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## Print media coverage of ISL-2023-2024

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### Abstract

Among various ways of media, newspaper reading plays an important role in helping us to gather information about the entire world. It is really a must for modern life. Through media we can collect the information from the whole world. Print media has become the part and parcel of our life today. Media sports became a new cultural fusion of sports with communication. The purpose of the study was to get some information about the print media coverage of ISL 2023-2024. The objective of this study was to study the status of newspaper coverage of one English and another Bengali newspaper during the period of ISL-2023-2024 considering 139 days. The competition was started on 17<sup>th</sup> November 20<sup>th</sup> march and thus the considering the competition review and the next days. The data was collected from the two news papers one Bengali and one in English. The areas covered are total picture and literature given about the ISL in both the news papers. The results has given an idea about the coverage of ISL and football in print media. The results also showed that there has been no significant difference when the given picture and literature was considered among the two news paper.

**Keywords:** Print media, ISL, football

### Introduction

Among various ways of media, newspaper reading plays an important role in helping us to gather information about the entire world. It is really a must for modern life. Through media we can collect the information from the whole world. Print media has become the part and parcel of our life today. Media sports became a new cultural fusion of sports with communication. Through media the feelings, values, priorities of sports are communicated with the general spectators. Print media helps us to visualize the happenings of everyday life in more realistic way that compels us to think deeply about the incident. We can't think a daily newspaper without its sport coverage. In such a way various popular and less popular newspapers are covering different intensities of competition and sports program, the related sports persons, their life, their performance. So this is quite important for all of us to go through the sports related news in newspaper.

Football more commonly known as football or soccer. It is played by 250 million players in over 200 countries and dependencies, making in the world's most popular sports. Football is India's second most popular sports. There are many football league have observe in India like Indian Super League, i-league, Kolkata league, Mumbai soccer league etc. ISL is the best soccer league in India. The Indian Super League [ISL] is a men's professional football league in India. The league is officially named the Hero Indian Super League for sponsorship reasons. The Indian Super League was officially launched on 21 October, 2013 by IMG-Reliance, Star Sports. and AIFF and still it continued.

### Purpose of the study

- To get some specific information about the print media coverage of different sports events.
- To compare the coverage of different football event of two news papers.
- To compare the media coverage of *Anandabazar patrika* and the *Telegraph* sports person.

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**Methodology**

**Materials and Methods**

**Participants**

Two newspapers were considered: The Anandabazar patrika in Bengali, and the Telegraph in English to determine the area of coverage was provided in each newspaper and in aggregate and its comparison through different angle. The main area of measurements included were the coverage of description of different competitions, and coverage the photographs of different performers. All the measurements were taken only considering the Indian super league. No coverage of personal columns was considered.

**Instruments and Procedure**

Simple measuring scale was used to measure the area. The length of the column and width of the row of specific ISL sports news was first measured and then measured the photograph covered area. The first date was 21<sup>st</sup> September 2023 and last date was 4<sup>th</sup> may 2024. The total period of games was 139, was immediately after the next day's completion of the games.

**Statistical analysis**

The obtained data were treated statistically to get results and draw the conclusion. The Mean and SD, bar diagram will be used as descriptive studies.

