

Impact Factor-7.675 (SJIF)

ISSN-2278-9308

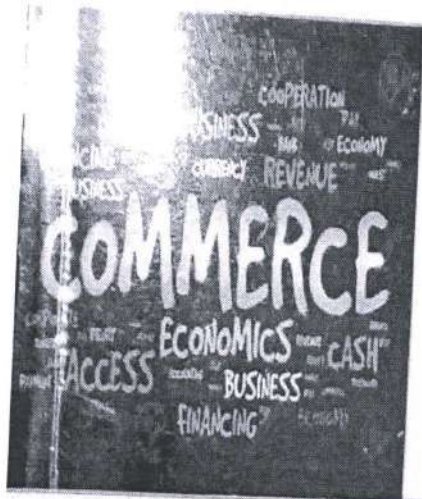
B.Aadhar

Peer-Reviewed & Refreed Indexed

Multidisciplinary International Research Journal

September-2021

ISSUE No- (CCCXIV) 314



Chief Editor
Prof. Virag S. Gawande
Director
Aadhar Social
Research & Development
Training Institute Amravati

Editor:
Dr.Dinesh W.Nichit
Principal
Sant Gadge Maharaj
Art's Comm,Sci Collage,
Walgaon,Dist. Amravati.

Executive Editor:
Dr.Sanjay J. Kothari
Head, Deptt. of Economics,
G.S.Tompe Arts Comm,Sci Collage
Chandur Bazar Dist. Amravati



This Journal is indexed in :
- Scientific Journal Impact Factor (SJIF)
- Cosmos Impact Factor (CIF)
- International Impact Factor Services (IIFS)

For Details Visit To : www.aadharsocial.com

Aadhar PUBLICATIONS

21	राष्ट्रसत्तांची विचारप्रवर्तक सामुदायिक प्रार्थना प्रा. डॉ. पी. थार. जाधव	102
22	Are We Harvesting The Death Of Motherhood? Dimple D. Mapari	106
23	A Study on Banking Services of New Generation Banking in the Indian Banking Sector Dr. Archana V. Bhangdia	108
24	The Theme Of Hunger & Degradation Of Markandeya's Nectar In A Sieve Dr. G.B. Shelkikar	114
25	Arthropoda Diversity In Lower Wardha Project, Shahanur Dam, And Ghoddev Dam, Amravati District, (Ms), India. Dr. K. E. Landge	116
26	Role Of Media In Sports Dr. Shirish V. Topare	119
27	Effect Of Yogasanas On Speed Training Of Boysperformance College Students. Dr. Vikrant J. Gautam	121
28	A Correlation Study Of The Emotional Intelligenceand The Sports Performance Of Ball Badmintonplayers Jyoti Kishor Shrirao	124
29	Public Private Partnership (3P) in India Dr. D.R.Panzade	127
30	Library E- Books Aggregators Sanjay Bhagwat Idhole	132
31	E-Learning In Teaching And Learning Mathematics: Better Educational Experience In Modern Era Varsha D. Chapke	135
32	India's Economy Before The Independence Amol Dayanand Sutar	138
33	The Man Of Holy And The Man Of Devotee Dr Jiji Paul S	143
34	Global Warming And Environmental Imbalances Dr. Ajay G. Murkute	146
35	Tiger Loss Cases in Human Dominated Landscapes, a State wise Analysis of Panthera tigris Mortality Cases in India. Dr. Sanjeev Kuma/Dr.Seema. V. Keswani	151
36	Governance And Leadership In Higher Education Dr. Hrushikesh Dalai /Reshmi Umesh	157
37	महिला कृषि कामगारांच्या समस्या डॉ. श्रीहरी मा. सानप	161
38	भारतीय अर्थव्यवस्थेत शेतीचे महत्व सुरज तुळसीदास जाधव	165
39	श्री. चक्रधर स्वामी: मराठी भाषेचा पुरस्कार व महत्व डॉ. मंगला डाहाट	169
40	निरोगी जिवाकारिता खेळाचे महत्व : एक अभ्यास दृष्टीकोण डॉ.शुभांगी डंगे / डॉ.अर्चना मोहोड	173
41	Income And Expenditure Pattern Of Chandrapur Municipal Council Dr. Madhuri Kishanrao Tanurkar	177
42	Diversity Of Medicinally Important Aromatic Plant In Kelapur Tahsil Of Yavatmal District, Maharashtra, India. V.J.Watile	182

