



Role of Media in the Promotion of Sports

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Abstract

The purpose of the study was to know the role of Media in the Promotion of Sports. The survey design was used to collect, collate, and analyze data by employing the instrumentation of interview and Questionnaire developed by Sahu (2005) and modified by the researcher. The sample of the study was the print media persons (n = 20) of Aligarh, related to different print media houses; they were randomly selected. Frequency tables and simple percentages were used to analyze and interpret the data. The result of the study revealed that Media does not play its proper role in promoting the sport in Aligarh.

Keywords: role of Media, promotion, sports.

Introduction

Media is a technical system, which consists of printed and electronic communication, which communicates rapidly and simultaneously with a large percentage of the population. The element in the communications process by which the message is transmitted is known as media. The Media affects sport itself, as well as teams and individuals; the Media includes any form of promotion of sport, such as:

- TV and Radio - Show (or commentate on) matches and competitions. There are also highlights; documentaries and quiz show about sports.
- Cable and Satellite TV - These show events on a pay-per-view basis

- Internet - All teams and dominant athletes have their websites where you can find all kinds of information about the team/athlete/matches
- Newspapers and Magazines - Print predictions and results, as well as articles about athletes and clubs
- Books and Films - Biographies are big business for ex-sports players
- Technology is fundamental to the coverage of sport in the media. Not only does it allow all of these forms of media to be possible, but it also allows features like photo finishes, instant replays, split times, etc

Positive Effects; The media coverage of sport has sound effects:

- Money - Media companies pay for the rights to show a sporting event. Also, sports shown on the TV generate more sponsorship
- Education - People learn the rules of the sport from watching it on TV
- Role models - Seeing good sportspeople on TV and in newspapers makes them a role model for people to look up to
- Inspiration - Media brings sport to people who may not usually get to experience it otherwise. This can encourage people to get involved
- Coaching aid - Watching professionals on the TV can help you see how a technique should be performed which could help your performance

Negative Effects; The media can also harm sport:

- Bias - Only accessible sports get much attention on the TV and in newspapers etc. This does not help encourage people into the less popular sports
- Lack of Attendance - For matches that are shown on TV, ticket sales often drop
- Overload - There is much sport on TV nowadays, some say too much.

The media must be considered as clients. Effective relations with media outlets will provide significant opportunities for communicating marketing concepts and product information with other clients and customers. Radio, television, and newspapers are the traditional media sources with which the sports marketers must become familiar, by providing a high-quality service to the media, all marketing functions can be enhanced.

Profiles of Major Media Types

Medium	Advantages	Limitations
Internet	Allows messages to be customized, reaches specific market interactive capabilities.	Culture, audience characteristics, hard to measure effectiveness.
Newspaper	Flexibility; timeliness; good local market coverage; broad acceptability; high believability.	Short life; poor reproduction quality; small pass-along
Television	Good mass market coverage; low cost per exposure; combines sight, sound and motion; appealing to the senses.	High absolute costs; high culture; fleeting exposures; less audience selectivity.
Direct Mail	High audience selectivity; flexibility, no ad competition within the same medium; allows personalization.	Relatively high cost per exposure.
Radio	Good local acceptance, high geographic and demographic selectivity; low cost.	Audio only, fleeting exposure; low attention
Magazines	High geographic and demographic selectivity; credibility and prestige, high-quality reproduction, long life, and good pass-along readership.	Long advertisement purchase lead time; high cost, no guarantee of position.
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity.	Little audience selectivity; creative limitations.

Methodology

The survey design was used to collect, collate, and analyze data for this study employing the instrumentation of interview and Questionnaire developed by Sahu (2005) and modified by the researcher. The sample of the study was the print media persons (n = 20) of Aligarh related to different print media houses; they were randomly selected. Frequency tables and simple percentages were used to analyze and interpret the data.

Results and Discussion

Table 1 representing the frequency and percentage of respondents satisfied with the functioning of print media in Aligarh city?

Types of response	Frequency of response	Percentage	Chi-square
YES	8	40%	2.4
NO	12	60%	

Table 1. revealed that 40% of print media personalities gave the response that they are satisfied with the functioning of print media in Aligarh City, while 60% of respondents gave their responses negatively. The chi-square analysis was carried out to check the divergence of the responses. The obtained χ^2 value of 31.40 at 0.05 level of significance was lesser than the tabulated χ^2 value of 2.4. This clearly indicates that a significant difference was not found in the pattern of response for the item satisfied with the functioning of all print media in Aligarh City.

Table 2 represents the frequency and percentage of responses: satisfied with the coverage of mega sports events by print media in Aligarh city?

Types of response	Frequency of response	Percentage	Chi-square
YES	14	70%	15*
NO	06	30%	

*Significant $\chi^2_{m5} (01) = 3.84$

Table 2. revealed that 70% of print media personalities gave the response that they are satisfied with the coverage of mega sports events by print media in Aligarh City, while 30% responded negatively. The chi-square analysis was carried out to check the divergence of the responses. The obtained χ^2 value of 31.40 at 0.05 level of significance is greater than the tabulated χ^2 value of 15. This clearly indicates that a significant difference was found in the

pattern of response for the item satisfied with the coverage of mega sports events by print media is Aligarh City.

Conclusion

It is concluded that the Media does not play its proper role in promoting the sport in Aligarh. It was seen that the Media's functioning related to the promotion of sport was not satisfactorily. It was also seen that the media are covering only the mega-events of sport. Furthermore, it is concluded that due to the lesser media coverage of sport, the sport and the sportspersons of the area are getting lesser recognition. Hence the media should pay more attention to the coverage of sports in Aligarh so that the name, fame, and the economy of the area can be generated.

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