



ISSN: 2456-4419

Impact Factor: (RJIF): 5.18

Yoga 2022; 7(1): 267-270

© 2022 Yoga

[www.theyogicjournal.com](http://www.theyogicjournal.com)

Received: 28-02-2022

Accepted: 04-04-2022

**Dr. Vasanta Pundalik Raut**

Assistant Professor, Mahatma  
Jyotirao Phule Sharirk Shikshan  
Mahavidyalaya, Mohpa Road,  
Umred, Nagpur, Maharashtra,  
India

## The role and effect of media and journalism in sports

**Dr. Vasanta Pundalik Raut**

### Abstract

The sports columns in modern newspapers have become extremely popular. There is probably more universal reader interest in the sports pages than in any of the other parts of the modern newspapers. Sports throughout the world have assumed an importance beyond the recreational aspect. As a result, readers are demanding more and more reading matter on sports events. It is heartening to note that of late sports have received a strong impetus in India. Our people are now taking more interest in games, sports, and athletic events than they were doing formerly. Government's interest in sports, once lukewarm, has also heightened to an appreciable degree. The formation of the Sports Council and Sports Authority of India and establishment of the National Institute of Sports are all illustrative of the changed trend. A number of States have introduced sports as compulsory subject in schools and some of them have started sports schools and sports hostels, etc. Almost all newspapers of standing in our country, particularly English language newspapers, are devoting at least one full page to sports news. Some of the bigger newspapers are devoting two to three pages regularly. This demonstrates the tremendous pull sports command on the minds of newspaper readers.

**Keywords:** Journalism, journalists, media, newspapers, sports

### Introduction

Media is the plural form of medium, which (broadly speaking) describes any channel of communication. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information. Anything that can reach or influence people, including phones, television, and the Internet can be considered a form of media.

Media is a mosaic of different mediums such as print, television, and internet. Sports and the media enjoy a very symbiotic relationship. Sport is one of the well-published issues in the media and journals. Sports channels have consistently been the second most watched genre after mass entertainment. Sports columns are the most awaited in the newspapers. New technologies are used everywhere in coverage of sports: Sports news is the best possible entertainment, and watching sport online or on TV is the best possible way to witness the actual thing happening.

In the context of informatics, media means both the devices used to store data (hard drives, CD-ROMs, diskettes, etc.) as well the ones used to transmit it (cables, wires), or even propagate it in its many forms (videos, sounds, podcasts, etc.). In modern times, media are gravitating more and more towards the digital side of this field.

Modern digital media include all forms of communication that are transmitted electronically across the world through computer networks and fiber optic cables. Some of these modern forms of media, such as the Internet or social media (Facebook, Twitter, Instagram, etc.) have completely revolutionized our world.

### Techopedia Explains Media

The history of media is often (somewhat jokingly, but also seriously) seen as a tautology. Recorded history itself requires some form of media on which it can be stored and passed along through time. The innovation of printing press technology culminated in many different shifts in Western culture, from the intellectual realm to the legal space and beyond.

Twentieth century digital technology gave rise to digital media, which in turn facilitated the creation of the internet. Academic research, in addition to American military support, led to

**Corresponding Author:**

**Dr. Vasanta Pundalik Raut**

Assistant Professor, Mahatma  
Jyotirao Phule Sharirk Shikshan  
Mahavidyalaya, Mohpa Road,  
Umred, Nagpur, Maharashtra,  
India

the development of ARPANET, in which the decentralization of data and packet-switching technology foreshadowed the rise of the internet, and thus framed the modern digital media landscape.

There are several forms of media available today, although some have fallen into obsolescence already:

