



## **Role of mass media in Development of physical education and sports**

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### **Abstract**

*The sports communication is based on qualitative discrimination among the teams and games, among the players and record makers. The facilitation of sports coverage is increasing because the sports infrastructure has increased better media facilitation has been possible. The reach, access and availability of sports news has increased due to enhanced sports activities, sports coverage and specialized manpower. Sports as a leisure activity improve social relationship within various organizations and within the spirit of self. The receivers of sports news are youth audience and the media works as a guide to improve their taste as well as action. The sports activities are related to human health and media support helps to bridge gap and helps to encounter different problems in entertainment. The sports communication is thus social communication of cultural information for building sports organizations from local to international level. Healthy sports, healthy media can support to carve out sports culture in the country. Various research results indicates that sportsnewscommunicationalwords both in print and verbal reveal cultural interaction in media and it pin points a total change in the world of sports.*

**Keyword: Mass media, development, physical education and sports.**

### **Introduction:**

Every citizen of India has been greatly influenced by the media. Every child and female in every family has been attracted by the media but it is very unfortunate that the media does not show any programmes of social upliftment and development, culturalization to make them strong and healthy citizen. The very foolish serials like Khani Ghar Ghar Ki, Balikavadhu, Saas Bhi Khabi Bhu Thi, Cartoon network, Indian Idol which worldproduce nothing but psychic people. The result of all the serials is always observed in the society by the quarrels in the family, youth committing suicide and shortening of cloths of girl's folks. Even the social anarchy is growing day by day. Under such circumstances, the mass media



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can played a vital role in popularizing physical education and sports and print, computer, mobile and electronic media is more common and popular among the citizens.

### Print media:

In print media, sports news is essential entertainment news having broad base of readership encompassing youth readers on large scale. In India, cricket is number one, followed by Tennis and Hockey. However, Indian games such as Kabaddi, Wrestling, Kho-Kho are also gaining slow improvement in the language newspapers. Every sports activity becomes a source and the sports organizers should provide up to date news items to the media in systematic manner. Further the reach of the news must be increased to cover the appropriate destination of its audience.

### Current sports scenario in print media

1. Cricket is given top priority in India print media. Every day full page coverage is given for the cricket competition. Cricket news is published by using action photos and statically details.
2. Some newspapers publish every day sports round up reports and special review articles are published as signed columns.
3. Personal achievements and records matter a great deal for the newspapers. In athletic competitions, personal achievements create glamour around the sports player. Their interviews are given more prominence.
4. In cricket on international or Indian Premier League competitions, when cricket team achieves excellence, coverage is also given on front page with illustrious photographs, which create attraction among the young readers.
5. The sports space in newspapers is increasing because the rising percentage is based on advertising support. Some of the events are sponsored by advertisers.
6. The newspapers also rubbish some special articles by making critical analysis of sports activities. Such articles are many times based on translations provided by feature services.

It comes to notice that the print media seems to be bias as it gives publicity only to the cricket and the rest of the sport shave been given very mean space or no space in the print media. Moreover local, state, national and international sports person should be given equal status, but this does not happen so. The newspaper does not give space for these sports persons in their main edition but only in the city edition.



## Computer and mobile media

Computer media can be hard drives, removable drives such as Zip disks, CD-ROM or CD-R discs, DVDs, flash memory, USB drives, and yes, floppy disks. For example, if you want to bring your pictures from your digital camera into a photo processing store, they might ask you what kind of media your pictures are stored on. Are they on the flash memory card inside your camera or are they on a CD or USB drive? For this and many other reasons, it is helpful to have a basic understanding of what these different types of media are similarly mobile media such as internet Google, youtube, facebook, whats app can also be applied for the development of sports.

## Electronic media

Today electronic media plays a very significant role. For example Yoga is a traditional of India and it has proved the biggest gift to the world. With the help of Yoga, every man in the world can be physically and mentally fit and wealthy. But it has come to be restricted only to a few selected like rishi and sages. Due to only electronics media not only India, but also the citizens of World, become aware of Yoga through Ramdeo Baba and they have started practicing Yoga at their homes before T.V. screen.

## Role of electronic media

Electronics media can make any one popular if it desires to do so. Near about 75% people of India know cricket players by their name, face and even their scores and their international position too. But till Abhinav Bindra claimed for gold medal in the Olympic hardly 10% people could know him. Vijendra and Sushil Kumar could not get proper place either in electronics media or print media till they bagged bronze medal in Olympic.

## Code of electronic media

1. It should be compulsory for the electronic media to show the 50% programmes on sports and health.
2. Morning 5 to 8 should have programmed related to wealth and the sports programmers should be telecast in between 4 to 7 in the evening.
3. Every event may be district, state, regional, national and international should directly be telecast.
4. If we do so then definitely the interest of our people about sports will be increased.



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5. To achieve academic excellence, we send our children for the tuitions of various subjects, likewise, by the telecast of sports events, parents will be inspired to send their children for the participation of sports events and exercise.
6. This would help to prepare international sports personal to win the medals and cups.
7. To do so, we need to have the scientific training, which has already, begun in our country.

### Conclusions:

Based on the above information and facts the following conclusions can be drawn.

1. In order to support all the objectives of sports, mass media can play a key role in the new global village.
2. In the new sports policy, it is expected that corporate houses strictly be involved in development of sports.
3. The trends in different languages print media correlates with the development of physical education and sports in electronic media.

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