APPENDIX

Questionnaire for the Sportsmen

Questionnaire Note:
This questionnaire is related to the research on ‘Role of media in promotion of sports’. The focus of study and the hypothesis of research are based on opinion of the sportsmen, coaches, association personnel and journalists so out of 26 closed-ended questions maximum are related to opinion related to the role of media in promotion of sports. Please give your opinion. It is confidential.

Name:
Age:

Highest level of participation and achievement in sports:

Sport/ Game:

Contact no.:

E-mail ID:

1. From how many years you are into sports field:
   less than 2
   4
   6
   8 and above

2. At what level you have represented in your sports:
   State
   National
   Interuniversity
   International

3. Do you think that your achievements in sports do play a significant role in your life:
   Yes
   No
   Not fully agree
   Can’t Say

4. Print media plays a major role in promotion of sports: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

5. Electronic media plays significant role in promotion of your sports: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say
6. How many times you were covered by the Print media in encouraging you to keep up in sports:
   - Less than 2
   - 4
   - 6
   - 8 & above

7. How many times your coverage is broadcasted on television:
   - Less than 2
   - 4
   - 6
   - 8 & above

8. Particular sports are only promoted by the mass media: Do you agree?
   - Yes
   - No
   - Not fully agree
   - Can’t Say

9. Your sports are encouraged by the mass media: Do you agree?
   - Yes
   - No
   - Not fully agree
   - Can’t Say

10. Mass media personnel do come in person to the venue for coverage: Do you agree?
    - Yes
    - No
    - Sometimes
    - Can’t Say

11. Do you have complaints with the mass media for inappropriate coverage of your event:
    - Yes
    - No
    - Sometimes
    - Can’t Say

12. Do you have to invite the media personnel for your event coverage:
    - Yes
    - No
    - Sometimes
    - Can’t Say

13. There is corruption in the coverage of mass media: Do you agree?
    - Yes
    - No
    - Not fully agree
    - Can’t Say.

14. Have you ever been called to the media office/ studio for the coverage:
    - Yes
    - No
    - Sometime
    - Can’t Say
15. Media coverage will help you in job enrollment: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

16. Media influences your sports performance positively: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

17. Role of media in India is not successful when related to sports: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

18. Coverage to sports through media should continue for promotion of sports in India: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

19. The teams or sports which get enough coverage before competitions have greater advantage over the other: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

20. Media organization love sports coverage: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

21. Media referred as the fourth estate. Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

22. During competitions media involves itself in competition campaign news rather than focus on grassroots issues? Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

23. After emergence of 24 hours news channel, the interaction between viewers and sportsmen has increased. Do you agree?
   Yes
   No
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Not fully agree
Can’t Say
24. Is media playing effective role during competitions?
   Yes
   No
   Not fully agree
   Can’t Say
25. Paid news concept should not exist in Media. Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say
26. Media is less rural concern than urban. Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

Thanks for response and giving me your valuable times.

Name and Signature of the respondent
Appendix -

**Questionnaire for the Journalists**

**Questionnaire Note:**

This questionnaire is related to the research on ‘Role of media in promotion of sports’. The focus of study and the hypothesis of research are based on opinion of the sportsmen, coaches, association personnel and journalists so out of 22 closed-ended questions maximum are related to opinion related to the role of media in promotion of sports. Please give your opinion. It is confidential.

Name:

Age:

Daily Newspaper Name:

Experience Area and tenure:

Contact no.:

E-mail ID:

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1. What is the medium of language you consider in print or electronic publication:  
   Marathi  
   Hindi  
   English  
   Urdu  
   Any other

2. At what level of sports competitions you have the permission for coverage:  
   District  
   State  
   National  
   International

3. Do you sustain unnecessary stress from society regarding your freedom of coverage:  
   Yes  
   No  
   Sometimes  
   Can’t Say

4. Do you sustain or feel stressed by the management of the print or electronic media:  
   Yes  
   No  
   Sometimes  
   Can’t Say

5. Have you faced problems from the competition organizers during field visit for the coverage:  
   Yes
6. Do you have particular instructions for the specific sports coverage by the management: Yes
No
Sometimes
Can’t Say

7. Is there competition within different print and electronic media for the fastest coverage of local sports competitions:
Yes
No
Sometimes
Can’t Say

8. Do you think that the media is focused with particular sports:
Yes
No
Sometimes
Can’t Say

9. Do you think that the media is concentrating coverage on the global sports instead of local sports:
Yes
No
Sometimes
Can’t Say

10. Do you think that media plays a major role in the motivational as well depression aspect of the sportsman:
Yes
No
Sometimes
Can’t Say

11. Do you think that the coverage of the sportsmen during his/her debut is more important for his future settlement:
Yes
No
Sometimes
Can’t Say

12. Do you think that the sportsmen in India are getting justification about their achievements during their peak period as a sportsmen:
Yes
No
Sometimes
Can’t Say

