



A STUDY ON INVESTIGATING SPORTS COVERAGE OF INDIAN DAILIES

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Abstract

The main purpose of the present study was to investigate the variations of sports coverage between cricket games and other sports during (IPL2023) Indian Premier League. A sample comprised of 42 The Hindu and Indian express newspapers. The Hindu and the Indian express newspapers by using simple Pri-IPL (one week), Mid-IPL (one week) and Post-IPL (one week) sampling technique. In which 21 The Hindu and 21 Indian express newspapers. The result of the study showed that there was a significant difference was found between The Hindu and Indian express newspapers regarding total sports coverage, cricket games and other sports coverage during Indian Premier League. The Hindu newspaper is more coverage frequency compare to Indian express news papers during Indian Premier League.

Keywords: Total sports coverage, cricket games, other sports and The Hindu and Indian express newspapers.

INTRODUCTION

Sports occupy a central place in contemporary society, serving as a conduit for physical fitness, entertainment, and communal engagement. In this era of digital information, media plays a pivotal role in keeping individuals informed about the latest developments in sports and cultivating a comprehensive understanding of athletic Endeavour's. Through its multifaceted roles of informing, educating, and entertaining, media serves as a vital intermediary in channeling sports-related information to the public.

The media wields significant power in shaping public opinion and perceptions about sports and athletes. The narratives constructed by media outlets can elevate athletes to celebrity status or, conversely, cast them in a negative light. The framing and language used in sports coverage can influence how events are interpreted by the public. Understanding the mechanisms through which media shapes sports narratives is essential in comprehending the broader socio-cultural impact of sports coverage.

This research embarks on a comprehensive exploration of total sports coverage within Indian English daily newspapers, with the aim of scrutinizing how the media fulfils its fundamental responsibilities in this domain.

OBJECTIVES OF THE STUDY

1. To compare the difference between The Hindu and Indian express newspapers of Indian dailies of total sports coverage.
2. To compare the difference between The Hindu and Indian express newspapers of Indian dailies cricket game.
3. To compare the difference between The Hindu and Indian express newspapers of Indian dailies other sports.

HYPOTHESES OF THE STUDY

1. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding total sports coverage.
2. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding cricket game.
3. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding other sports.

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SAMPLE

Sample of the study consisted of 42 newspapers from two leading English dailies of India, i.e. Indian express, and The Hindu available and accessible to the researcher. The sampling period taken into consideration for the present study is IPL. The researcher studied one week, i.e. seven days before the beginning of the Indian Premier League (IPL), one week in the middle of the IPL and one week after the IPL, to understand and comprehend the sports coverage given by both the dailies. The researcher conducted a comparative exploration of the frequency of sports-related content available in both the dailies. The type of sports content, sport level, placement, and visual elements like photographs used and other aspects related to sports news in the time frame of pre-IPL, during IPL and post-IPL.

Indian Express: Total numbers of 21 news papers were selected as sample of the study. Seven newspapers one week prior to IPL i.e. 24th to 30th March 2023, mid IPL i.e. 27th April to 3rd May 2023 and post IPL i.e. 30th May to 5th June 2023.

The Hindu: Total numbers of 21 news papers were selected as sample of the study. Seven newspapers one week prior to IPL i.e. 24th to 30th March 2023, mid IPL i.e. 27th April to 3rd May 2023 and post IPL i.e. 30th May to 5th June 2023.

DESIGN OF THE STUDY

Design of the study was two group design, the chosen of two newspapers for sports coverage frequency measurement, accompanied the investigator to two leading English dailies of India for the collection of data. Number of Sports Articles, Number of Cricket games Articles, Number of Other Sports Articles. Reiterating the objectives of the study researcher intended to investigate the differences in sports coverage of cricket games and other sports. T-Test was used to test the hypotheses.

ANALYSIS OF DATA

Statistical analysis and interpretation of data with the discussion of results are given below.

Objective 1. To compare the difference between The Hindu and Indian express newspapers of Indian dailies of total sports coverage.

Null Hypothesis 1. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding total sports coverage.

Table: 1.1 Comparison of total sports coverage The Hindu and Indian express newspapers of Indian dailies.

Variable	Group	N	Mean	Std. Deviation	t-Value	Df	Sig.
Total	The Hindu	21	21.42	5.28	6.94	40	<.001
Sports Coverage	Indian Express	21	12.28	2.90			

