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AN UNDERSTANDING OF THE IMPACT OF SPORTS NEWS AMONGST PRE-UNIVERSITY STUDENTS

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Abstract

A significant component of the news medium is sports journalism. It is thought that, in the news arena, sports journalism ought not to be immune to criticism with reference to standard professional requirements (Andrews, 2005; Boyle, 2006). The news media places a challenging position on the sports beat. Both the legitimacy of its own fame and its ability to attract consumers to general news sources are commercially significant. However, its operation is constrained by deeply rooted professional presumptions about what 'works' for this audience, diverting attention from the concerns, challenges, and difficulties that are ubiquitous in the social realm, to which sport is closely related. "The interconnections that exist among networks of people" is how media is defined (Walter & Riviera, 2004). The media landscape has seen significant transformation in the last 10 years. The speed at which young people interchange ideas, emotions, information, photographs, and videos is simply astounding, owing to the development of journalism and other platforms. This paper aims to throw light on the impact sports news consumption has on Pre-University Students. The researcher has considered various Independent and Biographical variables. In this study, gender (male /female), type of institution (Government, Private and Aided), medium of sports news consumption (newspaper, radio, television, Social media etc.) were considered as biographical variables along with other dependent and independent variables. The collected data is analyzed and the results obtained are interpreted systematically. To find out the impact of "Sports News Amongst Pre-University Students" the researcher used a self-developed questionnaire. This questionnaire was administered on 129 Pre-University Students studying in Government, Aided and Private institutions of Bangalore City. The collected data was scored and tabulated accordingly.

Keywords: Sports News, Pre-University Students, Media, Educational Institution, Impact.....

Introduction

Over the last several decades, there has been an exponential increase in the coverage of sports in the media. Therefore, it is undeniable that the media has a significant impact on how society views physical exercise and the values it promotes, both as a group and as an individual. When it comes to portraying sport, the mass media often adheres to a set format. This includes airing sporting events and portraying great athletes as modern-day myths. Opportunities for teaching and research in the subject of media education are many.

The way that society views and comprehends sport is shaped by the media. The media presents a story that, in certain cases, has a didactic effect on the idea of physical education and sport. Hyuk-Lee et al. (2009) provide an understanding of the mass media as informational sources on a recent incident that sparks increasing interest. Additionally, topicality, objectivity, and simple standards are followed in the development of the sent message in order to create a message that has the greatest potential reach. In this way, these standards thereby control what constitutes "newsworthy" information in sports.

Students that participate in sports tend to be healthier and more physically fit than their peers, as demonstrated by C. Ferron (1999). These pupils are often more engaged, self-assured, and upbeat. Sport is any physical activity that promotes human health and keeps people from developing chronic illnesses like diabetes, heart attacks, obesity, anxiety, or depression.

Sports Journalism

Although it is becoming a more important aspect of the press, sports journalism is often criticized, best summed up by the well-known quip that it is the "toy department of the daily media." Even if there is some cultural snobbery and bias in this accusation, sports journalists should still be held to standard professional standards in the news industry. However, there is a paucity of actual data about global trends in sports.

While it is true that sports journalism is not one of the news media's most recognised specialties, it is nonetheless a significant component of the industry (Boyle, 2005, 2006). The criticism that sports journalism is "the toy department of the news media"—that is, a place devoted to pleasure and frivolity rather than to the serious tasks of the fourth estate—is one that sports writers along with other individuals, both in agreement and dissent, often bring up (Rowe, 2004). Recognising that diverse national and institutional environments for sports journalism have varying degrees of cultural and vocational prestige is also important. Sports journalism's public and professional standing varies and trends with time, place, and publication types.

Sports the pages in daily newspapers are dominated by specific sports, sports stars, and international events that create the biggest turnovers on parameters like marketing, sponsorship, numbers of television viewers, and spectators in the stadium. Sports editors in daily newspapers throughout the world permit the sports industry to determine the schedule and the priorities for coverage of sports events. On the other hand, everything that happens following the stadium spotlights had been turned out and beyond the field of view of television cameras is extremely difficult for the sports press to cover. (Jorgensen, Schultz, 2005: 1)

