SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

V.1 – Summary:
Of all the activities in the contemporary society that enjoy incredible development and massive followership, sports hold an eminent place. It is the submission of a significant multitude that the media and its continuous growth, is largely responsible for this achievement. What specific role then, do the media play in sports?

The Role of the Media:

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. The media gets people informed of the happenings within their locality and far beyond. Folks can relax at the comfort of their homes, and simply recourse to their media devices for live-streaming and updates of sporting activities throughout the world. And they can share their opinions live on various issues in sports. When sport is publicized, do you really know the beneficiaries? The athlete! He becomes popular, and if he is the best, then he becomes an icon, a demigod and his name enters into the hall of fame. Most importantly, the spectators are not left out. Without the spectators and the media, the game will lose its substance. Through the media, sports today are presented with electrifying beauty. This makes sports attractive and lucrative. Little wonder too that sports command high followership. Surely, it is a perfect opportunity to invest and advertise, even in collaboration with the athletes themselves. It is therefore not strange that athletes from poor and illiterate background, become multi-billionaires. The media encourages people to develop reasonable interests in engaging in sports. Either for fun, excitement, recreation, physical fitness or health care. In the homes, countless number of youths involves themselves in sporting activities. This has contributed to the remarkable improvement of fitness among the youths. Another role that the media play in sports is the advocacy of unity among diverse races, religions,
ethnic groups, language, colour, peoples, idiosyncrasies and world-views. Sworn enemies become temporary friends as long as they root for a team in action. Many sports publicly condemn and penalize racism, and similar forms of discrimination. Today, sports have been able to utilize the media in projecting the cause for child education. Governments of several countries have through the media, used sports to promote the education of children, and the need for young people to work harder towards a set goal. They use the achievements of some sports men and women as motivation; for instance, the one Goal programme of UNICEF. The marriage between the media and sports has been of immense impact in the economy of many a country, e.g. England, Spain, South Africa, Germany, Italy, USA, Brazil, etc. Since today’s sports are made attractive through the instrumentality of the media, and millions of people are glued to their Television, radio, internet, even the newspapers, countries are expected to utilize this as a means to attract investors.

The Adverse Circumstances of the Media:

Fanaticism in sports is no doubt a potential danger and a challenge that rocks today’s society. There is no doubt too that the media contributes to fanaticism. The efficiency of the media in transmitting sports gives fans uninterrupted opportunities to support their teams. A pitiable number of fans are strangers to curtailing the excesses posed by sports; unending excesses which in modern day is traced to the media. With such media excesses, sports fanatics and friends fall guilty of consciously or unconsciously substituting sports for God. We had said that sports, with the aid of the media, are pivotal in the advancement of the campaign for education. But the fashion in which the athletes are glamorously celebrated by the media is unfortunately a threat to the aforementioned campaign. As stated earlier, literacy is no criterion for being the best athlete in the world. And young people, fully cognizant of this, opt for sports in place of education, as the quickest means to success and fame. It is a fact that the media has been able to capture the attention of both the young and the old; and using sports as one of its attractions, many exhausts valuable time on sports. We stand to wonder what impact parents can make in guiding the young who are glued
two – four – seven to their media devices – from where they choose role models.

**Simple Admonition:**

“Virtue” they say, “lies in the middle”. It is established that the importance of sports, and the role media play, can never be overemphasized. and it is beneficial that we apply caution to the possible excesses that flow from these activities. It is a common knowledge that the number of persons that visit our libraries today is fast dwindling. People now see that it is easier to get information with the electronic media such as internet, television, radio, phones, etc. It is astonishing; the meager number of persons that read printed copies of books. This indeed is a cause for concern.

**Emergence of the Problem:** The researchers in the field of physical education and sports from last two decades and has witnessed the effect and role of media, which has encouraged the athletes at the same time few talented sportsmen due to over ambition and miser of fame has reached nowhere. In this context the researcher is in pursuit to find out the exact role and degree of importance of media both print and electronic in the performance and enhancement of sports and sportsmen at ground level, hence the topic motivated the research scholar and with acceptance of the supervisor and the research recognition committee has finalized to go into the matter at grassroots level. The present scenario related to the domination of media in every aspect sports being no exception to it has promoted the thought of research scholar and found that it is the demand of the time to go into deeper into the matter of fame and defame of the concerned players. The research scholar found that media has to be the prime locus of control of the development of sports and its outreach into the mass through its proper and optimum utilization.

