



COMPARATIVE STUDY OF PRINT MEDIA COVERAGE OF INDIAN ATHLETES IN GOLD COAST 2018 COMMONWEALTH GAMES

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ABSTRACT

The Commonwealth Games are an international multi-sport event involving athletes from the Commonwealth of Nations. The Commonwealth Games is the most popular sports in India by far. Sports became the most interesting area of media coverage among different stream. Several studies reported about existence of gender disparity in the sports content of print media around the world. The purpose of the research was to find out the sports coverage in print media between male and female Indian athletes to participate in Gold Coast 2018 CWG. For this purpose the content of the sports coverage related with Gold Coast 2018 CWG in newspapers on and from 6th April to 16th April 2018 were analyzed from the angle of gender inequality in sports news publication. Four leading daily newspapers on Bengali and English published in Kolkata also in India were considered for this study. Variables considered in this study were area of news cover (ANC) and area of pictorial coverage (APC). Measurement was done by calculating the area in Sq. Cm. of the newspaper using simple geometric scale. Results revealed that mean values of ANC and APC for female athletes were higher than the male athletes. Results of this study were concluded that female athletes received significantly higher coverage in news writing and pictorial section than the male athletes of Gold Coast 2018 CWG. These

findings may be considered as women empowerment in Indian sports scenario.

Keywords: News coverage, Pictorial coverage, Print media and CWG 2018.

INTRODUCTION

The ongoing phenomenon of media morphosis continues to make newspaper reading a pleasant experience and a rewarding pursuit for Indians despite the growing number of online news platforms. The demographic data in India inspires one to believe that the Indian print media is here to stay and continue to play a very important role in keeping the people informed, educated, and entertained, at least in the near future. Newspaper reading being a rewarding pursuit to its citizens is what a free media state desires to protect and promote.

Sport (British English) or sports (American English) includes all forms of competitive physical activity or games which, through casual or organized participation, aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators. Hundreds of sports exist, from those between single contestants, through to those with hundreds of simultaneous participants, either in teams or competing as individuals. In certain sports such as racing, many contestants may compete, simultaneously or consecutively, with one winner; in others, the contest (a match) is



between two sides, each attempting to exceed the other.

The Commonwealth Games are an international multi-sport event involving athletes from the Commonwealth of Nations. The event was first held in 1930, and has taken place every four years since then (with the exception of 1942 and 1946, which were cancelled due to the Second World War). The most recent Commonwealth Games were held at Gold Coast from 4 to 15 April 2018. The next Commonwealth Games are to be held in Birmingham from 27 July to 7 August 2022. The Commonwealth Games were known as the British Empire Games from 1930 to 1950, the British Empire and Commonwealth Games from 1954 to 1966, and British Commonwealth Games from 1970 to 1974. It is the world's first multi-sport event which inducted equal number of women's and men's medal events and was implemented recently in the 2018 Commonwealth Games.

Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print advertisement, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.

In modern society media becomes an inseparable part of the social life in which one of the most stimulating factor is sports. It is a medium in creating public views by providing information, description and analysis of various social activities, including politics, business, economics, culture, and sport. Media and sport are the part and parcel of our day to day existence. They create a synthesized bonding which gives us immense entertainment and learning. Thus, it is important to understand the

relation between sports and media. Media creates public opinion and alertness by providing information through news and photos. Sports always a factor of public interest having its own market to be in the news of different event and thus always have an relationship with media. In modern professional sport the source of funds are Sponsorship, Merchandizing of sport through Advertisement and Broadcasting. Badminton ace P V Sindhu, flag bearer of the Indian contingent, led the athletes to a warm reception from the 25,000 strong crowds that were in attendance. Indian athletes ditched tradition for comfort at the ceremony as they marched out in navy blue blazers and trousers rather than the traditional sarees and band galas like in the previous ceremony.

India competed at the 2018 Commonwealth Games at Gold Coast, Australia from 4 to 15 April 2018. It was India's 18th appearance at the Commonwealth Games. With 26 Gold medals and a total of 66 medals, India finished 3rd for the tournament. It was India's best position since the 2010 Commonwealth Games, which they hosted. India was the best nation in 5 disciplines, weightlifting, shooting, wrestling, badminton and table tennis, and the second best nation in boxing.

METHODOLOGY

The four newspapers examined were among the most popular newspaper in West Bengal also in India. Total four daily leading newspapers from 6th April to 16th April, 2018 was considered for the present study published in West Bengal also in India. (List of the papers has attached in appendix). Simple geometric scale was used as tool of measurement. Variables measured for this study were area of news cover (ANC) and area of pictorial coverage (APC). The length of the column and width of the row of specific sports news about



CWG 2018 first ANC and APC was measured. To determine the area of coverage was provided in each newspaper and in aggregate and its comparison through different angle. The main area of measurements included were the coverage of description of different competitions, coverage of the male and female performers in CWG 2018 area of news cover (ANC) and area of pictorial coverage (APC) of different performers, some other stories of sports not related with the performers of the CWG games. All the measurements were taken only considering the Indian Athlete. No coverage of foreign athletes was considered. 2018 Commonwealth Games at Gold Coast, Australia from 4 to 15 April 2018 but 4th and 5th April this two days media coverage was consider because first two days not completed any events final and no media coverage for individuals athletes. Mean and standard deviation were calculated as descriptive statistics and difference between two means was measured by t-test. Significance level was set only 0.05 levels in this study.

