SUMMARY

Media has great impact on the society. The significance of the media has established its presence and validity. Upon various developmental and motivational aspects and issues for the betterment of the society. The media refers to print and electronic media explored through various means of mass communication. The technological advancements upgraded. The significance of media, for the welfare of societal needs.

Now days, sports has become significant need of the society by realizing. The importance of fitness, wellness, life style, sports for all and for competitive sports. The presentation of contains and coverage related to these aspects has a great point of attentions and attraction. Most of the persons are now anxious to know more about the recent developments, results, trends and events of above mentioned aspects.

In view of the fact that the media has great role and responsibilities to update the society in reference to sports, health, lifestyle and wellness. In sports, there are various levels which needs proper attention to motivate the players like; International level, National level, All India inter university level, Inter university zone level, State level, Inter college level, District level and Local levels etc.

The attention of media is a foremost requirement along with their intensive training to recognize to a society in a better way. Some times it has been observed that in the presence of media, the enhanced performance is projected and also improves the mass participation as well as the level of participation in their respective sports.

Keeping in view, the relevance and significance of media attracts the attention of researcher to take up the present course of study to find out the rotational contribution and impact of media coverage.

Meaning of Impact:

According to dictionary meaning: To press firmly together
Meaning of mass media

According to yourdictionary.com, the definition of Mass Media is explained as communication that reaches and influence large numbers of people, especially newspapers, popular magazines, radio, and television. In my own personal estimation, Mass Media goes along with Information and Communication Technology in this day and age so as to mold a new-fangled way of life to the majority living in this global generation. Mass media are those media that are created to be consumed by immense number of population worldwide and also a direct contemporary instrument of mass communication. Nonetheless, mass media is considered as the fourth estate of the society as well. It is the fourth branch of the government. The voice and weapon of the people and the society as whole.

Then again, by and large when we speak about Mass Media, we immediately perceive that these are communications media that reach the mass of people. From Audio recording and reproduction like records, tapes, cassettes, cartridges, CDs, to Broadcasting Media such as Radio, Television, Cable, to Film or Motion Pictures whether in Cinema or in DVDs, and the Digital Media, the Internet, Mobile Phones, Satellite, and ultimately the Publishing or Print Media which includes Books, Newspapers, Magazines and the run-of-the-mill marvelous Video games.

Needless to say, whatever we have in mind about Mass Media, on the whole, it is all about innovation and modernity that is continually evolving and producing ways to speed up the way humanity is subsisting.

On the whole, I consider the following as the various definitions of Mass Media.

Hence, it is now your turn, I urge each and every one right now if what is your definition of Mass Media.

Speak your mind and spread the word!

Francis Lloyd Sauza is blogger who loves music, arts, geography, history and communication. He likes surfing the web, writing, reading, singing, traveling, listening to music. He's also a Visual Artist and having his area of expertise in Computer Graphics Lay outing, Designing, and Painting, he truly love the outdoors.
Meaning of Coverage:

According to dictionary meaning:- Communicating the information about any particular thing/event for public is coverage.

STATEMENT OF THE PROBLEM

Impact of Mass Media Coverage in the Participation of University Players in Selected Games

SIGNIFICANCE OF THE STUDY

1. The findings of the study signify the Impact of Mass-media coverage among the university players.

2. The Impact of the Mass-media coverage helps the players for mass participation and better performance.

3. The present study would help to increase the interests among university players for participation and better performance in games and sports.

4. The present study would remove the hindrance in the growth and development of proper sports environment among the players of university.

5. The present study would helpful to creating a social harmony, motivator and creator of interest among the players of university.

OBJECTIVES OF THE STUDY

The following objectives were taken under the study which will help the Coaches, Physical Education teacher and sports administrator in their professional work. The main stress of our study will be on t.v., display media, news paper, magazines& computer, internet which influence the mind of the players in a remarkable manner.