“The Role and Effect of Mass Media in Promotion of Sports: An Analytical Study”

**Objectives:** To find out the role of media in promotion of sports from journalists; To find out the role of media in promotion of sports from sportsmen; To find out the role of media in promotion of sports from association/ federation members; To find out the importance of media in
promotion of sports from journalists; To find out the importance of media in promotion of sports from sportsmen; To find out the importance of media in promotion of sports from association/ federation members; To analyze in a systematic, well-organized, precise, scientific, reasonable, rational, well-grounded, well-thought-out, logical, sound, solid, cogent, perspicuous, perceptive, penetrating, searching, thorough, conclusive solution to the responses given by the respective experts.

**Hypothesis:** The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of sportsmen. The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of journalists personnel. The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of association/ federation personnel. The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of Coaches and Trainers.

**Significance of the Study proposed were:** The results may find helpful to the players to make up their minds for the fame and defame thorough the media; The results may also find helpful to the coaches to encourage their player during their defeat and defame in media; The results may find helpful to the association/ federation personnel to keep up pace and also provide ample facilities and development through media.

**Delimitations:** The study is delimited to only the print and electronic media; The study is also delimited to the role and importance of media in promotion of sports; The study is further delimited to the demographic location of the research scholar; The study is delimited to the daily and electronic media agencies only in Aurangabad; The study is further delimited to the positive side of the development of sports and sportsmen; The questionnaire is administered with the sportsmen, journalists and association/ federation personnel only in Aurangabad District.

**Limitations:** The study is limited to the sincere response from the sportsmen, journalists and federation/ association personnel; The study is further dependent on the availability of all the subjects at a time in a place is limitation; The study
is limited to few aspects related to understanding, knowledge, and seriousness among the subject and is beyond the control of the researcher.

**Population:** The population of the study will be selected from the demographic location of Aurangabad District with respect to sportsmen, journalists and members of association / federation.

**Sample:** The sample of the study will be randomly selected from the group of different sportsmen, journalist of different daily and electronic media, and the members of the associations / federation of different sports.

**Variables:**

- **Independent Variables:** Questionnaire applied to three different groups of samples; **Dependent Variables:** Responses to the questionnaires due to effect of role of media in promotion of sports by the samples; **Intervening Variables:** different sports, male and female, different age groups, various profession personnel

**Tools and Means:** Independent questionnaire for sportsmen, journalists of print and electronic media, members of associations / federations

**Procedure:** The three different questionnaires will be administered individually to the sportsmen, journalist of different print and electronic media and the members of the association / federation. The data will be tabulated according to the variables and the statistical treatment is applied for coming to the conclusions and interpretations in a very logical and rational manner.

**Collection of Data:** The data will be collected independently from each sample under three different categories and the same will be segregated with respect to their professions for analytical analysis.

**Statistical Treatment:** The statistical treatment will be done on the organized data by applying the percentage with respect to each question and the same will be critically analyzed for interpretation of results and coming to conclusions.

**V.2: Conclusions:**

**Results of Sportsmen:**

1. From the question regarding the **experience in sports field** it is observed that: 32% having training age of 2 and less; 40% having
training age of 4 years; 20% having training age of 6 years; 8% sportsmen having experience of 8 and training age

2. From the question regarding the **Level of Sports Representation** it is observed that: 46% participation at State Level; 20% Participation at National Level; 20% participation at Interuniversity Level; 12% Participation at International Level

3. From the question regarding the **Sports Achievement Significance** it is observed that: 63% say that achievements in sports do play significant role in one’s life; 7% say that achievements in sports do not play significant role in one’s life; 25% say that achievements in sports sometimes play significant role in one’s life; 5% say can’t say about achievements in sports plays significant role in one’s life

4. From the question regarding the **Role of Print Media in Promotion of Sports** it is observed that: 65% say that Print Media in Promotion of Sports do play significant role; 8% say that Print Media in Promotion of Sports do not play significant role; 20% say Print Media in Promotion of Sports sometimes play significant role; 7% can’t say about Print Media in Promotion of Sports significant role

5. From the question regarding the **Role of Electronic Media in Promotion of Sports** it is observed that: 72% say Yes to the Role of Electronic Media in Promotion of Sports; 7% say No Role of Electronic Media in Promotion of Sports; 17% say Sometimes Role of Electronic Media in Promotion of Sports; 4% can’t say about Role of Electronic Media in Promotion of Sports

6. From the question regarding the **Number of Times Your Performance in Sports Coverage by Media** it is observed that: 69% say 2 and Less Number of Times his/ her Performance in Sports is covered by Media; 15% say 4 times his/her Performance in Sports Covered by Media; 11% say 6 times his/her Performance in Sports Covered by Media; 5% Eight and times his/her Performance in Sports Covered by Media

7. From the question regarding the **Number of Times Sports Performance Broadcasted on Television** it is observed that: 81% say 2
and Less Number of Times his/her Performance in Sports was broadcasted on Television; 8% say 4 times his/her Performance in Sports was broadcasted on Television; 6% say 6 times his/her Performance in Sports was broadcasted on Television; 5% Eight and times his/her Performance in Sports was broadcasted on Television