Significant at 0.01 level

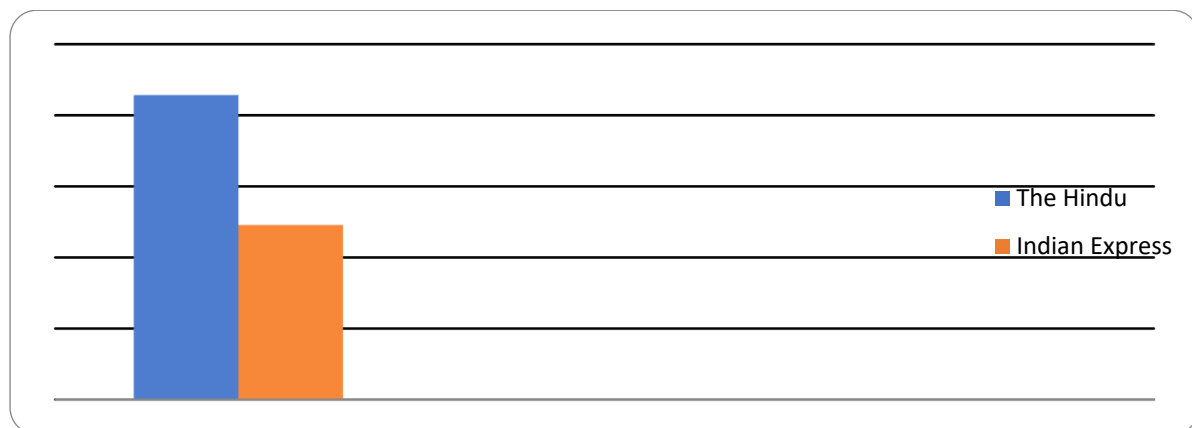


Figure 1.1: Comparison of Means & SD total sports coverage The Hindu and Indian express newspapers of Indian dailies.

The above table 1.1 indicates that the independent sample t-test is associated with a statistically significant difference $t(58) = 6.94, p = <.001$, i.e. statistically significant at the level of 0.01 significance. The result shows

that the scores of The Hindu (M =21.42, SD =5.28) was higher as compared to Indian express (M =12.28, SD =2.90) newspapers of Indian dailies regarding their total sports coverage. The above figure (1) graphically represents the mean and std. deviation difference between the total sports coverage of The Hindu and Indian express newspapers. So, the null hypothesis (1), “There is no significant difference in The Hindu and Indian express newspapers of Indian dailies regarding their total sports coverage” is **rejected**.

Objective 2. To compare the difference between The Hindu and Indian express newspapers of Indian dailies cricket game.

Null Hypothesis 2. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding cricket game.

Table: 1.2 Comparison of cricket game The Hindu and Indian express newspapers of Indian dailies.

Variable	Group	N	Mean	Std. Deviation	t-Value	Df	Sig.
Cricket Game	The Hindu	21	7.90	2.64	3.70	40	<.001
	Indian Express	21	5.00	2.42			

Significant at 0.01level

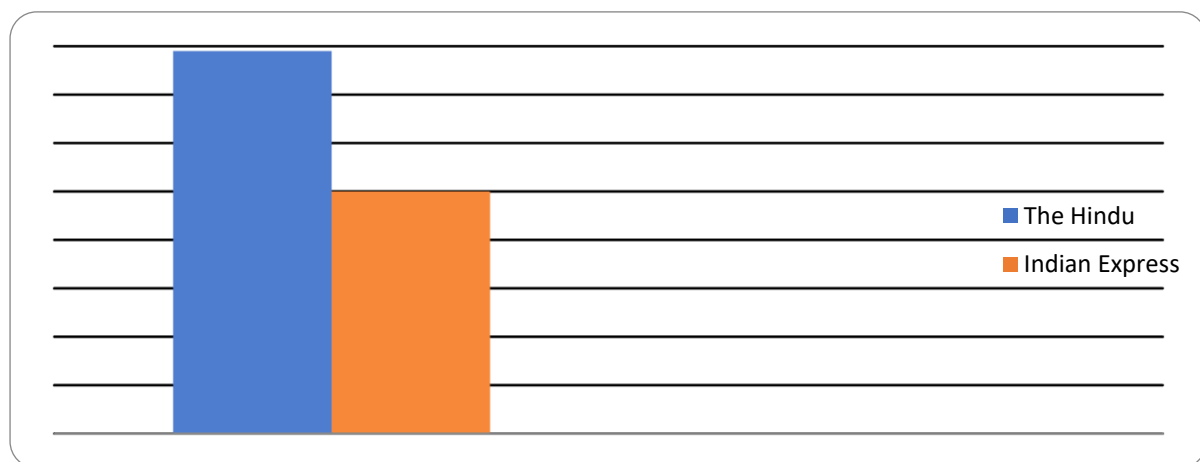


Figure 1.2: Comparison of Means & SD cricket games the Hindu and Indian express newspapers of Indian dailies.

The above table 1.2 indicates that the independent sample t-test is associated with a statistically significant difference $t(58) = 3.70, p < .001$, i.e. statistically significant at the level of 0.01 significance. The result shows that the scores of The Hindu (M =7.90, SD =2.64) was higher as compared to Indian express (M =5.00, SD =2.42) newspapers of Indian dailies regarding their cricket game. The above figure (2) graphically represents the mean and std. deviation difference between the cricket game of The Hindu and Indian express newspapers. So, the null hypothesis (2), “There is no significant difference in The Hindu and Indian express newspapers of Indian dailies regarding their cricket game” is **rejected**.

