



RESEARCH PAPER

Role of Media for Promotion of Sports in Pakistan

¹Shazia Nosheen* ²Pir Muhammad Abdul Aziz shah
³Syed Asif Imran Raza

1. Sports Officer, Directorate of Female Sports The Isalmia University of Bahawalpur, Punjab, Pakistan
2. PhD Scholar, Department of Physical Education, of University of Sindh Jamshoro, Sindh, Pakistan
3. Director, Sports & Public Relation Officer, Cholistan University of Veterinary and Animal Sciences Bahawalpur, Punjab, Pakistan

***Corresponding Author:** shaziabwpiub@gmail.com

ABSTRACT

Purpose of this article study, media influence on promoting sports' that the media is tool which used for the promoting of sports the study about media and sports had been a popular topic for many years. Study on media and its influence many authors have point out the reality of a close link between sports and the Electronic, social media in the world. The media it consists of any form is taking part in promotion of sports, such as Television's or Radio-show, (or commentator) on competitions or races. There is also best part; lives and contest shows about sports, on LED and Satellite Television's. These events/ show, matches information and guides about events in the world about game. All players and sports hero or wining players have their own websites where anyone can get all kinds of information about the different games/ matches. Print media and magazines, as well as articles about athletes and clubs. The main objectives of this research are to show the influence of media on sports. This study was consisted of 2500 participants comparing both ganders (males and females). This research is qualitative in nature and design. In this research, researcher used questionnaires relevant to T.V, internet, electronic media as data collection tool. The data was analyzed through descriptive statistics A findings showed that both males and females participants were in favor of electronic media has a great influence on promoting the sports.

KEYWORDS Role, Media, Promotion, Sports

Introduction

Relationship between the media and sports has many constructive facets. It is the media's proficiency to touch the collective public and entertain them with their favorite channel about their beloved the game. It is due to Television that gave the public to access them different games and matches on television. It is only due to the media entree to sport to be made obtainable to a form audience and it can provide access for the viewer, the infirm, and those displaced from their home-based town. "Influence of media can be seen here, it offers access to the masses, allows those that could not usually see live sports, which can only be a positive influence. However, there are doubts that this tendency could finally go too far, and we could see in this country the weakening in presences that have been practiced in countries such as Spain and Italy. In fact," it can be argued that television courage of football withdraws the viewer of the liberty and the experience of the live spectator." So their hints that live sport can have a negative effect on match attendances? In other countries football attendances have dropped, but so far there is no symptom that this inclination will work out in England and other country also" the electronic media enjoy a very symbiotic relationship in American society" (McChesney,1989) this report may be true not only for the America It also in whole world and the advertising industry is performing an important part between these interactions. Sports and media hold onto trying to reach people as audiences, fans and customers; throwing the javelin, the discus, or archery;

swimming; dancing and many other games. No surprise present sports man and supporters still discover sports very good-looking (Brown et al., 2003). Thus there is funded out that the media, it may be the internet, newspapers, TV, cables, radio, and android, all the influencing directly on sports in these days. It should not wrong to say media and sports are depending upon one another.

Literature Review

Sports and Television

Television now become the important sources of sports view in these days not only in the advanced country as well as in the under develop country too. Now all the live images are shown in the ground with very large screens as big short, slow motions replays and all actions. That all are possible due to media influence as the thinkers said' the phenomena of media consumption of televised games have shaped a more dissimilar sense for sport then in the olden." (Rinehart, 1994). It should be not wrong to say the sports and media are married, and their divorce will be bankruptcy for players and clubs, as well as for spectators. The commencement of television radio was, as well, already narrowly connected toward the sports. As an examination for the latest media, promoters conventional a TV program at the 1936 Summer Olympics in Berlin. The database could be conventional in the interior a space of 10 miles from the attractive. But as there remained yet no Television groups, controllers also provided.

Sports and Internet

In middle of 1990s, not only television as well as the internet twitches to show live pictures of sports activities. The personal processers and data transmission rates have set borders to this kind of sports distribution so far. Therefore, television is the most important medium for sports reporting showing the events and media of knowledge about sports. In recent days in the media there are LED, computer mobiles and many other source of highlight the events of games. But the internet even now compromises a lot of eye-catching options for sports fan and viewers today (see et al., 1998; Biber and Herbecker, 2002). It is internet with its existence easier to search some events or any knowledge about sports by putting in a search engine. The Internet is mean that can help the players and sports man to get access very rapidly and easily without traveling far.

Sports and Electronic Media

Occasionally you will acquire the very tasteless sweet about what was for mealtime, but you get the spicy chirp or position update that conclusions up making titles on sport insufficient. Although most persons are saying this is a good thing and will help make the player and even the sport in overall consequently, true from the very start the electronic media beguine it's operative with many handicaps, which was reflected in their broadcasts. Furthermore, the linking of non-professional business/commercial groups into the electronic media further undermined the skill, knowledge and duty. Therefore, currently, the role of Electronic media for the promotion of sports very important. The media is playing very important role for the promotion of sports. Currently the media is doing very active role for the promotion of sports. Sport and media are dependent with one another. Media promote the sport and sports create the income for media in different ways.

Media Effects on Athlete's performance:

In this research the relationship between the mass media and sports has been studied. Mass media mean the communication of message taking place at a broader scale by the print, electronic media, and social media "The media has been playing a catalyst role for the promotion of sports and understanding in a nation" (Alimi.2003). The media doing very popular role in the field of sports. It may field of coaching, field of training, may be game of

all kinds, it may be athletes, so it should be not wrong the media has influencing on sports, it is in farms of positive impacts, it also had many negative impacts too.

