“IMPACT OF MASS-MEDIA COVERAGE IN THE PARTICIPATION OF UNIVERSITY PLAYERS IN SELECTED GAMES”

THESIS AT A GLANCE

The purpose of the study was to see the impact of mass-media coverage in the participation of university players in selected games.

CHAPTER I INTRODUCTION:

In this chapter meaning and some basic concept related to mass-media coverage in sports and physical education. Theories of mass-media coverage and factor effecting mass-media coverage of the respondents of the study are appended. The objective and hypothesis of the studies are also given in this chapter as below:

OBJECTIVE OF THE STUDY

To see the impact of mass-media (T.V., display Media, News paper, Magazines& Computer/internet) coverage in the participation of university players in selected games i.e. (Boxing, Wrestling, Hockey and Cricket).

HYPOTHESIS

There will be a significant impact of T.V., Display media, News paper, Magazines& Computer/internet on the performance of selected games, (Boxing, Wrestling, Hockey and Cricket) male or female players of M.D. University, Rohtak.

CHAPTER II REVIEW OF RELATE LITERATURE:


CHAPTER III DESIGN AND PROCEDURE OF THE STUDY

This chapter seeks to outline the procedure followed design employed, sample selecting, tools used, procedure adopted for data collection and statistical analysis conducted to realize the objectives of the study.

TOOLS USED

Total 200 subjects were taken on randomly selection base to find out the impact of mass-media coverage in the participation of university players in selected games i.e. boxing, wrestling, cricket and hockey at university level.
The impact of mass-media coverage as tool was used according to time and space given in media. Motivation and interests for mass participation among players were used to develop the questionnaire. This includes major aspects of mass-media such as television, display pictures, audio video cassettes, internet, magazines, computer, newspapers, hoarding etc. Hence with the consultation of the guide and experts in the field a self developed questionnaire was used for the collection of data

CHAPTER IV DATA ANALYSIS AND INTERPRETATION:
This chapter is devoted to the analysis of data and interpretation of the results. The data has been analyzed for difference of title name. The interpretation of the result obtained for above mentioned cases has also given using statistical tools such as ‘Z’ test and ‘chi square’.

TEST
The sample consisted of 200 respondents were selected for the study. ‘Z’ test & ‘chi square’ were applied to analyze the data

CHAPTER V FINDINGS:
In this chapter, finding, conclusion are incorporated. The suggestions for further studied are also appended.

CONCLUSION:
T.V, audio, VCD cassette, display media has the highest contribution followed by newspaper, magazines etc, and then by computer and internet. Impact on coverage of sports motivation for the participation in sports by three type of mass-media (T.V., display media, news paper, magazines& computer, internet) has the highest contribution. The impact on team-mates publicity by three type of mass-media (T.V., display media, news paper, magazines& computer, internet) has highest contribution and as well as in rural sports, urban sports, female and male sports persons. Awards are increased due to the impact of mass-media coverage. Job opportunities are also increased and mass-media is also helping in improving the sports skills. Career building and youth participation in sports are also increased due to the impact of mass-media coverage. Due to the impact of mass-media coverage 1 hour of participation is increased in their regular timings and media or coaches also promoting sports activities.