1. To see the impact of TV, Display picture and audio-video cassettes as coverage media on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak
2. To see the impact of News Paper and magazines as coverage media on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak

3. To see the impact of Computer and Internet as coverage media on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak

**HYPOTHESES OF THE STUDY**

The present study was considered the following hypotheses:-

1. There will be a significant impact of TV, Display picture and audio-Video cassettes on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak

2. There will be a significant impact of News Paper and magazines as coverage media on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak

3. There will be a significant impact of Computer and Internet as coverage media on the performance of Boxing/Cricket/Hockey/Wrestling male or female players of M.D. university, Rohtak

**DELIMITATIONS OF THE STUDY**

The following are the delimitations of the study:

1. The study was delimited only to the university players.

2. The study was delimited on Mass-media such as T.V; audio, video cassettes display pictures, newspapers, magazine, computer internet and hoarding.

3. It was confined only to the 200 players/respondents.

4. The respondents were delimited only from the age group of 17 to 25 years.
5. The present study was focused on the selected games i.e. Boxing, Wrestling, Cricket and Hockey at university level were considered.

LIMITATIONS OF THE STUDY

1. No special motivational technique was employed by the investigator, which was considered as one of the limitation of the study.

2. Psychological framework of the subjects was a limiting factor.

3. Those factors which may effect the results of the study and were beyond the control of the scholar were considered as limitation to the study.

REVIEW OF RELATED LITERATURE


Plan and procedure:

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. The investigator required to discuss and explain the procedure of administering the tools and its scoring technique. However, this chapter is confined only to the discussion of these points under the following steps:-

3.1. Research methodology

3.2. Population and sampling

3.3. Tools used
3.4. Scoring of the tests

3.5. Statistical techniques used

**POPULATION AND SAMPLING**

**Selection of Sample**

In case of large population it is not possible to study the whole population to arrive at generalizations. The method of selecting a portion of the population with a view to drawing conclusion about the population is known as sampling.

A sample is a small proportion of a population selected for observations and analyzed for observing the characteristics of the population from which it is drawn. The samples are not selected haphazardly. They are chosen in a systematically random way. So that chance of the operation of probability can be utilized. The sample makes the study much less expensive and small population needs to be interviewed. It is also impossible to conduct a study on the total population.

According to Good “A sample is a miniature population.” To be true, sample must be representative of the whole population and must be adequate in number.

**POPULATION**

For the present study the investigator visited to the universities and for the collection of data which was of paramount importance in the conduct of research. The mass media questionnaire is a self administering questionnaire. Permission of the heads of institutions was duly sort before taking the administration of the questionnaire. The investigator also told the purpose of the study to the respondents and the problem was explained to them fully. It was assured that their replies would be kept confidential. The employees were asked to read the questionnaire and instructions carefully and clarify from the investigator if there is any difficulty nothing should be omitted and there was no time limit for the questionnaire. However, it took fifteen minutes to complete it.

Thus the investigator collected the data from 200 players in selected games (Boxing, Wrestling, Cricket & Hockey) from M.D. University Rohtak.
CLASSIFICATION OF SAMPLE UNITS RELATED TO IMPACT OF MASS MEDIA, PARTICIPATION MALE AND FEMALE PLAYERS IN BOXING.

SAMPLE DESIGN – 1

Boxing
50

Male
25

News, paper, Magazines
T.V., Audio, VCD Cassette, Computer & Internet(1)

Female
25

News, paper, Magazines
T.V., Audio, VCD Cassette, Computer & Internet(2)
CLASSIFICATION OF SAMPLE UNITS RELATED TO IMPACT OF MASS MEDIA, PARTICIPATION MALE AND FEMALE PLAYERS IN WRESTLING.

SAMPLE DESIGN - 2

Wrestling
50

Male
25

- News, paper, Magazines
- T.V., Audio, VCD, Cassette, & Internet(2)

Female
25

- News, paper, Magazines
- T.V., Audio, VCD, Cassette, & Internet(1)

Computer & Internet(2)
CLASSIFICATION OF SAMPLE UNITS RELATED TO IMPACT OF MASS MEDIA, PARTICIPATION MALE AND FEMALE PLAYERS IN CRICKET.

SAMPLE DESIGN – 3
CLASSIFICATION OF SAMPLE UNITS RELATED TO IMPACT OF MASS MEDIA, PARTICIPATION MALE AND FEMALE PLAYERS IN HOCKEY.

