CHAPTER – II

REVIEW OF RELATED LITERATURE

Moradi, Mehdi et. al. (2001) Given the undeniable role of sport media in shaping and giving direction to the beliefs, attitudes and thought of society and also the important role of physical activities and physical readiness in the physical and mental health of society and reducing therapeutic costs, the issue that rose is that sport media to what extent partake in development and promotion the components of physical readiness? The research methodology is descriptive-comparative, the type of the research was applied, the method of accomplishment was survey, and data collection was field study. Research Population was the sports and media experts. Research sample included 140 people and the sampling method was non-random. Descriptive statistics was used to describe the personal specifications of examinees. Kolmogorov-Smirnov test was used to investigate if the data is normal and Wilcoxon’s test was used to determine the significance of hypotheses. A researcher-made questionnaire including 60 items in 10 dimensions and 5-points Likert spectrum was used to collect data. The validity of the questionnaire was determined by 15 academics and experts in the field of communications, physical education and sport. Its reliability is also determined through Cronbach's Alpha (α=0.84). From the viewpoint of sport and media experts, there is significant difference between status quo and desired status of the role of sport media in developing and promoting the components of physical readiness in level P=0.05. From the viewpoints of examinees, the lack of universality in sport media’s programs and the lack of recognition in media people about the various dimensions of athletic sports are the main reasons for the difference between status quo and desired status. Keywords: Sport Media, Physical Activities, Physical Readiness

Mohibullah Khan Marwat et. al. (2001) 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

Astrid Dickinger Marina Bartoletti (2013) The focus of this paper is on the importance and the influence of new media, with a focus on impact of social media and the mobile Internet on the marketing for sport events. In order to critically assess the matter at hand, the author analyzes whether the use of new media has a remarkable impact on consumers’ preferences and behaviors when it comes to sport events. Firstly, the unclearness of how new media can be used to communicate with a target market is analyzed. Secondly, the importance of communication and its different goals as well as its development is canvassed. Thirdly, the research question of “how can new media be successfully employed as a marketing channel for sport events” is posed and subsequently answered. Afterwards, the different qualitative investigation methods employed by the author are presented. Lastly, the results of the content analysis and netnography are assessed.

Fatemeh Zohrabi et. al. (2012) The present research is mainly done to determine the role of the media as an important tool in attracting financial support for athletics. In this way we gathered 75 views out of 104 which were related to sport federation practitioners. These were chosen according Table
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Cohen among the total 145. The measurement tool was a 53 question questionnaire which is verified through Delphi method. The validity of the questionnaire was done formally and its reliability was proved through Cronbach's alpha test 87%. Friedman test was used to prioritization each media kind in attracting financial support for athletics development. Kruskal and Ellis test were also used to determine the share of each media in 5 guidelines for sport improvement. According to research findings new visual media (such as the internet) have the most influential role in improving marketing, hosting international competitions and attracting foreign investment. Visual media have the main role in attracting domestic investment and privatization. Media have the main role in attracting foreign capitals and then hosting international competitions and sports marketing. Keywords: Championship Sports, Variety of Media, Attract Financial Support.

Farid Esfahani et. al. (2012) Facing overweight due to the current life style provokes human to think about reducing fat. Regarding the extensive advertisements on media about sport tools for losing weight, still it's the question that whether these advertisements can be effective? The purpose of this research is whether sport media advertisement is an important and effective antecedent of consumers’ buying behavior of weight losing sport products. The statistical population consist thirteen municipality zones in Mashhad, that four zones selected by using cluster sampling. The measurement tool is a self-constructed questionnaire distributed among 300 respondents. Results show that there are significant relationships between TV advertisements, Pictures, Telephone and Word-of-mouth and people awareness about losing weight sport products; there are significant relationships between TV advertisements, Telephone and Word-of-mouth and convincing individuals toward losing weight sport products; there are significant relationships between TV advertisements and Word-of-mouth and intending to buy losing weight sport products. In fact, advertisements will have positive effects on product sale but the problem is that which media is suitable for advertising and what kind of product we have. In the current research, TV and Word-of-Mouth are the best
media for advertisement of weight losing sport products. **Key words:** Advertisement Media Sport products Purchase Losing Wight

Ashleigh-Jane Thompson et. al. (2012) The application of technology and the rise in social media has not gone unnoticed in sports and has become a vital tool for sport marketers as sport consumers’ media consumption grows. This paper offers an analysis on the development and maintenance of a social media strategy for a National Sport Organisation (NSO) in New Zealand. This initiative, implemented for Tennis New Zealand (TNZ) in 2010, was conducted to provide a minority sport (in terms of mainstream media) with its first online social media presence. This study involved a qualitative analysis of Tennis New Zealand’s (TNZ) development and maintenance of a social media strategy through fieldwork, social media metrics data collection and analysis and evaluation, and highlights a number of issues in the development and effective utilisation of social media for an NSO. In particular, applying a “one-sizefits-all” approach to its management despite the uniqueness of the sport product. Creative online strategies using technologies such as Facebook must be employed, monitored, and evaluated to ensure they continue to meet the needs and expectations of all stakeholders. Such strategies include the use of promotions, ‘behind the- scenes’ material, and constant engagement and conversation with fans and followers. **Keywords:** social media; national sport organisations; online communities; Marketing

