CHAPTER II

REVIEW OF RELATED LITERATURE
REVIEW

The review of earlier research is most essential in a thesis which should be relevant to the study. In the context of the present study, researcher have been collected some directly and indirectly related literature. Negligible number of sport-sociology research had been conducted in our country. Most of the studies revealed about the performance of the player and relationship between sport participation and social forces etc. In the following pages, the author attempted to review the literature related with the present study under following heads.

1. Sociology in The Field of Sport.
2. Social Stratifification and Sports.
3. Theories of Sport Stratification.
4. Sport Participation and Socio-Economic Background.

1. Sociology in the Field of Sports.

Sport is something people tend to take for granted. They may like or dislike it but they do not usually question it or see it as posing problems which require an explanation. In particular, they rarely ask questions concerning its development or its role in society as a whole. It is just this type of question, however, which forms the central subjects matter of the sociology of sports.

Playing and watching sports and game is one of the most popular leisure activities in the world today one or two figures
on the numbers engaged in Association Football (Soccer) must
suffices in this context as a rough measure of the magnitude of
"sport involvement". In great Britain alone, somewhere in the
region of half a million boys and men regularly play organised
"Club" Soccer. This number would be multiplied several times if
one could reliably estimate the countless others who regularly
watch the live and recorded matches offered on television in the
comfort of their own homes or who play and watch soccer in
countries all over the world. Some idea of the numbers involved
can be gained from the fact that a television satellite link up
made it possible for the 1966 world cup final played at Wembley
between England and West Germany to be watched "Live" by
400,000,000 people (sport 1967)

Soccer is by no means the only sport which is now a days
played and watched all the world. Others such as athletics,
Tennis, Boxing and Golf also have a world wide following. Others
still, such as Rugby, Cricket and Hockey are limited to a smaller
number of countries but are also widely watched and played. And
of course, sports are not restricted simply to matches between
teams and individuals within particular countries. They are
played internationally, too, and have come to represented today
one of the most frequent sources of regular contact between
people from different countries.

Edwards (1973) comments the future of the "Sociology of
Sports" as subdiscipline within the field of Sociology, he
believe that it promises to be extra ordinarily productive. The
institute of sport provides a "natural" laboratory for
sociological inquiry of significance far beyond the realm of sport itself. In sports, the presence of the social scientist does not contaminate or interfere with the character of the phenomena being studied. The Spectator is a natural part of the sporting event. Thus, for the price of a ticket, the sociologist who has done his home work and knows what to look for, can gain access to a mirror reflecting the past traditions, the present turmoil, and to a great extent, the future destiny of society. Whether one's concern is with specific areas such as interracial relations or male-female role relationships, or with more general areas of scientific inquiry such as social organisation and social change, sport offers a virtually unexplored avenue for generating new knowledge and gaining better insights into old problems. In the not-too distant future, therefore, it would not be surprising if among sociologists there emerged a new application for the old sports relation.

2. Social Stratification and Sports:

Luschen (1971) studied social stratification and mobility among young German Sportsmen. On the basis of this investigation of organised sportsmen between fifteen and twenty-five years of age, it has been possible to show that sport in general is primarily a spare time occupation of the middle classes and of those skilled workers for whom the middle classes act as a reference group. At the same time, nevertheless, a pattern of stratification in terms of sports practiced at least as differentiated as the pattern of stratification among the
population at large was discovered within sport itself using a simple index of status, four groups of sports were isolated whose relevance for the behaviour of young sportsmen was shown and which themselves can be used as secondary indices of social status. The class bound character of sport was found to have consequences for socialization into class specific norms and values. Their class bound character, however, can also act as leverage in upward social mobility. Many young sportsmen are upwardly mobile, and both their sport and their membership in a sports club are important sources of sport for them in their mobility striving.