8. From the question regarding the **Particular Sports Emphasized by Media** it is observed that: 92% say yes to the emphasis on particular sports by media; 2% say No to the emphasis on particular sports by media; 4% say Sometimes to the emphasis on particular sports by media; 2% can’t say about the emphasis on particular sports by media

9. From the question regarding the **Encouragement to your sports by Media** it is observed that: 40% say yes to the encouragement given by the media to their sports; 45% say No to the encouragement given by the media to their sports; 12% say Sometimes to the encouragement given by the media to their sports; 3% can’t say about the encouragement given by the media to their sports

10. From the question regarding the **Media Personnel on Site Visits to Venues for Coverage** it is observed that: 29% say yes that the media personnel visit to venues of competition for coverage; 19% say No that the media personnel visits to venues of competition for coverage; 43% say sometimes the media personnel visit to venues of competition for coverage; 9% can’t say about the media personnel visits to venues of competition for coverage

11. From the question regarding the **Complaints with Media for Inappropriate Coverage**, it is observed that: 33% say yes that they have complaints with media for inappropriate coverage; 49% say No that they don’t have complaints with media for inappropriate coverage; 13% say sometimes they have complaints with media for inappropriate coverage; 5% can’t say about the complaints with media for inappropriate coverage

12. From the question regarding the **Invitation to Media Personnel for Coverage**, it is observed that: 54% say yes that they have to invite the
media personnel for their event coverage; 35% say No that they don’t have to invite the media personnel for their event coverage; 9% say sometimes they have to invite the media personnel for their event coverage; 2% can’t say about the invitation to the media personnel for their event coverage

13. From the question regarding the Corruption in Media Coverage, it is observed that: 16% say yes that there is corruption in Media Coverage; 68% say No that there is no corruption in Media Coverage; 11% say sometimes there is corruption in Media Coverage; 5% can’t say about the corruption in Media Coverage

14. From the question regarding the Visit of Sportsmen to Media Office/ Studio for Coverage, it is observed that: 14% say yes that they have been called to the media office/ studio for the coverage; 74% say No that they have not been called to the media office/ studio for the coverage; 8% say sometimes they have been called to the media office/ studio for the coverage; 4% can’t say about that they have been called to the media office/ studio for the coverage

15. From the question regarding the Role of Media Coverage in Job Enrollment, it is observed that: 24% say yes that the media coverage will help the sportsmen in their job enrollment; 39% say No that the media coverage will not help the sportsmen in their job enrollment; 21% say sometimes media coverage will help the sportsmen in their job enrollment; 16% can’t say about media coverage will help the sportsmen in their job enrollment

16. From the question regarding the Influence of Media on Sports Performance, it is observed that: 72% say yes that the media influences there sports performance positively; 8% say No that the media does not influences there sports performance positively; 12% say sometimes the media influences there sports performance positively; 8% can’t say about the media influences there sports performance positively

17. From the question regarding the Role of Media ineffective in India with respect to Sports, it is observed that: 35% say yes that the role of
media is ineffective in India with respect to sports; 36% say No that the role of media is ineffective in India with respect to sports; 27% say sometimes that the role of media is ineffective in India with respect to sports; 2% can’t say about the role of media is ineffective in India with respect to sports

18. From the question regarding the Suggestion of coverage of sports is important for promotion of sports in India, it is observed that: 84% say yes Suggestion of coverage of sports is important for promotion of sports in India; 8% say No Suggestion of coverage of sports is not important for promotion of sports in India; 5% say sometimes that the Suggestion of coverage of sports is important for promotion of sports in India; 3% can’t say about the Suggestion of coverage of sports is important for promotion of sports in India

19. From the question regarding the Advantage in Performance due to Pre-Competition Coverage, it is observed that: 22% say yes that the teams or sports which get enough coverage before competitions have greater advantage over the other; 19% say No that the teams or sports which get enough coverage before competitions does not have greater advantage over the other; 39% say sometimes that the teams or sports which get enough coverage before competitions have greater advantage over the other; 20% can’t say about the teams or sports which get enough coverage before competitions have greater advantage over the other

20. From the question regarding the Media organizations love sports coverage, it is observed that: 30% say yes that the Media organizations love sports coverage; 35% say No that the Media organizations do not love sports coverage; 33% say sometimes Media organizations love sports coverage; 2% can’t say about the Media organizations love sports coverage

21. From the question regarding the Media referred as the fourth estate, it is observed that: 68% say yes that media is referred as the fourth estate; 10% say No that media is not referred as the fourth estate; 17%
say not fully agree that media is referred as the fourth estate; 5% can’t say about media is referred as the fourth estate

