CHAPTER – I

1.1 INTRODUCTION

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 electronic media explored through various means of mass communication. The technological advancements upgraded. The significance of media, for the welfare of societal needs. 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. Sometimes 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.

Now a day, 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.

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.

Sports at present in the world have become extremely competitive previous records are being broken whenever there is a competition. It is not the participation or practice that
brings out an individual victory, but the continuous hardship of training right from the childhood. Men’s interest in sports is found in all societies of the world. Most of the nation share as a common interest in sports competition, especially at certain times during the Olympic the drama of competition, but the quality and quantity of the participation of the players and the athletes determined by the impact of Mass-media for participation at university level also.

In this modern era of competition the preparation of a team is as much important as teaching the different skills of a game on the scientific method by the scientific/electronic media. The teams are prepared not only to play, but to win, and for winning, it is not only the proficiency in the skills which bring victory but more important is the spirit of the players with which they play and perform their best in the competition. It is the impact of mass-media which influence the participation of university players in selected game also i.e. T.V, Audio-video cassettes, radio, newspaper, magazine, hoardings, display picture, computer, internet and all other such things has impact on participation and better performance in sports and games.

The impact of mass coverage in the participation plays an integral role changes within the Mass-media as a whole. They give the whole society of the world more facilities to communication , exchange, ideas and share cultures, philosophies and principles of life and rule and regulation for participation of sports all are advertised by Media and it influence the whole scenario of sports and the achievement of player also. The impact of mass-media offers the promise of greater inside into the factors that influence sports performance and participation of university players in selected games i.e. Boxing, Wrestling, Cricket and Hockey.

The impact of Mass-media has influence the participation and performance of player/Athlete. There are certain acceptable principles factors which have to be applied so that the sportsman are able to show their best in their performance are telecast by Mass-media. The impact of Mass-media coverage are helpful for Coaches, Physical Educationist and sports scientists have always expressed a great need to know more about
those new rules and regulations, games, principles which are helpful in improving the participation and performance.

Sports are the upcoming phenomenon of the modern society. In India, sports are also taking up with the right spirit. The people of India are also improving their attitude to involve themselves in sporting activities as well as in fitness activities. The attitude towards awards, sports and fitness of the Indian society is a very significant feature, which is also attracting the attention of the journalists too. It is a knocking field to the journalism, which may name lot of scope to improve and develop the field of sports in journalism. By this way, the specific exclusive branch as sports journalism is taking place in the society as well as the journalism field.

As, the attitude and interest is improving towards sports activities, it has taken place in the newspaper also. The reciprocal action has been adopted as the increase of public interest in sports and more publication of sports news. So, the interest is increasing day by day. Now, it is a responsibility of each newspaper to fulfill the requirements of interested readers in an altogether manner. If the readers will not get the relevant information, they may prefer to select the other paper different from the regular.

In the present days people are crazy in their demands of sports news after the political news so it is difficult to avoid the fact of importance of sports news and proper placement in the various newspapers. It also helps in promoting the circulation of the newspaper. Sports journalism nearly started in 1998. During the first Asian games the concept of sports journalism was introduced in New Delhi (India).This was the start of delivery of sports news and information to its reader and Indian society. Now a days it is regular feature of newspaper, whether it is daily, weekly, and fortnightly as monthly periodical. Most of the dailies have decided and set a separate space for sports news/views and information etc. The most dailies have provided the prime location and page separately to their sports news.

In the early times, the sports coverage was very less as it not on the priority of the society and journalists. Earlier, they did not consider it as a specialized area of advancements, as a progression phenomenon. The progression attracts to improve and develop the sport
journalism by incorporating the technological advancements, some of the newspapers cover the maximum sports news coverage by providing 3-4 pages to their daily issues. The other national dailies are also providing sports coverage with enhanced information. News papers number of news and pages for sports news. Some newspapers dailies have also given attention to the neglected but the coming interest area of the society. The journalism and society are the interrelated components and have reciprocal relationships with each other. Some of the national dailies have also attracted their attention to the sports journalism. These magazines sometimes publish the sports information, expert opinions of various aspects. The feature writing and different stories related with sports arena area are also the coverage area of various magazines, save magazines are devoting this specific issues to the sports may be on the occasion of Olympic/Asian Games, National Games or South Asian Federation (SAF) games etc. The articles related with analysis of performance and critiques and failures and deficiencies concerned.