RESULTS AND FINDINGS

Maximum value, minimum value, mean and SD of ANC (area of news cover), APC (area of pictorial coverage) for both genders and the result of t-test for both variables between two genders have presented in Table-1.

TABLE 1
MEAN AND SD OF CONSIDERED VARIABLES AND T-VALUES BETWEEN BOTH GENDERS.

Var.	Statistical Parameters	MALE	FEMALE	t-value
ANC	Mean	1937.45	2772.72	1.857
	SD	875.89	203.75	
APC	Mean	1218.38	1853.22	1.21
	SD	809.57	662.19	

*Significant at 0.05 level

Table-1 has shown that mean values of ANC and APC for female athletes were higher than the male athletes. In order to judge the difference between two means t-test was computed and calculated t-values for ANC ($t=1.85765$) and APC ($t=1.21396$) has found statistically not significant. Daily ANC measured for male and female athletes in print media have presented graphically in Figure-1 in which it has found that female media coverage overwhelm male coverage in this variable with much higher values. Daily APC measured for male and female athletes in print media have also presented graphically in Figure-2 in which female athletes received much higher coverage than male athletes.

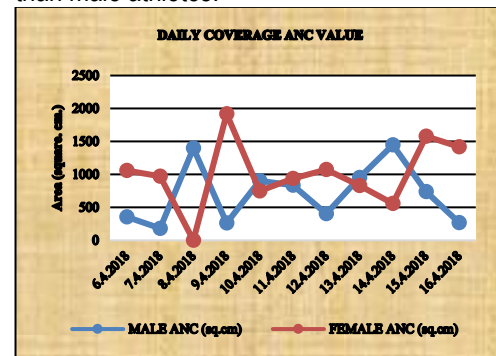


Figure-1: Comparison of daily coverage value of ANC between male and female athletes.

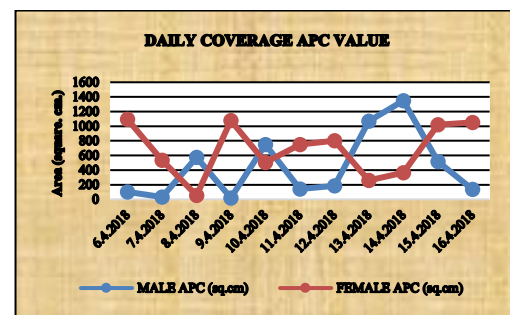


Figure-2: Comparison of daily coverage value of APC between male and female athletes.



DISCUSSION ON FINDINGS

From figure no 1 this discrimination in sports coverage for male athletes is not a regular thing. The present findings indicated that there was a huge statistical difference in the quantity of coverage of different games, males' and females' coverage in different phases. The area of news cover and area of pictorial coverage also differed from one athlete to others. The literature of the different newspapers showed that the female athletes got more mileage than the male athletes. This might be a good indication to the society that time is changing. Women athletes are improvements in sports in India as well as in the world. Indian women athletes already have proven their capability in different sphere of sports.

From the 2 and 3 no figure value, it was clear that the absolute value of the area of news cover and area of pictorial coverage of female is many times got maximum mileage than the area of news cover of male. Start the CWG 2018 First day by Badminton ace P V Sindhu, flag bearer of the Indian contingent and since India got first medals by Saikhom Mirabai Chanu (Weightlifting, Women's 48 kg) and it's a gold medal where male Gururaja Poojary (Weightlifting, Men's 56 kg) got silver medal. After that female was maximum coverage on 6th April newspaper then male. Continually 6th April India got another gold medal by Khumukcham Sanjita Chanu (Weightlifting, Women's 53 kg) where male got bronze medal. Then 8th April was the golden day for India. India got three gold medals by the female athletes Punam Yadav (Weightlifting, Women's 69 kg), Manu Bhaker (Shooting, Women's 10 meter air pistol), Manika Batra, Mouma Das, Sutirtha Mukherjee, Madhurika Patkar and Pooja Sahasrabudhe (Table tennis, Women's team). After that 9th April female athletes got the maximum coverage than the male athletes.

Then 12th to 13th April was going the golden period for male athletes. Indian male athletes got five gold medals in this two days and get more than media coverage in this two days than female athletes. Then 14th April Indian three golden girl Mary Kom, Vinesh Phogat and Manika Batra got three gold medals and in this day Indian male athletes got three gold medals for India but male athletes can't get maximum coverage than female athletes. Lastly India finished by a gold medal and this medal gifted from a female athletes the golden badminton girl Saina Nehwal. She beat another Indian Badminton ace P V Sindhu. This two badminton girl create overshadowed on last day CWG 2018 news in every news papers. These findings might be considered as women empowerment in the field of sports scenario of India which was noticed earlier in another study conducted by Sil (2015).

CONCLUSIONS

- Performance and players mileage is the most influential deciding factors in case of the media coverage.
- Generally print media covered significantly greater sports news and pictorial coverage for the female athlete than the male athlete regarding the CWG 2018.
- With Personal appeal the high intensity competition sometimes shifted with the demands of the other news.

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