22. From the question regarding the **Media involves itself in competition campaign than On Grassroots Issues**, it is observed that: 32% say yes that Media involves itself in competition campaign than On Grassroots Issues; 40% say No that Media do not involves itself in competition campaign than On Grassroots Issues; 20% say sometimes Media involves itself in competition campaign than On Grassroots Issues; 8% can’t say that Media involve itself in competition campaign than On Grassroots Issues

23. From the question regarding the **Advantage of 24 Hours News Channels in Interaction with Sportsmen**, it is observed that: 81% say yes that there is advantage of 24 Hours News Channels in Interaction with Sportsmen; 9% say No that there is disadvantage of 24 Hours News Channels in Interaction with Sportsmen; 7% not fully agree that there is advantage of 24 Hours News Channels in Interaction with Sportsmen; 2% can’t say that there is advantage of 24 Hours News Channels in Interaction with Sportsmen

24. From the question regarding the **media is playing effective Role during Competitions**, it is observed that: 21% say yes that media is playing effective Role during Competitions; 43% say No that media is not playing effective Role during Competitions; 33% sometimes media is playing effective Role during Competitions; 3% can’t say that media is playing effective Role during Competitions

25. From the question regarding the **Suggestion regarding non existence of Paid News**, it is observed that: 73% say yes that paid news concept should not exist in Media; 13% say No that paid news concept should exist in Media; 10% sometimes paid news concept should not exist in Media; 4% can’t say that regarding paid news concept should not exist in Media

26. From the question regarding the **Media is Less Rural Concern than Urban**, it is observed that: 69% say yes that Media is Less Rural
Concern than Urban; 21% say No that Media is not Less Rural Concern than Urban; 9% sometimes Media is Less Rural Concern than Urban; 1% can’t say regarding Media is Less Rural Concern than Urban

Testing of Hypothesis:

H1: The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of sportsmen.

From all the above 26 questions responded by the sportsmen were based on the role of media in promotion of sports. The collective response with respect to different perspectives was as follows:

65% say that Print Media in Promotion of Sports do play significant role;
72% say yes to the Role of Electronic Media in Promotion of Sports
69% say 2 and Less Number of Times his/ her Performance in Sports is covered by Media
81% say 2 and Less Number of Times his/ her Performance in Sports was broadcasted on Television
92% say yes to the emphasis on particular sports by media
40% say yes to the encouragement given by the media to their sports
29% say yes that the media personnel visit to venues of competition for coverage
49% say No that they don’t have complaints with media for inappropriate coverage
35% say No that they don’t have to invite the media personnel for their event coverage
68% say No that there is no corruption in Media Coverage
74% say No that they have not been called to the media office/ studio for the coverage
39% say No that the media coverage will not help the sportsmen in their job enrollment
72% say yes that the media influences there sports performance positively
36% say No that the role of media is not ineffective in India with respect to sports
84% say yes Suggestion of coverage of sports is important for promotion of sports in India
39% say sometimes that the teams or sports which get enough coverage before competitions have greater advantage over the other
30% say yes that the Media organizations love sports coverage
68% say yes that media is referred as the fourth estate
40% say No that Media do not involves itself in competition campaign than

On Grassroots Issues
81% say yes that there is advantage of 24 Hours News Channels in Interaction with Sportsmen
21% say yes that media is playing effective Role during Competitions
73% say yes that paid news concept should not exist in Media
69% say yes that Media is Less Rural Concern than Urban

Hence from all the above statement it is observed that media plays an important role in development of sports from the sportsmen point of view hence the first hypothesis is accepted.

Journalists
1. From the question regarding the Percentage of Medium of Language adopted by the Print and Electronic Media, it is observed that: 50% use Marathi as the medium of language in print and electronic publication; 20% use Hindi as the medium of language in print and electronic publication; 20% use English as the medium of language in print and electronic publication; 10% use Urdu as the medium of language in print and electronic publication

2. From the question regarding the Permission for Level of Sports Coverage, it is observed that: 0% has permission for only district level coverage; 60% have permission for up to state level coverage; 35% have permission up to National level coverage; 5% have permission up to international level coverage

3. From the question regarding the Stress from Society regarding Freedom of Coverage, it is observed that: 10% say yes that they
undergo stress from society regarding freedom of coverage; 75% say No that they do not undergo stress from society regarding freedom of coverage; 15% sometimes they undergo stress from society regarding freedom of coverage; 5% can’t say regarding undergo stress from society for freedom of coverage

4. From the question regarding the **Stress of Management on Print or Electronic Media**, it is observed that: 15% say yes that they undergo stress of management on print / electronic media; 60% say No that they do not undergo stress of management on print / electronic media; 20% sometimes they undergo stress of management on print / electronic media; 5% can’t say regarding they undergo stress of management on print / electronic media

