



# REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

VOLUME - 10 | ISSUE - 2 | NOVEMBER - 2020



---

---

## SPORTS MEDIA IN CURRENT SITUATION

**Dr. Srinivas S. Kolkur**

Guest Lecture, Department of Physical Education,  
Gulbarga University, Kalaburagi, Karnataka.

### ABSTRACT

*An outstanding development in modern physical education is the increased use of supplementary devices by which the people through the use of more than one sensory channel helps to clarify establish and correlate accuracy. Concepts interpretations and appreciations; increase knowledge Process interest and even evoke worthy emotions and enriches the imagination of sport lovers. This paper will provide detail information of Current Scenario of Sports Media and its benefits.*



**KEYWORDS:** Sports Media, Sports.

### INTRODUCTION

Sports media takes place at two levels i.e. indirect and direct uses. Thus the sports Media materials are quite helpful in broadening. They supply a concrete basis for conceptual thinking; they give rise to meaningful concepts towards enriched by meaningful associations. Researchers have also recommended that in sport media should appeal to the mind chiefly through the visual and auditory sense organs. Since it is possible that sixty percent of our leisure time is absorbed through these.

### Sports Media can play a major role in promoting International understanding:-

Sports media can bring about mutual understanding and appreciation of cultural values and ways of living among the different nations of the world. Enlightened and sympathetic attitudes can be developed among the children and adults through the media, films and radio programme can be exchanged among the different countries. Coloured sides on work of out of different countries lead to mutual appreciation of eastern and western cultural values.

### Sports Media give variety to new techniques:-

Child generally represents rest from the traditional activities of the school. When using them. The child is experiencing something different. Variety is always attractive to the child as well as to the adult. Sport media provide a change in the atmosphere of the society. They allow some freedom from the formal instruction of the traditional type. While using sensory medias, the people move about talk, laugh, question, comment upon and in other ways act on skill, in natural manner as they do in the field. The attitude of an official and players is also varying friendly and Co-Operative. In this way the Sports media motivated when people did because they want to and not because the official and players want them to do.

**Sports Media supply the context for sound and skillful generalizing:-**

Play lacks the specificity, the warmth, indeed some of the unutterable poignancy of concrete experiences. Through direct purposeful, first-hand information and semi concrete sports media broadcasting. We can supply the context for sound and skilful generalizing.

**Many of the Sports Media provide the child with opportunities to handle and manipulate:-**

An opportunity to touch feel, handle or operate a model, pedicure, press button or turn a crank gives an added appeal because it satisfies, temporality at lest, the natural desire for mastery and ownership.

**Sports Media educate children for life in this modern complex world:-**

There was a time when life was varying simple. Children known play new through direct medias the rudiment of knowledge. But ours is a complex world. We live in a push button age, when comport has a terrific appeal. But there is no easy road to knowing or got play news. There is no magic, osmosis. Effective play news is still the old fashioned formula of nine tenth perspiration and one tenth inspiration. Naturally, therefore, more must be done to determine how play information or broadcasting is accomplished easily and speedily, More is the need to day then before.

**Sports Media are potent starter and motivator:-**

When the child finds leisure time use easy, interesting and joyful with the help of sensory Medias he feels motivated. He cannot but attend to an interesting procedure going on before him. Through the direct and indirect sports media the students are known the sport news of sports broadcasting. As a result, they enable child or person who are not use the leisure time of a ground court of a spectator to see the matches they are seen at their home to see that match news faster, remember longer, more accurate information and receive and understand delicate concepts and meanings. Thus sports Media becomes meaningful, enjoyable and effective.

**CONCLUSION**

Sports Media wisely selected and intelligently used, arouse and develop intense and beneficial interest and so motive the peoples to play the game. And properly motivated sports y of impressions and rich experiences and ultimately more wholesome

**REFERENCES**

1. <https://www.globalsportsjobs.com/anicle/five-trends-for-2017-in-sports-media-and-broadcasting/>
2. <http://americanprofile.com/portals/sports-trending>
3. <http://www.freestak.com/news/5-social-media-trends-sports-brands-need-think-2017>
4. [https://www.huffngtonpost.com/enfry/the-new-face-of-sports-media\\_us\\_59a4b9f2e4b0d6cf7f404fd9](https://www.huffngtonpost.com/enfry/the-new-face-of-sports-media_us_59a4b9f2e4b0d6cf7f404fd9)
5. <https://www.workinsports.com/blog/trends-to-watch-out-for-in-sports-marketing/>
6. <https://www.ispo.com/en/trends>