**Mark Joseph Greer Holland (2012):** Under the umbrella of positive youth development, life skills represent an important area of research for young people. The personal competencies a young person possesses determine his or her capacity to effectively navigate the turbulence of adolescence and grow into adulthood. An increased understanding of the role, function, and enhancement of life skills therefore serves a great purpose in the design and evaluation of youth development programs. This thesis aimed to extend the current knowledge and practices through targeting the gaps in the life skills literature. First, using a qualitative design, the specific needs of young elite athletes were
investigated while outlining a proposed methodology for future needs analyses. The importance of developing life skills in young athletes was emphasised as it was found that young athletes required a range of both sport specific and life skills. Second, an investigation into the function of life skills found that reported possession of key life skills partially mediates the relationship between youth experiences and well-being, illustrating this role for the first time. However, within youth samples there was a broad range in the degree to which these skills are applied and transferred, reinforcing the call for deliberate developmental programming. The lack of adequate measures in life skills research was addressed through the validation of BRSQ with young sports participants. Support for the utility of this measure allows for the greater investigation into the mechanisms through which life skills function. Finally, a life skills program was designed following the recommendations of the predominant youth development frameworks and comprehensively evaluated. This thesis progresses existing literature regarding the role and function of life skills as well as providing insight into how to best promote and evaluate the teaching of life skills in applied research programs.

Anna Sian Leyshon (2011) The growing concern about health, obesity and social exclusion (Department of Health, 1992; Health Education Authority, 1998; Bramham, 2008), together with the recognition of sport’s wider societal role (Coalter, 2001), has resulted in the prioritization of physical activity engagement for young people (Department of Culture Media and Sport and Strategy Unit, 2002; Welsh Assembly Government, 2005). Funded by Sport Wales (SW), this thesis presents a young person-centered approach and offers a leisure lifestyle framework for young people together with a Welsh School Sport Framework for the “5x60” initiative in Wales. Managed by SW, the “5x60” initiative was launched in September 2006 in Welsh secondary schools with the intention of contributing towards Welsh Assembly Government’s targets for pupils to achieve 60 minutes of sport and physical activity five times a week. The “5x60” initiative is delivered through “5x60” Officers with the purpose of increasing extracurricular physical activity opportunities for pupils, especially
those identified as non-active. Fieldwork was conducted in two phases: (1) an exploratory study in six secondary schools geographically distributed throughout Wales between December 2007 and June 2008, in three-week periods; and (2) an in-depth focused study at two of the original six schools visited. Data were obtained from a mixed-method approach of focus groups with pupils, classroom activities with pupils, interviews with staff, and observations. The classroom activities helped identify different groups of young people: the Leisure, Sporty, and Sporty-Arty and Arty pupils. The classroom activities also proved to be a useful tool for the “5x60” Officers to get to know and establish rapport with the young people. Based on the empirical findings, four theoretical themes emerged: a young person-centered approach; the young people’s leisure lifestyles; the heterogeneity of the young people; and gender. There were also two overriding operational themes; the social contact with the officer, and the experience of the club / activity. The influence of all of these varied according to the group of young people, the effect of school locality; and individual characteristics (specifically, the effect of a Welsh language school). Throughout the thesis there is a reflective commentary on the research journey which ends the thesis with a reflective epilogue.

**Julie M. Sparhawk (2003)** Media images of the unattainable thin body can be found almost anywhere. These media images are seen on billboards, magazines, in commercials and in ads. There has been continual interest in women’s body image throughout the years. Women’s self-esteem, eating patterns and how these two concepts are affected by what a women sees in the media have been researched. This line of research is important because discovering the link between poor body image and the media’s portrayal of women could allow for success interventions to be evaluated and implemented. An intervention could lead to fewer cases of anorexia and bulimia and could lead to increased self-esteem and a more positive body image amongst women. The purpose of this study was to substantiate the media’s influence on body image. Forty-three University of Wisconsin Stout undergraduate students voluntarily participated in the study. The control subjects participated by filling out the Body Image
States Scales (BISS). The experimental subjects viewed 120-second power point presentation showing media images of women followed by completion of the BISS. The BISS consists of six questions, rated on a likert type scale that inquires about the subject’s feelings regarding their physical appearance at a particular moment in time. Data analysis using independent sample t-tests was used in this study. Analysis suggested that individuals who viewed the media images of women felt less physically attractive than the individuals who where not exposed to the media presentation. Also, individuals who viewed the media presentation felt worse about their looks than those individuals who did not view the media presentation. Additional findings suggested that overall the two groups’ satisfaction with their body, looks and attractiveness were not found to be significantly different. The four questions that did not reveal significant findings dealt with more specific aspects of body image. For example, body shape, size and weight were a few of the specific aspects that were questioned. In the future, replication of this research with a wider pool of subjects perhaps internationally, using a pre-test post-test design, or exposing the experimental group to the thin ideal for a longer period of time is recommended.

