sell their products. They advertise in media for the enhancement of business purposes. Huge amounts of money are invested in media for marketing of a product. The more attractive the advertisement, the more people will follow it.

### **SPORTS PROMOTION**

The media is now a significant medium for sport coverage, allowing fans to access the latest news about their favourite team, sport or event. The technology and means available for delivering sport to different sections of society is continuing to rapidly grow. Changes in contemporary technologies and the economies of the broadcast and print media have contributed significantly to an expansion in the volume of sports texts and to the emergence of new styles of sports writing.

## COMMUNICATIONS TYPE

- Media (communication), tools used to store and deliver information or data. Advertising media, Broadcast media, Digital media, Electronic media, Hypermedia, media, Mass media, Multimedia, News media, Print media, Published media, Recording media, Social media.
- *TV and Radio, Cable and Satellite, Ceefax and Teletext, Internet, Newspapers and Magazines, Books and Films* are the best sources of promotion of sports

## EFFECT OF MEDIA ON SPORTS

The Media have come to play a significant role in the constant reformulation of the term 'sport'. Our every sense of the meaning of the category sport has been shaped by the emergence of the sporting press and television sport." So the media's biggest impact on the sporting world is actually determining what constitutes a sport? It has come to almost be recognized that an activity is only a sport if it receives television coverage. Media coverage of an event can make or break it, if a medium covered more women's football, would it increase in popularity? Sports on television can help viewers get a 'taste' for them and perhaps inspire them to experience the live event. The media can determine what or who you watch; it can alter your perception of a player or team, The media's level of influence upon sport is unimaginable.

Sport's relationship with the media has many positive aspects. These include the mass media's ability to reach the general public and introduce them into the game. BSkyB started showing live premier league matches? How much revenue has that earned the clubs? Television also allows the public to access a variety of sports, particularly sports from other nations. In particular hugely popular American played sports such as Basketball, Hockey and Gridiron are now easily accessible from all over the world via an array of media. Also "television allows access to sport to be made available to a mass audience and it can provide access for the old, the infirm, and those displaced from their home town." The impact of the media can be seen here, it provides access to the masses, allows those that could not usually view live sport to do so, which can only be a positive influence. However there are worries that this trend could eventually go too far, and we could see in this country the decline in attendance that have been experienced in countries such as Spain and Italy. In fact "It can be argued that television coverage of football deprives the viewer of the freedom and the experience of the live spectator. So are there indications that live sport can have a negative effect on match attendances? In other countries football attendances have declined, but so far there is no indication that this trend will arrive in England.

The media has impacted upon how players are viewed. Media's involvement in sports has resulted in "Sports" mutating into an entertainment medium on par with show business." Without the intense media interest in sport would those that compete have ever reached the level of celebrity that they have achieved? The media representation of players is such that they can determine what a nation thinks of them. The English press particularly is renowned for 'building

players up, only to knock them down. For instance after David Beckham's dismissal in World Cup, 98, the media instigated what was effectively a hate campaign' against him. Now he is a media darling and can do little wrong in their eyes, or the eyes of a fawning public. Media coverage has created 'sperstars', more celebrity than sportsperson. They adorn the front pages as well as back and appear in glossy magazines.

Perhaps the most serious aspect of media's impact upon sports and how they are viewed is media representation of sport and its performers and how that can effect aspiring sportsmen, women and the viewers, Barnett has suggested that "television overlooks issues of politics and controversy involved in football, and moreover it is suggested that in many cases television helps generate racial and sexual stereotypes through sport." Do the media misrepresent athletes? Do the media contribute to stereotyping? Tudor believes this to be the case and has suggested that "television commentaries commonly use ethnic and racial stereotypes to describe foreign and international players." So do racial stereotypes still exist in modern media? There is still the implication that some African football players are tactically incapable and focus on women participants' looks or personalities rather than their sporting prowess. Of course, unfortunately, there is also still direct discrimination on our screens, a recent example being Ron Atkinson's racist invective against Chelsea FC's Marcel Desailly. The Media's representation can impact upon the sport in question because it can affect public opinion of that sport. Media representation of a sport can also effect, to an extent, who plays the game. "Apparently positive images of black achievement reinforce the stereotype of black athleticism, and so limit the perceptions of teachers and coaches about other accomplishments." So it can be deduced that media representation has an effect non only upon the men and women that participate in it but on wider society that are influenced by sports and sporting figures.

It is clear that the popular media have an effect all over sport, from the way it is run, to the way it is played, to the way it is watched. These effects are both beneficial to sport and hinder it. What is clear though is that this is a mutually beneficially relationship. Without each other they would not have reached the levels they have done "TV has made sports a multi-billio dollar industry. In the process, athletes have been transformed from mere heroic figures into highly skilled, highly paid commodities." One certainly is that the two will continue to impact upon each other, for good and bad, for the foreseeable future.

### **THE SPORTS WE WATCH, READ AND LISTEN TO**

With the development of satellite and pay TV, it is now possible to view a wide range of sports. Despite the choice, it is still the traditional team sports such as football that capture much of the public and media attention.

