

STATUS OF PRINT MEDIA COVERAGE OF MEGA CRICKET EVENTS

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Media is considered one of the most important pillar of Indian democracy. Today, media is not only restricted in providing news, but it also plays a crucial role in building opinions by providing views. Media is an instrumental in bringing social and political changes in our society. It is essential in creating public interest and to satisfy that by providing information of the various sport events through direct telecast and through the literature and photo in the daily newspaper. The latest module of sports entertainment the IPL T20 in India has entered to its fifth edition. It is very essential to the media provider to know the print media coverage in the newspaper and fix the different promotional strategy considering business and merchandising. In the present study, the researcher made an attempt to study the overview of the coverage of print media in West Bengal which will also reflect the demand of the readers for the sports news in Bengali in 'the Anandabazar Patrika' and one English in 'the Telegraph'. The row and column wise areas of coverage of Cricket in the Anandabazar Patrika and the Telegraph during the period of T20 Cricket championship from 4th April to 27th May, 2012 were measured by using a simple scale and these areas were then added to fulfill the purpose of the study. The total area of coverage in The Telegraph, during IPL T-20, 2012, revealed that the coverage (13.89 m²) was greater than the coverage (7.38 m²) in the Anandabazar Patrika. In case of photo also the coverage of the Telegraph (3.17 m²) was greater than the coverage in the Anandabazar Patrika (2.04 m²). Considering the T20 cricket it was found that in case of Literature the coverage of the Telegraph (10.72 m²) was greater than the Anandabazar Patrika (5.34 m²). The coverage of the Telegraph considering the match review, match preview and Controversy were much greater than the coverage of the Anandabazar Patrika. But in case of coverage of celebrity it has found that the coverage of the Anandabazar patrika was greater than the Telegraph.

Key Words: Telecast Coverage, Media Mileage, Sponsorship and Merchandising.

INTRODUCTION:

Print media is an important opportunity for bringing the review and preview of happening at present. It creates public opinion and alertness by providing news and views. Both the Print media and Electronics media enhances this process of 'mediatization' and the world of media becomes more and more competitive. Sports has its symbiotic relationship with media to provide



Service and Business. The product of sports for which the peoples are willing to pay are the Athletic Prowess, Winning, Commonality and relative and absolute victory. In modern Industrialization of sports the main sources of funds are Sponsorship, Endorsement, Merchandizing of sports through Advertisement and Broadcasting. The sponsorer and the Advertiser use Media to market their Product and Service. In different channel at the time of broadcasting the advertisers are book their slot accordingly, while circulation is the parameter to measure the success of a newspaper and advertiser book the specific area in front page, middle page or last page. It can be argued that better T.R.P or more circulation can be ensured by providing news in accordance with the preference of the public. Sport is not an exception.

At present print media becomes an inseparable part of our daily life. It create public opinion by providing information, description and analysis of various social activities, including politics, business, economics, culture and sports. Media and sports are the part and parcel of our day to day existence. They create a synthesized bonding which gives us immense entertainment and learning. Print media is a very important instrument to provide match review, preview, report of celebrity, description of different controversies etc. Thus, it is important to understand the relation between sports and media coverage.

The objective of this study was to study the status of newspaper coverage of one English and another Bengali newspaper during the period of IPL T-20 Cricket. Now cricket became the culture of Indians and it has enter into the kitchen. The report of the match, preview of the competition, explanation of the different strategy and technique, reporting about the celebrities, different controversies in case of execution of a mega- event may occupy substantial space in a daily newspaper. There was no such data about the area of coverage of print media considering sports, politics, culture or other segregation. This study was relevant as no comprehensive data set is available at present in Cricket to understand the practical relation between media and sports in India. It provided some very specific information regarding the Print media coverage.

OBJECTIVES:

The objectives of this study were:-

- a. to make a comparative analysis of the print media coverage of IPL-5, 2012 in print media.

- b. to find out the coverage of match reviews,
- c. to find out the coverage of match previews,
- d. to find out the coverage of celebrity columns,
- e. to find out the coverage of players' information,
- f. to find out the coverage of information about the teams and
- g. to find out the coverage of controversies and to understand the importance of these sections in news coverage.

This study will give us an overview of the coverage of print media, which will also reflect the demand of the readers for the sports news.

MATERIALS AND METHODS:

A scissor was used to cut the coverage of cricket of two newspaper, the Anandabazar Patrika and the Telegraph during the period of IPL, 2011 from 4th April to 27th May, 2012 and a simple measuring scale was used to measure these areas. These areas were then added separately to fulfill the purpose of the study.