As the interest of the society towards sports is increasing day by day. The journalists also diverted their attention, or in other way it may be said that due to the more coverage of sports information, society is attracting towards sports and their relative news up to date. Now the society is interested to know the various dimensions of the sports and present scenario, presently the information related to different sports and modification occurred day by day and the interested area of the society. The concept and inter-presentation of the rules and regulation to analyze and visualize the various sports situation. Now, people are interested to devote their time in collecting the latest and updated sports information to discuss and enjoy various sports issues.

Now, the society requires getting the sports data in different forms. The records and results of various tournaments are also demanded in a comparative way to that the ready-reckons for different competitions or tournaments may be collected. The people want specific knowledge of various aspects of the sports now it creates a scope for sports journalists to fulfill the requirements in a desired way. To provide specific and updated information, it is duty of the sports journalists together and communicates the information. The sport team or capsule courses are suggested to refresh their knowledge in a specific way. For fresher, the orientation courses, seminars, workshops should be
conducted. It is realization of the need and importance of sports journalism. So it is very clear that the duty of sports journalist is not just to deliver the event report of the results of the competition or any tournament. The sports journalism is progressing very fastly and it requires specialization in this area.

Journalism is a part of social activity, which is concerned with dissemination of news and views about the society. Modern journalism needs components of mass communication, namely Newspaper and periodical, Radio, Televisions, Films and Computer/internet. In Modern society, journalism has become the media of mass education providing supplementary education to students at all stages and to the general masses-educated and uneducated. All activities concerned with the communication of mass-media are not journalism but the part of that activity involving writing preparation and production of the communication message is journalism. Thus essentially journalists are writer’s authors, reporters, correspondents, editors, sub-editors interviews, story writers, script writers, scenario editors and allied specialists.

The mass-media are capable are reaching vast widespread audiences, thanks to fast moving newspapers, radio broadcast, T.V. telecasts and celluloid films, A single broadcasting network today can reach millions of people at the same time. The world stands at the threshold of news communication systems which enable large number of citizens to regularly and effectively interact with each other. To make full use of the interactive information systems made possible by the computer technology citizens can remain so well informed that they will be able to perform their duty adequately and efficiently and also accelerate the process of development in different social fields. Modern communication systems reflect the philosophy and achievements of society in all spheres by fast flow and paving the way for the homogeneity of culture not only with its geographical unit but also beyond through mass communication journalist can spread literacy, so that citizens can be thought the skills needed for their respective field of activity.

The basic need of a developing country like India is literacy. Literacy is must if a nation has to aspire for wide participation of all citizen in nation building activities of different
sports, with the help of a crash programme in teaching adults to read and an expansion of institute until every child should attend the school. Journalism are also trying the audio visual media to leap over the barriers of illiteracy providing them knowledge and awareness about social problems of citizen.

Journalism is a communication of news and views on various aspects of human activities in newspaper and periodicals. In a broader sense, the function of journalism of journalism are to convey the national policies to the public, and to keep the Govt. at local state and central levels, informed of public needs.

It also is being to the notice of the government regarding public reaction to government policies and decisions. In addition it keeps the public and the government informed of events and happenings at home and abroad. On the one hand, it performs the utilitarian purpose of information provide and on the other it publishing short stories, poems, sports, cinema, features etc. A wise journalist by his penmanship creates interest in day to day political happenings. He presents the drab events and incidents in an artistic way, which provides the reader information as well as entertainment.

The main function of journalism is to bring in light to the people, what its readers fuel and think, journalists are therefore supposed to possess a good deal of intelligence knowledge and experience as well as natural and trained powers of observation and seasoning. A journalist has the same obligation as a teachers or interpreter as an educationist has. A journalist who misused his power for any selfish or unworthy purpose is graceless to a high trust. While the freedom of the press needs to a guarded as a vital right of mankind it has to suffer certain explicit restrictions to sub serve social needs. Freedom of the press does not imply promotion of any private interest of the journalist contrary to the general welfare.

That is why the so-called news communication from sources are not published by sensible journalists, without sub staining their value as views both in from and substance. Sports as a part of society got a tailor made fitting in the modern set up. Today, sports are not just fun in the play field but serious, prestigious proposition that influences every sphere of activity. Psychologists are concerned with behaviour patterns of sports person,
medical personals are analyzing the optimum level of human vigour band vitality, sociologists interpret human interaction in sports, economics and business house are locking for globalization of trade market and policians find their access to sports management as it satisfies the hunger for power.