Role Of Media In Sports

Dr. Shirish V. Topare

Director of physical Education and Sports BharatiyaMahavidyalaya, Morshi
tvshirish@rediffmail.com, Mob. No.: 9096566572

Abstract:

The sports journalism is one of the forms of the journalism which covers aspects related to sports and competitions. It is one of the integral and important part of any media organizations. The sports media covers sports related news and information such as sportsperson, tournament, event, or news which can be reached to wide range. The sports media includes electronic media and print media. The electronic media mainly includes television, internet, movies, documentaries, talk shows and various sports channels. The print media covers books, magazines, periodicals, newspapers, articles in newspapers, research journals etc.

Introduction:

Both of electronic and print media help in creating and spreading awareness about sports. This has led to increase in popularity of sports both at national and international levels. Presently, we have lots of channels on television and internet which as specifically dedicated to sports and covers all sports related information. It provides in-depth information about different national and international sports events in extremely presentable form. Along with this, it is one of the biggest industries which generated lots of revenue. The sports channels display national and international tournaments live, documentaries on sports events, tournaments and players. These channels are so popular that, the rules and regulations of are modified to make them suitable for the sports channels. This has led to increased popularity of that sports.

Along with this, the internet and worldwide web are having major roles to play in sports media at present. The latest information about nearly all sports related events is available on internet. This information can be accessed very easily and it is cheap also. The sports lovers can enjoy this information as per their convenience and availability of time. It is like ocean of information.

There are several sports and physical fitness related Apps available to be downloaded from the internet. These apps help us in several ways. They allow us to access the information, test our sports skills and fitness levels, provide several tests etc. along with this, there are several facilities available on Facebook and other apps through which sports groups with special interests can be formed. This is kind of online community which works unitedly towards specific goal. This also helps in exchange of thought and ideas, organization of sports events and activities in a group. This also helps in dissemination of information to the interested people. This has brought transformation in the field of sports.

Nowadays, several national and international conferences and seminars are being organized online. This has helped in many ways. This has reduced organizational cost, time consumption, and problems in accessibility. Any person from any part of the globe can participate in such events without leaving his residential place. This is huge advantage. This has also helped in inviting renowned personalities as resource persons with very little expenditure as compared to offline mode.

There is one more recent which includes sports movies based on different sports are being made and watched across the world. This not only helps in getting information about that particular sports event or a player but also leads to increased participation in that sport.

The sports documentaries portray the information about legends in sports or any extraordinary sports event. This helps in creating mass awareness and interest in that sport.



The print media is one of old and reliable form of sports journalism. It has played a key role in making sports activities popular among every stratum of the society. There are several books and autobiographies of various sports legends. The minute information about the life of that particular sports legend is presented in such books. The other books include various information like sports science, sports training, sports management, sports psychology and so on. There are also magazines and periodicals on sports. These are very popular among the sports lovers. These magazines or periodicals may be dedicated to one particular sport or may include several sports activities which provide latest and detailed information about sports related events. The newspapers cover day-to-day information about various sports activities happening worldwide. The news also cover comments and criticism of such events. Along with this, there are research journals dedicated to research work in sports field at both national and international levels.

Conclusion:

Thus, it can be concluded that, all forms of media are influencing sports world immensely. They are so influential that, the media agencies can dictate the terms related to organization of sports events. But at the same time, the sports media has helped in creating awareness about various games and sports activities and helped in making sports very popular in the entire society.

References:

1. https://en.wikipedia.org/wiki/Sports_journalism
2. www.google.com