Annexure-1

Trends in coverage of sports in the Indian media

Questionnaire

Declaration

Respected respondents,

This questionnaire is a part of my Ph.D. research work on "trends in media coverage of sports and sports persons with specific reference to cricket in India". The information collected through this questionnaire will be used purely for this study. You are requested to kindly respond to the questions to make the study meaningful.

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1. Name: …………………………………………………………………………………

2. Sex: a) male □ b) female □

3. Age in years a) below 25 □ b) 25-35 □
   c) 35-45 □ d) above 45 □

4. Occupation a) student □ b) service □
   c) business □ d) House wife □
   e) sportsperson □ f) Journalist □
   g) others □

5. Education: a) Below 10th □ b) above 10th □
   c) Graduate □ d) Postgraduate □

6. Do you agree that media reporting of sports in India has increased over the last few years?
   a) There has been a substantial increase in media reporting of sports
   b) There has been a moderate increase in media reporting of sports
   c) There has been a marginal increase in media reporting of sports
   d) It has remained the same
   e) There has been a marginal decline in media reporting of sports
   f) There has been a substantial decline in media reporting of sports
7. What in your opinion are the factors contributing to the increase in sports coverage in the Indian media? (Please mention in order of priority)
   a) Increase in sports activities
   b) Increase in popularity of sports
   c) Increase in money involved in sports
   d) Increase in emphasis on branding of sports
   e) Any other (please specify)............

8. Which media gives maximum emphasis on reporting of sports?
   (Please mention in order of priority)
   a) Print media
   b) Television
   c) Radio
   d) Social media

9. It is said that the Indian media prioritize the reporting of cricket over other games. Do you agree?
   a) Fully agree  b) Partially agree  c) Do not agree at all

10. What drives the media reporting of cricket?
    a) Growing popularity of cricket for its sports value in India
    b) Growing popularity of cricket as an entertainer in India
    c) Huge monetary rewards attached to cricket
    d) Branding and commercialization of cricket
    e) Any other

11. What purpose, do you feel, is being served by media’s reporting of sports?
    (Please rank the options from 1 to 5 for priority from maximum to minimum):
    a) Inform the public about sports
    b) Entertain the public
    c) Promotes sports activities
    d) The media satisfy its marketing goal by raising its readership
    e) The sporting bodies accrue financial gains by promoting sports
12. What makes you interested in sports pages/stories?
   (a) Language of the sports stories and innovative headlines
   (b) Detailed reporting with background information
   (c) Picture and graphics
   (d) Attractive page lay out
   (e) Information on game strategies

13. Your suggestions for promoting responsible sports reporting in India

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