Most of the people in the world begin their day with news paper and T.V. which unfolds the world’s event before them and keep one aware of various developments all rounds. The awareness about the intricate aspects of sports has led to intensive analyzing resulting in strong public opinion. Attitude of play to win struggle leading to victory is more applauded. This out come is due to the strong emergence of the media and today it is the media, which mould the world. Role of media in this changed society is not a conservative force but a dynamic challenging profession. Media has to enrich the development of human potential. In this context sports and media are growing together. Public evaluate every aspect of sports performance and sports management through the data provided by the media. The critical analysis made by the media make then sports person and sports set-up to do the right thing at right time.

Formally, media is to spell out briefly about what appended or inform this sportsman/woman regarding the time and place of a event to be held in every traditional style. Later, as the society changed both grew and were on the track for competition to establish their identities through development and achievement.

This provided a status and honour plays for sports journalism which gave a strong base. On the whole this helped in creation or better infrastructure for sports and better funding for sports programs. Recognitions and incentives started pouring in.

The sports pages have produced some of the better writing in journalism and also some of the worst. Influence of media on sports can be analyzed in both positive and negative sense. On every remarkable performance and achievement sports person were lifted to moon with extra sports pages, colour action photographs and special column. This made these sports men/women to become more conscious of wining and bringing laurels. Sports column with colour photographs were headed by young sports editors with vibrance in the field have changed on face of sports writing.
Media search for sportsmen reaching higher heights and pursuit excellence report awaited the emergency of new sports stars and every inter-related sport persons. Media has a big hand to create and in calculate dauphins of appreciation and sports sense among the public.

A bitter reality which is noticed in Indian sports is that about to 60 percent sporting events which never get more than one or two pictorial statically coverage in this newspapers on the sports magazines. It is usually noticed that every few of the English “big man’s game/first world games” like cricket, tennis, football, billiards, golf are given the fair place by the media and so this games get a lot of sponsorships. This kind of prejudice against certain sports and sports person by the media has resulted in certain games being neglected. One saddest example that I would like to quote at his juncture is that through Kabaddi had its birth in India and one gold during the last Asian Games, it has not gained or given good place either in the sports journal or in the T.V. Network. This is just one scenario to show how a lot of games have not yet gained identification and popularity among the public.

Sometimes media tries to poke its nose in the personal matters of its sports persons which deepen the controversy and pull s him from the game which is not good for the game. To say briefly the fairness doctrine, which is long preached should be practiced by Media. It is true that media creates or to put it mildly helps in creating a star. Recognition by media is vital for any sportsman. As sports are not merely self expression, the sportsman should get his due share while winning and losing. Often it is a small report that goes a long way in helping promising sportsmen to grab the attention of national selectors and other talent spotters. For any sports to get attention from the media it should have a mass following will arise only if the media gives adequate attention to the sports and its personality.

The world stands at the threshold of the mass-media system, which enables the population to communication the news and views regularly. The new interact with each other. For making full use of the interactive information system made possible by the advancement of the computer technology. Ahuja, expressed his Views that modern communication systems reflect the philosophy and achievements of the sports worlds. In
all sphere by fast flow and pave the way for the homogeneity of the culture not only in the country but at the global level.

The print media impart general as well as specific information on the health and physical education and other aspects related to games and sports. Malviya and Patil, were of the opinion that it may also help by providing information form common health instructions to special health cares through various publications, different periodical also state the various health standards or status related to different geographical conditions. These health standard held in comparing the status of health in different categories, areas and races.

The press media may also emphasize the importance of physical education and sports by publishing the important messages given by the expert in the field. Gupta a press reporter interviewed Dr. D.K. kansal regarding physical and health education them Dr. Kansal expressed his views that the clinical doctors deal with patients who already have problem of disease but the physical fitness expert, who can really improve general health by preaching proper health and care habits and prescribing adequate degree of exercises and nutritional requirement of the general public.

Press publication of such improve on physical and health education subject and its critical analysis by the experts will definitely leave favourable effect in the society Gupta expressed his views in visvavidhyala samacharpatra that how the student and sports persons may get a chance for career advancement in the field of sports and related areas.

