



A survey Study of Different Kinds of Media and their Role in Sports Journalism



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Abstract



The study "A Survey Study of Different Kinds of Media and Their Role in Sports Journalism" looks at how public perception, audience engagement, and sports journalism are impacted by both conventional and contemporary media platforms. The study used a self-created questionnaire that was delivered via the internet and offline to 50 respondents across Indore city, including journalism students, media professionals, and national athletes. Pie charts were used to illustrate the percentages and descriptive statistics used to examine the data. Results show that because of their speed, accessibility, and engagement, digital media platforms like social media, online news, and mobile apps have surpassed conventional media like newspapers, radio, and television. Nonetheless, elder consumers continue to respect traditional media for its richness and authenticity. The study comes to the conclusion that social media has revolutionised sports journalism by bringing together reporters, athletes, and fans. It also provides fresh perspectives on how Indian sports journalism is changing and how it affects contemporary audiences.

Keywords

*audience engagement;
digital media;
journalism in India;
media influence;
media platforms;
public perception;
social media;
sports communication;
sports journalism;
traditional media;*

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1 Introduction

The way that people view sports and players is greatly influenced by the media. Certain games have a lot of media attention and promotion, which contributes to their popularity and excitement. One important area of contemporary media is sports journalism, which offers news, commentary, and viewpoints on print, broadcast, and internet media. Despite occasionally being seen as less severe than hard news, its enormous viewership and influence make it extremely important. In addition to covering games and performances, sports journalists look at problems, disputes, and the commercialisation of sports. Even though sports journalism is a well-established subject, there is still a lack of scholarly research in this area, which allows for more in-depth theoretical and critical investigation.

At all stages—local, national, and international—the variety of participants and sporting events has dramatically expanded due to the sports industry's rapid growth. Recognising the social and developmental benefits of sports, the government now actively encourages young people to participate in them. Various television networks, radio stations, publications, and internet platforms have evolved in response to the rising need for game information and entertainment. By deciding which sports and sportsmen receive attention and visibility, the media significantly influences public opinion. Throughout television, print, and digital media, sports journalism offers reports, assessments, and commentary that affect how viewers interact with and experience sports. Every platform—from social networking sites and podcasts to live television and conventional newspapers—contributes differently to educating, amusing, and uniting sports fans around the globe (Galily, 2018).

The environment of contemporary sports journalism has changed as a result of video streaming services and mobile applications. While streaming services like Netflix and Amazon Prime broaden their audience with sports documentary films and series that increase viewer engagement, platforms like YouTube and Vimeo facilitate visual representation via clips, discussions, and exclusive behind-the-scenes video. In a similar vein, sports applications created by media companies and organisations provide users with news, scores, and updates in real time while they're on the road. By combining rapid access, thorough coverage, and engaging storytelling across digital platforms, these various media formats work together to establish a vibrant and immersive sports journalism ecosystem that serves a variety of audiences (Hambrick, 2017).

2 Materials and Methods

A total of 50 respondents were chosen at random from the city of Indore for the study. Ten members of media agencies, twenty athletes competing at the national level, and 20 pupils from the School of Journalism and Mass Communication comprised the sample. A varied representation of individuals with direct ties to sports and the media was guaranteed by this decision.

The study's criterion measure was created to assess the impact of print, broadcast, and digital media on sports journalism. Media preference, audience participation, perceived credibility, and knowledge of sporting events and regulations were the primary metrics assessed. A standardised questionnaire comprising 25 items and response alternatives like "yes," "no," and "sometimes" was used to evaluate each variable. The thoughts and experiences of the respondents regarding sports media were quantified with the use of these metrics.

Participants from media organisations, journalism students, and athletes were given the questionnaire. The scholar communicated it both directly and online (via email, WhatsApp, and Google Forms). Before participation, a thorough explanation of the study's objectives was provided, and accurate consent was acquired. Confidentiality was guaranteed, respondents were told to fill out the form on their own, and they were cautioned against hurrying or delaying their answers.