John (1965) investigated a study of the effect of social stratification upon leisure activities of junior high school students in a selected Albuquerque Area. Questionnaire concerning school and non-school leisure activities were administered to 205 of 1,239 male and female students stratified according to the occupation of the father by the NORC – North Malt prestige scale, upper middle class students participated more in curriculum guided clubs than in sports and dominated the students council and national Honor Society. Upper lower class students participated more in sports activities. Average time per week in school sponsored extra curricular activities was less than 30 minutes, with boys Sports excluded and 1 Hr. and 3 Min. with boys sports included. Non-school activities and summer recreation were less stratified along class lines. Commercial recreation showed no stratification. Homework and music were stressed more in the middle class and TV viewing was more
prevalent in the upper lower class.

Something similar can be said about conventional analysis of sport and social stratification. Although social class and social stratification presumably overlap as descriptors in SIRLS, they do not in the work of most North American, Sociologists. The reason they appear to overlap is because concepts such as social class, social status and social stratification are used interchangeably and in a theoretically unreflexive fashion. Certainly, the vast majority of societies are stratified, but what is the basis for this stratification? Is it status, is it class, or is it party? Do these dimensions intersect and, if so, how? In contemporary American, it is fairly obvious that race (as a status group) and class (as a production relation) intersect as is revealed in the high unemployment rates of black youth. Also, it is fairly obvious that race (as a status group) and party (as a political formation) intersect to the degree that blacks were desentralised and today, are still grossly under represented in the political process. What about women as a status group? They are vertically represented throughout the stratification system. If they were not, classes could not biological reproduced themselves (Ingham 1986).

Luchen (1971) reported a test of the "emburgeoisement thesis" as applied to the field of sports. According to his thesis, the increasing affluence of modern industrial societies is leading class differences to diminish in all spheres of life
within them. One part of the thesis in the frequent contention that sports, because they are now played by members of all classes, represent a particularly striking symbol of decreasing class inequality. Lushen found this not to be the case in West Germany. His finding are probably typical is most respects for Britain and other highly industrialised countries, although one must wait the results of further research in order to be sure. He carried out of a survey of active sports club members between the age of fifteen and twenty five and found that playing sport as a leisure occupation. Through family wedespread, is primarily an active of upper and middle classes not as a "reference group". This data also indicated that there is a distinct "Status hierarchy" of sport in West Germany. Higher status people tend to go in for newer sports, those which are most competitive and those which are highly organised. Thus, tennis, hockey and skiing are the sports most favoured by the middle and upper classes; hand ball, boxing, wrestling and association football are those most favoured by the working classes.

Wrestling was one of the earliest set apart and marked off by the aristocratic stratification of European society. It became a common sport and not knightly game in the twelfth century of course, there are many exceptions. Henry VIII was a skilled wrestler but, by and large, wrestling has been a lower status sport in Western civilization for eight hundred years.

In short, there was a pronounced tendency for the fans to accept appearances at face value. Moreover, this seems to be generally characteristic of lower status people. The same
questions were asked of 125 adult respondents in Lansing, Michigan. In that study, more than a third of the lower-status respondents (38%) used observation to validate their inferences about the hypothetical stronger, compared to 11.8% of the middle status and 21.5% of the upper status respondents. Lower status respondents resorted least often to subtle probing 23.8% compared to 60.8% of the middle status and 62.4% of the upper status respondents (Form 1957).

It is evident from the proceeding discussion of the effects of formal structure on leadership recruitment that social systems of sport are characterized by a high degree of social differentiation is indicated clearly by the specific roles and responsibilities that occupants of particular positions within given sport organizations fulfill. Moreover, this social differentiation often represents a type of social stratification.

A major consequence of social stratification in sport organizations is the resulting social inequalities between and among selected social statuses. For example, in the context of professional sport, "rookies" normally receive lower annual average salary than "veterans", female golfers compete for smaller amounts of prize money than male golfers, and blacks do not have the same opportunities as whites for leadership positions in sports. Sometimes such inequalities are relatively justified, as in the case of a salary differential based on objective criteria of playing ability and experience. At other times, however, such inequalities are unjust for example, the
exclusion of individuals from participation on the basis of characteristics such as age, race, or sex. This exclusion of course, constitutes discrimination.