Review of Literature

- **Abdul Razak, Nor & abd jabar, Faizan & Syed Wahid, Sharifah Norhuda (2012) carried out a research to examine “The impacts of sports on students' life”.** Participating in sports may enhance one's life with regard to emotional and physical well-being. It is essential for parents and kids to be involved in sports activities to keep the kids away from bad things, particularly when they have free time. This study looked at how involved students were in sports throughout the summer break. Since they often have less things going on, they may be more likely to engage in risky behavior since parents and instructors aren't as interested. In all, 261 pupils from two Pahang daily schools participated in this research. Out of all the pupils, 107 of them, only 41% are interested in participating in sports over the summer break. Netball, football, volleyball, and badminton are among the popular sports. The findings indicate that in order to provide students with more options for sports, such as swimming pools and bowling alleys, more facilities are required. Offering them facilities based on their interests may increase their pleasure and introduce them to new sports. Additionally, a healthy lifestyle might be introduced to the pupils, deterring them from engaging in destructive activities. Therefore, it is believed that the study's findings would provide helpful information for raising the standard of living for pupils attending secondary schools in rural regions.
- **Butt, Muhammad Zafar & Rashid, Khalid & Mansoor, Nouman & Akhtar, Tanveer & Saeed, Nauman & Muhammad, Abdul & Adnan, Muhammad Abdul. (2016) conducted a study to examine the “Effects of sports on social behaviour of university students”.** Every person is inevitably exposed to a variety of social contexts, including family, groups, socioeconomic classes, dialects, and religions, and they ultimately form a multitude of social connections. From the gathered information it was established that the characteristics of a child's social environment affect how that child learns to think and behave, how to follow rules, how to receive rewards and punishment, and how to be an example. The study also proved that the environment includes the home, the school, the

community, and any legitimately authorized religious institutions. It is widely accepted that a combination of factors is needed to achieve a reduction in social conduct and in the fear of doing wrong. Studies suggested that each player in this game has a crucial role to perform. Exercises and competitions in sports, sports doing volunteer work, sports initiative, sports preparation, and career planning form individuals and groups, energize more advantageous and lucrative lifestyles, and build cohesive communities and neighborhoods with a shared identity.

- **Yusof, Aminuddin & Popa, Arporn. (2011) conducted a study to analyze the “Sport Watching Behaviours of Students at Universiti Putra Malaysia”.** This research looked at how Universiti Putra Malaysia students watched sports and tried to find out whether there were any gender or nationality-based distinctions in how they watched sports. Using survey questions created according to Capella's (2001) Fan Behaviour Questionnaire, information was gathered from 259 students. Male and female students differed significantly in their viewing habits of sports across all dimensions, according to independent-samples t-tests: positive ($t = 3.308, p < 0.05$), negative ($t = 4.104, p < 0.05$), and emotional ($t = 5.383, p < 0.05$). Additionally, the findings indicated that there wasn't a statistically significant distinction in the parameters of negative behaviours and emotionality between local and foreign students, but there was a significant difference in the positive behaviours dimension ($t = 2.203, p < 0.05$). The study's findings were examined in relation to past research on the behaviours of spectators and watchers of athletic events.
- **Ahmet, Atalay. (2016) conducted a study to analyze the “Sport attitudes of students at high school education in Turkey”.** The goal of the study is to identify several factors influencing the attitudes towards sports of first-, second-, third-, and fourth-grade high school students in Turkey. Face-to-face surveys with students in 21 provinces spread across seven distinct Turkish regions were used to gather data. For this study, 5862 randomly chosen students from all throughout Turkey were chosen. The sport attitudes of students were ascertained via the use of analysis of frequency, reliability analysis, factor analysis, nonparametric Mann-Whitney, and Kruskal-Wallis comparison tests. After doing a reliability study on the inquiries on the sportive mentality scale, 0.923 is determined to be the Cronbach's alpha coefficient. According to study findings on the sports habits of high school students in secondary education levels across Turkey, students who are enrolled in higher grades, come from middle-class families, and have mothers with comparatively higher levels of education are more likely to be positive about participating in sports.

- **Potter, Robert & Keene, Justin. (2012) conducted a study to “Examine the effect of sports fan identification on cognitive processing of sports news”.** The effect of identification with fans on the emotional and mental evaluation of sports-related media coverage is examined in an experiment. There were two coaches mentioned; one was thought to have a negative valence while the other had a good one. The fan identification scale was completed by the participants before the stimuli were presented. Heart rate, conductance from the skin, and corrugator muscle contractions were measured while the press conferences were being held. These measures indicate the distribution of cognitive resources, emotional arousal, and activation of aversive motivation, respectively. Measures of self-report were gathered after each stimulation. The findings indicate that strongly identified fans respond more adversely to the adversely valenced coach and use more cognitive resources while processing sports-related news items compared to moderate fans. When it comes to emotional response to sports messaging, correlations among self-reports with psycho-physiology data indicate that the last group may be less prone to social desirable response bias.

Methodology

In order to get an understanding of the impact sports news had on pre-university students, the researcher conducted the study in two folds. The researcher collected data through primary and secondary methods of data collection. For Primary data, the researcher applied the survey method wherein the researcher gathered data from Government, Private and Aided Institution of Bangalore Urban District. A total of 126 male and female respondents were part of the survey.

The researcher also gathered data from secondary sources such as academic journals, as well as research articles.