Mark Wysocki (2012) This study seeks to understand how social media is being used amongst sports organizations. More specifically, this study analyzes the dynamic of social media in the National Basketball Association (NBA). Existing research has established the importance of social media in sports and entertainment venues but fails to elaborate on how individual teams implement social media strategy, specific tactics, and the current climate around social media in sports communication. To establish best practices of social media in sports communication specific to the NBA, this study interviewed social media specialists from nine NBA teams. Eight best practices were established: give quality content; incorporate social media offline; gamify social media efforts; personalize fans on social media; collect fan data; fan source/crowd source; use fans to amplify message; and track, measure, analyze and adjust. These best practices explain the most effective ways to utilize social media in sports
communication specific to the NBA. These best practices can also be translated across other sports teams, entertainment entities, and brands.

**Mona Tavakolli (2013)** Sport development is a step toward national development. Due to affecting personal and social life, sport has attracted the attention of people and government. Mass media is an important means of sport development, which influence realizing most of sport development objectives. One of the mass media with a growing audience is on-line news agencies. Investigating the situation of sport coverage in such media is one of the research needs for sport development programs and the amount by which sport materials could help sport development was the main question of this research. The current work compared sport news of Fars and BBC on-line news agencies in terms of news coverage type of sport social organizations (educational sport, public and recreational sports and women sports). This research was of content analysis type and Chi-square test was utilized to analyze the data at significance level of p=0.05. The results show a significant difference between two Fars and BBC news agencies in terms of public, educational and women sports. Also, there was a significant difference between these two news agencies considering championship and professional sports. Results of the research related to content analysis of mass media indicated that, as far as the variable of sport components was concerned, most focus in Fars news agency was on professional and championship sports, especially a limited number of fields such as football. While public and recreational sports do not receive sufficient attention in sport mass media, sports like educational, women, disability and local sports cover a widespread community; also experts believe that some of them like public and educational ones have more important roles in society than championship and professional sports. **Keywords:** Sport social organizations, On-line media, Internet

**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

Salman Farzalipour et. al. (2012) This study examined the role of Mass Media in women’s sport from expert’s viewpoint. This study is descriptive - scaling which conducted in field study. Among the experts, 100 experts in media, 100 experts in sport and 100 national and international women athletes were selected as samples of this study. Data was collected by self administered questionnaire. The questionnaire is included of 21 questions that measure the role of Mass Media in five variables of sport (four questions), improvement of performance (six questions), management and planning (four questions), financial resources (four questions) news resources (three questions), in current and desired situation. Chronbach’s alpha coefficient is utilized to examine the reliability of current situation 0.9729 and desired situation 0.9723. Data analyzed at meaningful level of P≤0.05 using Kolmorgrov-Smirnov, Kruskal Wallis, U Mann Withney and Wilcoxon. Results from subjects’ viewpoint showed that Mass Media in current situation play a little and so little role in all variables. While, in desired situation, it can play an important role in women’s sport. Also results showed a meaningful difference between subject’s viewpoint about desirable role of Mass Media in current and desired situation in women’s sport. Difference between current and desired situation in all variables showed
that Mass Media has high potential role in women’s sport, but for some reasons, they don’t do it properly. So, the proper use of Mass Media is essential for women’s sport improvement. **Keywords:** Mass Media, Women's Sport, Experts in Sport, Expert in Media.

**Katie Lebel (2013)** The purpose of this dissertation was to explore the digital self-presentation of professional athletes. Central to this purpose was the application of Goffman’s (1959) self-presentation theory to the social media landscape in order to further our understanding of online athlete behavior through a theoretical lens. Study 1 established how professional athletes are presenting themselves on Twitter through the identification of ten focused self-presentation strategies and explored differences in athlete strategy based upon gender. Content analyses compared male and female athlete tweets relayed by all professional tennis players with a verified Twitter account. The analysis suggested that while athlete image construction was largely similar between genders, male athletes spent more time in the role of sport fan while female athletes spent more time in the role of brand manager.

Study 2 built upon the framework for athlete self-presentation established in Study 1 by asking sport consumers to identify their level of interest in each self-presentation strategy. A self-administered online survey was created to measure audience interest and sent to a snowball sample of golf consumers ($N = 377$). The most salient strategy reported was the sport insider. The study suggested that fans may not be as interested in the personal details of an athlete’s life outside of sport as previously suggested. A disconnect between the self-presentation strategies being employed by athletes on Twitter and the strategies sport consumers reported being most interested in was also identified.