5. From the question regarding the **Problems faced due to Competition Organizers during Field Visits**, it is observed that: 5% say yes that they face Problems due to Competition Organizers during Field Visits; 50% say No that they do not face Problems due to Competition Organizers during Field Visits; 35% sometimes they face Problems due to Competition Organizers during Field Visits; 10% can’t say regarding they face Problems due to Competition Organizers during Field Visits

6. From the question regarding the **Instructions by Management for only Specific Sports Coverage**, it is observed that: 35% say yes that they are instructed by the management for only specific sports; 30% say No that they are not instructed by the management for only specific sports; 35% sometimes they are instructed by the management for only specific sports; 5% can’t say regarding the instruction by the management for only specific sports

7. From the question regarding the **Competition within different Electronic & Print Media**, it is observed that: 65% say yes that there is competition within different print and electronic media for the fastest coverage of local sports competitions; 20% say No that there is no competition within different print and electronic media for the fastest coverage of local sports competitions; 15% sometimes that there is
competition within different print and electronic media for the fastest coverage of local sports competitions; 0% can’t say regarding the competition within different print and electronic media for the fastest coverage of local sports competitions

8. From the question regarding the Media Focusing on Particular Sports, it is observed that: 40% say yes that the media is focused with particular sports; 40% say No that the media is not focused with particular sports; 20% sometimes that the media is focused with particular sports; 0% can’t say regarding that the media is focused with particular sports

9. From the above question regarding the Concentration on coverage on Global Sports instead Local Sports, it is observed that: 20% say yes that the media Concentration on coverage on Global Sports instead Local Sports; 50% say No that the media is not Concentration on coverage on Global Sports instead Local Sports; 30% sometimes that the media is Concentration on coverage on Global Sports instead Local Sports; 0% can’t say regarding that the media is Concentration on coverage on Global Sports instead Local Sports

10. From the question regarding the media plays a major role in the motivational as well depression aspect of the sportsman, it is observed that: 15% say yes that the media plays a major role in the motivational as well depression aspect of the sportsman; 35% say No that the media do not play a major role in the motivational as well depression aspect of the sportsman.; 50% sometimes that the media plays a major role in the motivational as well depression aspect of the sportsman; 0% can’t say regarding that the media plays a major role in the motivational as well depression aspect of the sportsman

11. From the question regarding the Role of Media during Sportsman Debut help him/her in Future, it is observed that: 15% say yes that the coverage of the sportsmen during his/her debut is more important for his future settlement; 10% say No that the coverage of the sportsmen during his/her debut is not important for his future settlement; 35% sometimes
that the coverage of the sportsmen during his/her debut is more important for his future settlement; 40% can’t say regarding that the coverage of the sportsmen during his/her debut is more important for his future settlement.

12. From the question regarding the **sportsmen in India are getting justification about their achievements during their peak period as a sportsmen**, it is observed that: 30% say yes that the sportsmen in India are getting justification about their achievements during their peak period as sportsmen; 50% say No that the sportsmen in India are not getting justification about their achievements during their peak period as sportsmen; 20% sometimes that the sportsmen in India are getting justification about their achievements during their peak period as sportsmen; 0% can’t say regarding that the sportsmen in India are getting justification about their achievements during their peak period as sportsmen.

13. From the question regarding the **Difficulty in getting results during Competitions**, it is observed that: 10% say yes that there is difficulty in getting results during Competitions; 60% say No that the there is no difficulty in getting results during Competitions; 30% sometimes that there is difficulty in getting results during Competitions; 0% can’t say regarding that there is difficulty in getting results during Competitions.

14. From the question regarding the **Difficulty in Conducting Interviews with Sportsman during Competitions**, it is observed that: 15% say yes that there is Difficulty in Conducting Interviews with Sportsman during Competitions; 60% say No that the there is no Difficulty in Conducting Interviews with Sportsman during Competitions; 25% sometimes that there is Difficulty in Conducting Interviews with Sportsman during Competitions; 0% can’t say regarding that there is Difficulty in Conducting Interviews with Sportsman during Competitions.

15. From the question regarding the **Difficulties of Coverage during Competitions due to Organizers**, it is observed that: 10% say yes that there is Difficulties of Coverage during Competitions due to Organizers;
40% say No that the there is no Difficulties of Coverage during Competitions due to Organizers; 40% sometimes that there is Difficulties of Coverage during Competitions due to Organizers; 10% can’t say regarding that there is Difficulties of Coverage during Competitions due to Organizers

16. From the question regarding the Media organizations have many types of biases inside or outside the organization, it is observed that: 60% say yes that Media organizations have many types of biases inside or outside the organization; 10% say No that Media organizations do not have types of biases inside or outside the organization; 25% sometimes that Media organizations have many types of biases inside or outside the organization; 10% can’t say regarding that Media organizations have many types of biases inside or outside the organization