Material and Methods

Methodology:

This research is Qualitative Research. This type of research that seeks responses to a query that thoroughly conducted and involves the collection of evidences. Though the techniques of Qualitative research were that you may harvest answers of the research through the views of the viewers. In this research the questionnaire was distributed to the participant to get the views for the research. The collected data was decided to analyze. The data which was collective from the different institution of the Pakistani universities. The configuration of the study was based on qualitative method. For this it is used a questionnaire to collects the data from the respondents.

Research Design

This research is Qualitative in nature and design.

Population and sampling:

The total populations were different universities of Pakistan. While the sample was taken from 2500 respondents, from the different universities of the Pakistan including the male and female.

Type of Sample Technique

In the research for sample purpose questionnaire was used, and Cohen technique used for data collection.

Results and Discussion

Table 1
Frequency distribution of gender

	Codes	Frequency	Percent (%)
Males	1.00	1252.5	50.1
Females	2.00	1235	49.4
Missing	7.00	12.5	.5
Total	2500	2500	100

Table 1 shows that the males and females who filled the research questionnaire. Code 1.00 is given to males and code 2.00 given to females for research questionnaire. Total numbers of participant were 2500. Above table shows that 50.1% (1252.5) male and 49.4% (1235) female participated in this study.

Table 2
Do You See Sports on Television?

Number		Percentage (%)	
Yes	No	Yes	No
1687	794	67.90%	31.20%

Table 2 shows that Total 2500 people was filled this questionnaire and gave their response in, YES or NO. Those gave response yes were 67.90 % (1687) and people response was No 31.20 % (794). Other 19 people were missing and no response about the statement.

Table 3
Pakistani or international sports are popularized due to TV, cable Or Internet?

Observed Number					Expected percentage				
SA	A	UD	D	SD	SA	A	UD	D	SD
937	938	337	181	107	37.5	37.53	13.5	7.26	4.3

Table 3 shows 37.5 % (937) response was Strongly Agree (SA) 37.53 % (938) were Agree and 13.5 % (337) were Undecided (UD), 7.26 % (181) were Disagree (D) and 4.3 % (107) were Strongly Disagree (SD) about the statement.

Table 4
Do you think that TV, Cable and Internet enhances the sportsmen?

Observed Number					Expected Number				
SA	A	UD	D	SD	SA	A	UD	D	SD
885	1000	232	245	99	35.39	40.0	10.88	9.8	3.98

Table 4. Shows 89 % (504) people response was Strongly Agree (SA), 40.02 % (562) were Agree and 10.89 % (153) were Undecided (UD), 9.18 (129) were Disagree (D) and 3.98 % (56) were Strongly Disagree (SD) about the statement.

Discussion

This data has been collected from different institutions of Pakistan, through questionnaire the researcher distributed the questionnaire to different students including them male and female also other members of the university to collect the result on "role of media for promoting sports in Pakistan." There the different viewer had given different opinions on this topic some of them agreed but some of them not agreed. But most the populations were agreed to express that the media had influence on the sports. Here the researcher not go in to depth that the influence' of the media either the positive or the negative effects, but researcher had founded the media has much influence on sports field either may be field of athlete, indoor or outdoor games. There may be field of Hockey; ground of cricket roofs of squish, in every field of sport media is involved internally and externally. The researcher had founded the media is back bone for promoting or decreasing the sports. So the media is influencing on the sports field.

Conclusions

The research had find out the media no doubt had an important part of sports promotion, showing the events, reply the highlights of important events and show the personal efforts in different games of the players, but at the same time the play grounds are laying vacant due to the much more interferences of the media the spectators know preferred the see the match on big screens of TVs and LED, s either the grounds.

It was funded out the maximum of the TV viewer are interested to see sports channels, either they may young or males of females. But the researcher had founded that the media had more effective on the sports field.

Recommendations

- Considering social function of electronic media especially TV, we can develop sports in urban areas.
- The sports activities should be enhanced on the different channels
- More TV channels for specific (sports) should be launched in country.
- Different sports events must be displayed on electronic and social media, which will be helpful for the promotion of different games.

References

- Billings, A. C. (2012). *Sports media: Transformation, integration*, Taylor & Francis. But 2017.
- Babapour, L. (2020). Investigating the role of sports television network on people's sports participation. *Sociology and lifestyle management*, 5(13), 59-87.
- Connaughton, J. E. (2012). *The economic impact of sports and sports events on the Charlotte MSA economy*. <http://northcarolinamotorsportsassociation>.
- Maxwell, J. A. (2019). Distinguishing between quantitative and qualitative research: A response to Morgan. *Journal of mixed methods research*, 13(2), 132-137
- .Marwat, M. K., Waseem, M., Khattak, H., Abbas, A., & Bi, I. B. (2014). Mass Media And Promotion Sport (Historical Perspectives). *Asian Journal Social Sciences & Humanities*, 3,3.
- Nosheen, S., & Aslam, S. (2022). Decline of Hockey in Pakistan: A Survey Research.
- Mashhadi, M. (2008). The comparison between current and desired condition of mass media in female support .In *the first national Conference of sport management*, iran: shomal university.
- Whannel G. (2000). Sport and Media ,in coaKley J, Dunning, E. (Eds.) *Handbook of sport studies* London: Sage
- Whannel, G. (2002). *Media Sport Stars: Masculinities and Moralities*, Routledge