SAMPLE DESIGN – 4

Hockey
50

Male
25
News, paper, Magazines
T.V., Audio, VCD Cassette,
Computer & Internet(3)

Female
25
News, paper, Magazines
T.V., Audio, VCD Cassette,
Computer & Internet(0)
Collection of Data

200 players of selected games were administered with self developed questionnaire on mass-media coverage. The scores of the subjects were considered as raw data.

TOOLS USED IN THE STUDY

Total 200 subjects will be taken 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 will be considered.

The impact of mass media coverage as tool used according to time and space given in media. Motivation and interests for mass participation among players will be used to developed questionnaire. This includes major tools of mass media such as television, display pictures, audio video cassettes, internet, magazines, computer, newspapers, hoarding etc.

STATISTICAL TECHNIQUE USED

The Z-test for Proportions for Difference between Proportions

Using sample data, we complete the following computations to find the test statistic and its associated P-Value.

- Pooled sample proportion. Since the null hypothesis states that $P_1=P_2$, we use a pooled sample proportion ($p$) to compute the standard error of the sampling distribution.

$$p = (p_1 \cdot n_1 + p_2 \cdot n_2) / (n_1 + n_2)$$

where $p_1$ is the sample proportion from population 1, $p_2$ is the sample proportion from population 2, $n_1$ is the size of sample 1, and $n_2$ is the size of sample 2.

- Standard error. Compute the standard error ($SE$) of the sampling distribution difference between two proportions.

$$SE = \sqrt{ p \cdot (1-p) \cdot \left[ (1/n_1) + (1/n_2) \right] }$$
where $p$ is the pooled sample proportion, $n_1$ is the size of sample 1, and $n_2$ is the size of sample 2.

- **Test statistic.** The test statistic is a $z$-score ($z$) defined by the following equation.

$$z = (p_1 - p_2) / SE$$

where $p_1$ is the proportion from sample 1, $p_2$ is the proportion from sample 2, and $SE$ is the standard error of the sampling distribution.

- **P-value.** The P-value is the probability of observing a sample statistic as extreme as the test statistic. Since the test statistic is a $z$-score, use the normal distribution to assess the probability associated with the $z$-score.

The analysis described above is a two-proportion $z$-test.

**Interpret Results**

If the sample findings are unlikely, given the null hypothesis, the researcher rejects the null hypothesis. Typically, this involves comparing the P-value to the significance level, and rejecting the null hypothesis when the P-value is less than the significance level.

**Chi square test of equal proportions**

Using sample data, find the degrees of freedom, expected frequency counts, test statistic, and the P-value associated with the test statistic as follows:

- **Degrees of freedom.** The degree of freedom (DF) is equal to the number of levels ($k$) of the categorical variable minus 1: $DF = k - 1$.

- **Expected frequency counts.** The expected frequency counts at each level of the categorical variable are equal to the sample size times the hypothesized proportion from the null hypothesis

$$E_i = np_i$$
where $E_i$ is the expected frequency count for the $i$th level of the categorical variable, $n$ is the total sample size, and $p_i$ is the hypothesized proportion of observations in level $i$.

- **Test statistic.** The test statistic is a chi-square random variable ($\chi^2$) defined by the following equation.

$$\chi^2 = \Sigma \left[ \frac{(O_i - E_i)^2}{E_i} \right]$$

where $O_i$ is the observed frequency count for the $i$th level of the categorical variable, and $E_i$ is the expected frequency count for the $i$th level of the categorical variable.

- **P-value.** The P-value is the probability of observing a sample statistic as extreme as the test statistic. Since the test statistic is a chi-square, use the Chi-Square distribution to assess the probability associated with the test statistic. Use the degrees of freedom computed above.

**Interpret Results**

If the sample findings are unlikely, given the null hypothesis, the researcher rejects the null hypothesis. Typically, this involves comparing the P-value to the significance level, and rejecting the null hypothesis when the P-value is less than the significance level.