Study 3 investigated how professional athletes present themselves in their Twitter profile picture and included an interpretation of this photographic self-presentation by a Generation Y audience ($N = 141$). Participants assessed a sample of profile photos of the most followed male and female athletes on Twitter by providing their first impressions of each athlete’s image and then evaluating photo favorability and effectiveness. This research provided
evidence to suggest that individuals invest meaning in the social cues provided in athlete profile pictures. Athletes who highlighted a sport context were consistently ranked most favorably and effectively and were associated with positive word associations. The findings underscore the importance of a strategic alignment between social media profile content, profile photos, and the brand established by athletes. Keywords: self-presentation, Twitter, professional athletes, image management strategy

Ali Alshamli (2012) Mass media could be one of the tools used to promote a physically active lifestyle. It is a direct and potentially effective tool for reaching public with means, knowledge and information and helping them to understand the importance of a physically active lifestyle. The main purpose of the study was to discover the influence of mass media in promoting sports activities in order to improve health in Sultanate of Oman, and attempt to determine the effect of the mass media in promoting sports activities to improve health. The study sample consisted of 470 participants divide to five age groups (15-20, 21-25, 26-30, 31-35, 36-40, and over 40 years, respectively). The study used a mass media survey to answer the main questions of the study. The results showed a weakness of mass media to encourage sports culture and exercise within different segments of society in order to improve health. Furthermore, it was a good signal that highlights the importance of mass media in promoting exercise in sport in order to improve health. In addition, the results of the study provide professionals in sports adequate information to what mass media should be done to promote sports in order to improve health of the people of Oman. It recommends that mass media should embrace national projects to promote and encourage sport for health. Key words: Physical activity benefits, sport mass media

Giulia Pozzi (2012) The new role of the mass media in the construction of sport and Olympic values Miquel de Moragas Director of the Institute of Communication and the Centre for Olympic Studies Autonomous University of Barcelona The Centre d’Estudis Olímpics (CEO-UAB) publishes works aimed
to facilitate their scientific discussion. The inclusion of this text in this series does no limit future publication by its author who reserves the integrity of his rights. This publication may not be reproduced, neither partially or totally, without the author’s permission. The role of "Media-Sport" in popular modern culture: Recent research proves that there has been a major increase - at least quantitatively- of sport in the media in countries all over the world, in the number of specialist newspapers, the number of pages given over sport in conventional newspapers, television sport channels, in the number of programming hours and the radio and television sport programmers’ audiences, etc. The increase in the number of references to sport and Olympics in advertising and sponsorship strategies of small and large advertisers alike stresses the financial importance that this phenomenon has acquired and is also an unquestionable sign of its cultural importance. "Media-sport" is one of the major forms of entertainment in modern societies but, as the cultural theory has clearly shown, these forms of entertainment are also forms of production and a privileged vehicle for the broadcast of ideas about identity, social- relationships, cultural exchange, etc. What is more, "media-sport" has become one of the main settings for the exhibition (ritual) of social and intercultural relationships on a worldwide scale.

As put forth by (Boria Majumdar - 2006) in “The Lost Histories of Indian Cricket”, modern cricket has immense political, economic and social potential and a widespread appeal across India. Therefore, governments, cricket’s governing bodies and players, sponsors and fans, all try obstinately to exert control over the game, which is certain to result in future furors. Majumdar has tried to present the lost stories and tales, which deserve mention in the annals of our cricket history, but have been relegated to the dusty shelves of archives. Many of the accounts he presented are captivating stories of intrigue and power play, including controversies of yesteryears, which have faded away into oblivion.
(Daya Kishan Thussu - 2007) in “Media on the Move” notes that, the new communications technology, especially the Internet, is creating transnational solidarities and cultural identities.

Eileen Kennedy and Laura Hills (2009) in their book “Sport Media and Society” claim that, “Sport has become a powerful vehicle for mediating meanings and feelings in the society. Every image of sport in the media evokes a wealth of associations, constructing a lens through which to view society. Inevitably, the picture we see conveys all the complexities of contemporary cultural politics”. They tried to provide the analytical concepts and methodological approaches used in studying the sport media, through original case studies. They emphasized the need to interact critically with media sport by drawing out the complex intersections of social issues within a variety of sport media. The book in a way aimed at transforming the experience of consuming media sport into an analysis of this fascinating facet of culture. The chapter “Sport and the Press” presented an insight into how newspapers use words and images to construct discourses of sport. Newspapers are thus shown, to use sport to engage in a dialogue with readers, constructing mythic communities, based on assumptions of shared values.

Dunning, Malcolm and Waddington (2004) in their book “Sport Histories” presented the development of modern sports through ten case studies. The book addressed the genesis and growth of both- sports which have formed central foci of research and discussion in the sociology and history of sport like soccer (football), rugby, baseball, boxing and cricket – as well as sports which have been relatively neglected - shooting, motor racing, tennis, gymnastics and Japanese martial arts. There are discourses on contact sports and non-contact sports, as well as individual and team sports, ball sports and non-ball sports, sports the modern forms of which began to develop in the eighteenth, nineteenth and twentieth century’s, and sports which were codified, not only in Britain, but also in France, the United States and Japan.