The presentation of the past records may also be helpful in building up the better health standards of the citizens. Wairangade expressed that the press publish the outcomes of researches made in the field of health, physical education and sports. This information’s may either on the balance diet, nutrition, exercise or medicines. The information emerged out from health researches may serve as the base for further researches in these fields. The sports excellence may be highlighted by the press media in more effective and in impressive manner. The information regarding the sports excellence and its promotion may be made easily available to the interested persons. The information on sports events published by the press helps in formulation of the further programs for the betterment of
sports. His publication of the records of various games/sports by press may play the important role in proper evaluation of sports excellence for future planning.

The concept of mass-media may strengthen their knowledge by booting the information’s regarding sports and turn the thinking towards the games and sports. The indirect process of mass-media may also helpful in promoting and developing the sports activity with the direct information of the games and sports field, mass-media pays an attention, to their fans and flames of interest in games and sports are increased interest in sports warrants further media attention it is widely accepted that the world of sports is widely spreader day by day at global screen as many competitive sporting events have been coning simultaneously in various parts of the world. Each country or units has some preference games in which they prefer to participate and trained at various levels.

The citizens of different countries also curious to know about the latest information of various conducting as to be conducted sporting events at the earliest possible. In this direction the journalism is an important media though which the mass information may be routed at global level with in vary short duration of time.

The journalism has the various areas like: Sports, Political, Economical, Social, Educational, Recreational, Fashion, Science, culture etc. The sport is an ancient activity which is continuing with its pace and developed in the form of present scenario, where most of the people have connected themselves directly and indirectly with the sports. The direct participation in sports in an exciting experience which any also be motivated by the indirect participation in sports through witnessing viewing, writing for sports, collecting and forwarding the sports news for publication etc. The indirect participation is a backbone to the journalism, especially Sports Journalism (an area of journalism). The sports Journalism have two major systems: a) print media and b) Electronic Media. Basically, the print media is communicated through: news media is known with the various newspapers, published from different places and in different languages.

The concept of “Newspaper” may be presented as North East West south past and present event report. The newspapers have two major status (based on circulation) like national newspapers and local newspaper (other Than national news paper). The print media is the
oldest mass communication media, which is widely spread all over the world. The Print media has its own authenticity, which may be kept as recorded and may be used as literature for teaching and reference purposes. The Print Media is such a mass communication system as it in the reach of the common people to. It is a cheaper media that the electronic media system so, the circulation is wider that the various electronics mass-media systems.

Sports are a very new discipline which is the vast fame work of sports. Boxing and wrestling are very popular in India especially in Haryana. After winning the medal in Beijing 2008 the participation in boxing and wrestling has increased at university level also due to the coverage of Mass-media. So the study and the impact of Mass-media coverage in the participation of university players in selected games plays an important factor also sports. A coverage of sports activities by Mass-media have more space for advertisement for the game of Boxing, wrestling cricket and Hockey are more popular at university level also. It is concerned with the influence of temporal variable at various stages in the life whereas other sub disciplines are more interested in describing and explaining the present live status or performance of those who have achieved the similar level in sports arena.

Psychologist also recognized the importance and impact of Mass-media to change the attitude and behavior of players at the time of participation. It is the best example of Harbhajan Singh cricket player who slapped Srishant but after the coverage of this event he felt his mistake and felt sorry publicly to all the citizen of the world criticizing his behavior. So the impact of this type of incident influences the university sports person also. So they should avoid this type of behavior. In another incident that is when Zainedine Ziedane(France) head butted Marco Mettazzai of Italy in world cup 2006 and because of the pressure of media he took the retirement from the international football. In today’s world the impact of media is so much that it is thin line between success and failure in sports. In another example Indian cricket captain M.S. Dhoni despite being an average player is the highest paid cricket player in the world. Due to being media friendly he was highest bedded player in the 1st season of Indian premier league.
In present times due to media coverage of distinguished sports personalities and events a lot more youngsters are taking part in various games and sports. After India’s recent success in above games individuals are actively changing their mind set towards sports how they develop their killer instinct etc. Are the questions which need the comprehensive answer which are all learned by mass-media? The impact of media in sports is achieved rather than described. Knowledge and attitude are the ways of behavior which are acceptable to society. Vacuum is in no way an evidence of media of course.