**Findings**

**Table 1:** Print media coverage of ISL 21st September 2023 to 4<sup>th</sup> May 2024 in two different newspapers.

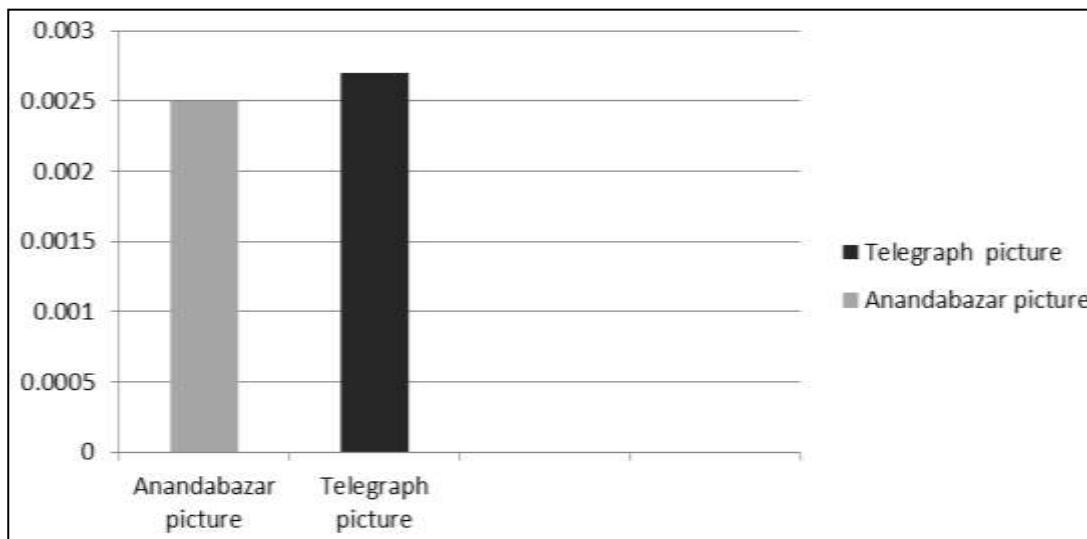
<i>Anandabazar patrika</i>			Telegraph		
Picture	Literature	Total	Picture	Literature	Total
0.19 m <sup>2</sup>	0.72 m <sup>2</sup>	0.91m <sup>2</sup>	0.20m <sup>2</sup>	1.03m <sup>2</sup>	1.23m <sup>2</sup>

It is clear from the above table that in case of the total area of coverage of the review of the competition in the English newspaper, the Telegraph (1.23 m<sup>2</sup>) was more than the Bengali newspaper the *Anandabazar patrika* (0.91 m<sup>2</sup>). In case of photo coverage the English newspaper the Telegraph (0.20 m<sup>2</sup>) was more than the coverage in the Bengali newspaper the *Anandabazar patrika* (0.19 m<sup>2</sup>). In cases of literature coverage in the Telegraph (1.03 m<sup>2</sup>) was more than that of the *Anandabazar Patrika* (0.72 m<sup>2</sup>).

**Table 2:** Print media coverage of the picture of ISL in two different newspapers

Variables	<i>Anandabazar patrika</i>		Telegraph		P value
	Mean	SD	Mean	SD	
Picture	0.0025	0.05	0.0027	0.052	0.49

From the above table we can see that the mean and S.D. (.0025 & 0.05) of picture coverage of the Bengali newspaper was less than the English newspaper (0.0027 & 0.052). Here the 'P' value was 0.49 which was greater than 0.05 and thus the difference was not significant.



**Fig 1:** Graphical presentation of coverage of total picture of ISL in two different newspapers.

**Table 3:** Print media coverage of the literature of ISL in two different newspapers

Variables	<i>Anandabazar patrika</i>		Telegraph		P value
	Mean	SD	Mean	SD	
Literature	0.0097	0.098	0.0139	0.117	0.40

From the above table we can see that the mean and S.D. (0.0097 & 0.098) value of literature coverage of the Bengali newspaper was less than the English newspaper Mean and SD (0.0139 & 0.117). Here the 'P' value was 0.40 which was

greater than 0.05 and thus not significant. So there is no significant difference of coverage of literature in the said two newspapers.