3 Results and Discussions

Discussion of Findings

According to the report, for quicker and more interesting sports updates, digital media platforms like social media and websites have recently been favoured over conventional media (Wang et al., 2016). Social media has improved communication between reporters, players, and spectators, resulting in more dynamic coverage. The emergence of independent bloggers and journalists has broadened the scope of sports reporting by providing distinctive viewpoints. Nonetheless, the problem of false information continues to be a significant obstacle, emphasising the necessity of truthful and moral reporting. Multimedia tools like infographics, podcasts, and videos have improved the attraction of content, and live commentary and online conversations have raised fan participation. In general, the legitimacy and professionalism of contemporary sports journalists are still shaped by financial pressures and ethical considerations.

Overall Media Preference in Sports Journalism (Based on All Survey Data)

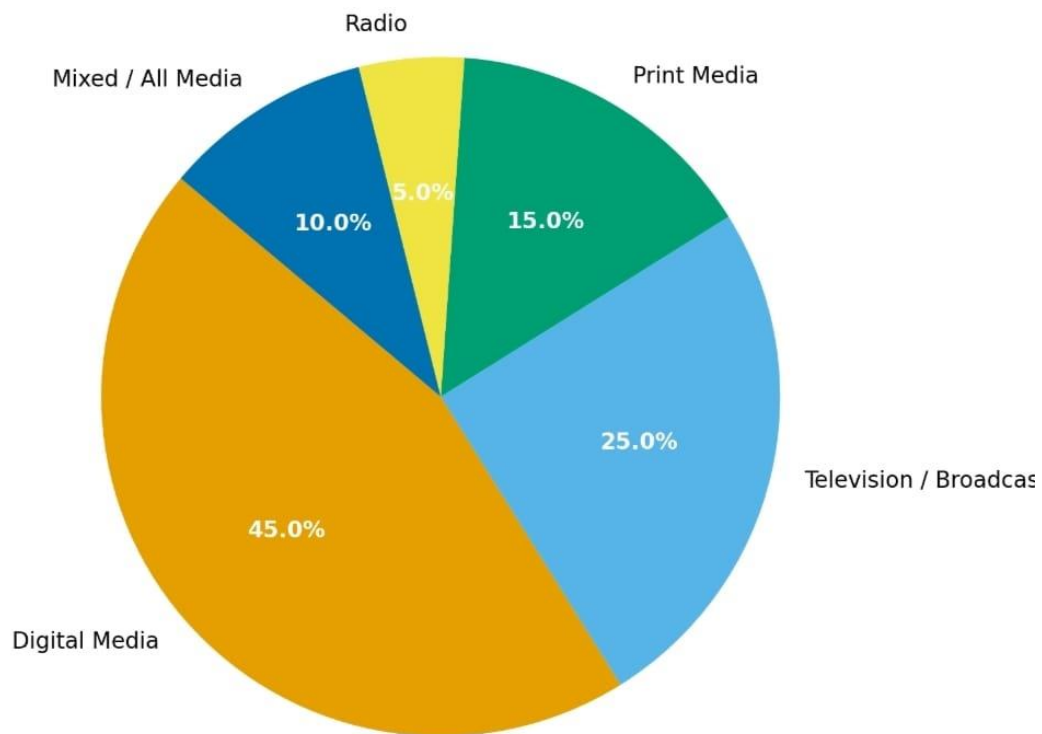


Figure 1. Overall Distribution of Responses (in %)

Recommendations

- 1) Gather information about the media channels that the audience favours, how frequently they make use of them, and why.
- 2) Determine how viewers view the reliability and trustworthiness of different sports news outlets.
- 3) Examine the degree of audience engagement, including online involvement, shares, and comments.
- 4) Get input on how media outlets affect the standard of sports journalism and the fan experience.
- 5) Make useful recommendations for media outlets and journalists to enhance interaction and content.
- 6) Concentrate on methods to improve sports reporting's dependability, transparency, and confidence.

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- 7) Offer strategies for adjusting to emerging media trends to improve audience engagement and sports coverage.

4 Conclusion

The study shows that sports journalism now operates across both traditional and digital platforms, with the latter growing rapidly. Younger audiences prefer social media, while older ones rely on print and TV. Credibility and transparency remain crucial for audience trust. Social media has increased fan engagement and improved the overall experience through real-time updates. Journalists should adapt to new technologies and changing audience habits. In short, the digital revolution has transformed sports journalism, making it more interactive, innovative, and credible.





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