Objectives of the study

The objectives of study include:

- To examine the popularity of sports news amongst male and female Pre-University students.
- To understand the preferred media to consume sports news.
- To analyze the sports news consumption amongst Government, Private and Aided pre-university students
- To understand the impact of sports news between male and female Pre-University Students.
- To comprehend the influence of sports news to enhance sportsmanship amongst Pre-University students.

Data Analysis

The purpose of the study was to “Understand the Impact of Sports News Amongst Pre-University Students” with various Independent and Biographical variables. In this study, gender (male /female), type of institution (Government, Private and Aided), medium of sports news consumption (newspaper, radio, television, Social media etc.) were considered as biographical variables along with other dependent and independent variables. The collected data is analyzed and the results obtained are interpreted systematically.

To find out the impact of “Sports News Amongst Pre-University Students” the researcher used a self-developed questionnaire. This questionnaire was administered on 129 Pre-University Students studying in Government, Aided and Private institutions of Bangalore City. The collected data was scored and tabulated accordingly.

Table 01: Analysis and Interpretation of the data:

Sl. no	Variables and Groups		Number	Percentage
1.	Gender	Male	65	48.8
		Female	64	51.2
2.	Type of Institution	Government	66	51.25
		Aided	21	16.3
		Private	42	32.6
3.	Sports News Consumption Platform	Newspaper	12	9.3
		Television	18	14
		Radio	12	9.3
		Sports Magazine	45	34.9
		Social Media	39	30.2
		News Apps	3	2.3
4.	Sports news consumption	Daily	39	30.2
		Once in a week	33	25.6
		Only on weekends	48	37.2
		Few times a month	9	7
	Preferred Sports	Cricket	12	27.9
		Football	7	16.3
		Basketball	4	9.3
		Kabaddi	12	27.9

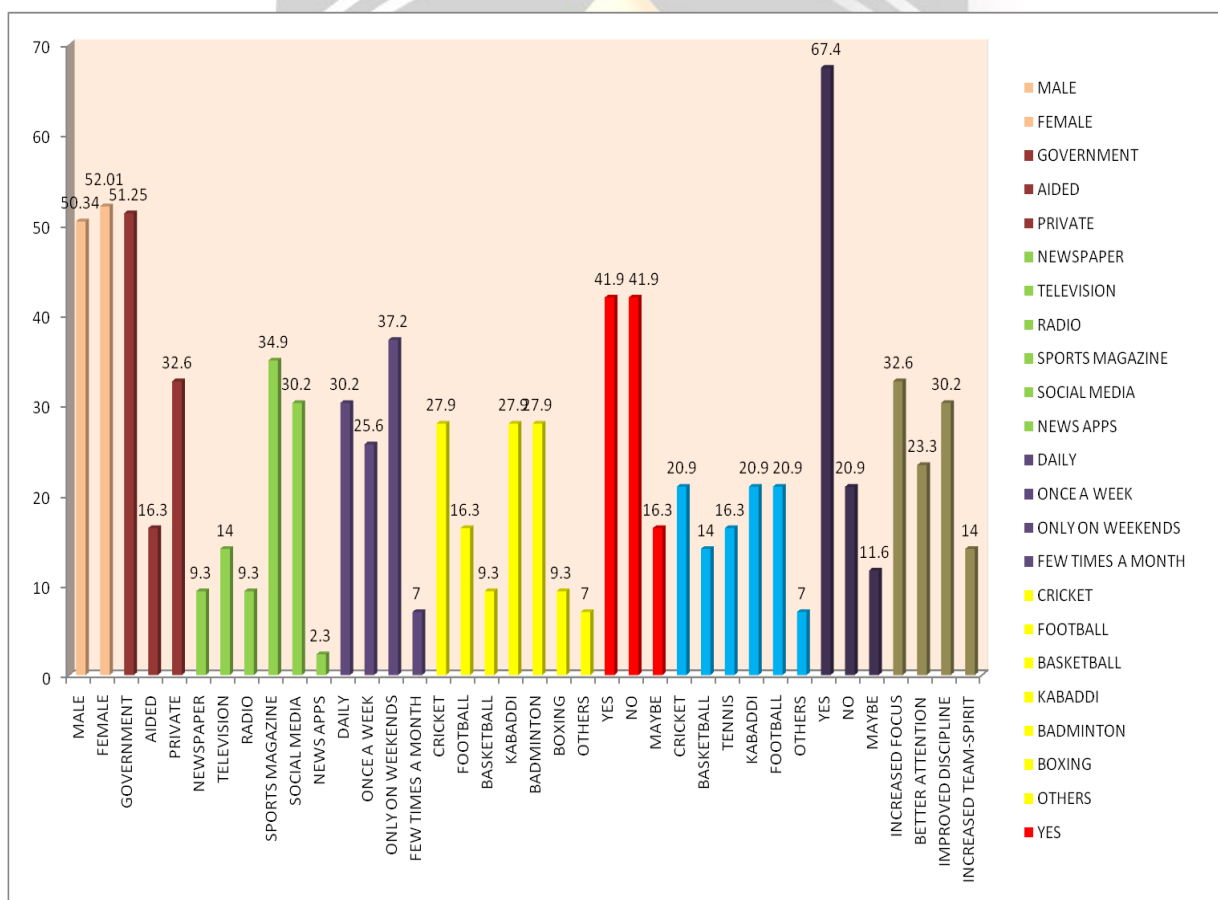
5.		Badminton	12	27.9
		Boxing	4	9.3
		Others	3	7
6.	Interest in Sports	Yes	54	41.9
		No	54	41.9
		Maybe	21	16.3
6.	Sports participated in	Cricket	27	20.9
		Basketball	18	14
		Badminton	21	16.3
		Kabaddi	27	20.9
		Football	27	20.9
		Others	9	7
7.	Increased interest in Sports due to the consumption of sports news	Yes	87	67.4
		No	27	20.9
		Maybe	15	11.6
8.	Influence of Sports news on Behaviour	Increased focus	42	32.6
		Better attention	30	23.3
		Improved discipline	29	30.2
		Increased team spirit	18	14

