



Sports & media – roles & responsibilities

Nanjunda. R, Physical Education Director, Government First Grade College,
Hirisave, Channarayapattana , Hassan District, Karnataka state

Abstract

Sports and media are growing industries where strategic communications including social media are key to increasing fan loyalty & income generation. All these industries continue to interact in mutual complex manner there is an increasing need for business savvy individuals who understand and can capitalize on the relationship between the sports & media. Victory is not individual but it is a team is always forgotten by the player who becomes center of media attraction. Sports as a integral part of the game needs to be upheld for its ideals rather than its colors. All media operations should bind their integrity instead of making the sports arena revenue generating & a seed bed of income it should be made to become an ideal place for professionalism & sports integrity.

Keywords: Sports & media, impact on performances, Business savvy, commercial interests, market oriented performances

Introduction

Sports media has become a business. There is a need for evolving sports media culture & landscape the sports & media studies with a flexible but functional foundation in major aspects of the sports & media industries. sports & media opens door for television social networks, major sports organizations & more career paths are opened as well (Andrew billings-Sports Media transformation & integration 2013). But sports has become a marketable business after the media has become interested in sports events.

1. Career in advertizing sponsorship sales
2. Social media

3. Event planning
 4. Management analysis operations market research
 5. Sports relationship management
- (Lange, Kirsten 2002. Sport and New Media: A Profile of Internet Sport Journalists). This also affords intersection of sports media & business

Sports & Media concepts- There is a need to understand sports & Media concepts because it involves several other disciplinary aptitudes

1. Sports & Media concepts support Sports administration
2. Sports & Media concepts support Fan behavior



3. Sports & Media concepts support Sports communication
 4. Sports & Media concepts support Sports facility operations
 5. Sports & Media concepts support Sports relationship
 6. Sports & Media concepts support Strategies sports communication
 7. Sports & Media concepts support Marketing of sports
 8. Sports & Media concepts support Sports business performance
 9. Sports & Media concepts support Global supply operations
6. Sports & Media support benefits his training, his relationship with his personal trainer improves cohesion builds, team work becomes more evident. (Solomon- the relationship between sports & media 2014 September IWDRO)

Benefits - There are several other benefits from media

1. Sports & Media support & stimulates a player to maintain his potentialities & performance all through the session
 2. Sports & Media support sharpens a player's performance
 3. Sports & Media support updates him on sports research
 4. Sports & Media supports & helps to identify his lacuna. It coordinates him to advertizing agencies which adds to his additional revenues (Solomon- the relationship between sports & media 2014 september IWDRO).
 5. Sports & Media support maintains coordination between colleague/ coach / team / nation which he represents.
- Demerits** - Media exposure can harm a player, his performances, his relationship with sports club, his relationship with coach , his future career etc
1. Due to over interventions of media in sporting events , players are made to focus their performances towards victory. The strategy to win at any cost gains importance.
 2. Due to over interventions of media in sporting events Sport becomes spoiled as Sports betting , spot fixing , doping , sports cheating , etc become a part of the game & players are made to surrender to the whims & fancies of a media tycoon.
 3. Due to over interventions of media in sporting events Coaches become too possessive about a winner player rather than a player who is categorically sidelined by media .(Lange, Kirsten 2002. Sport and New Media: A Profile of Internet Sport Journalists).
 4. Due to over interventions of media in sporting events Team as a whole is neglected while a single player who is in form is highlighted for the victory .This



- makes the player pride arrogant & conceited.
5. Victory is not individual but it is a team is always forgotten by the player who becomes center of media attraction (Andrew billings-Sports Media transformation & integration 2013).
 6. Due to over interventions of media in sporting events, some players might be stimulated to spend more time in advertisement shooting rather than practicing. They might spend more time in a studio rather than a sport field.
 7. Media coverage overplays the integrity of the sport broad casting rights copy rights of telecasting , replays commentaries always hinder the original potentialities of players.
 8. Due to over interventions of media in sporting events, media focuses on certain selective sports such as cricket tennis athletics car race etc. Only those sports which can bring in larger revenues are preferred while other sports which not having fan are following are neglected.
 9. Several sports in India such as kabbaddi , kho kho , mallakambha , bhangji jump , boat racing , Archery , etc are being revived now. But media has always been streamlining Cricket .
 10. Due to over interventions of media in sporting events Media negatively supports promotional advertizing in nutritional / sports drinks , dietary medicines , energy foods , beverages etc which sometime do not grade gratification. Players become a part of the marketing strategy rather than performance to tailor their abilities. (Dustin S. -The Evolution of Sports Media and Their Symbiotic Relationship with Technology and Society 2014).
 11. Due to over interventions of media in sporting events Media always is after the success proportion hence any wrong from the side of the coach / player / organization is blamed for any type of failure.
 12. Due to over interventions of media in sporting events Media makes a player brand savvy. This affirmatively makes the player over obsessed with brand products.
 13. Media formulates the player a key agent in advertizing & marketing with eye on only revenues rather than an agent in sport promotion
 14. Due to over interventions of media in sporting events , Ethics & sports morality is almost sidelined in Media .As media is commercial in its sale ability a player's inherent ethos is neglected while he is made to exemplify what an advertizing agency demands.
 15. Due to over interventions of media in sporting events , Over



- media hype has made several sports players to focus on markets & their personal sports passion has been marginalized. completely
16. The personal life , the diet habits his vacations his tours his dress his hobbies etc are made to over focus rather than his eagerness' to emerge as national icon streamlining his integrity of the sports
 17. Journalists & TV reporters highlight the personal life of sports persons sometimes the bias & prejudicial attitude of the TV channels/ press & newspapers hamper player's competency.(Dustin S. -The Evolution of Sports Media and Their Symbiotic Relationship with Technology and Society 2014).
 18. Due to over interventions of media in sporting events , Sports organizations are influenced by the TV reporting rather than Players personal statements (Dustin S. -The Evolution of Sports Media and Their Symbiotic Relationship with Technology and Society 2014).
 19. Due to over interventions of media in sporting events, Sports as a integral part of the game needs to be upheld for its ideals rather than its colors. All media operations should bind their integrity instead of making the sports arena revenue generating & a seed bed of income it should be made to become an ideal place for professionalism & sports integrity.
- Conclusion:** Thus media is a prime component of activating sports partnerships Sports media policy needs a review because sports ethics cannot be followed in this globalization period as there are serious challenges from sponsoring agencies.. Commercial benefits are viewed more than anything sports products & sports players are viewed as commercial components Media always highlights the success of players rather than their original potentialities. But this view has to be changed towards supporting a positive performance rather than highlighting only success performances. All sports stakeholders need to address this situation affirmatively.
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