- Traditional media includes newspapers, journals, radio, television, magazines, and even billboards. Traditional media is broadly divided into two subcategories: print media and broadcast media.
- Print media is the oldest form of media and includes all types of printed paper publications, such as newspapers, magazines, books, reports, clinical journals, leaflets, essays etc.
- Broadcast Media was introduced at the beginning of the 20th century in the form of radio and (later) television. As the introduction of TV downsized the importance of radio as a means for people to access information in the form of news, broadcast TV is now starting to fall behind as online media sources take over.
- Digital media, which makes up an increasingly vast portion of modern communications, is comprised of intricately encoded signals that are transmitted over various forms of physical and virtual media, such as fiberoptic cable and computer networks. Modern digital media include the Internet as a whole, but on a more granular level, “media” is used to indicate websites, blogs, podcasts, videos, digital radio stations, and mobile phones, as well as the communication methods used to transmit data such as instant messaging, video calls, and emails.
- Computer media is a term that is often used in informatics with several different meanings. It is used to describe the electronic devices used to store data, such as hard drives, USB drives, DVDs, CD-ROM, and floppy disks. It also refers to the transmission media (cables) used to link workstations together such as coaxial cables, fiber optic cables, and traditional electrical wires (twisted-pair wires). More broadly, all technologies used to communicate information such as videos, pictures, sounds, and presentations are often referred to as media or multimedia (if they combine different types of media).
- Mass media include all of those media channels which can reach a large number of people at the same time. Traditional mass media include TV and radio channels, as well as national and international magazines, while digital mass media mostly refers to social media platforms and popular online magazines. Some find it reasonable to include some video games such as massively multiplayer online role-playing games (MMORPGs).
- Social Media have been mentioned already, as these platforms are included in both the mass media and digital media categories. They consist of applications and websites used by people to share content in real-time, using their computers or smartphones. They represent a revolutionary technology that influenced the last decade by allowing everyone to share virtually any kind of information at the global level.

Sports journalism is a form of journalism that reports on sports topics and events or sports journalism is a form of writing that reports on sporting topics and competitions. Sports journalism is an essential element of any news media organization. Sports journalism includes organizations

devoted entirely to sports reporting – newspapers such as L’Equipe in France, La Gazzetta dello Sport in Italy, Marca in Spain, and the defunct Sporting Life in Britain, American magazines such as Sports Illustrated and the Sporting News, all-sports talk radio stations, and television networks such as Eurosport, ESPN, and The Sports Network (TSN). While the sports department (along with entertainment news) within some newspapers has been mockingly called the toy department, because sports journalists do not concern themselves with the “serious” topics covered by the news desk, sports coverage has grown in importance as sport has grown in wealth, power, and influence.

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
- **Ceefax and Teletext:** Have up-to-date information about events in the world of sport
- **Internet:** All teams and major athletes have their own 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 exsports players.

Technology is really important 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 such as photo finishes, instant replays, and split times

#### Definition of sports media

Sports media refers to various means of communication on sports, such as television, radio, and newspaper which are different types of media. The term can also be used as a collective noun for the press or news reporting agencies.

#### Role of media and journalism in sports

Deliver multiple sport events often multiple languages. Media provide us often with live matches. Detailed information journals’ provide us with the biography of a player, records, and crucial moment of the game. Spectator Sports Entertainment.

#### Sports and press

Newspaper was started in the year 1780 in India. In the late 30s of the 19th century, sports became a topic in newspapers. The press is the oldest medium regularly informing people about sports.

#### Sports magazines

- Sports illustrated – USA (1954)
- Le Auto – France (1900)
- La Gazzetta dello Sport – Italy (1896)
- La velo – France(1891)
- Kicker – Germany (1920)
- Sportstar – India
- Sportstar is a popular sports magazine published in India
- Recently Sportstar shifted from the magazine format to a tabloid one.

#### Sports and radio

In the year 1927, the radio took advantage of reporting live

sports over newspaper in India. Results and scores can be diffused instantaneously in a very flexible program. Anywhere accessible, in the car, garden, etc.

### Television

Television programs began in 1959. Television has clearly become the leading medium in context of sports. Transmits not only sound but also live images, the feeling of “being there” close up shots, replays, slow motion, and different angles.

### Internet

Since the mid-1990s, not only television but also the internet can transmit live pictures of sports events. The internet allows a fast worldwide transfer of data, so it is well suited to the transmission of sports news. Official websites of sports organizers, events, and players.

### Role of universities in sports media

Various universities in India offer courses on media and journalism. The course objectives are .... Today career in sports is at its boom and which also brings wonderful career opportunities for sports journalists as well. Degree in journalism prepares students to sports reporting career and also introduces them with the writing of a sports writer and media professionals use. The career opportunities in sports journalism are match reporter, freelance sports journalist, and sports writer.

### Universities and sports journalism course

- M.Sc. in Sports Journalism
- Tamil Nadu Physical Education and Sports University.
- P.G Diploma in sports journalism course
- Certificate course in sports journalism
- Alagappa University, Karaikudi.
- Diploma in sports journalism
- Sri Guru Teg Bahadur Khalsa College, University of Delhi.