There are three main sources of income for professional sport teams: gate receipts, radio and television rights, and ancillary enterprises such as concessions, parking, and the sale of programs and souvenirs. The sale of tickets results in over $300 million annually for teams in the major sports. These tickets range in price from a low in baseball of approximately $3.00 to a high in football approximately $18.00. Moreover, the prices increase for post season games. In some sports such as Hockey (in some cities) and Football (in most cities). The annual revenue from tickets is predictable, because a high percentage of sales are season tickets and thus the revenue is "banked" before the season begins. However, in other sports ticket sales fluctuate on a daily basis, often depending on the success of the team to date, the opposition for a specific game, on the weather. In short ticket sales are an essential component of the revenue, but tend to be unpredictable.

Improvement in the standing in the league, winning championship, or having a "star" on the team will influence attendance patterns. For example, Noll (1974a) found that a baseball team that improves its position by ten games over the previous year will draw an additional 18,000 fans for each million residents in the area, while winning a pennant will increase attendance more than 850,000 for each million in the area. He also noted that the presence of a star on the team will
increase attendance at home games by an additional 22,000 per season for each one million residents in the metropolitan area. In dollars, the presence of star may add approximately $175,000 to the gate receipts at home games alone, with another $25,000 being added to revenues at away games. As a result, owners are increasingly willing to pay high salaries to the superstars for both economic and performance reasons. Now (1974a) also suggested that a metropolitan area population of only 900,000 is necessary to provide adequate financial support for a professional football team. Many additional cities could therefore theoretically support a professional football team.

At the mass level for adults, Benson (1976) found that sport involvement is related to the social class structure in Belgium, with Skiing, Golf, Tennis and Fencing being at the top, and Gymnastics, Calisthenics, Track and field, Judo, Boxing, Soccer, and team Handball at the bottom. As an indication that social events or social change may result in a different stratification system, Takenoshita (1987) noted that before World War II all national and international champion athletes in Japan were college students or college graduates. This is a reflection of the privileged status accorded students before the War. However, with the rise of industrialisation after the War, the students privileged position was lost and many industries began to sponsor sport activities. As a result, most male and female champion athletes since World War II have been industrial workers sponsored by their work organizations.
3. Theories of Sport Stratification:

The major theories of social stratification were outlined. Although less-well developed, both theoretically and empirically, there have been three attempts to develop a theory of sport stratification, first Luschen (1969) set forth three propositions based on his analysis of the social class background of young sportsmen in the German Federal Republic. His first proposition states that the "newer a sport, the higher its social position". In support of this proposition, both Luschen (1969) and Pavia (1973) argued that basketball in the German Federal Republic and in Australia, respectively, has a high social status because it is a recent import. Similarly, Luschen (1969) indicated that the recent decrease in the social status of soccer and gymnastics in the German Federal Republic may be reflection of the length time that these sports have been part of the German sport culture. However, the proposition may not hold for newer sports such as Sky diving or Hang gliding, which are affiliated with youth or developing subcultures. That is, there may be sport differences that limit the generalizability of this proposition.

Luschen's (1969) second proposition suggest that "with increasing importance of individual achievement, the social status of a sport becomes higher". This hypothesis may partially account for the increasing status of tennis and squash, especially in North America. However, again there may be sport differences in that individual sports may reflect a pattern characterized by the inverted U hypothesis. That is, this
proposition may only be true at the upper ends of the socio-economic scale (Greeneau, 1972). For example, amateur wrestling has not attained high status despite a high degree of individual attainment. The third proposition argues that the higher the social status of a sport, as determined by the class to which its participants belong, the more it is dependent upon organization into clubs. From a historical perspective, we can say that sports that were originally high in status were organized within a club frame work (Baltzell, 1958; Metcalf, 1972, 1976a). However, many sports in North America are available on a club basis, it is only those that are restricted to the elite private clubs (such as polo and other equestrian events) that retain an image—of high status.