**The main findings of the study are as following:**

**CASE 1: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of boxing male and female players of M.D. University, Rohtak**

As the two tailed p-value 1 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0, p=1
CASE 2: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 1 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0, p=1

CASE 3: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.7773 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Hockey male or female players of M.D. University, Rohtak, Z=-0.28, p=0.78

CASE 4: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.3961 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.85, p=39

CASE 5: Impact of News paper and Magazines as coverage of mass media on the participation of boxing male and female players of M.D. University, Rohtak

As the two tailed p-value 0.7766 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is
almost same impact of News Paper and magazines as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0.28, p=0.78

CASE 6: Impact of News paper and Magazines as coverage of mass media on the participation of Cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Cricket male or female players of M.D. University, Rohtak. Z=-0.57, p=0.57

CASE 7: Impact of News paper and Magazines as coverage of mass media on the participation of Hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Hockey male or female players of M.D University Rohtak. Z=0.57, p=0.57

CASE 8: Impact of News paper and Magazines as coverage of mass media on the participation of Wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.57, p=0.57

CASE 9: Impact of Computer and internet as coverage of mass media on the participation of Boxing male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5515 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=-0.59, p=0.55
CASE 10: Impact of Computer and internet as coverage of mass media on the participation of Cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 0.1489 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of cricket male or female players of M.D. University, Rohtak, Z=1.44 p=0.15

CASE 11: Impact of Computer and internet as coverage of mass media on the participation of Hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.074 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Hockey male or female players of M.D. University, Rohtak, Z=1.79, p=0.08

CASE 12: Impact of Computer and internet as coverage of mass media on the participation of Wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5515 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.59, p=0.55

CASE 13: Difference the impact on coverage of sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the coverage of sports by three types of media as $\chi^2(2)=70.63$, p<.001. Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

Case14: Difference the impact on coverage of sports motivation for the participation in sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

We observe from the above results that there are significant differences in the motivation for the participation in sports by three types of media as $\chi^2(2)=64.51,$
p<.001. Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

**CASE15:** Difference the impact on team mate publicity by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the effect on team mate publicity by three types of media as $\chi^2(2)=132.91$, p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

**CASE16:** Difference the impact on coverage of rural sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best reporting for the coverage of rural sports by three types of media as $\chi^2(2)=52.09$, p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

**CASE 17:** Difference the impact on coverage of urban sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best reporting for the coverage of urban sports by three types of media as $\chi^2(2)=64.03$, p<.001 Also Computer and internet has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by News Paper, Magazines etc.

**Case 18:** Difference the best encouragement of female sports persons by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best encouragement of female sports persons by three types of media as $\chi^2(2)=80.53$, p<.001 Also News Paper, Magazines etc. has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by Computer and internet.

**Case 19:** Difference the best encouragement of male sports persons by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).
It is observed from the above results that there are significant differences in the best encouragement of male sports persons by three types of media as $\chi^2(2)=266.23$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.

**CASE 20: Difference the coverage of boxing by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is observed from the above results that there are significant differences in the coverage of boxing by three types of media as $\chi^2(2)=79.93$, $p<.001$ Also News Paper, Magazines etc has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by Computer and internet.

**CASE 21: Difference the coverage of cricket by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is analysed from the above results that there are significant differences in the coverage of cricket by three types of media as $\chi^2(2)=325.81$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet. 

**CASE 22: Difference the coverage of hockey by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is analysed from the above results that there are significant differences in the coverage of hockey by three types of media as $\chi^2(2)=139.72$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.

**CASE 23: Difference the coverage of Wrestling by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is analysed from the above results that there are significant differences in the coverage of Wrestling by three types of media as $\chi^2(2)=271.39$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.
CASE 24: Difference the coverage of sports leading to award by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is analysed from the above results that there are significant differences in coverage of sports leading to award by three types of media as $\chi^2(2)=82.81$, p<.001 Also T.V., Audio, VCD Cassette, Display Media and News Paper, Magazines etc has the highest contribution followed by Computer and internet.

CASE 25: Difference the coverage of sports leading to increase in job opportunities by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is analysed from the above results that there are significant differences in coverage of sports leading to increase in job opportunities by three types of media as $\chi^2(2)=248.89$, p<.001 Also Computer and internet has the highest contribution followed by News Paper, Magazines etc and then by T.V., Audio, VCD Cassette, Display Media

CASE 26: To analyse the impact of frequency who believe or not believe in Mass media Coverage for sports influenced by some factors.