17. From the question regarding the Work Pressure on reporters, news producers and anchors, it is observed that: 35% say yes that there is work pressure on reporters, news producers and anchors. 20% say No that there is no work pressure on reporters, news producers and anchors; 40% sometimes that there is work pressure on reporters, news producers and anchors; 5% can’t say regarding the work pressure on reporters, news producers and anchors

18. From the question regarding the Pressure of Management on reporters, news producers and anchors, it is observed that: 35% say yes that there is pressure of Management on reporters, news producers and anchors; 20% say No that there is no pressure of Management on reporters, news producers and anchors; 40% sometimes that there is pressure of Management on reporters, news producers and anchors; 5% can’t say regarding the pressure of Management on reporters, news producers and anchors

19. From the question regarding the Media focuses on commercial concern than people’s concern during competition, it is observed that: 40% say yes that media focuses on commercial concern than people’s concern during competitions. 20% say No that media do not
focus on commercial concern than people’s concern during competitions; 40% sometimes that media focuses on commercial concern than people’s concern during competitions; 0% can’t say regarding media focuses on commercial concern than people’s concern during competitions.

20. From the question regarding the **Role of Media in sports education on demand of organizations**, it is observed that: 60% say yes that media institutions provide sports education according to the time and demand of organization. 10% say No that media institutions do not provide sports education according to the time and demand of organization; 30% sometimes that media institutions provide sports education according to the time and demand of organization; 0% can’t say regarding media institutions provide sports education according to the time and demand of organization.

21. From the question regarding **expectation of the local competitions results and photographs are to be submitted to your office by the organizer**, it is observed that: 10% say yes that expectation of the local competitions results and photographs are to be submitted to media office by the organizer. 70% say No that no expectation of the local competitions results and photographs are to be submitted to media office by the organizer; 15% sometimes that expectation of the local competitions results and photographs are to be submitted to media office by the organizer; 5% can’t say regarding expectation of the local competitions results and photographs are to be submitted to media office by the organizer.

22. From the question regarding **coverage from the interior / villages where local tournaments are organized which has a traditional importance**, it is observed that: 45% say by own transport the coverage from the interior / villages where local tournaments are organized which has a traditional importance. 10% office transport is used for the coverage from the interior / villages where local tournaments are organized which has a traditional importance; 25% transport provided
by the organizer is used for the coverage from the interior / villages
where local tournaments are organized which has a traditional
importance; 20% can’t say because will make avail as possible for the
coverage from the interior / villages where local tournaments are
organized which has a traditional importance

**Testing of Hypothesis:**

H2: The research scholar hypothesize that there is significant role of media
in promotion of sports from point of view of journalists personnel.

**From all the above 22 questions responded by the Journalists were
based on the role of media in promotion of sports. The collective
response with respect to different perspectives was as follows:**

50% use Marathi as the medium of language in print and electronic
publication

60% have permission for up to state level coverage

75% say No that they do not undergo stress from society regarding freedom
of coverage

60% say No that they do not undergo stress of management on print /
electronic media

50% say No that they do not face Problems due to Competition Organizers
during Field Visits

30% say No that they are not instructed by the management for only specific
sports

65% say yes that there is competition within different print and electronic
media for the fastest coverage of local sports competitions

40% say No that the media is not focused with particular sports

50% say No that the media is not Concentration on coverage on Global
Sports instead Local Sports

50% sometimes that the media plays a major role in the motivational as well
depression aspect of the sportsman

40% can’t say regarding that the coverage of the sportmen during his/her
debut is more important for his future settlement
50% say No that the sportsmen in India are not getting justification about their achievements during their peak period as sportsmen
60% say No that the there is no difficulty in getting results during Competitions
60% say No that the there is no Difficulty in Conducting Interviews with Sportsman during Competitions
40% say No that the there is no Difficulties of Coverage during Competitions due to Organizers
60% say yes that Media organizations have many types of biases inside or outside the organization
40% sometimes that there is work pressure on reporters, news producers and anchors
40% sometimes that there is pressure of Management on reporters, news producers and anchors
40% say yes that media focuses on commercial concern than people’s concern during competitions
60% say yes that media institutions provide sports education according to the time and demand of organization
70% say No that no expectation of the local competitions results and photographs are to be submitted to media office by the organizer
45% say by own transport the coverage from the interior / villages where local tournaments are organized which has a traditional importance

**Hence from all the above statement it is observed that media plays an important role in development of sports from the Journalist point of view hence the Second hypothesis is accepted.**