Lawrence A. Wenner (1998) in his book “Media Sport” talked of sports as a channel through which feelings, values, and priorities are communicated.
Today, sports have dominated the world media. The media is showing ever-increasing enthusiasm towards coverage of sports, as a means to devise strategies for penetration into new markets. Sport has become a content as well as mode of communication, which has reached great heights. The advent of twenty first century has seen this cultural fusing of sport with communication, which has resulted in a new genetic strain called Media Sport.

Analyzing the development of sports in Western Europe in his book “Body and Mind: Sport in Europe from the Roman Empire to the Renaissance,” John McClelland (2007) claim that, “Sport for many has replaced religion as a source of emotional catharsis and spiritual passion, and for many, since it is among the earliest of memorable childhood experiences, it infiltrates memory, shapes enthusiasms, serves fantasies”. He also claim that, political structures, educational systems, religious institutions, warfare, technology and medicine shaped sport over the long course of history. Considering the political, cultural, economic, spiritual and aesthetic power of sport in the twenty first century, a new and original perspective on the relationship between sport and society is revealed.

Presenting a unique and involving account of the Indian cricket phenomenon in his book. The Magic of Indian Cricket Mihir Bose (2006) claim that, Indian cricket has been a major driving force in the world game. It developed from initially being a colonial pastime to its transforming into a national passion and now wielding global power. Indian cricket has almost become indispensable to modern India’s identity, culture and society. He discussed the game in terms of race, caste, politics, national consciousness and ambition, money, celebrity and the media, evoking all the unpredictability, frustration and glory, which mark the magic of Indian cricket.

Presenting an intricate relationship between growth of media to growth of sports and games J.V. Vilanilam (2005) in his book „Mass Communication in India: A Sociological Perspective” argue that, “Media has become great promoters of games and sports”. Sports have transcended the status of merely being human
activities, into a huge money-minting business. He also claims the nexus between the advertisers, corporate, media and sports, especially cricket.

**Boyle and Haynes (2009)** in their book „Power Play: Sport, the Media and Popular Culture” claimed that sport has become more a central component of mainstream popular culture as well as economic, political and public discourse. He even argued that a more commercially focused, demand-led, 24/7 media system has helped to facilitate the seemingly insatiable appetite for particular sporting discourses. More and more mainstream coverage is devoted to sporting stories and the stars that the media sport industries work so hard to create, and the media management and PR industries work so hard to sustain and extract a commercial value for them. He also discussed that, the advent of digital broadcasting has signaled a new phase in the evolution of a relationship between sport and the media.

In his book Sports Journalism: Context and Issues **Boyle (2006)** explores the impact of increased competition among and across media outlets on journalistic practice as, for example newspapers increasingly position sports coverage as an important part of their wider brand identity in the marketplace.

According to the sociology of sport literature, creation of giant media conglomerates is one of the key aspects of the current sport globalization process. **Law, Harvey and Kemp, (2002)** examined the corporate structure of six major media/entertainment conglomerates to understand some of the details of these holdings which unpack the „circuits of promotion” being formed through media platforms and content convergence. The study also analyzed how these competitors are also involved in several joint ventures, which connect them together, thus forming a dense web despite their rivalries. It claims that democratic interventions at the national and global levels were very much required to ensure that sport media consumers do not remain easy targets of the global media/entertainment oligopoly.

**Mehta (2007)** in his study, tried to plot the growth of Indian television and exhibit its crucial role in making cricket integral to modern notions of Indian
identity. He found that, both television as well as cricket mutually benefits each other and indeed the massive infusion of capital from Indian television has transformed the world of cricket. The enormous money that television has generated for cricket has also transformed India into the spiritual and financial heart of the global cricket industry. In this process, however, hockey and other sports have been left behind owing to the harsh realities of capitalism and expanding markets.

Tuggle (2004) quantitatively examined the coverage given to women’s athletics by ESPN Sports Center and CNN Sports Tonight, India's two nightly sports news/highlights programs. The two programs were found to devote only about five percent of their air time to women's sports. Other measures, such as story placement and use of on-camera comments also indicated an emphasis on men's athletics. It was also found that the news stories centered more on individual competition, while women’s team sports received negligible coverage.

Gupta (2009) explored the reasons for India emerging at an excellent position in international cricket and how the creation of Indian Premier League (IPL) is a giant leap in the metamorphosis of the power structure in international sports. The article argued that, India has learnt the lessons of globalization (as they apply to sport) and has shown the wisdom to create a new national cricket league that has an international character. The study claims that, the success of the IPL and similar sporting ventures in non-western countries would set the stage for challenging the West’s sporting monopoly and authority to determine where and how the game is played.