Media values are transmitted from one generation to another from various modes of communication, teacher to student, from coaches to players, from peer to peers etc. In short, it involves various agencies of media.

Our media culture is always in a process of reformation. Each successive generation of children and youth absorbs the culture in which, it is immured, guided by family, schools, religious places, voluntary agencies. Mass-media is at the top of graph for using as a tool of sports socialization, motivation and interest for participation of players. Such mass-media communication tools are Television, Audio-video Cassettes, Internet, Advance Mobile Phones, Radio, Newspapers, Magazine, Sports Literature and Display of Games and Sports programmed are directional forces of molding personality to develop sports culture, motivate the players, society and youth for mass participation. Various physical and sports activities create interest towards practice of skills and games to achieve optimum performance. Mass-media is stimulated through the possible means of reformulating our culture at higher level of play, physical education, athletics, games and sports etc.

These are whole heartedly welcomed by parents, teachers, and sports writers, broadcasters on radio, television and public. The tremendous motivation and interest of our children in game and sports develop two decades as active player and remaining as motivator and follower of games/ sports and other physical activities. The impact of mass-media coverage for the participation of university players in selected games i.e. (boxing, wrestling, cricket and hockey) raised the bar and level of performance and competition.
It is not the more participation or practices that brings-out an individual victory, but the continuous hardship of training right from the childhood. Men’s interest in sports is found in all societies of the world. Most of the nations share as a common interest in sports competition, especially at certain times during the Olympic Games that drama of competition, but the quality and quantity of the participation of the players and athlete is determined by the impact of mass-media for participation at university level also. In this modern era of competition, the preparation of a team is as much important as teaching the different skills of games and sports on the scientific method by the scientific/electronic media. The teams are prepared not only to play, but to win, and for winning, it is not only the proficiency in the skills which bring victory but more important is the spirit of the players with which they play and perform their best in the competition. It is the impact of mass-media which influence the participation of university players.

T.V, Audio-video cassettes, Radio, Newspaper, Magazine, Hoardings, Display picture, Computer, Internet and all other such things has impact on participation and better performance in sports and games. The impact of mass coverage in the participation plays an integral role in enhancing the worth of mass-media. The whole society of the world with more facilities to communicate, exchange, ideas and share cultures, philosophies and principles of life and rule and regulation for participation of sports for all are advertised by Media and it influences the whole scenario of sports and the achievement of players also.
1.1.1 Meaning of Mass-media

According to Your Dictionary.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 is the weapon of the people and the society as a whole.

Then again, by and large when we speak about Mass-media, we immediately perceive that these are communications through media that reaches at the masses. From audio recording and reproduction like records, tapes, cassettes, cartridges, cd’s to broadcast 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 continuously evolving and producing ways to speed-up the way of humanity is subsisting. On the whole, I consider the following as the various definitions of Mass-media.

Francis Lloyd Sauza is blogger who loves music, arts, geography, history and communication. He likes surfing the web, writing, reading, singing, traveling, and 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 loves the outdoors.
1.1.2 Media in sports

The media has given the sport exposure to a much larger audience than just the people in attendance at the games. This means people who like to watch the sport but can't afford to go to the games live can watch it in their home or listen or read the results of the game in newspapers or on the Internet which is also an extension of the media. Basketball players are now seen as role models through the media and people try imitating their basketball heroes to the extent players with charismatic personalities and excellent basketball skills are paid to endorse products. Such basketball players such as Michael Jordan, Shaquille O'Neal and Grant Hill to name a few are seen as heroes to people and given contracts to endorse products. Sports media has it's own language. This language is both ethnically and gender focused.

When people are reporting sports events they report differently male then female players, black then white players, just for some examples. Most white players receive performance; related comments directed towards them. On the other hand black players receive negative comments and also you also hear negative comments about their level of play. "White players received more attention in replays and more excuses for mistakes (e.g., he is playing with an injury)" (McPherson 155). While a black player they might say doesn't possess the skills and that is way they couldn't compete. Most major sports clubs pay reporters to report on their teams. By doing this it protects them so that the reports will report on the positive aspects of their teams. The negative aspects are turned down to some extent. They need to provide some negative aspects because if they didn't them then a lot of people may lose interest.