It is concluded from the above results that There is significant difference in frequency of those who believe that Media Coverage for sports is influenced by some factors and those who do not believe it as $\chi^2(1)=14.58$, p<.001 Also frequency of those who believe that Media Coverage for sports is influenced by some factors is greater than those who do not believe it.

CASE 27: To analyse the impact of frequency who believe or not believe in mass media coverage help in improving the sports skill.

It is concluded from the above results that all the individuals believe that media coverage help in improving the sports skill.

CASE 28: To analyse the impact of frequency who believe or not believe in mass media encouraging the participation youth in sports.
It is observed from the above results that there is a significant difference in frequency of those who believe that media encouraging the participating youth in sports and those who do not believe it as $\chi^2(1)=98$, $p<.001$. Also, frequency of those who believe that media encouraging the participating youth in sports is greater than those who do not believe it.

**CASE 29: To analyse the impact of frequency who believe or not believe in employment opportunities in sports have increased due to mass media coverage of sports.**

It is observed from the above results that there is a significant difference in frequency of those who believe that employment opportunities in sports have increased due to media coverage of sports and those who do not believe it as $\chi^2(1)=121.68$, $p<.001$. Also, frequency of those who believe that employment opportunities in sports have increased due to media coverage of sports is greater than those who do not believe it.

**CASE 30: To analyse the impact of frequency who believe or not believe in mass media coverage the best means for carrier building in sports.**

From the above table, we observe that 100% believe that media coverage is the best means for carrier building in sports.

**CASE 31: To analyse the impact of frequency who believe or not believe that time of participation increased due to sports mass media coverage to 1hr, 2hr, 3hr and 4hr different**

It is observed from the above results that there is a significant difference in frequency of those who believe that time of participation that has been increased due to sports media coverage to 1hr, 2hr, 3hr or 4hr as $\chi^2(1)=121.68$, $p<.001$. Also, frequency of those who believe that time of participation that has been increased due to sports media coverage to 1hr is more than 2hr and for 3hr or 4hr there is no support.

**CASE 32: To analyse the impact of frequency who prefer mass media and coaches for different promoting sports activities.**

It is concluded from the above results that there is no difference in frequency of those who prefer media or coaches for promoting sports activities as $\chi^2(1)=81$, 0.81.
p=0.67>0.05 Also frequency of those who prefer media or coaches for promoting sports activities is almost same.

CASE 33: To analyse the impact of frequency of those who are satisfied, fully satisfied, satisfied to some extent and not satisfied with the mass media different sports coverage.

It is concluded from the above results that There is significant difference in frequency of those who are satisfied, fully satisfied, satisfied to some extent or not satisfied with the media for the sports coverage as \( \chi^2(3)=146.12, p<0.001 \) Also frequency of those who are satisfied with the media for the sports coverage is highest followed by those who are satisfied, fully satisfied and not satisfied respectively.

CONCLUSION

1. T.V, audio, VCD cassette, display media has the highest contribution followed by newspaper, magazines etc, and then by computer and internet.
2. Impact on coverage of sports motivation for the participation in sports by three type of mass media (T.V., display media, newspaper, magazines& computer, internet) has the highest contribution.
3. The impact on team mates publicity by three type of mass media (T.V., display media, newspaper, magazines& computer, internet) has highest contribution and as well as in rural sports, urban sports, female and male sports persons.
4. Awards are increased due to the impact of mass media coverage.
5. Job opportunities are also increased and mass media is also helping in improving the sports skills.
6. Career building and youth participation in sports are also increased due to the impact of mass media coverage.
7. 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.
SUGGESTIONS

1. For future research in this area a large sample should be undertaken including two or more Universities.
2. The impact of mass media coverage on the players of M.D. University, Rohtak should be measure on the basis of their appraisal results.
3. The studies may be conducted on the players of Science/Arts/Commerce background at B.A., B.Sc. and B.Com. level.
4. For the further study large number of games should be undertaken.