

A STUDY OF MEDIA PORTRAYAL OF ATHLETES

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Abstract

The present study is comparative in nature, based on a quantitative content analysis of all the sports news and articles that covers games and sports during Commonwealth Games 2018 in two daily Hindi newspaper of India.. The names of daily newspapers are Dainik Bhaskar, and Dainik Jagran .The data was collected for entire event days and five days before starting the event and five days after completion of event were taken. The commonwealth games 2018 lasted for 10 days so data collection was made for 20 days (five days prior and five days post event).The results shows that There is significant difference in scores of Individual sports and Team sports news in Hindi Media Portrayal in Commonwealth games2018.

Keywords: Hindi media portrayal, commonwealth games.

INTRODUCTION

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 its 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 initial times, the sports exposure was very less as now-a-days it has been on the priority of the 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 incorporation of the technological advancements some of the newspapers cover the maximum sports news coverage by providing 3-4 page to its daily issues. The other national dailies are also providing the sports coverage with enhanced information news, number of news and pages for sports news. Some newspaper 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 relationship with each other. Some of the general magazines have also attracted their attention to the sports journalism.

STATEMENT OF THE PROBLEM

- In the present days people are crazy in their demands of sports news soThe problem is stated as, “Sports Coverage by Print Media.”

OBJECTIVES OF THE STUDY

To investigate the significant difference between Individual sports and Team sports in Hindi Media Portrayal of commonwealth games 2018.

HYPOTHESES

There would be no significant difference between Individual sports and Team sports in Hindi Media Portrayal of commonwealth games 2018.

Research Methodology

Selection of sample

In this study, all sports articles, reports, and pictures published in four daily newspapers, The Hindu and The Tribune in English language and Dainik Bhaskar, and Dainik Jagran in Hindi

language was collected for entire event days and five days before starting the event and five days after completion of event were taken. The commonwealth games 2018 lasted for 10 days so data collection was made for 20 days (five days prior and five days post event).

Collection of Data

For the purpose of this study, researcher examined all the articles, reports and pictures focusing on Commonwealth Games published in two daily newspapers. Newspaper data was examined five days prior to the opening of the games and five days after their closing. The data was classified into news covering individual and team games.

Statistical techniques used

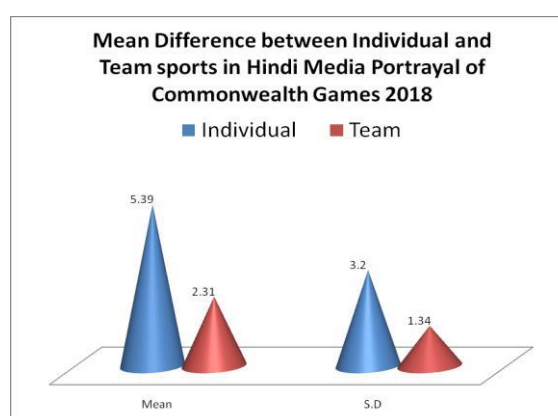
The present study was survey cum descriptive in nature. T-ratio was calculated to locate the significance of mean difference between individual and team sports in Hindi newspapers.

Table 1 Showing difference of Individual sports and Team games in Hindi Media Portrayal of Commonwealth Games 2018

Type of sports	N	Mean	S.D	SED	t-value	level of significance
Individual	40	5.39	3.20	0.549	5.610	SIGNIFICANT
Team	40	2.31	1.34			

$P > 0.05 = 1.96$ at df 78

Table 1 Shows that mean scores of Individual sports and Team games are 5.39 and 2.31 respectively, the t-ratio is 5.610 which is significant. Thus significant difference exists in scores of Individual sports and Team games news in Hindi Media Portrayal in Commonwealth games 2018. This leads to rejection of hypothesis H₀ ‘- There is no significant difference between Individual sports and Team games in Hindi Media Portrayal of Commonwealth games 2018’.



Conclusions

In the present study, Hindi Newspapers Dainik jagran and Dainik bhasker are used as sample for data collection. The study reveals that both Individual sports and Team games are not given

equal importance in Hindi Media Portrayal of Commonwealth games 2018. The results shows that individual sports are more highlighted in comparison to team games. There is significant difference in scores of Individual sports and Team sports news in Hindi Media Portrayal in Commonwealth games 2018.

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