Debate surrounds the issue as to why certain sports such as netball and soccer receive relatively little media exposure in Australia, especially given that they are Australia's most widely played sports. Heidi Packer, who manages media relations for Netball Australia, believes that in order

for netball to develop, 'It is important that our champions be promoted in the same way that the football codes promote theirs.' (Heidi Packer interviewed 17 June 2004).

### **HOW THE MEDIA COVERS SPORT**

One of the most popular events on television each year is the Bathurst Motor Car Race. Over two million people watch the race on television and cameras ring the track to capture the action from every angle. Cameras are also placed inside the cars and a helicopter circles overhead relaying images back to the broadcast control room. Gerard Doyle from Channel Ten Motorsport explains that constant efforts are made to get drivers to take their helmets off when not at the wheel, 'We really want the public to get to know our stars, and it's hard to do that if you don't know what they look like!' (Gerard Doyle interviewed 17 June 2004).

### **ABORIGINAL STARS**

From Lionel Rose to Evonne Goolagong Cawley and Cathy Freeman an important aspect of the media's coverage of sport has been the way in which it has allowed the community to recognise the outstanding contributions of Indigenous Australians to Australia's sporting history.

### **SPORTS MEDIA OUTLETS**

Online websites such as Sportal offer instant sporting updates. Newspapers such as The Courier Mail and The West Australian continue to cover sport in great detail.

All commercial television, radio and public broadcasters offer significant sporting coverage as well.

SBS television provides viewers a wide range of sporting choices with an international flavour. Over 1.5 million Australian homes are now connected to pay TV services. These broadcasters offer dedicated sports channels such as Foxsports that not only focus on the more popular sports, but also present traditionally less well covered sports such as snow boarding and surfing.

With the introduction of digital broadcasting in March 2004, the choices for viewers utilising these services are increasing exponentially.

### **SPORT AND CELEBRITY**

In developments that Annette Kellerman would well understand, the reporting of sport has expanded across the media spectrum to include what would, in a previous era, be termed 'variety shows'. Programs such as the Footy Show on the Nine Network have made presenters Eddie McGuire (prominent Australian Football League figure) and Paul Vautin (champion National Rugby League player) national celebrities.

And it doesn't end there: stars from a wide range of sports have moved beyond the boundary lines of their chosen sport out into the general media. The skills and public profiles acquired during sporting careers stand these individuals in good stead for future media appearances.



## THE MARRIAGE OF MEDIA AND SPORTS

The relationship between mass media and sports has profoundly influenced both institutions. From the late 18th century onward, this relationship has passed through a series of stages, the first of which was parallel development, with the mass media reaching a broader audience through new technologies and market growth while sports were attracting a growing base of paying spectators. Next, their trajectories began to intersect—the commercial mass media (especially after their emergence in electronic form) increasingly viewed sports coverage as an inexpensive way of supplying much-needed content. Sports were correctly perceived as ideal for capturing audiences for advertisers. Public or state media also recognized sporting events as opportunities to reaffirm national culture and to bolster patriotism. As the economic infrastructure of sports developed to the level of a bona fide industry, sports entrepreneurs began to see the mass media as important for generating interest among spectators and sponsors.

**The media affects salary structure:** Pervasive national marketing and exposure tends to make the pinnacle of any sport top heavy. Media focus on big league baseball provides more dollars to the top while robbing farm leagues of viewers and attendees. In baseball Double 'A' games go unattended while potential fans watch the Yankees on TV. The resulting salary disparity between a Triple 'A' player and even a mediocre Big League player is enormous and growing. National coverage is the reason. Big media demands national stars that dominate public patronage.

**The media affects how the game is played and officiated:** It can be argued that headlines encourage extravagant behavior both on and off the court. The monetary reward is high. Sports celebrities realize they make more money when they get their name in lights just like Paris Hilton and Madonna. The quest for headlines nurtures the natural fascination in everyone to witness a train wreck and turns. The NBA is often ridiculed for allowing superstars to travel and foul. Many basketball fans hate the NBA because its one-on-one exhibition of superstars is not the team game they know and love. Certainly a team sport dominated by superstars does not advance the sport. Recent American performance in the Olympics proves it. Perhaps the effect on officiating is best seen in college basketball. It varies hugely from game to game and at its extreme benefits one team much more than the other. The fascinating trend is how often swings in officiating seem eerily sympathetic to requests from media commentators before the game. Unfortunately one team ends up struggling to adjust to the style of play the officials allow. Perhaps inconsistency is the largest hurdle. But no one believes that officiating is a sole result of the referees on the court or the coaches on the sidelines.

**The media affects what we learn about sports:** We are not being inundated with TV segments on the development of stellar team play. We're not going to hear much about a great basketball defender with morals. TV coverage of the elements of great teams is almost non-existent. The relationship between individual character and successful teams is less explored today than it was

twenty years ago. We are definitely not learning how team sports contribute to character development from sports coverage.

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