An example of this is that you don't see as many highlight reels of home runs anymore. They want to promote the game as more of technical product most people watch sports through the television. People also follow sport thought magazines and radio. From watching the television programs and reading the reports our society learns to love and/or hate the sports icons in our world. The media does not seem to hold anything back. Media coverage is not just limited to professional sports. They cover amateur sports as well. These sports are covered at a local, provincial and national level. Coverage is from
anywhere from little league to college sports. Sponsorship in the sports world is huge; Companies pay unbelievable amounts of money to teams as well as to players to promote their products. These companies may choose a player as a child and follow their career to help boost their sales in their products. The media helps create a link between the players or athletes and their audience by showcasing these athletes in programs even outside their playing arenas. The players are presented as gods or icons to the audience which makes these sporting events even more popular. Promoters use marketing ploys "like to be best you need to wear what the best wears". Children then go to their parents and express the desire for these items.

1.1.3 Meaning of interest:

The word interest has been derived from the Latin word “Interest” which means it matters or it. A thing which interests us is just something which concerns us or matters for us. Interest means making a difference. We are interested in objects, which make a difference to us and concern us. Interest is the central force which helps to keep in motion, the whole machinery of the teaching learning process.

Crow and Crow say interest may refer to the motivating force that impels us to attend to a person, a thing or an activity, or it may be the effective experience that has been stimulated by the activity itself. Bimla Jain, Ph.D. education, Jamia Millia Islamia, New Delhi 1982 – A study of the classroom behavior pattern of teachers in relation to their attitudes, towards professional moral and values. We can say interest in the cause of activity and the result of participation in that activity. Interest is an inner force division on individual, which attracts or retracts him from the objective person’s activities within his environment. Dravor says, “Interest is disposition in its dynamic aspects”. Sawhery and Telford say about interest as a favorable attitude towards objects.

Interest is the feeling which accompanies special attention to some objectives. It is the feeling which promotes us to spontaneous activity. It is both cognitive and effective. Those, who are interested in an objective, they observe and study it we want to know more about it. It gives us a feeling of satisfaction and we may act to change or keep it
unchanged. Interested is also a measure of one’s will to do what one can do. Interest is a driving force which important helps the students to acquire certain learning experiences. It also colors out attitudes and personality traits.

It is mostly said, “Reading is key towards world peace program and prosperity”. It is also assumed the more we read, the more we feel empty. In the process of reading, the saturation point never comes reading both ways contributes to individual and to the society. It helps us to remove our doubts and provides us the insight to solve the national and international problems. Reading provides us the base to interpret to solve the problems. If we want to grow academically, professionally, technically, reading is very essential for all times at all levels at all places and under all circumstances. As the teacher inculcates many qualities among the students, in the some ways, he has to cultivate the good qualities of interest among his students. Reading is known as a third eye which means knowledge interest motivates and drives us towards the effectiveness influencing reading habits and interest. This is need for growing interest for better achievement.

- A right or claim to something
- A share or participation in something
- something, as a business, in which one participates or has a share
- A personal connection or involvement which might be thought to compromise one's impartiality in carrying out one's official duties
- Advantage; welfare; benefit
- A group of people having a common concern or dominant power in some industry, occupation, cause, etc.: the steel interests
- Personal influence
- A feeling of intentness, concern, or curiosity about something: an interest in politics
• The power of causing this feeling: books of interest to children

• Something causing this feeling: the academic interests of a scholar

• Importance; consequence: a matter of little interest

• Money paid for the use of money

• The rate of such payment, expressed as a percentage per unit of time

• An increase over what is owed: to repay kindness with interest

• A state of curiosity or concern about or attention to something: an interest in sports.

• Something, such as a quality, subject, or activity that evokes this mental state: counts the theater among his interests.

• Regard for one's own benefit or advantage; self-interest. Often used in the plural: It is in your best interest to cooperate. She kept her own interests in mind.

• A right, claim, or legal share: an interest in the new company.

• Something in which such a right, claim, or share is held: has interests overseas.

• A person or group of persons holding such a right, claim, or share: a petroleum interest.

• Involvement with or participation in something: She has an interest in the quality of her education.

• A charge for a loan, usually a percentage of the amount loaned.

• An excess or bonus beyond what is expected or due.

• An interest group.
The particular cause supported by an interest group.