A second theory, generated by Yiannakis (1975) suggests that the social status of a sport is influenced by four factors: The structure of the sport (i.e., individual vs. team sport) The cost of participation, the publicity it receives and the amount of physical contact. He argues that higher status sports are related to (1) a greater degree of autonomy in one's occupation (that is, the professions) as reflected by greater participation in individual sports; (2) The cost of participation (The upper classes can afford to participate in higher-status sports); (3) The exposure or publicity a sport receives (higher-status sports remain the privilege of the elite because the masses either do not see or hear about them, or they learn very little about the purpose or ethos of the sport); and (4) an absence of a Combative element or bodily contact (The upper class uses
brains," while the lower classes emphasize physical toughness). Using original and secondary (from Loy, 1969) data, Yiannakos (1975) obtained correlations of 0.75 and 0.79, respectively, between the four predictor variables (sport structure, cost, publicity, physical contact and respondents, social status). The status hierarchy of sport groups, based on the prestige of the fathers occupation. The astute reader will no doubt have noticed that there are crossnational differences in the prestige ranking of some sports. For example, gymnastics is low in Belgium, at the middle in Germany, and at the upper middle in the United States. To explain these differences requires an understanding of the historical development of the specific sport and of sport in general within each country.

These status differences across sports can be further illustrated by a third theoretical framework based on the "status symbolism" inherent in each sport. Renson (1976) analyzed the system of social stratification in Belgium and noted that the higher class sport such as Skiing, Golf, Field Hockey, Tennis and Fencing are all characterized by the use of "status sticks", the upper middle class sports of Rowing, Canoeing, Horse riding, Climbing, Skating, Hunting, and Scuba diving are all "nature" sports; the lower middle class sports such as Basketball, Volleyball, Badminton, and Table Tennis require the "use of balls, nets and targets"; while the lower-class sports of Gymnastics, Calisthenics, Track and field, Boxing, Soccer, and Fishing are either of an "individual nature" or "involve close bodily contact". 
In some respects, then, the sports played by a particular social class serve as symbols of their status and function within society. For example Martin and Berry (1974) argue that the adoption of motorcross racing as a sport by working class males is a reflection of a socialization process that advocates 'rugged individualism'. Motorcross racing serves as a accessible and popular pursuit for proving their manhood and for diffusing alienation present in the work world. In this way, stability is brought to the individual and to society through class based participation.

4. Sport Participation and Socio-economic Background

Jasper (1967), studied the relationship of socio-economic status and physical fitness of selected six grade girls in Sioux falls, South Dakota.

Subject selected were sixteen grade six girls each from families having income below $5,000, from $5,000 to $9,999 and above $10,000 who were tested is flexed arm jump and a 200-yard run. Analysis of variance showed no significance among the three socio-economic groups.

Patricia (1836) studied the relationship of sociometric status and athletic ability in English twelfth grade girls. Each subject was asked to write the names of the five people with whom she would prefer to associate. The social position of each member of the two groups was obtained by pooling the opinions of all in her group. Athletic ability was measured by the Scott motor
ability test. Little or no relationship between sociometric status and athletic ability was found in the results from the two grades.


This study utilizes both archival and archaeological data to test hypothesis concerning: (1) The material correlates of socio-economic status, and (2) Change in social structure associated with urbanization and industrialization. The artifact data consist of three aramic assemblages recovered from well/privies, two associated with twenty five white middle households and a third associated with twentyfive white middle class households and a third assemblage associated with four lower class Afro-American households.

The result of testing are, that quality and quantity of ceramics evidences a positive correlation with class membership while variety show no significant variation with class difference.

Luchen (1987) observed that "The greatest emphasis on achievement and thus the highest (involvement rate) in sport is to be found in the middle-class. It is considerably less in the lower-class where routine responsibility (is prevalent). The notion that there is no way to gain higher status (fatalism) accounts for the high regard for games of chance or those sports where one may just have a "Lucky Punch" as in boxing."
Rolf Carlson investigated (1988), "The socialization of elite Tennis players in Sweden". This study analyzed the process of socialization of elite Tennis players, thereby contributing to an explanation of the success experienced by Swedish Tennis players in recent years. The top five male and five females Swedish players, along with parents and coaches, were interviewed regarding background, early life sport experiences, and development. All five males held ranking position among the 15th best in the world. The control group was chosen by matching pairs regarding age, sex and Junior ranking. Result indicated that both groups at the age of 12 to 14 were equal, but after puberty the development of the groups diverged. As teenagers some elite players were ranked among the world's top players while the control group players did not experiences success. The results clearly indicate that it is no possible to predict who will develop into a world class tennis player based on individual talent alone. Personal qualifications and early life experiences in combination with social structures, tradition of sport, and tennis culture all work together in an optimal way, particularly the local club environment and the players, relationship to coaches.

