

A Way Towards the Media and Promotion: Involvement Changing Face of Sports

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Abstract: *Sports have become big business. It is now an established global industry with the International Olympic Committee. Sport, but not all its forms, has something to sell. It has event links, clubs and top performers. Sports can make money, but athletes get very little of the money they make from the various leagues. The relationship with the media plays a central role in the economic life of sports politics. We get all kinds of information about sports through the media. The sport was heavily influenced by media and was accepted by sports organizations and athletes. Sports media promoted values associated with capitalism, nationalism and racism. The media also promoted spectatorship, dramatization and personalization. Sport and media have both global and local spheres of activity and are linked in a complex web of relationships. Since the 1980s, the value of sports to media companies and their investment in sports has grown exponentially. The power of a small major media company raises important questions about access and equity, especially with the growth of pay-per-view sporting events. Although the media has shown a significant ability to influence the nature and development of sport, it should be noted that there is little evidence of resistance to the commercialization of sports organizations or athletes.*

Keywords: Sports, media, activities. Growth, development

I. INTRODUCTION

Everyone can participate in sports. Sport is generally considered an activity based on physical athleticism or physical ability. Many competitive but non-physical activities require recognition as mental sports. The International Olympic Committee (through ARISF) recognizes both chess and bridge as bona fide sports, and the international sports federation Sport Accord recognizes five non-physical sports, although this limits the number of mind games that can be accepted as sports. Sports usually have rules or practices that ensure fair competition. Sports and media have both global and local activities. They have to work together. The value of sports for companies has greatly increased and companies are investing heavily in sports. Companies from time to time raise various sports-related topics and that is good for sports.

Victory can be determined by physical events, such as hitting a goal or crossing the line first, or by the judgment of judges evaluating sports performance, including objective or subjective metrics such as technical efficiency or artistic impact. Scores are often kept in organized sports, and in popular sports, this information may be widely publicized or covered in sports news. In addition, sports are an important source of entertainment for non-athletes. According to A.T. According to consulting firm Kearney, the global sports industry is worth up to \$620 billion in 2013. Broadcasting is the distribution of audio and/or video content to a dispersed audience through some electronic means of mass communication. The term "broadcasting", derived from the method of sowing seeds in a field that spreads them widely, arose in the early days of radio to distinguish radio transmissions from methods that used or were intended to be transmitted by wires (such as the telegraph and telephone). . . . for interpersonal communication. Broadcasting is usually associated with radio and television. The recipients can be the general public or a relatively small part; The point is that anyone with decent receiving technology can receive the signal. Broadcasting encompasses a wide range of practices such as public radio, community radio and commercial radio, public television and commercial television. The transmission of radio and television programs from a radio or television station to a home receiver is accomplished by a combination of satellite and cable, just as cable television is considered broadcast and does not require a license.

Digitally transmitted television and radio broadcasts are increasingly referred to as broadcasts, although this is strictly speaking incorrect. In recent years, we've seen social media grow alongside sports.

Social Media and development

Now, athletes and fans are also connected through social media such as Twitter and Facebook during the tournament. Instead, sports governing bodies could benefit from developing guidelines through a social media strategy so that players do not leak game strategies or insult fans with drunken tweets or status updates, but instead actively engage with fans in a positive tone to promote both player and team. Digital media strategy is increasingly not only an accepted part of the communication of sports boards, clubs and players (parties) with the public, but also a necessary part. This article explores the importance of communication, not just speaking to an audience. Many political parties do not seem to be taking advantage of the potential offered by digital media, but those who have realized its potential are reaping the benefits, both financially and in kind.

The media involvement to the changing face of sport

To some extent, the media also has control over sports organizations and sports. This can be detrimental to the sport. Competition for broadcasting rights has a dramatic effect on payments for some sports. Sponsoring companies spend a lot of money on accommodation, travel and equipment. So it's no surprise that a media company has considerable control over the changes that happen to the sport of the event, such as dates, times and venues. The actual structure and presentation style of the event may strongly reflect media interests. The autonomy of sport over its own destiny has weakened. The media plays an important role in both the construction and destruction of sports structures and practices. The media also contributed to the development of new competitions, events and leagues. New forms of sports appeared and the importance of old ones declined. The rules were changed and the playing conditions changed to increase media coverage. Even the clothes they wear, the clothes and equipment of the athletes, began to reflect the interests of the media. Spectators are helped by the name on the players' packages, sponsor logos are added. Sport has become more of a product that is made, bought and sold. Sports organizations have gone along with this, using agents and marketing companies to bring certain products to the media sports market. Not only media can change, it can also be the cause. The penetration of mass media into the world of sport has affected the status of relatives in a certain sport and also the relationships within sport. Sports that are particularly attractive to the media have gained more status, visibility and financial wealth than other sports. The introduction of media money and influence also had the effect of uprooting elite sports. Elite performers also become part of the media marketing as well as the huge amount of media money flowing into the sport. Elite players receive very high salaries, helped by agents of any sports company. The degree of control over their own lives is questioned. The media creates sports personalities to help sell their shows and newspapers.

The Media Professionals

Media professionals (such as producers, directors, commentators, reporters and photographers) are there to produce a media sports package with the aim of creating audience and excitement. Their focus is to make the product attractive, and for this reason it is sometimes difficult to determine where the sport begins and the media event ends. The main concern is sales of televised sports programs. Decisions are made on behalf of the public, guided by what to see and read and how to understand it. Media professionals create and shape the sports experience for their audience.

Dramatization

A strong feature of media sports production is dramatization. The media creates a narrative around a sporting event and the people who participate in it. They work to inspire the event. They provide pre-event discussion and analysis. The viewer's appetite grows. Tensions, conflicts and confrontations are emphasized for dramatic effect. The media claims to bring its audience as close to the action as possible. You can see all the actions of the players. Cameras now even go into the dressing rooms. This media creates heroes and villains in sports.

The Media Sport Audience

The biggest question about media sports is the role of the audience. Are they aware of the media sports product they are exposed to? Are they able to make informed choices about what they see, hear and read? But one perspective argues that the public does not exercise free choice. Their desire is reflected in the production of media companies and the professionals who work for them. The public's choice and knowledge of sports often depends on what the media presents to them. So we see that sports events and selections, information and everything else about the players were recorded in the media. On the other hand, we feel handicapped in sports without media.

II. CONCLUSION

Sports and media have both global and local scope and are interconnected in a complex network of relationships. Since the 1980s, the value of sports to media companies and their investment in sports has grown exponentially. The power of a small major media company raises important questions about access and equity, especially with the growth of pay-per-view sporting events. Although the media has shown a significant ability to influence the nature and development of sport, it should be noted that there is little evidence of resistance to the commercialization of sports organizations or athletes. Sports media generally promote and reinforce characteristic values associated with capitalism, nationalism, patriarchy and racism. Spectacle, drama and personalization are emphasized in the media production process.

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