13. Do you find it difficult to obtain results during the competitions:
Yes
No
Sometimes
Can’t Say
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14. Do you find it difficult to conduct interviews with the sportsmen during the competitions: Yes
   No
   Sometimes
   Can’t Say

15. Do you have difficulties with the organizers during the competitions regarding your coverage:
   Yes
   No
   Sometimes
   Can’t Say

16. Media organizations have many types of biases inside or outside the organization? Do you agree?
   Yes
   No
   Sometimes
   Can’t Say

17. Do you think reporters, news producer and anchors have more work pressure?
   Yes
   No
   Sometimes
   Can’t Say

18. Do you think reporters, news producer and anchors work under the pressure of management?
   Yes
   No
   Sometimes
   Can’t Say

19. Media value the commercial concern more than the people’s concern during sports Competitions. Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

20. Do media institutions provide sports education according to the time and demand of organization?
   Yes
   No
   Sometimes
   Can’t Say

21. Do you expect the local competitions results and photographs are to be submitted to your office by the organizer:
   Yes
   No
   Sometimes
   Can’t Say
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22. How do you try to make it possible to get coverage from the interior / villages where local tournaments are organized which has a traditional importance:
   Personal Transport
   Transport provided by the organizer
   Transport provided by the office
   can’t say

Thanks for response and giving me your valuable times.

Name and Signature of the respondent
Questionnaire for the Association Members

Questionnaire Note:

This questionnaire is related to the research on ‘Role of media in promotion of sports’. The focus of study and the hypothesis of research are based on opinion of the sportsmen, coaches, association personnel and journalists so out of 09 closed-ended questions maximum are related to opinion related to the role of media in promotion of sports. Please give your opinion. It is confidential.

Name:
Age:
Name of Association: Experience:
Contact no.: E-mail ID:

1. From last how many years you are into the portfolio of association member:
   Less than 2
   4
   6
   8 & above

2. How you manage to give prior intimation to the media people about the competitions or the organization of any program or notification regarding any activity run by the association:
   By telephone
   E-mail
   Postage
   Personal visit

3. Do you think that the coverage by the media for your sport/game is:
   Meager
   Average
   Optimum
   Maximum

4. Do you have any problem in having rapport with the media personal:
   Yes
   No
   Sometimes
   Can’t Say

5. Do you feel that your sports at any level is abstained from proper coverage by the media: Yes
   No
   Sometimes
   Can’t Say

6. Do you think that the number of participation in training and competition in your sport directly dependent on the media coverage aspect:
   Yes
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No
Sometimes
Can’t Say

7. Have you ever faced corruption in the media for the publicity of your sports and coverage of the events:
   Yes
   No
   Sometimes
   Can’t Say

8. Do you think that the media personal should approach to you for your sports wide publicity:
   Yes
   No
   Sometimes
   Can’t Say

9. What kind of publicity impacts more on masses:
   Print media
   Electronic media

Thanks for response and giving me your valuable times.

Name and Signature of the respondent
Appendix -

**Questionnaire for the coaches and trainer**

**Questionnaire Note:** This questionnaire is related to the research on ‘Role of media in promotion of sports’. The focus of study and the hypothesis of research are based on opinion of the sportsmen, coaches, association personnel and journalists so out of 12 close ended maximum are related to opinion related to the role of media in promotion of sports. Please give your opinion. It is confidential.

Name:

Age:

Name of sport: 

Coaching Experience:

Contact no.: 

E-mail ID:

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1. Do you find that particular sports are being encouraged by the media:
   - Yes
   - No
   - Sometimes
   - Can’t Say

2. Do you have any problem in getting coverage of media at local competitions:
   - Yes
   - No
   - Sometimes
   - Can’t Say

3. Have you ever been troubled by the media coverage during the victorious events of your student:
   - Yes
   - No
   - Sometimes
   - Can’t Say

4. Do you think that media plays a vital role in development of your sports from local to global level:
   - Yes
   - No
   - Sometimes
   - Can’t Say

5. Do you think that the coach or trainer is neglected during the coverage by media in success of their trainee:
   - Yes
   - No
   - Sometimes
   - Can’t Say

6. Have you faced any problem during your performance period due to media:
   - Yes
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No
Sometimes
Can’t Say

7. Do you think that the coverage by media in the debut of the sportsmen will help in getting settlement in job or admissions in educational field:
   Yes
   No
   Sometimes
   Can’t Say

8. Do you think written records in print media are more valuable than photographs of the sportsman:
   Yes
   No
   Sometimes
   Can’t Say

9. The teams or sports which get enough coverage before competitions have greater advantage over the other: Do you agree?
   Yes
   No
   Not fully agree
   Can’t Say

10. Is media playing effective role during competitions?
    Yes
    No
    Not fully agree
    Can’t Say

11. Paid news concept should not exist in Media. Do you agree?
    Yes
    No
    Not fully agree
    Can’t Say

12. Media is less rural concern than urban. Do you agree?
    Yes
    No
    Not fully agree
    Can’t Say

Thanks for response and giving me your valuable times.