Other economic areas in which blacks many experience discrimination are the bonus received for singing the initial contract and the opportunity for remuneration from commercial endorsements. Pascal and Rapping (1972) reported that, whereas blacks did receive smaller bonuses when they were first permitted
to play major league baseball (from 1947 on), by the mid-1960s the differential between the races was minimal or nonexistent. However, Pascal and Rapping (1972) did find the black athletes were underrepresented in television commercials during 1966. Similarly, Yetman and Eitzen (1972) reported that only 2 of 13 blacks compared to 8 of 11 whites in the starting lineup of one professional football team were endorsing on advertised product.

Bayer and Richard (1951) reported that indicates a relationship between physique and certain psychological reaction patterns. The social mechanism called social mobility involves many factors which becomes social sifting devices for selecting, promoting, or demoting individuals and distributing them in terms of social class. Athletic sports and games, as common denominators bring youth from various socio-economic level together on a common basis. The athlete in school tends to become more socially mobile than the non-athlete and, other things being equal, has greater opportunity to achieved upward social mobility.

5. Mass Media in Sports:

Thakur coment (1962) Sport News has so much public appeal that it appears in practically every newspaper, national and regional, large and small, in English as well as the Indian languages. National newspapers usually devote one full page to sports news which frequently overflows into the generally columns.

There has been a rising interest in sports since
independence because, our Government has made definite efforts to encourage and popularise them. The masses particularly, have shown a keen interest and, therefore, we have today a growing readership of sports news. The managements and editors of most papers today agree that a good sports section is indispensable to the daily.

In the Draft of National sports policy (1979) the role of mass media is described as follows:

The mass media have an effective role to play in promoting sports and health consciousness and inculcating the habit of physical exercise as a way of life. They can also help in improving standards by arranging discussion with knowledgeable persons and experts on the finer points and different aspects of sports and games popular in the country and by educating the common people about the latest rules of the games. They can also provide entertainment by showing on T.V. interesting excerpts from international matches played within the country or a broad and also showing films of important sports events and comments could help in building a healthy atmosphere and educating public opinion. The press could also help in ensuring that only such sportsmen and teams are sent to represent the country as well as bring credit to the country and improve the country's image in the sports world.

During the 1920s and 1930s, a mutual interdependence emerged between sport and the mass media. This period evidenced rapid expansion of the newspaper and radio media. The emergence
of big time collegiate sport, and the birth of professional sport.

In this era the media promoted sport, and sport sold the media with the advent of television, the relationship took on a new dimension. Television is a very powerful medium and has the potential to disrupt the precarious balance within sports contests. The symbiotic relationship has been threatened by sport becoming increasingly dependent on the financial support.

The all India council of Sports, Draft National sport policy (Ministry of Education and Social Welfare, Government of India, New Delhi 1979 P.8. of television, Television which has the power to create, also has the power to destroy (Snyder, 1983).