1.1.4 Meaning of Motivation:

Motivation is a huge part of sport psychology. Motivation is made up of direction of efforts and the intensity of efforts. The direction of efforts is whether an individual seeks out, approaches or is attracted to a certain situation. The intensity of effort is how much effort a person puts forth in a situation. Most people are motivated to participate in sports in order to improve their skills, have fun, be with friends, experience thrills and excitement, achieve success and develop fitness. The specific type of motivation that people are experiencing when they participate in sports are achievement motivation, which is a self directed goal of achievement, and competitiveness. This is a motivation that comes from the idea that others are evaluating you.

In humans, intrinsic motivation is not the only form of motivation, or even or even of volitional activity, but it is a pervasive and important one. From birth onward, humans, in their healthiest states, are active, inquisitive, curious, and playful creatures, displaying a ubiquitous readiness to learn and explore, and they do not require extraneous incentives to do so. This natural motivational tendency is a critical element in cognitive, social and physical development because it is through acting on ones inherent interests that one grows in knowledge and skills. The inclinations to take interest in novelty, to actively assimilate, and to creatively apply our skills is not limited to childhood, but is a significant feature of human nature that effects performance, persistence, and well being across life’s epochs (Ryan & LaGuardia). Although, in one sense, intrinsic motivation exists within individuals, in another sense intrinsic motivation exists in the relation between individuals and activities. People are intrinsically motivated for some activities and not others, and not everyone is intrinsically motivated for any particular task. Because intrinsic motivation exists in the nexus between a person and a task, some authors have defined intrinsic motivation in terms of the satisfactions a person gains from intrinsically motivated task engagement.
Intrinsic and extrinsic types of motivation have been widely studied, and the distinction between them has shed important light on both development and educational practices. In this review we revisit the classic definitions of intrinsic and extrinsic motivation in light of contemporary research and theory. Intrinsic motivation remains an important construct, reflecting the natural human propensity to learn and assimilate. However, extrinsic motivation is argued to vary considerably in its relative autonomy and thus can either reflect external control or true self regulation. The relations of both classes of motives to basic human needs for autonomy, competence and relatedness is discussed. To be motivated means to be moved to do something. A person who feels no impetus or inspiration to act is thus characterized or activated toward an end is considered motivated. Everyone who works or plays with others is, accordingly, concerned with motivation, facing the question of how much motivation those others, or oneself, has for a task, and practitioners of all types face the perennial task of fostering more versus less motivation in those around them. Most theories of motivation reflect these concerns by viewing from very little motivation to act to a great deal of it. Yet, even brief reflection suggests that motivation is hardly a unitary phenomenon.

People have not only different amounts, but also different kinds of motivation. That is, they vary not only in level of motivation (i.e. how much motivation), but also in the orientation of that motivation (i.e., what type of motivation). Orientation of motivation concerns the underlying attitudes and goals that give rise to actions. As an example, a student can be highly motivated to do homework. Out of curiosity and interest, or alternatively, because he or she wants to procure the approval of a teacher or parents. A student could be motivated to learn a new set of skills because he or she understands their potential utility or value or because learning the skills will yield a good grade and the privileges a good grade affords. In these examples the amount of motivation does not necessarily vary, but the nature and focus of the motivation being evidenced certainly does.

Intrinsic motivation can be defined as “the fact of doing an activity for itself, and the pleasure and satisfaction derived from participation”. If a person is intrinsically
motivated, they will perform the behavior without any material rewards or external constraints. An example of intrinsic motivation would be reading a book for the pleasure of learning something interesting. Intrinsic motivation is defined as the doing of an activity for its inherent satisfactions rather than for some separable consequence. When intrinsically motivated, a person is moved to act for the fun or challenge entailed rather than because of external prods, pressures, or rewards. It has been suggested that there are in fact three different types of intrinsic motivation, which can be identified as intrinsic motivation to know, to accomplish things, and to experience stimulation.

The first type of intrinsic motivation refers to the intrinsic motivation to know. This type of motivation occurs when someone performs an activity for the satisfaction and pleasure that one experiences while learning and typing to understand something new. The second type of intrinsic motivation (intrinsic motivation toward accomplishments) occurs when someone engages in an activity for the pleasure and satisfaction experienced when one attempts to accomplish and create something. The final type of intrinsic motivation, known as intrinsic motivation to experience simulation, occurs when someone engages in an activity because they wish to experience stimulating sensations (such as sensory pleasure, aesthetic experiences, as well as fun and excitement), which are derived from one’s engagement in the activity.