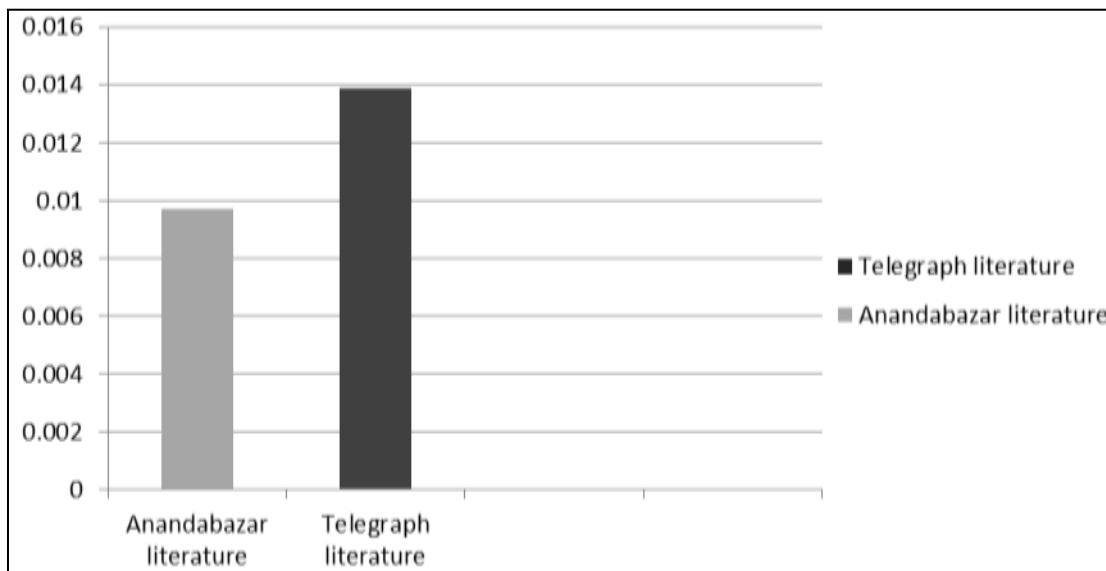


Fig 2: Graphical presentation of coverage of total literature of ISL in two different newspapers.

Table 4: Print media coverage of the total literature and picture of ISL in two different newspapers

Variables	Anandabazar patrika		Telegraph		P value
	Mean	SD	Mean	SD	
Total	0.0122	0.11	0.0166	0.128	0.41

From the above table we can see that the mean and S.D. (0.0122 & 0.11) value of the total picture and literature coverage of the Bengali newspaper was less than the English newspaper Mean and SD (0.0166 & 0.128). Here the ‘P’ value was 0.41 which was greater than 0.05 and thus not significant. So there is no significant difference in total coverage of literature and picture in the said two newspapers.

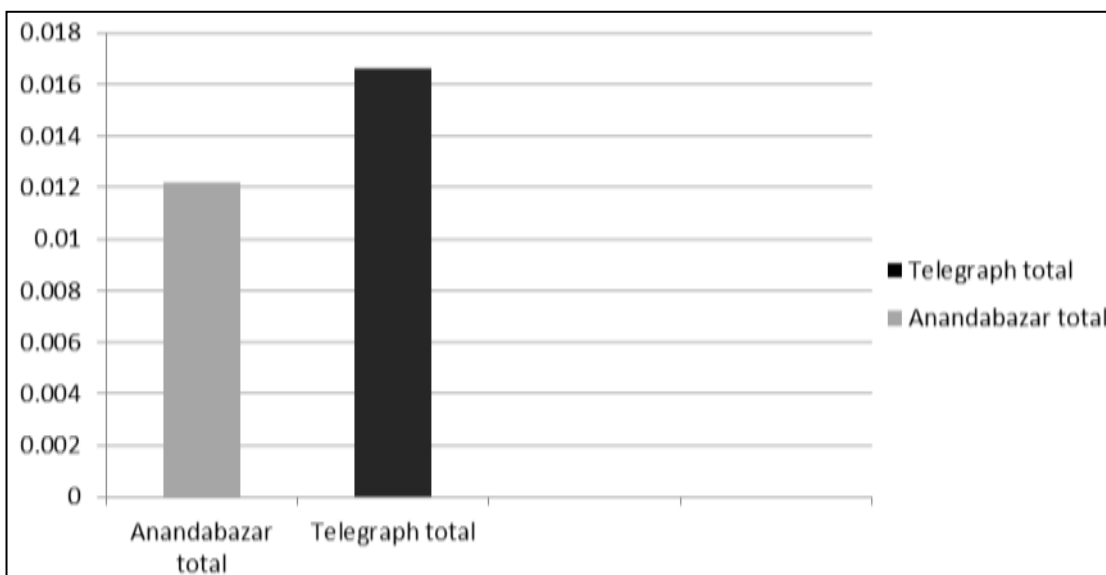


Fig 3: Graphical presentation of total coverage of literature & picture of ISL in two different newspapers.

**Conclusion**

1. In comparison to Bengali Newspaper the coverage of English newspaper was more.
2. The Coverage depends upon the intensity of the competition.
3. The Commonality, Winning, Relative quality of competitive team etc. were the major factor to decide the area of mileage.
4. Endorsement, Sponsorship, merchandising opens the media market and control the coverage.
5. Media providers demand for Icon and provide media mileage for them.
6. Local sports performer’s gets advantage in comparison to others in case of media coverage.
7. Controversies, scandal, scam etc. has great impact on the

8. media coverage.
8. Performance is the most influential deciding factors in case of the media coverage.
9. Generally the Mohun Bagan SG team’s performance coverage was more than the other team performance.
10. Photographs of the Bengali newspaper Anandbazar patrika and the English newspaper the Telegraph are almost equal.
11. The circulation rate and the coverage area got priority to decide the coverage strategy.

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