



International Journal of Arts & Education Research

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

Dr. Dilbag Singh^{*1}, Dr. Sukhbir Singh²

¹Asst Prof, Department of Physical Education K.U.K, Kurkshetra, India.

²Assoc Prof, University College, Kurkshetra, India.

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.