



MEDIA MADE SPORT: A HISTORY OF SPORTS COVERAGE IN THE INDIA

Renu Mourya

**Asst.Professor , Department of Physical Education ,
S.K.B.B.Govt.P.G. College , Harakh , Barabanki (U.P) INDIA.**

ABSTRACT

In a highly competitive rapid paced society, the need for faster and more efficient technology is growing in higher demand every second. Social Media with its popularity growing exponentially, is the place now to put all your advertisements and branding with professional athletes. With technology growing at an exponential rate, our dependence on it grows more and more everyday. Social Media doesn't in fact change the way athletes play the game, but instead it provides a promotional and branding aspect towards its millions of users on Social Media sites.

KEYWORDS: *self actualization , playful self-development , cultural identities.*

INTRODUCTION

Sport refers to a playful self-development, self actualization, and competitive use of physical and mental skills. The history of sport activities is as long as the history of humans. Fitness played an important role in human evolution. Most civilizations know sport activities of an elementary nature: running; boxing; wrestling; animal fights; horse races; throwing the javelin, the discus, or stones; archery; swimming; dancing; etc.

Sports are integrative and image building elements for individuals, segments of societies, and entire societies. They act as unifying forces and strong factors of socialization, improving the social acceptance of athletes and their fans. Sports can also support social and cultural identities and the construction of national identities.

Spectator Sports Entertainment:

Entertainment as a pleasant, restful, stimulating, and exciting reception phenomenon- as a pleasant experience of the physical system, of the psychological system, the social system of individuals, the cognitive system and the spiritual system.

Sports have become an integral source of entertainment for contemporary societies because spectator sports have every single ingredient of delightful entertainment.

Entertaining Elements:

- Public participation, personal involvement with songs, games, and gambling.
- Show elements with links to arts, like skating or dancing.
- Rituals before, during, and after events, like the introduction of players, the national anthem, handshakes, etc.
- The opening ceremonies of Olympic Games or World Championships have become globally accepted and appreciated liturgies;



- Suspense: dramas, conflict, combat, victory or failure, uncertainty, good vs. bad guys, risks-sports offer an “ideal combination of the dramatic and the unexpected”
- A sense of belonging: rooting, fandom, patriotism, watching, and talking with friends.
- Identification with stars, icons, heroes, or even.
- Mental pleasures provided by unexpected tactics and new strategies.

Sports and the Press:

The press is the oldest medium regularly informing people about sports. From the beginning, sportsteams showed keen interest in print media coverage: Newspapers formed the principal means of bringing news of coming events and results of past events.

Three categories of print media dealing with sports:

- Sports pages in daily newspapers,
- Sports papers and magazines, and
- Periodicals published by sport clubs and associations.

Sports and Radio:

Up to the early 20th century, the only way to share the immediate drama of a sports event was either to play or to attend. But then came radio. The added value of the radio - compared to the printed media - is the opportunity of live reporting.

Several sporting events have been midwives for the commercial and social breakthrough of radio and Television - a birth that led to the co-existence of several kinds of sports with the media.

Even if it has to compete with television, radio remains an important medium for sports news today. Not all professional contests are televised yet, but radio can provide results from these contests instantaneously. Furthermore radio sets are small and portable and can be used in places where watching TV is impossible. Finally, radio can be used as a supplement to television reporting.

Sports and Television:

Television has clearly become the leading medium in the context of sports. Television seems simultaneously to support, popularize, and dominate sports. It has contributed to the globalization of sports. Like the radio broadcasters before them, TV broadcasters soon had to pay license fees if they wanted to send live transmissions from sporting events. As a consequence, sportsmen and sportswomen can earn tremendous amounts of money, if broadcasters deem their sport fits television. “Fit” means that :The respective sport creates drama, Risks, Sensations, Thrills, and Enough breaks for commercials.

Sports and the Internet:

India has about 120 million people online today - just 10 percent of its population. By 2015, however, there will be more than 330 million of them, making the country second only to China in the number of citizens using the Internet. That expansion offers India an opportunity to transform its Internet profile, to expand usage even beyond current projections, and to boost GDP substantially.

The Internet already offers a lot of interesting options for sports fans today. Statistics, plans, and background information can be consulted without any problems because of the almost unlimited memory capacity of the World Wide Web. The Internet allows a fast worldwide transfer of data, so it is well suited to the transmission of short sports news. Portal sites specialized in sports and the official websites maintained by organizers of sports events continuously report the latest news and results.

Websites are comparatively easy to produce and use; with the aid of a search engine, fans can easily find even detailed information about special topics. So the World Wide Web is also an ideal place for sports information and for those sports neglected in other media.

The Internet is now a significant medium for sport coverage, allowing fans to access the latest news about their favorite team, sport or event. The technology and means available for delivering sport to different sections of society is continuing to rapidly grow. Changes in contemporary technologies and the economics of the broadcast and print media have contributed significantly to an expansion in the volume of sports texts and to the emergence of new styles of sports writing. The new media explosion does more than begin to make “*Any Sport, Any Event, Any Time, Any Device*” a viable reality for the fan. It also begins to blur the boundary between gaming and reality.

Sports Journalists:

Sports journalists face a very demanding job. They have to make their comments quickly and precisely, and a large audience closely follows their work. Still, for a long time, many newspapers considered the sports section as the “toy department”, with the sports journalists being the “outsiders in the editorial office.” Many sports journalists felt they occupied an isolated position at work: They had more contact with sports journalists working for other media than with their colleagues working for other sections of the same medium. All in all, sports journalists seem to be more accepted and more integrated today than ever before.

Sports and Gender:

In their beginnings women’s sports were limited to a few so-called female sports like swimming, figure skating, tennis, aerobics, or gymnastics. The number of female sports journalists has increased, and media coverage of men’s and women’s sports has become—from a quantitative as well as qualitative point of view—more and more similar. Sport as a male preserve is largely a thing of the past.

Sports, Media, and Economy:

Since the mass media, especially television, create big audiences, they have become interesting partners with sports for economic and political purposes. This development mainly concerns professional sports like football, basketball, baseball, hockey, soccer, tennis, or motor sports, but also major sports events such as the Olympic Games.

CONCLUSIONS:

The rise of the mass media is the most significant development in modern sports, a development in the context of market forces. The relationship between sports, media, and the advertising industry is symbiotic - a mutually dependent relationship. This means that all elements in that system get a fair share, a share everyone only gets with the help of others while helping others.

One could also say that the cooperation of the above mentioned partners is crucial for the survival of the three of them. Sports generates news as well as entertainment values. That makes it highly attractive for the media. And the history of the media shows that they exploited that lucrative source from the very beginning. Following their own logic, they added highly marketable qualities to the business of sports reporting. Sporting events underwent dramatization and personalization, and became producers of sensations and stories of human interest.

The importance of televised sports made it also interesting for media studies. The long list of books and articles on sports and television gives evidence for the growing interest of media scholars in what has become the most important non-important issue in contemporary societies. Sports has the capacity of creating strong and long lasting images for athletes and their countries.

Performances of sportsmen and -women quite often are the filters through which the whole world sees a nation, a country, a society, or a party. No wonder that politicians show interest in apolitical events. Good performances, fine success, and glorious athletes create—with the help of the media - identity and integration. And this, after all, is something every social unit needs.

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