Name and Signature of the respondent
The Role of Mass Media in Sports Development

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Abstract

The mass media is classified into various types such as the Television, Radio, Newspapers and New media (Internet). Each of these mediums is believed to serve various purposes in every given society. The focus of this research is therefore on the role of National Daily papers in sports development. The objective of this study is to understand what roles this newspapers play especially in the area of sport with more emphasize on cricket.

The study employed the survey method while the sampling design adopted in this study is the purposive sampling to select specific newspapers as well as specific developmental areas in sports. Some of the major arguments of the research are that the media is not just an entertainment tool but also an instrument for developing sports through its consistent coverage. Majority of the respondents agreed that National dailies help to promote sport development at all levels. The National dailies should discuss issues that can help sport development more in their coverage. It is recommended from the findings that the media (particularly newspapers) should be used as a tool to achieve sport development in the Indian society by consistently propagating sport stories.

Introduction

The mass media do not simply mirror the world around them. If you were an eyewitness to an event and you then read or viewed a story about it in the news media, any similarity between what you saw and what the news media reported would hardly be the result of a simple process. Mass media content—both news and entertainment—is shaped, pounded, constrained, encouraged by a multitude of forces.

Let's begin by defining what we mean by media content. By content, we mean the complete quantitative and qualitative range of verbal and visual information distributed by the mass media—in other words, just about anything that appears there. The quantitative range of information includes those attributes of media content that can be measured or counted—the number of seconds a television news story lasts, for example, or the number of column inches a newspaper story uses.

Such measures can provide important information about amounts of coverage and some insight into priorities, but they cannot tell us what the coverage was like—the qualitative attributes of the content. Two
शारिरिक शिक्षणात महिलांचे स्थान व प्रसार माध्यमाची भूमिका

गौतम जयराम सिंगरसाट

प्रत्यक्ष:

प्राय साधारणतः महिला प्रत्येक बाबतीत संचार करतो तर स्थान हे स्त्रियांना महणून राहीले आहेत. त्यानुसार समाजात हा हा परिस्थिती मध्ये स्त्रियांचा दर्जन में केला भूमिका केवळ चूूूँ आणि मूल: यामूळत्त्व महत्वाची असून ती एक उपभोक्ताचा वस्तु आहे असाध्य दुर्लभ कोणतो समाजात ही केवळ व्यापक करत. अलांकारकी स्त्रियांनी गुलाबी ताज्यात पुरस्कृत केली तिला हाते त्याचे काम महत्त्व अन्य स्त्रियांच्या फुले, धाडू केवळ करव, राजाराम मोहन रंग, डॉ. भिमसेन आंबेडकर, सावित्री फुले, पंडिता रामबाई, ताराबाई शिवे, आढ़ी धोर समाजसुधारकांनी केले व स्त्रियांचा समाजात मानाचे स्थान प्राप्त करू दिले. हे महणून आज ही स्त्री वित्तीय क्षेत्र नैपुष्य, स्वतंत्र, समता, व्यावसायिक धावांतर, जंगलांचा धारावर एक हे त्सदसिक संवैलकरणाचे वापर करत आहे.

अज शीर्षके व्यापकरणात समाजात दुर्लभ कोणतो महत्त्व दाता आहे. कारण स्त्रियांची भारतीय राज्यात असुद्ध्व शासन स्वतंत्र असून विविध क्षेत्रात पारम्परिक आहे. आज सोपारक, सोडाफरसाट, सशक्त, प्रशासनिक अधिकारी, शारीरिक शिक्षण, पत्रकार, डॉक्टर, कवील, साहित्यक, वेशभूषा, धार्मिक, अभिनंदन आणि विविध क्षेत्रात शासकीय दृष्टीकोणी दृष्टीकोणे वापर करत आहे. परंतु याचा विविध प्रकार माध्यमाची भूमिका तेवढीच महत्त्वाची आहे. याचाच महिला कार्यकारी कृत्तिक खिंडा विविध प्रगती प्रतिस्थापित आणणे ही प्रसार माध्यमाची कामगारी आहे, कारण या माध्यमातील स्त्रियांचे धरणे खरे समाजातील देश पालतीवर स्थान काय आहे हे विविध महिलांचा आदर्श देणारे ठरते व समाजात स्त्रियांचे धरणे संवैलकरणात स्वतंत्र ताज्यात आणण्याच महत्त्वाच काम हे प्रसार माध्यमात करतात. त्यामुळे याची भूमिका संवैलकरणात महत्त्वाची भूमिका आहे. हे नाकारत येत नाही.