### Advantages of media over journalism in sports

- The speed of live coverage and the ability to show the moving highlights.
- As in journal, distribution of message not limited to geographic area.
- Long shelf life. With update.

### Positive Effects

The media coverage of sport has good effects:

- **Money:** Media companies pay for the rights to show a sporting event. Furthermore, 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 sports people 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 normally 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.

### Drawbacks in Indian sports media and journalism

- Unbalanced sports coverage prevalent in the Indian

media (online, television, and print).

- Sport journals neglects non-cricket Indian sports.
- Media generally ignores Indian sports women.
- There are not enough good sports magazines in Indian languages.

### Negative Effects

The media can also have a negative effect on sport:

- **Bias:** Only the really popular 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 a lot of sport on TV nowadays, some say too much!
- **Attention:** Sport stars often complain of too much attention being paid to their private lives
- **Demands:** The media can put pressure on the organizers of sporting competitions to make the viewing experience better for TV audiences. For example, in a previous Olympics, the marathon was run at a time which suited TV companies, even though it was at the hottest time of day!

### Conclusions

Sport is one of the well-published issues in the Net. Sport issues gain a lot of publicity and discussions in the media. Media intensify and extend the process and effects of commercialization of sport. They bring us information, interpret it for us, and entertain us.

Sport is not shaped by the media in general or by television in particular requires interaction of athletes, agents, sport team owners, event sponsors, media representatives, advertisers, and a collection of spectators with varied interests. Existence of sport does not depend on media or journalism but its success as a form of commercial entertainment. Sport requires the media to provide both coverage and news. All in all, sports journalism and media seem to be more accepted and integrated today than before.

### References

1. Mass Media. Retrieved December 9, 2013, from Dictionary.com <http://dictionary.reference.com/browse/mass+media>
2. Pavlik J, McIntosh S. *Converging media: An introduction to mass communication*. Boston: Pearson Allyn and Bacon; c2004.
3. Radio and Television. In *History*. Retrieved December 11, 2013, from <http://www.history.com/topics/radio-and-television>
4. The Gutenberg Press. In *Treasure's of the McDonald Collection*. Retrieved December 11, 2013, from <http://scarc.library.oregonstate.edu/omeka/exhibits/show/mcdonald/incunabula/gutenberg/>
5. Bachel, Beverly. Scoring big: It's not whether you win or lose, it's how you play. *Current Health* 2, a Weekly Reader Publication. 2009;35(7):16-20.
6. Clifford Ken. Sport's also about sportsmanship. *Newcastle Herald*. 2013;1(33).
7. Corcoran Mark. Drone journalism takes off. *Australian Broadcasting Corporation*; c2012. Retrieved 25 March 2012.
8. Feezell Randolph. Sportsmanship. *Journal of the Philosophy of Sport*. 1986;13(1).
9. Adrews P. *Sports journalism: a practical guide*. London,

- SAGE Publications; c2005.
10. Hundley H, Billings A. Examining Identity in Sports Media. Los Angeles, SAGE Publications; c2010.
  11. Kotler P. Marketing Management: Analysis, planning, implementation and control. 6<sup>th</sup> ed., New York, Science Press; c1993.
  12. Lu YZ. Sports Sociology in China. Beijing, Beijing Sport University Press; c2000.
  13. Real M. Media Sport: technology and the commodification of postmodern sport, in L.Wenner (ed.) Media Sport. London, Routledge; c1998.
  14. Rowe DC. Sport, Culture and the Media. 2th ed., London, Open University Press; c1999.
  15. Available from:  
[https://www.us.sagepub.com/sites/default/files/upmbinaries/11147\\_01\\_Boyle\\_Introduction.pdf](https://www.us.sagepub.com/sites/default/files/upmbinaries/11147_01_Boyle_Introduction.pdf).
  16. Available from:  
<http://www.indiaeducation.net/masscommunication/7-journalists-whochanged-the-face-of-indian-journalism.html>.
  17. Available from:  
[http://www.shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/347/2/02\\_introduction.pdf](http://www.shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/347/2/02_introduction.pdf).
  18. Available from:  
[https://www.en.wikipedia.org/wiki/Sports\\_journalism](https://www.en.wikipedia.org/wiki/Sports_journalism).
  19. Available from:  
[https://www.asthabharati.org/Dia\\_Oct%2005/bal.htm](https://www.asthabharati.org/Dia_Oct%2005/bal.htm)