The emergence of the mass media, particularly the newspaper and radio, provided a rapid means of informing the public about the happenings in sport, and thus sport flourished. The commercial interests who controlled the mass media quickly realized that the reading and listening publics were interest in sport. Writers and broadcasters promoted both sport and the media by embellishing the games through the use of imagery, metaphors and the creation of heroes the Babe, the Gripper, the mauler, the four Hornemen, the Yankee Clipper, and the Galloping Ghost. Writers and broadcasters not only promoted sport into major entertainment business in the 1920s through their creative use of metaphors and hyperbole, but they also served their own entrepreneurial interest by "Selling" sport. In short, a reciprocal affinity developed between the mass media and sport.
We do not know why sport occupies such an important place in the leisure pursuits of western society, when the function served by sports might well be performed to the same extent by other leisure outlets (examples music, drama, art). We can offer no scientific explanation why football in some American universities will draw 88,000 spectators into the stadium six times in a span of ten weeks, while no other university programme in music, art or even education and science can approach this. Nor do we know why community interest in the quality of the local high school football or basketball teams elicits inquiries never matched by a concern expressed for the quality of the English or mathematics departments. We do not say these things are good or bad, but we do not want to know why.

When we are better able to understand the role of sports in society, basing our interpretations on sound scientific inquiry, perhaps the status of sport in the culture will find a level heretofore unachieved by expression of concern alone.

Progress to date gives reason to hope that sports sociology will eventually take its place as a legitimate branch of the sciences concerned with the study of man (Mangan 1973).

Prabhakara (1986) conducted a study on the analysis of the sport coverage news in daily newspaper, he has arrived at the following conclusions:

1) It was a fact that all the newspapers covered under the study gave top priority to Cricket, followed by Football, Hockey, Racing and Tennis.
2) It was a fact that English newspapers present more sports news in detail and depth than the Kannada newspapers.

3) It was revealed that newspapers do not offer much space to publish the sports news of competitions held at District and Taluka levels. Whenever major sports like cricket, football, tennis or racing events are held, much space is not provided even to the coverage of sports news at inter university level competitions.

4) The newspapers under study provided regular columns for sports news coverage and they have their own style and pattern to cater to the needs and interest of its readers. The Hindu being the newspaper not including advertisements in the sports column pages.

Newspaper also took an important role to stratify the status of different games and sports. The interest of the people and popularity of a particular game oftenly influenced by the space coverage of sports events in the newspaper.

As sports gained prominence in the country, the audio-visual media also allotted more time to it. This has become a variable industry in terms of production, advertisement sale as well as sponsored programmes and serials.

However, everything else outside cricket, tennis, soccer and perhaps hockey, has been less than successful. There have been attempts to popularise grass roots games like Kabaddi, Kho-kho and other such as Volleyball and Basketball and sometimes Athletics, but the viewership and testnership has been
very limited. It is not a question of the media catering to elite sports: it is fairer to say that the public is being given what it wants most of all.

It might be rewarding to look at how the electronic media treat sport in other countries. Contrary to popular belief, it is not the BBC, but Channel Nine in Australia, that gives the best sporting coverage especially Cricket. But even games like Tennis, Football and highly popular local sports like Sailing and horse racing get a lot of coverage, both in volume and in sheer class of technical work and broadcasting on the other hand, promotion of other, so called minor sporting events has not found much favour with the people who matter advertisers or potential sponsors. The exceptions are some of the high profile Tennis tournaments, world Badminton championship and the Olympic and the Asian Games (Keshor's 1989).

A far more stable source of revenue, and an increasingly essential source, is radio and television rights for local and national broadcasts. In recent years the local and national rights to televise regular season Baseball and Football games have been over $50 million annually in each sport. For example, in 1977 the television right for baseball totaled $52.1 million, with the amount a given team received ranging from $2 million for the Red Sox to $3.50,000 for the Royals (Kahan, 1977). In football, each team divided $57.2 million in television rights for a net share of $2.2 million. In some sports (for example, football), the revenue for national rights is divided equally among the firms in the cartel while in others
(for example, hockey) it is divided so that the teams in larger cities, or the more successful teams that appear more frequently, receive larger shares. This latter arrangement is a version of the "rich get richer" theme. The importance of this source of revenue is so critical that franchises are shifted to enter more lucrative television markets (for example, the Milwaukee Braves were moved to Atlanta) and new leagues or teams fail or remain economically depressed if a national television contract is not present (e.g., the World Football Association or the World Hockey Association). Further, Horowitz (1974) noted that not a single major league baseball team would have earned a profit in 1952 or 1970 if television rights were not available.