Ganguly (2005) studied culture of politics and the politics of culture, especially cricket in South Asia. The study aimed to examine the way global media networks created a revenue generating programming format in live broadcasts of cricket games - beamed to the 'nation' - but more importantly a national consciousness through the watching of the games. While corporate media grapples with state regulatory policies for broadcast rights, political agendas claim media networks and popular culture. Questions of political capacity,
preferences and leadership therefore spill over the international political-economic structures and state regulatory frameworks into prime time television and 'nations' watching a game of cricket. In looking at the uneasy conjuncture of corporate media, state and mass viewership he argues that political capacities and choices are not limited to the level of the state only but informed at given junctures of political, economic and cultural moments within a historical specificity.

Discussing celebrity involvement in Indian public sphere, Jaideep Mukharjee (2004) in his article narrates that, alongside the genuine activities media also spotlight the stars of showbiz, society and sport. It also juxtaposes the history of Indian media and its ability to make celebrities.

To claim that, Indian society has tactical support for media censorship, Gupta (2005) in his work on status of Indian press and its development argue that, the future of censorship is very bright in India -in media, culture and intellectual life. He adds that one need not be taken in by political postures and academic correctness, and indeed the politicians, the bureaucracy, the literati and the middle class love censorship. They all talk of freedom only for their own ideas, lifestyles and moral codes, while they advocate censorship for others.

A study by Wendy (1999) says that despite the fact that cricket is almost embedded in our traditions and culture, it has had to adapt to changing value systems. It has never enjoyed the stability that it deserved. Over the years, cricket has changed according to the changing rules, rituals and understanding of the society. The globalization of culture has been the major factor leading to cricket's commercialization, commoditization and revamping as spectacle. However, cricket continues to be a strong source of ideologies. The very nature of the game, its organization and the values linked with it have all seen a makeover, in cricket of the empire as well as in globalized cricket.

A study by Mehta, Gemmell, and Malcolm (2009) says that, the game of cricket has become a symbol for the forces of globalization and a medium for emphasizing new post-colonial identities. India has emerged as the new
financial hub of cricket and particularly, the formation of the Indian Premier League India has ushered in a new era of cricket consumerism. The study examined the discourse around the Indian Premier League, debates around cricket’s new „Asian bloc” and the racism row between the Indian and Australian cricket teams in January 2008, to describe how the international power dynamics of the game have changed and its connotation for the post-colonial, globalized world.

Seeking to analyze the trends in sports on celluloid, Gooptu (2004) outlined the Indian social status and romance about cricket and pointed out that Lagaan was the only sport/cricket film that not only achieved phenomenal success, but has also achieved cult status as the first „crossover” Bollywood film. His study reveals the development of Indian cricket with the help of corporate finance, sponsors and media. He claims that the success of Lagaan saw other Bollywood producers and directors toying with cricket.

Wagg and Ugra (2009) studied the discourse based on controversies surrounding Australian ex-Test cricketer Greg Chappell, during his tenure as coach of the Indian cricket team between 2005 and 2007. They used the media discourse on Chappell to outline the shift in Indian cricket culture in the context of contemporary Indian society, globalization and the East-West relations within the global economy. It was found that Chappell”s tenure as coach of Team India marked the evolution of a global cricket technocracy. It almost leveled out, or threatened to level out the historic differences that existed in national cricket cultures.

Bandyopadhyay, (2008) explored the way India-Pakistan cricket tours have been represented by the media, taking into account the domestic political debates, sub continental diplomatic relations and purely cricketing arch-rivalry. He found that the early 2004 tour of Pakistan by team India evoked a wide variety of responses by the Indian masses. It marked the beginning of cricket being considered as a multi-pronged weapon. It could be a political instrument to generate electoral confidence, a diplomatic ploy to accelerate peace process,
an economic means to improve the neighbor’s financial distress, a cultural arena
to assert cricketing muscle, an emotional tool to soothe traditional enmity, and
many more. The study concluded that the obvious popular perception of an
ever-rising enmity stands in striking contrast to the friendly ties between the two
cricket boards at international level. Indeed cricket remains one strong link that
could aid in the normalization of relations between the two neighboring
countries.

Tuggle and Huffman (2001) in their study noted that, though during the
starting days of television, it was thought that live coverage of news events
would be extremely rare, but on the contrary, live coverage became pervasive.
They examined the live coverage of events by television and found that stations
in sampled-markets aired more stories containing a live element than they aired
standard reporter packages. However, in most cases TV stations could not
justify the necessity of going live, further reinforcing the contention that new
age television newsrooms are being controlled by technology and not by
journalism.

Nalapat & Parker’s (2005) analysis suggest that, by studying the
autobiographical details of sporting celebrities, cultural change can be observed,
interpreted and analyzed. The study reviewed the image of India’s sporting
tycoon Sachin Tendulkar in terms of its contribution to debates surrounding
politics, religion and Indian nationalism. The basis of the study is that though
Tendulkar affords all the hallmarks of celebrity status, his identity remains
rooted within the context of certain political and nationalistic values. His iconic
status especially in his own country is shaped by these very values.