RESULTS:

Table : Covered areas for Two newspaper in two mega cricket events

Month	Anandabazar patrica(Bengali)			The Telegraph (English)		
	L(m ²)	P(m ²)	Total	L(m ²)	P(m ²)	Total
Match review	4.09	1.53	5.62	8.56	2.72	11.28
Match preview	0.73	0.29	1.02	1.72	0.14	1.86
Celebrity column	0.25	0.13	0.38	0.24	0.09	0.33
Controversies	0.27	0.09	0.36	0.20	0.22	0.42
Total coverage	5.34	2.04	7.38	10.72	3.17	13.89

From the Table it is clear that the total area of coverage in The Telegraph, the coverage (10.72 m²) was greater than the coverage (5.34 m²) in the Anandabazar Patrica. In case of photo also the

coverage of the Telegraph (3.17 m²) was greater than the coverage in the Anandabazar Patrica (2.04 m²).

Considering the match review it has found that the Coverage of the Telegraph (11.28 m²) was greater than the coverage of the Anandabazar Patrica(5.62 m²). In both the cases of literature and the photo the coverage of the English paper was greater than the Bengali paper. In case of match preview it has found that the Coverage of the telegraph(1.86 m²) was greater than the coverage of the Anandabazar Patrica(1.02 m²). In cases of literature of the match preview the coverage (1.72 m²) of the Telegraph was more than that of the Anandabazar Patrica (0.73 m²) but the photo coverage of the English paper(0.14 m²) was less than the Bengali paper(0.29 m²).

The coverage of the celebrity column in both cases the Photo and the literature the Bengali newspaper has more coverage(0.38 m²) than the English paper (0.33 m²).In case of controversies it has found that the Coverage of the telegraph (0.42 m²) was greater than the coverage of the Anandabazar Patrica (0.36m²). In the cases of literature the Bengali newspaper cover more and in the case of photo the coverage of the English paper was greater than the Bengali paper.

DISCUSSION:

From the results, it was evident that the English newspaper the Telegraph covered more the IPL Cricket competition than the Bengali newspaper the Anandabazar Patrica. IPL Cricket becomes a mixture of competition, entertainment, show business and sports business and produces icons constantly. The innovative composition of IPL regarding selection, bidding of players and fixture generates regional popularity of Cricket just like International club football. All the International icons from different Countries were Played in different teams in IPL. For this the interest towards Cricket and the hype of viewing television and reading the report of the pre and post-match analysis were increased. In the last IPL Kolkata Knight Riders became the Champion and naturally the interest of the newsreader of West Bengal increased with the progress of the tournament. The local Bengali icons such as Manoj Tewari, Lakshmi Ratan Sukla, Debabrata Das and Sakib-UI-Hasan from Bangladesh in favour of champion team gradually increased the TRP of Knight Riders in the mind of the Bengali and in turn of that the coverage in the photo and columns in the print media also increased.

As in this IPL almost 80% matches won by Knight Riders, the coverage of the pre and post-match review in two newspaper naturally increases in comparison to previous years. The Relative team quality influence a lot in case of newspaper coverage. Immediately the next day of a mega match such as the 1st Qualifier against Delhi Dare Devils, the Final against last year champion Chennai super king the newspaper coverage was much more than the other days like the match against Deccan Chargers, Rajasthan Royals etc. This higher coverage can be attributed to the fact that there existed a demand from the reader as judged by the media provider and it was the strategy of the Board of Directorates to provide more space for the match report of Knight Riders. The Anandabazar Patrica is a newspaper of Bengali, a Regional Language whereas the Telegraph is a newspaper of English. For this the demand of the Telegraph was much more in the mind of the reader of different other language throughout India. To fulfill that demand the coverage was more than the Anandabazar Patrica, although the Anandabazar Patrica is the highest circulated daily newspaper in India according to the Audit and Beuro of Circulation.

The presence of the owner of Knight Riders, the great icon of entertainment Mr. Sahrukh Khan increased the USP of Knight Riders and he is the brand ambassador of West Bengal also. For this the celebrity column coverage of Bengali newspaper was higher than the English newspaper. Like that the presence of Sachin for Mumbai Indians and Calcutta's Maharaja Dada Sourav Gangully for Pune warriors in Eden Garden at Kolkata against Knight Riders provided a new area of mileage.

Controversies played a major role in the recently concluded IPL-5, 2012. The betting of the player, Drug scam, Court case for assultation, Wangkhere vs. Sahrukh Khan, in-house betting in Kolkata and Mumbai all created a lot of interest to read the stories in the newspaper. The literature was more in Bengali paper than in English paper without any so such reason. The total coverage of controversy in the Telegraph was more than in the Anandabazar Patrica for its greater impact in the mind of the India.

CONCLUSIONS:

- i. In comparison to Bengali Newspaper the coverage of English newspaper was more.

- ii. The Coverage depends upon the intensity of the competition.
- iii. The Commonality, Winning, Relative quality of competitive team etc. were the major factor to decide the area of mileage.
- iv. Endorsement, Sponsorship, merchandising opens the media market and control the coverage.
- v. Media providers demand for Icon and provide media mileage for them.
- vi. Local sports performers gets advantage in comparison to others in case of media coverage.
- vii. Controversies, scandal, scam etc. has great impact on the media coverage

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