

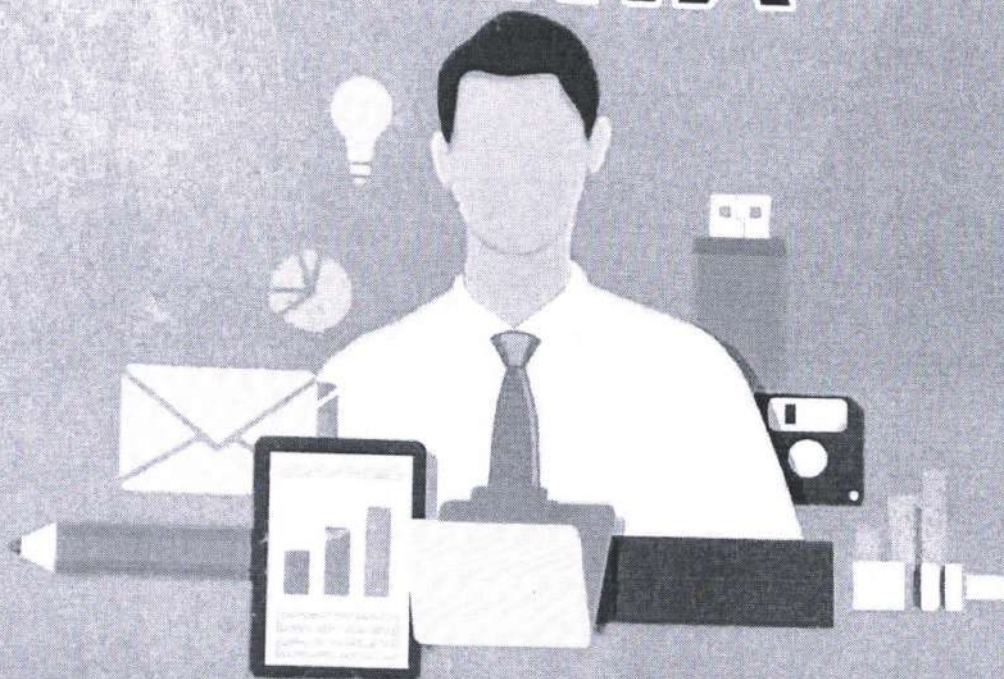


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10. Sports Media

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Sports journalism is a form of writing that reports on sporting topics and competitions. Sports journalism is the essential element of many news media organizations.¹ Sports media encompasses so many mediums through which sports related news and information, and knowledge can be exchanged at wider range. The sports media exclusively deals with information about sports be it information about sportsperson, tournament, event, or news.

The sports media covers different mediums such as electronic media and print media. The electronic media encompasses television shows, internet, movies, documentaries, sports channels etc. Whereas the print media covers books, periodicals, newspapers, articles, research papers etc.

Both kinds of media help in generating awareness about sports and making it more popular worldwide. It has created great impact on international as well as national sports scenario.

Nowadays, there are so many channels dedicated specifically to sports. These channels cover nearly all of topics related to sports. It covers different national and international tournament in extremely presentable form. There is lot of money involved in this business. These channels show various tournaments live, documentaries on players, tournaments and event. These channels have gained immense popularity amongst sports lovers. It can be observed that, the rules of so many games have changed so as to make them suitable for broadcast in sports channels. These channels make that sports activity popular worldwide.

The internet is playing noticeable role in sports media nowadays. If sports lovers want to get latest information about any sports related event, they can access that information very easily on the internet. It is the most updated form of electronic media. The spectators can also watch important events later on whenever they want to watch it. There is hell lot of information available on the internet.

The sports movies based on sports stars are being acknowledged across the world. These films not only present the facts about particular sportsperson or event, but also motivate the spectators to get indulged in one or the other sports activity.

There are several sports documentaries which portray the facts about great sports stars or any great sports event. These are extremely helpful in creating mass awareness and popularity.

The print media also has played great role in making sports popular amongst all classes of the society. The books based on life stories of sports legends are on high demand. These books present every detail about the life of that particular sports legend. There are several books related information about sports such as sports science, sports management, sports psychology etc. which provide better understanding about that particular sport. The periodicals on sports are very popular amongst the readers. These periodicals may be dedicated to one particular sports also. These provide recent and detailed information about various sports related events. The newspapers provide wide coverage to various sports worldwide. The news also covers criticism on these events. There are several research journals dedicated to research in sports field. These journals may be national or international.

Thus, it can be summarized that, sports media has great influence on the field of sports. It has helped in making sports more interesting and popular.

References

- https://en.wikipedia.org/wiki/Sports_journalism