**Association Members**

1. From the question regarding the **Years as Association Member** it is observed that: 10% having Years as Association Member of 2 and less; 60% having Years as Association Member of 4 years; 20% having Years as Association Member of 6 years 10% sportsmen having Years as Association Member of 8 and
2. From the question regarding the **Medium of Intimation about any program by association to Media** it is observed that: 70% through telephone as Medium of Intimation about any program by association to Media; 10% through E-mail as Medium of Intimation about any program by association to Media; 10% through Postage as Medium of Intimation about any program by association to Media; 10% through Personal Visit as Medium of Intimation about any program by association to Media

3. From the question regarding the **Coverage by Media to your Sport/Game** it is observed that: 60% replied that media coverage is meager for our sport/game; 15% replied that media coverage is Average for our sport/game; 15% replied that media coverage is Optimum for our sport/game; 10% replied that media coverage is maximum for our sport/game

4. From the question regarding the **Rapport with Media Personnel**, it is observed that: 10% say yes that they have any problem in having rapport with the media personnel; 70% say No that they do not have any problem in having rapport with the media personnel; 15% sometimes they have problem in having rapport with the media personnel; 5% can’t say regarding having problem of rapport with the media personnel

5. From the question regarding the **Abstinence by Media Coverage to your Sports at any Level**, it is observed that: 25% say yes that our sports are abstained from proper coverage by the media; 50% say No that our sports are not abstained from proper coverage by the media; 20% sometimes our sports are abstained from proper coverage by the media; 5% can’t say regarding abstinence by Media Coverage to our Sports at any Level

6. From the question regarding the **Participation in Training and Competition is Proportional to Media Coverage**, it is observed that: 60% say yes that number of participation in training and competition in our sport is directly dependent on the media coverage; 15% say No that number of participation in training and competition in our sport is not directly dependent on the media coverage; 25% sometimes number of
participation in training and competition in our sport is directly dependent on the media coverage; 0% can’t say regarding that number of participation in training and competition in our sport is directly dependent on the media coverage.

7. From the question regarding **Corruption in Media Coverage for your Sports / Game Publicity**, it is observed that: 0% says yes that there is corruption in media coverage to our sport/ game; 75% say No that there is no corruption in media coverage to our sport/ game; 20% sometimes there is corruption in media coverage to our sport/ game; 5% can’t say regarding the corruption in media coverage to our sport/ game.

8. From the question regarding **Your Expectation to Approach Media to you for Your Sports Publicity**, it is observed that: 80% says yes that the media personnel should approach to us for our sports wide publicity; 0% say No that the media personnel should not approach to us for our sports wide publicity; 20% sometimes that the media personnel should approach to us for our sports wide publicity; 0% can’t say regarding that the media personnel approach to us for our sports wide publicity.

9. From the question regarding **your opinion regarding impact of media on publicity**, it is observed that: 70% says that print media publicity impacts more on masses; 30% believes that electronic media publicity impacts more on masses.

**Testing of Hypothesis:**

**H3:** The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of association/ federation personnel.

From all the above 09 questions responded by the Association Members were based on the role of media in promotion of sports. The collective response with respect to different perspectives was as follows:

- 60% having Years as Association Member of 4 years
- 70% through telephone as Medium of Intimation about any program by association to Media
60% replied that media coverage is meager for our sport/game
70% say No that they do not have any problem in having rapport with the media personnel
50% say No that our sports are not abstained from proper coverage by the media
60% say yes that number of participation in training and competition in our sport is directly dependent on the media coverage
75% say No that there is no corruption in media coverage to our sport/game
80% say yes that the media personnel should approach to us for our sports wide publicity
70% says that print media publicity impacts more on masses

Hence from all the above statement it is observed that media plays an important role in development of sports from the Association Personnel point of view hence the third hypothesis is accepted.

**Coaches / Instructor**

1. From the question regarding **Particular Sports being encouraged by Media**, it is observed that: 60% says yes that particular sports are being encouraged by the media; 30% say No particular sports are being encouraged by the media; 10% sometimes particular sports are being encouraged by the media; 0% can’t say regarding particular sports are being encouraged by the media

2. From the question regarding **Problem of Media Coverage at Local Competitions**, it is observed that: 80% says yes that they have problem in getting coverage of media at local competitions; 0% says No they do not have any problem in getting coverage of media at local competitions; 20% sometimes they have problem in getting coverage of media at local competitions; 0% can’t say regarding problem in getting coverage of media at local competitions

3. From the question regarding **Troubled by media coverage during the victorious events of students**, it is observed that: 10% says yes that they have been troubled by the media coverage during the victorious
events of their students; 50% says No that they have not been troubled by the media coverage during the victorious events of their students; 20% sometimes they have been troubled by the media coverage during the victorious events of their students; 0% can’t say regarding the troubled by the media coverage during the victorious events of their students