Extrinsic motivation refers to a range of behaviours, which are not engaged for their own sake but as a means to an end. Originally, it was thought that extrinsic motivation referred to behavior that could only be prompted by external contingencies such as rewards. However, three differing types of extrinsic motivation have now been proposed – external regulation, introjections. These will be discussed in turn.

External regulation corresponds to extrinsic motivation as it appears in the literature. This type of motivation occurs when behavior is regulated through external means (usually through rewards or constraints). When considering introjections, as Pelletier et al. have stated, “with introjections, the formerly external source of motivation have been internalized such that its presence is no longer needed to initiate behavior.” The source of control is now within the individual, and behaviours are reinforced through internal
pressures such as anxiety or guilt. It is important to note, that this type of internalization (while internal to the person) is not a genuine case of self determination as it is limited to the internalization of external contingencies. Finally identification is in operation “when the individual comes to value and judge the behavior as important and, therefore, performs it out of choice.” In this case, while the activity is still performed for extrinsic reasons (e.g. to achieve personal goals) it is actually internally regulated and self determined.

Extrinsic motivation (EM), on the other hand, is not related to the satisfaction from the activity itself but from factors related externally, such as reward and punishment. An athlete who competes for prestige, for camaraderie, to gain a trim physique, or to avoid punishment is motivation extrinsically (Deci & Ryan, 1985; Vallerand & Perrault, 1999). An extrinsically motivated person may also be self determined because three categories of extrinsic motivation exist, some of which are self determined and may be performed through choice.

The three types of extrinsic motivation, in order from least self determined to most determined, are external regulation, interjected regulation, and identification. External regulations refer to constraints and rewards that may regulate behavior, such as a coach who force a player to play a particular sport. Interjected regulation refers to internal reasons that are limited by the internalization of past external contingencies. Guilt, anxiety, or related self esteem dynamics are the enforcers of this interjected regulation. Through introjections, direct reliance on external regulation is minimized but is transformed or reconstructed in terms of inner, affective determinants that still retains a quality of pressure and conflict, or lack of complete integration with the self (Ryan, 1991). Finally, there is identification, which refers to the internalization of extrinsic motivations regulated to the extent that the behavior becomes valued and judged important for the individual as being chosen by one. Both interjected regulation and identification are internalized reasons for acting (thus these types of EM are partially self determined) and external regulation is a purely external motivation. Nevertheless, all three are categorized as external motivation.
It has been suggested that in order to fully understand human behavior, a third type of motivation (termed “motivation”) is very similar to the concept of learned helplessness and can be defined as follows – “Individuals are motivated when they do not perceive contingencies between outcomes and their own actions. They are neither intrinsically nor extrinsically motivated.” Individuals who are motivated experience feelings of incompetence and lack of control. Motivated behaviors can be seen as the least self determined, as there is no expectation of reward or sense of purpose.

The third motivation, a motivation, is characterized by the thought that actions have no control over outcomes (Deci & Ryan, 1985). In other words, motivated athletes believe that forces out of their control determine behaviours. A motivation is similar to learned helplessness (Abramson, Seligman, & Teasdale, 1978) and may result after an athlete who is motivated, or has become non-motivated, may soon stop to participate in sport because he/she does not know why he/she is competing anymore.

The multi-facet approach to motivation can be seen as being particularly important, as the different types of motivation have been associated with important psychological, such as learning and performance.

1.2 DEFINITIONS OF TERMS USED

Impact:

According to oxford dictionary meaning: To press firmly together

Mass-media:

Mass-media communication as Television, Audio-video cassettes, radio, newspaper, magazine, hoardings, motion picture, computer internet and all other such things. These new media play an integral role changes within the Mass-media as whole. The give whole society of the world more facilities to communication, exchange, ideas and share cultures, philosophies, freed of life, ideas and organize them in new way.
Coverage:

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

1.3 STATEMENT OF THE PROBLEM

Impact of Mass-media Coverage in the Participation of University Players in Selected Games

1.4 SIGNIFICANCE OF THE STUDY

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

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

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

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

5. The present study will helpful to creating a social harmony, motivator and creator of interest among the players of university.
1.5 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

1.6 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
1.7 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.

1.8 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 affect the results of the study and were beyond the control of the scholar were considered as limitation to the study.