The above table shows the distribution of sample over biographical variables such as gender, type of institution, Sports News Consumption Platform, Sports news consumption,

Preferred Sports, Interest in Sports, Sports participated in, Increased interest in Sports due to the consumption of sports news and, Influence of Sports news on Behaviour amongst Pre-University Students. The sample distributed over 129 Pre-University students of Bangalore City.

- The selected samples are distributed gender-wise, out of which 65 (50.34%) male students and 64 (52.01%) female Pre-University students were identified as the sample for the study.
- According to the above table, participants of the study were drawn from Government, Aided and Private Institutions. 66 students (51.25%) respondents were from Government Institutions. While 42 students (32.6%) and 21 students (16.3%) were from Aided and Private Institutions respectively.
- From the gathered information it was seen that 12 students (9.3%) relied on daily newspapers to gather information about sports news. 18 students (14%) used Television as a medium for sports news consumption. 12 students (9.3%) used radio as a medium to gather information regarding sports news. 45 pre-university students (34.9%) of students used Sports Magazines to gather information regarding sports news. Social media and News Apps were preferred by 39 students (30.2%) and 3 students (2.3%) respectively.
- From the gathered data it was clear that 39 students (30.2%) of students consumed sports news on a daily basis while 33 students (25.6%) of students consumed sports news on a weekly basis. 48 students (37.2%) consumed sports news only on weekends and 9 students (7%) consumed sports news a few times a month.
- According to the gathered information 12 students (27.9%) followed news related to cricket, while 7 students (16.3%) followed news related to football. Basketball and Boxing news were followed by 4 students (9.3%) each. Kabaddi and Badminton news were specifically followed by 12 students (27.9%) each. 3 students (7%) followed other sports news.
- In the light of the gathered data 54 students (41.9%) students suggested that they were into sports while 54 students (41.9%) suggested that they were not interested in sports. 21 students (16.3%) of students were unsure of their interest in sports.
- From the gathered data it was seen that 27 students (20.9%) actively played cricket and 18 students (14%) played basketball. Tennis was played by 21 students (16.3%) of students. Kabaddi and Football was played by 27 students (20.9%) respectively and a small portion of 9 students (7%) engaged in other sports.

- According to the responses gathered it was seen that 87 students (67.4%) of students developed and increased their interest in sports after consuming sports news. While 27 students (20.9%) of students did not develop and increase their interest in sports after consuming sports news; and 15 students (11.6%) of students were unsure of the influence of sports news in consuming sports news.
- According to the gathered data, sports news consumption helped in increasing focus for 42 students (32.6%). While 30 students (23.3%) agreed that their attention span increased due to the consumption of sports news and 39 students (30.2%) responded that sports news consumption helped in improving their discipline. 18 students (14%) indicated that sports news increased team spirit.



Conclusion

Sports news or sports journalism on a whole is an important wing of journalism as a whole. This field has the capacity to impact and influence lives of individuals of all walks of life. The gathered data indicated that out of 129 samples, sports news was largely consumed by male students in comparison to female Pre-University students. Pre-University students from Government Institutions consumed more sports news in comparison to Aided and Private Institutions.

Mediums such as social media and Sports magazines were popular mediums preferred by Pre-University students. Pre-University students consumed sports news largely on a daily basis. Cricket, Kabaddi and Badminton were popular sports amongst Pre-University Students. To a large extent, Pre-University students saw an improvement in discipline and attention due to the consumption of sports news.

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