Walker (2006) examined the development of sports journalism during late
eighteenth and early nineteenth century (1870 to 1914), a period of significant
change within the provincial press. Previous research suggested that the
coverage of sports news within the local newspapers had a role in building local
and regional identities. This study investigated how far this argument is
supported by the analysis of the Lincolnshire press. Increasingly, the identity of
local press titles was, to an extent, shaped and defined through their sports
coverage. This enabled newspapers to distinguish themselves from neighboring rivals. The article examined the sports coverage appearing within the local press as contrasted with that in mainstream national press.

McChesney (1997) noted that, the world faced a new challenge in the name of a few media conglomerates controlling the power structure in the global media. He adds, “A specter now haunts the world: a global commercial media system dominated by a small number of super-powerful, mostly U.S.-based transnational media corporations. It is a system that works to advance the cause of the global market and promote commercial values, while denigrating journalism and culture not conducive to the immediate bottom line or long-run corporate interests. It is a disaster for anything but the most superficial notion of democracy—a democracy where, to paraphrase John Jay's maxim, those who own the world ought to govern it”.

While attempting to explain why cricket flourished like no other game did in India, a study by Boria Majumdar and Sean Brown (2007) claim that, in countries like the Americas, there were attempts to dissociate American sport from British sport, while in countries like India since the Empire lasted far longer, the intention was to appropriate and subsequently indigenize British sports for purposes of resistance. The nationalist movement in India had made it necessary that cricket should be adopted as a non-violent means of confronting the British rule. The authors have discussed promotion of such nationalism in order to decode this long existing dichotomy.

Boria Majumdar’s (2007) study argues that, cricket in 21st century India is close to being labeled a truly postcolonial sport. On the one hand, it has detached all connections with the colonial past. And on the other it contributes to identifying and fixing some of the problems in contemporary Indian society. He claims that, euphoria engulfs the nation as soon as the world cup comes and an otherwise sane country goes frenzied triggering all time high cricket commerce. The fortunes of the Indian cricket team are considered to reflect the postcolonial India and the performance of eleven men decides the behavior of a billion people.
In a study on role of Indian television in transforming international cricket Boria Majumdar (2008) discussed the way Board of Control for Cricket in India has begun to finance global tournaments purely for the Indian television market. This illustrates the complex nature of what has come to be called globalization and establishes the fact that satellite television is one of the most obvious symbols of globalization. He also talked of cricket coverage on Bengali television shows saying that the marriage of television and cricket has converted the game into a national passion with people connecting their patriotic feelings with cricket.

Attempting to unleash the Indian history of cricket and politics of race during colonial India social historian and cricket writer Ramchandra Guha (1997) claims that, newspapers of British India used to report the game played between the rulers and the ruled. The nationalist newspapers used to highlight the triumph of the Asians over the Europeans. Cricket and journalism played an important role in believing that the endless power of the Europeans could be brought to an end.

David Rowe (2003) explores the role of mega-media sports festivals like the summer Olympic Games and the football World Cup, as important indicators of globalization. Sociologists of sport have raised questions on the so-called power of sports leading to globalization, referring to various empirical instances. It also examined the relationship between social institution of sport and cultural differences of nation.

Jones Ken (2000) discusses the decline in popular sports writing in the journals. He draws out the changes in sports journalism before the period of the Second World War and after that. He pointed out that, “the determined romanticism of a more innocent age had yielded to higher standards of journalism.” Globalization and immediacy of television changed the overall pattern of sports writing. Unearthing scandals and controversies had taken the front seat in the agenda of sport writers.
Hagerty Bill (2005) in his article “It’s Cricket, but is it journalism?” interviewed some sports journalists and track down the changes in the trend of sports reporting in radio specially test match specials. The study suggests that, the trend of reporting cricket became more than expert summaries, it also composed of jokes, and light commentary. In his words, “the commentary boxes feature practical jokes, the chocolate cakes sent by listeners and devoured on air and the public-school-style nicknames adopted by the TMS team”.

Paul Dimeo & Joyce Kay (2004) in their study on response of the international press to the co-hosting of the 1996 Cricket World Cup by India, Pakistan and Sri Lanka, claims that, event of world cup of cricket has been used to some sort of positive image building by the press. It claimed that before the event due to instability in the region as a result of cross border tensions between India and Pakistan and civil war in SriLanka, the international media projected a negative image of this region.

Rosalind O’ Hanlon (2007) outlines the major military skills which were treated as compulsory part of the repertoire needed for a complete gentleman of the medieval society of India. Skills like wrestling, horse riding, archery and swordsmanship were indispensable for military preparations and were given patronage by the kings. The practice in the peace time was treated as the favorite pass time of the society.

