

RELATIONSHIP BETWEEN THE MEDIA AND SPORTS

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ABSTRACT

The mass media is an effective source of sports development, influencing the background of most sports development issues. Online news agencies are one of the mass media with a growing audience. Mass media are an important part of the sports sector, affecting the achievement of most of the objectives of sports development. Online news agencies are one of the mass media with an ever-growing audience. Mass media have a valuable and undeniable role in meeting the need for spurred development through the transfer of information to players and the exchange of thought. Media awareness in sport is the concern for conveying and conveying messages from the sport organization or the media itself to the audience. Therefore, this paper discusses the growing growth and importance of media in international sports

Keywords: *Media and Sports, Physical awareness, Mental Development, Sports Value*

INTRODUCTION:

Sports and media have both global and local operations. They are bound to work together. The importance of sports for companies has increased tremendously and companies are investing a

lot in this sport. Media from time to time raises various issues related to sports and it is beneficial for sports. In modern society, sports and media are inseparable relationship where both activities are endless and continuous effect. The media wants to profit from the game while it is a game and its content moves through the media. Here says it is clearly sports and media is growing and expanding through this symbiotic relationship. Sports media can be conceptualized by sports as game perception content mediation. A media can all be referenced like TV, Radio, Newspapers, Magazines, Internet. etc, which provides views of sports achievement and information, sports events and any other relevant information of sports a media brings a variety of changes and influences in modernity Society.(1) Progress of mass media Contemporary society is building popular culture within the many knowledge and information available to young players. This serves as an important aspect in the process of socialization during adolescence and influences the formation of values play. In other words, sports activities are shown values which in turn are created by the media. The media can change thoughts and personal behavior during adolescence. Nowadays the interest and attention of the public is also focused on them. There is professionalism and globalism in international broadcasting of athletes. Sporting events goes global covering events as well as attracting media attention with athletes in sports content. (2)

Also sports media create awareness about the interest of sportspersons in sports and contributed to the public's perception of contemporary society. Sports as a part of popular culture formation for youth sports values are influenced by personal sports experiences as well as other media along with the local environment, home, collaborators, and mass media. In other words, in the context of the game and socialization, individuals and groups create their own sports value based on different perspectives. Therefore, in the present study, an attempt has been made to clarify the reason relationships that affect sports values and sports participation from the point of view of where sports media is important as an area of popular culture.

MATERIAL AND METHODS:

Research was conducted using the relationship between sports and the media. As a research tool, the modified curriculum of physical education sports questionnaire was used. In addition, two qualitative methods were used - participant observation and content analysis of the literature. To elicit outsiders' opinions, the survey excludes media and sports respondents with no prior experience in sports.

DISCUSSION:

The research focuses on the impact of social media on society as a whole, in the context of the social impact of media. The various interrelationships between athletes and the societies in which they find themselves have also become fragmented. The resulting combination of social media responsibility alongside competitive sports is anticipated. These themes (media as society's information lens, interconnect of sport and media, and the issues of collegiate athletes using social media) provide important information that can aid in understanding how collegiate athletes' use, concern production and consumption, of social media influences their individual issues relative to their individual social environment while also evincing broader suppositions about the important collegiate athletic population: all of which can engender new issues of focused study about the progressive communications of companion athletes through social media.

PURPOSE OF STUDY:

The purpose of this study is to explore and explain how an athlete's personal use of social media affects an individual's image and identity of themselves, their organization, and their coaches. First, the use of social media between subjects would generally be described as their interaction with and authorship of any content filtering through social media. Examples include Face book,

Twitter, Instagram, LinkedIn, blogs, etc. for the purposes of this study- E-mail will not be included as social media, since email has grown from the “original online Social network” (3) to become the choice of professional communication for both personal endeavors.

Current culture shifts and literature advice that there has been progressed use of electronics, and among adolescents and young adults. With adolescents and young athletes becoming more activate with their use of electronic tools, they can tend to keep to themselves and manifest a typical personalized for their society. Although individualism may increased alter self-respect and self-perception of what young athletes are able of learning when they left to their own means, this shift away from the proximity of physically new friends has been recovered with a large volume of virtual and online activities with others strangers, and sometimes friends (4). Put separately, the depth of a few new companions may have been replaced by the breadth of connectedness among a number of players in sports.

This study will seek to add to the knowledge of sports including both social media and sports on an important one in particular, athletes. Little to no focused research has been conducted to see how social media have focused on the perspective of young adults who are hardly striving towards scholarly ends while starting their highest steps of physical figure. This research study will be socially built by getting to understand how a growth of population interprets society through their perceptions with social media and sports.

Since the invention of the computer, the telephone, the television, , laptops, the Internet, cell phones, and more the speed at which new technology changes important affects the rate at which media is unable to understand. New technology allows media the opportunity to forge forward and give important information at a faster, more efficient. Now, individuals can send and receive new information, even elaborate on the most information, faster than ever before with nearly no limitations due to media, location, or range. With this fast increased technological

onslaught of information, there can be the increased steps of knowledge and cognitive growth (5). This information must be processed and about applied to be of any use. Increased new technology of computer and media usage is not always a good source of knowledge. The above discussion based, it is an important to suggest that an informational medium for individuals to consume the most important information is social media, but it could also be a part of dissatisfaction, as discussion above, in regards to body image, a communication that receive a great deal of non-verbal information, aggression, self-respect, among others: quite the double-edged sword (6).

The benefits of social media for sportsman, and all manually for that matter, are massive. An Individual has the opportunity to “meet new people, stay connected with friends, and express their thought and opinions” (7). Various Businesses and athletic companies can “use social media for public and advertising purposes” (8). All of these are critical to the success and wellbeing of personal athletes as well as the organizations that they are a part of social media.

CONCLUSION:

Media has greatly influenced sports and this has been acknowledged by sports bodies and athletes as well. Sports media has promoted values associated with capitalism, nationalism. The media has also promoted spectatorship, dramatization and personalization. Both sports and media have an international scope of operations and are bound together in various networks of relationships. Since the 1985s, the value of sport to the media industry and their investment in sport and media has grown steadily. The power of a diverse number of major media industries raises the most pressing issues of access and equity, particularly with the growth of pay-to-view sports events, while the media demonstrate a significant potential to influence the development of sport, it should be suggested that there is little evidence of resistance to objectification from sports athletes.

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