Objective 3. To compare the difference between The Hindu and Indian express newspapers of Indian dailies other sports.

Null Hypothesis 3. There is no significant difference between The Hindu and Indian express newspapers of Indian dailies regarding other sports.

Table: 1.3 Comparison of other sports The Hindu and Indian express newspapers of Indian dailies.

Variable	Group	N	Mean	Std. Deviation	t-Value	Df	Sig.
Other Sports	The Hindu	21	13.61	5.65	4.69	40	<.001
	Indian Express	21	7.20	2.49			

Significant at 0.01level

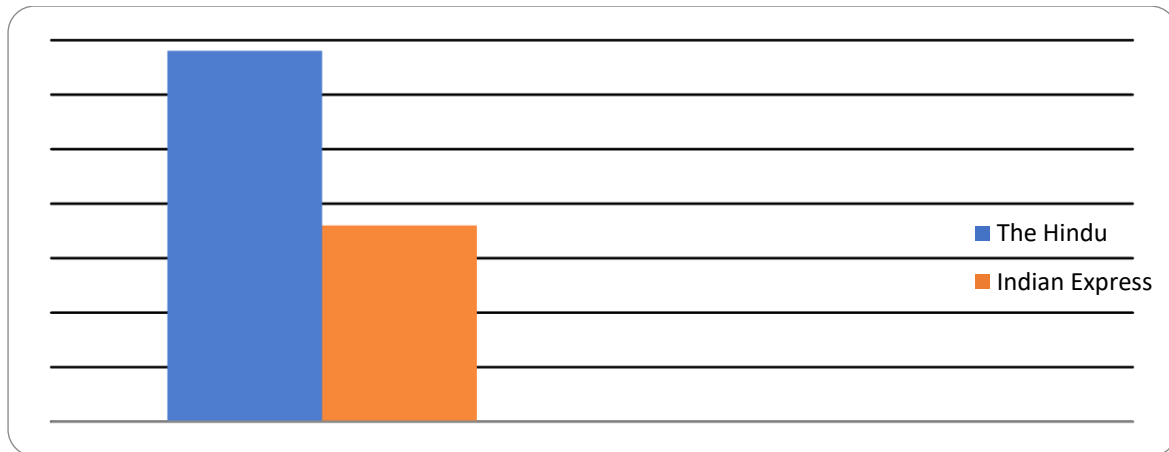


Figure 1.3: Comparison of Means & SD other sports The Hindu and Indian express newspapers of Indian dailies.

The above table 1.3 indicates that the independent sample t-test is associated with a statistically significant difference $t(58) = 4.69$, $p < .001$, i.e. statistically significant at the level of 0.01 significance. The result shows that the scores of The Hindu ($M = 13.61$, $SD = 5.65$) was higher as compared to Indian express ($M = 7.20$, $SD = 2.49$) newspapers of Indian dailies regarding their other sports. The above figure (3) graphically represents the mean and std. deviation difference between the other sports of The Hindu and Indian express newspapers. So, the null hypothesis (3), “There is no significant difference in The Hindu and Indian express newspapers of Indian dailies regarding their “other sports” is rejected.

DISCUSSION

As in the present finding, a significant difference was found between The Hindu and Indian express newspapers regarding total sports coverage, cricket games and other sports coverage during Indian Premier League. The present result is supported by the findings of **Paul & Saha (2015)** found a contradictory result, and this study was conducted on The study conducted a comparative analysis of print media coverage of Indian athletes during the London Olympics in 2012. Three different newspapers of different languages (English, Bengali, and Hindi) were selected for analysis. The coverage was recorded considering three phases: preview, competition, and review. The coverage area in square centimeters was measured to quantify the extent of coverage. The study analyzed the coverage of both male and female athletes and compared their respective attention in the media. The study found that the English newspaper, the Telegraph, provided the highest total coverage of Indian athletes during the London Olympics, followed by the Bengali newspaper Bartaman and the Hindi newspaper Sanmarg. According to the study Female athletes received more attention in the media compared to male athletes, with the female performers receiving significantly higher coverage area than their male counterparts.

FINDINGS OF THE STUDY

1. There was significant difference in two leading dailies of India i.e., The Hindu and Indian express newspapers regarding total sports coverage. The mean value of regarding total sports coverage, Indian express newspapers coverage frequency was lesser than their counterparts, The Hindu newspapers.
2. There was significant difference in two leading dailies of India i.e., The Hindu and Indian express newspapers regarding cricket game. The mean value of regarding cricket game, Indian express newspapers coverage frequency was lesser than their counterparts, The Hindu newspapers.
3. There was significant difference in two leading dailies of India i.e., The Hindu and Indian express newspapers regarding other sports. The mean value of regarding other sports, Indian express newspapers coverage frequency was lesser than their counterparts, The Hindu newspapers.

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