The mass media are a technical system by which a relatively few number of people can communicate rapidly and simultaneously with a large percentage of the population, thereby narrowing physical, temporal, and social distances. Generally, the media consists of printed communication such as newspapers, magazines, and books, and electronic communication such as radio, television, and the movies. Because the media reach a large, yet diverse population, as a social institution they can serve a variety of needs, including providing information, promoting status on social integration, presenting an aesthetic experience, and serving as an escape mechanism from the realities of everyday life. Sport has been hypothesized to serve these needs as well and therefore the use of the media to present sport is somewhat understandable.
The advance of modern technology has led to the creation of a mass culture, often referred to as "popular culture," which is oriented toward the entertainment of large audiences, usually through one or more forms of the mass media. Sport has become one of the major forms of this popular culture (along with popular music, movies, and television shows), primarily through its association with the dominant form of the media in each era. As a result, a symbiotic relationship between sport and the media has evolved in order to satiate. The demands of the masses who seek to indirectly consume sport for a variety of real or imagined reasons. Whereas the following subsection discuss some theories of mass communication, the degree to which, and why, the masses consume sport, and the relationship between sport and various forms of the media, this introductory section provides a brief historical overview of the relationship between sport and the mass media.

The social-relationships theory suggest that "informal social relationship play a significant role in modifying the manner in which a given individual will act upon a message which comes to his attention via the mass media" (De Fleur, 1970). This theory suggests that the concept of life style may influence media behavior. Life-style, according to Feldman and Thielbar (1972), is a group phenomenon influenced by participation in social groups and interaction with significant others. It pervades many aspects of life, it implies a central life interest, and it varies according to relevant sociological variables (Zablocki and Kanter, 1976),
Newspaper have been involved in the presentation of sport longer than any other medium, perhaps because individuals want to read about sport for knowledge and information. As a social institution, the newspaper reflects the culture of a society. To illustrate, cozens and stumpf (1953) cite an unpublished study that indicates that general social problems in the United States from 1929 to 1935 were given indirect discussion on the sport pages; these included the depression, race relations, public morality, technological change, and a propensity to favor and help the underdog.

This relationship is further illustrated every time that a cartoon appears on the editorial page. These typically use a sport metaphor or scene to comment on some nonsport phenomenon, or to depict a sport related event that is considered sufficiently important to merit comment on the editorial page. Van valen (1976), for example, examined how political cartoons employing sport themes were used as communication media during the nineteenth century. He found that “sport imagery was used to promote the candidacy of a favored politician, to enlighten voters about the strengths or shortcomings of politicians, to express public fears or dissatisfactions, to attack evils, to inform or inflame the public about issues, to test or crystallize dissent or consensus, and to bolster morale in the North during the civil war." A recent example is the number of editorial cartoons that appeared in Canadian newspapers in 1975 and 1976 concerning the scandals, the escalation of costs, the construction schedule and the political differences associated with the
hosting of the Montreal Olympic Games.

Jayaram (1988) conducted a study of sports news coverage in certain English dailies of Karnataka. He selected four leading English newspapers for study, namely The Hindu, Deccan Herald, Indian Express and Times of India. He concluded that all the four selected leading English dailies of Karnataka have provided a regular sports page and columns. All the four selected dailies have shown similarity with regard to the priority for the maximum coverage of news of certain sports events like Cricket, Football, Hockey, Chess and that the other sports events being given medium to least coverage. There was found to be a variation in the consistency in news coverage for certain sports events at certain levels, both within as well in between the selected dailies.

Further he attributed that there were certain general factors like literacy, standard of sports, status of sports, sports consciousness or awareness among people, the attitude of parents and public towards specific sports, editorial policy, advertisements, prestige of the press, selling motto of the press, biased attitude of reporters and the press, popularity and the nature of sports events themselves, public interests towards specific sports events only, seasonal nature of sports and competitions, the press being satisfied with the existing readership and the press attempting to satisfy a vast majority of the readers who were interested in only specific sports events etc., might affect the mean news coverage, the consistency in coverage and the variation in coverage, within and between the selected dailies.