

A Study on the Role of Media in Shaping the Sports Culture in Mumbai

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Abstract:- This research paper delves into the role of media in shaping sports culture in India through a comprehensive data analysis. With responses from participants, the study investigates the demographics of the respondents, their media consumption habits, perceptions of media influence on sports culture, and the observed changes in recent years. The findings contribute to a nuanced understanding of how media, including television, online platforms, and social media, shapes the narratives, perceptions, and engagement with sports in the Indian context.

Keywords:- In order to comprehend the profound impact that traditional and digital media channels have on the shaping, dissemination, and perpetuation of sports culture in India, this research paper delves into the intricate relationship between media and sports culture. The review utilizes a thorough methodology, joining subjective and quantitative strategies to examine the diverse manners by which media impacts public insights, competitor stories, and generally speaking commitment with sports.

I. INTRODUCTION

In the vibrant tapestry of India's diverse cultural landscape, sports play a pivotal role, serving as a unifying force that transcends geographical, linguistic, and social boundaries. Over the years, the intersection of media and sports has evolved into a dynamic nexus, influencing and reflecting the collective consciousness of a nation. This research endeavours to delve into the multifaceted relationship between media and sports culture in India, exploring the ways in which media platforms shape, define, and contribute to the growth and transformation of the sporting ethos within the country. India, with its rich sporting heritage and a populace fervently passionate about various sports, has witnessed a paradigm shift in the last few decades. The advent of technology, globalization, and the proliferation of media channels have exponentially increased the reach and impact of sports coverage. From the spirited cricket matches that capture the nation's undivided attention to the emergence of new sporting leagues across disciplines, the media has become an influential player in the narrative of Indian sports. This research aims to unravel the intricate web of interactions between media and sports culture by scrutinizing the role played by television, digital platforms, print media, and social media in shaping perceptions, nurturing talent, and fuelling the fervour of sports enthusiasts. Examining the symbiotic relationship between athletes, sporting events, and media

coverage will provide insights into the mechanisms through which narratives are constructed, heroes are celebrated, and sports culture is propagated. Moreover, as India continues to witness the rise of non-traditional sports and the evolution of a diverse sporting landscape, understanding the role of media becomes even more crucial. The influence of media not only extends to popularizing established sports but also holds the potential to catalyse the growth of niche disciplines, fostering a more inclusive and comprehensive sports culture. This research endeavours to contribute to the scholarly discourse on the nexus between media and sports culture in India. By unravelling the intricacies of this relationship, we aim to gain a nuanced understanding of how media shapes, influences, and reflects the collective identity of a nation deeply immersed in the world of sports. Through empirical analysis and critical examination, this study aims to shed light on the transformative power of media in moulding the contours of India's dynamic and ever-evolving sports culture.

II. LITERATURE REVIEW

- Singh, A., & Gupta, R. (2020). The Influence of Television and Digital Media on Cricket Culture in India. This study emphasizes the pivotal role of television and digital media in shaping the cricket culture in India. It discusses how the coverage of cricket matches and the emergence of digital platforms have influenced the popularity of the sport and the hero-worship of cricketing icons.
- Mehta, S., & Sharma, P. (2018). Social Media and the Transformation of Sports Fandom in India. Mehta and Sharma's research delves into the transformative impact of social media on sports fandom in India. It highlights how platforms like Facebook, Twitter, and Instagram have empowered fans to engage more actively, voice their opinions, and connect with fellow enthusiasts, contributing to the evolution of sports culture.
- Mishra, S., & Das, A. (2017). Role of Sports Journalism in Shaping Public Perception of Indian Athletes. This paper explores the critical role of sports journalism in influencing public perception of Indian athletes. It discusses the power of sports narratives in shaping the way athletes are celebrated and scrutinized, ultimately affecting their place within Indian sports culture.
- Kumar, R., & Verma, N. (2019). The Commercialization of Indian Premier League (IPL) and Its Impact on Sports Culture. This study examines the commercialization of the Indian Premier League (IPL) and its profound

influence on sports culture in India. It discusses how the IPL's marketing strategies, sponsorships, and broadcasting deals have contributed to changing the dynamics of sports consumption and fan engagement.

- Sengupta, D., & Bhattacharya, A. (2021). Gender Representation in Indian Sports Media: A Critical Analysis. This research paper critically analyses the representation of gender in Indian sports media. It highlights the significance of equitable representation and addresses the impact of media in shaping societal attitudes towards women in sports, thereby impacting the broader sports culture.
- Verma, S., & Chatterjee, R. (2016). The Impact of Sports Sponsorship by Indian Brands on Sports Culture. Verma and Chatterjee's study investigates the influence of sports sponsorship by Indian brands on sports culture. It explores how the financial backing and promotional activities of Indian companies have contributed to the growth and commercialization of sports in India, affecting both the perception and participation of sports in the country.
- Roy, A., & Sen, K. (2018). Television Broadcast Rights and the Globalization of Indian Sports. This research paper delves into the globalization of Indian sports through television broadcast rights. It discusses how the selling of these rights to international broadcasters has expanded the global reach of Indian sports, attracting a more diverse audience and impacting the way sports are portrayed on the global stage.
- Patel, M., & Desai, H. (2020). The Influence of Digital Media on Emerging Sports in India. Patel and Desai's study examines the impact of digital media on the emergence and popularity of non-traditional and emerging sports in India. It discusses how digital platforms have enabled these sports to gain recognition and how they are shaping a new and dynamic segment of the sports culture, diversifying the Indian sports landscape.

These studies collectively demonstrate the intricate relationship between media and sports culture in India, underscoring the significant influence of various media platforms, including television, digital media, social media, sports journalism, and the commercialization of sports events. They shed light on how media has not only influenced the popularity of sports but has also played a pivotal role in shaping the narratives, perceptions, and dynamics within the Indian sports landscape.

➤ Objective:

- To investigate the historical development and transformation of sports media in India, including the emergence of different media platforms and their impact on sports culture.
- To analyze how various forms of media, such as television, digital media, and social media, have influenced the behaviour and attitudes of sports enthusiasts in India, including changes in fan engagement and sports consumption.
- To examine the role of sports journalism in shaping public perception of Indian athletes, highlighting how narratives

constructed by sports journalists influence the recognition and portrayal of sports personalities in India.

➤ Hypothesis:

- H1: The efforts and portrayal of media in sports have a significant impact in Shaping Sports Culture in Mumbai.
- H0: Media coverage does not exhibit bias towards specific sports teams in Mumbai.
- H2: There is no significant relationship between media coverage of sports and the level of sports participation in Mumbai.
- H0: Increased media coverage of sports positively correlates with higher levels of sports participation among the residents of Mumbai.

➤ Scope of Study:

- Explore different forms of media, including print, broadcast (television and radio), digital (websites, social media), and their impact on shaping sports culture in Mumbai.
- Investigate how media portrayal of sports influences the perception of sports among the audience. Assess the role of media in creating heroes, influencing opinions, and shaping the overall sports narrative.
- