

# THE ROLE AND EFFECT OF MASS MEDIA IN SPORTS

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## Abstract

The aim of this study is the role and effect of mass media in sports. Sport and the media has been a popular topic in recent years. Across the world, billions of viewers turn into television broadcasts of global events like the Olympic Games and soccer, rugby or cricket world cups. The media is known as the mass communication industry, it includes newspaper, television, radio, internet, and other means or instrumentality for storing and communicating information. Recently, the publicity which sports enjoy is second to none. Sport and the media have both a global and a local scope of operation and are bound together in a complex network of relationships. Media plays an active role in sport education and creates awareness among the public about the sport events specially television. It also affects the portrayal of sportspersons generally portraying them as role models. Sports and media have both a global and a local operation. The rise of the mass media is the most significant development in modern sports, a development in the context of market forces.

**Keywords:** Mass Media, Sports, Benefits.

## Introduction

Mass communication is actually a one-way-mode of communication in which media communicates with the members of society and receives their appreciations and suggestions from time to time. It refers to means of connecting people from different parts of the globe by sharing information using technology. The medium through which mass communication occurs is called mass media. Basically the mass media are diversified media technologies that are intended to reach a large audience by mass communication. The technology through which this communication takes place varies. Broadcast media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as a newspaper, book, pamphlet or comics. Janowitz defined the Mass communication as follow

—Mass communications comprise the institutions and techniques by which, specialized groups employ technological devices to disseminate symbolic content to large heterogeneous and widely dispersed audiences.

Mohibullah Khan Marwat et. al. (2014) Mass media and sport have long been associated. The role of mass media has always been vital in boosting any activity of sport. Media has got focal position particularly in communication of the fresh information, shaping viewpoint of the masses, and bringing live sport and the like other activities to the consumer at his/her convenience. In the present era, close interaction between the media and sport are indispensable. Both feed one another; sport needs publicity and mass approach to majority of the population, which media do, whereas media feeds on the sport news provided by the different activities of sport. Formerly print and electronic media, mainly consisting of newspapers, magazines, TV coverage, were the chief sources of media for the dispersal of information. But with the explosion of the IT technology and with the advent of internet, the horizon of the media has significantly been widened. Examining the available literature, this study is an effort to separately evaluate the impact of different tools employed as a source of interaction of the mass media with various aspects of sport. Keywords: Media, sport consumers, newspaper, radio, TV, Internet.

## **The Evolution of Media**

Media is the collective communication channels used to gather and distribute data or information, the term communication is derived from the Latin word "communicare". It is related with communication media propagating data or information to multitudes in society by the specialized medium such as print media, photography advertising, and broadcasting published in the perspective of commercial consideration. In the early human evolutionary process the communication of message was associated with non-verbal communication particularly the movement from "pre-hominid to early proto-human life", that discerned through the designed channels commenced the early human communication, where it takes back to the ancient cave paintings, drawings, and epic writings. In those days, it emerged the standardization of gestures, resonances, and other signals that were used to show the danger, the presence of food and synchronized hunting. The word "media" has accomplished a comprehensive meaning in present generation as compared to that of decades ago. Media and communication synchronized together in powerful ways. New technologies emerge and diffuse into regular usage by large number of people, which in turn shapes our perception of communication with our society and individuals.

## Sport and Media

In many ways, both today's sport and the media are classic outcomes and, indeed, icons of the far-reaching social, economic and technological change that characterized the twentieth century. Each has developed extensively and rapidly as a major global industry. Each plays a significant part in structuring and informing people's lives. Each has a global as well as more local scope of operation and has the structures and practices to reflect this. Importantly, they are two industries tied together in complex networks of relationships. Their respective histories of development have been fuelled and influenced by the dynamics of this partnership. The evidence of the partnership is all too apparent. The wellbeing of particular sports or, indeed, sport as whole has become linked to income generated directly or indirectly from the media.

## Types of Media

- **Television** – local and national, freeview, subscription or pay-per-view, interactive, on-demand, Red Button services, satellite or cable.
- **Radio** – local and national, analogue and digital, public and commercial.
- **Press** – newspapers – local, national, daily, weekly; magazines – general, specialist; books – technical, biographies, novels.
- **Films** – cinema, television, DVD and online.
- **Internet** – websites, blogs, video channels, live streaming, online sports channels.
- **Social media** – Facebook, Twitter, Instagram, Snapchat, Flickr.

## How Mass Media Affect Sports :-

The media can have both a positive and negative effect on sport. Consider the inspiring images from the Paralympic Games and how they change people's perception of people with disabilities in our society. Compare that to the media coverage of athletes who are perceived to have 'failed' in some way.

## **Positive influences of the media**

Raise awareness of sport. Promote healthy active lifestyles. Showcase sport's positive values. Present positive and inspiring role models. Motivate people to take part. Set high standards for performance. Provide examples of skills and tactics. Publicise a variety of sports and activities. Make certain sports more fashionable. Introduce new supporters to sport. Educate spectators through analysis. Celebrate effort and success. Give sport a high status in society. Give people a sense of belonging. Generate revenue and attract investment for sport. Generate revenue for charity.

## **Negative influences of the media**

Intrude on performers' privacy. Undermine people's confidence and careers. Showcase negative values and behavior. Undermine officials and their decisions. Dictate event schedules and availability. Alter competition rules and traditions. Edit coverage so it is incomplete or biased. Obstruct spectators and participants. Reduce spectator attendance at live events. Incite distrust and prejudice between groups. Discourage activity by encouraging armchair spectators.

## **Conclusion :-**

Mass media is a very consequential institutional force. Its importance rests on the fact that it is through it that people receive much information and pass on the information to others. The media helps in shaping popular values, attitude and beliefs. This is perhaps the most powerful institutional force after family. Therefore the media can be a major instrument in initiating the change. In the same manner, the broadcast and the print media have been the main source in the reproduction of gender inequalities in the field of sports and games. Sport and the media have both a global and a local scope of operation and are bound together in a complex network of relationships. Conclusion can be drawn that modes of media like T.V., Radio, Newspapers, and Internet depend on and cooperate with each other on news stories. It is concluded that more focus and emphasis is given on day-to-day stories than the larger thematic issues as media is very selective in the type of sports they broadcast just to attract more consumers/viewers to the particular sport. One conclusion which can be safely arrived upon is that India has started actively promoting sports through media and in turn sports media has helped to generate revenue for the

country. Media plays an active role in sport education and creates awareness among the public about the sport events specially television. It also affects the portrayal of sportspersons generally portraying them as role models. Above all it is safe to conclude that sports mass media have a positive attitude towards sports.

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