4. From the question regarding **Role of Media in Development of Sports from Local to Global Level**, it is observed that: 50% says yes that media plays a vital role in development of sports from local to global level; 20% says No that media do not play vital role in development of sports from local to global level; 30% sometimes media plays a vital role in development of sports from local to global level; 0% can’t say regarding role of media in development of sports from local to global level

5. From the question regarding **Coaches / Trainers neglected during Coverage**, it is observed that: 50% says yes that the coach/trainer is neglected during the coverage by media in success of their trainees; 10% says No that the coach/trainer is not neglected during the coverage by media in success of their trainees; 30% sometimes coach/trainer is neglected during the coverage by media in success of their trainees; 0% can’t say regarding the coach/trainer is being neglected during the coverage by media in success of their trainees

6. From the question regarding **Problem due to Media during sports performance**, it is observed that: 15% says yes that they face problem during performance period due to media; 10% says No that they do not face any problem during performance period due to media; 30% sometimes they face problem during performance period due to media; 0% can’t say regarding the problems faced during performance period due to media

7. From the question regarding **Role of Media during Job or Educational Admissions of the Sportsman**, it is observed that: 50% says yes that the coverage by media in the debut of the sportsmen will help in getting
settlement in job or admission in educational field; 30% says No that the coverage by media in the debut of the sportsmen will not help in getting settlement in job or admission in educational field; 10% sometimes that the coverage by media in the debut of the sportsmen will help in getting settlement in job or admission in educational field; 10% can’t say regarding the coverage by media in the debut of the sportsmen in getting settlement in job or admission in educational field

8. From the question regarding **Importance of Written Records to Photographs/ Video in Media Coverage**, it is observed that: 30% says yes that they think written records in print media are more valuable than photographs of the sportsman; 30% says No that they do not think written records in print media are more valuable than photographs of the sportsman; 30% sometimes they think written records in print media are more valuable than photographs of the sportsman; 10% can’t say regarding the written records in print media are more valuable than photographs of the sportsman

9. From the question regarding **Advantage of Media Coverage in Advance will help the Team/ Sports**, it is observed that: 30% says yes that the teams or sport which get enough coverage before competitions have greater advantage over the other teams; 30% says No that the teams or sport which get enough coverage before competitions do not have greater advantage over the other teams; 30% sometimes that the teams or sport which get enough coverage before competitions have greater advantage over the other teams; 10% can’t say regarding the teams or sport which get enough coverage before competitions have greater advantage over the other teams

10. From the question regarding **Effective role of media during competitions**, it is observed that: 50% says yes that media play an effective role during competitions; 10% says No that media do not play an effective role during competitions; 30% sometimes that media play an effective role during competitions; 10% can’t say regarding media play an effective role during competitions
11. From the question regarding **Paid News Concept should not Exists**, it is observed that: 60% says yes that paid news concept should not exist in media; 10% says No that paid news concept should not exist in media; 30% sometimes paid news concept should not exist in media; 0% can’t say regarding paid news concept should not exist in media

12. From the question regarding **Media is Less Rural Concern than Urban**, it is observed that: 70% says yes that media is less rural concern than urban; 10% says No that media is not less rural concern than urban; 20% sometimes media is less rural concern than urban; 0% can’t say regarding media is less rural concern than urban

**Testing of Hypothesis:**

**H4:** The research scholar hypothesize that there is significant role of media in promotion of sports from point of view of Coaches/Trainers.

From all the above 12 questions responded by the coaches/trainers were based on the role of media in promotion of sports. The collective response with respect to different perspectives was as follows:

- 60% says yes that particular sports are being encouraged by the media
- 80% says yes that they have problem in getting coverage of media at local competitions
- 50% says No that they have not been troubled by the media coverage during the victorious events of their students
- 50% says yes that media plays a vital role in development of sports from local to global level
- 50% says yes that the coach/trainer is neglected during the coverage by media in success of their trainees
- 25% can’t say regarding the problems faced during performance period due to media
- 50% says yes that the coverage by media in the debut of the sportsmen will help in getting settlement in job or admission in educational field
- 30% says yes that they think written records in print media are more valuable than photographs of the sportsman
30% says yes that the teams or sport which get enough coverage before competitions have greater advantage over the other teams
50% says yes that media play an effective role during competitions
60% says yes that paid news concept should not exist in media
70% says yes that media is less rural concern than urban

**Hence from all the above statement it is observed that media plays an important role in development of sports from the Coaches/Trainers point of view hence the Fourth hypothesis is accepted.**

**V.3: Recommendations:**

1. Similar study may be adopted with different geographical locations
2. Similar study may be administered with specific age group
3. Similar study may be administered with specific gender
4. Similar study may be administered with general population to know the role of media in development of sports
5. Similar study may be considered with specific sports and games
6. Similar study may be considered with respect to other aspects of media in relation to sports.