Matthew Engel (2001) in his study explored the trends in sports coverage in the journals of England. The study brought forward the fact that the volume of sports reporting has increased over the years. In his words, “this is the culmination of a trend that has been evident from several years, although at first mainly in the Sunday papers. Now all four general daily broadsheets have increased their sports coverage by previously unimaginable amounts. And in May this year, both the Times and the daily Telegraph took the obvious next step and began daily standalone sports sections. The pictures also took over the space of news reporting in this new trend.”
Boyle and Haynes (2002) drew down the paradigm shift towards new media and sports experience of the fans to conclude that the new media opened a whole bunch of opportunities for fans as now they can watch anything, anywhere and anytime. They figure out the implications of global, networked multimedia driven communications on understanding of sport and media sport relationship. They conclude that, “we now stand on the verge of the next stage development of the sport driven by changes and opportunities that the evolving media landscape offers.”

C.H. Neels Van Heerden et al (2004) tried to explore the relationship between media exposure and sponsor recall relating to the Cricket World Cup 2003 (CWC 2003). The author attempted to examine the application of sponsorship as a communication construct and recall as a media vehicle effect. A survey of university students was conducted by exposing them to a self-administered questionnaire aimed to gauge their exposure to CWC 2003 events. It was found that there existed a relationship between media exposure and sponsorship of sporting events like cricket World Cup. The main conclusion was that an event sponsor has to manage its sponsorship expenditure through the incorporation of other marketing communication elements to improve its success rate.

To quote the author, Patching Roger (2006) “They say there are only two certainties in life – death and taxes”. The author suggests that you add another for the average Australian: the need to know “the latest score”. The author has “crunched the numbers” on the News Value column in The Australian’s media section during 2005, to demonstrate the overwhelming popularity of sports coverage in the Australian media. Of the “top five” stories, nominated in the column in the 44 weeks surveyed, 41% involved sports coverage, nearly double the next category. There are also preliminary findings of a study of the first 41 weeks of the surveys for 2006. The author asks why sports reporting are not offered in more tertiary journalism courses.

In an attempt to present an explanation of the unprecedented thrill of the Indian masses with the IPL, Ramani Srinivasan (2008) claims that, behind the glitz and glamour of the Indian Premiere League, there laid a distorted form of
commodity and consumer excess. He added, “Seen from a larger perspective on sports management and administration in the country, the IPL becomes a distorted money-spinning exercise devoid of substantial participative value. Thus a cricketer like Ishant Sharma would earn $ 9,50,000 over three years for, merely bowling four over’s each in about 16 games in each year and for endorsing a brand, while other sports persons such as hockey players suffer from lack of compensation and training facilities. Reliance on corporate bodies alone to promote sports would only help bring in so much benefits of commercialization-inflated value for the commodified participant and exclusive pandering to the voyeuristic desires of the consumerised spectator.”

Vincent Couvelaere & Andre´ Richelieu (2005) explains that, sport teams draw a huge fan following who even connect with them emotionally. For this reason, teams have employed various strategies to exploit this relationship and to increase their profits. The author examined the endeavors of four French soccer teams, in order to promote their brand. The results indicated that, the growth and execution of a brand strategy is supposed to work well commercially for the professional soccer teams, but they needed to attempt at building their brand equity.

Ankur Budhiraja (2012) studied the consumers’ perception in the context of Indian sports Celebrities as brand endorsers. He also tried to study the impact of sportsmen associated with different sports. He concluded that, “The analysis of the responses shows that the products endorsed by Indian cricket celebrities are highly impactful and they have a strong impact on purchase decision making process”

Gaustad Terje (2002) analyzed the basic economics of televised sports and creates a strong basis of further empirical research in this field. He concludes that, “As soon as a sports program is produced, all revenues from new groups of viewers and new markets will represent an almost net gain to the producer’s overall profits. He also advocates that the development and introduction of digital television results in increase in transmission capacity, and this
development, coupled with the scale economics of televised sports, is likely to create a substantial increase in the overall volume of sports programming available to viewers.

Discussing in detail the symbiotic relationship between media, sports and advertising, Bosshert (2003) explores the journey of sports journalism right from its beginning. He also discusses the sports journalism in every era, right from the press to the advent of radio and television to the postmodern digital world. He concludes that, “Sporting events underwent dramatization and personalization, and became producers of sensations and stories of human interest. The medium of radio-following the telegraph-allowed live transmissions and added speed to sports reporting. Television added the personal experience of authenticity and offered the possibility of witnessing sporting events without going to the stadium or arena. In addition to that, with the help of different techniques (close ups, slow motion), it created new media realities. At the end television changed sports into a money-making show business.

Boyle (2006) in his book Sports Journalism: Media Sports and Society provided an overview of sports journalism in all forms of media. It also looks into institutional, cultural and economic environment of this segment of journalism. He discussed in detail about print media traditions and sports journalism, sports broadcasting, image and status of sports journalist in the society. The book also threw light on the changes and challenges faced by this field of journalism in the age of 24x7 media and digital age.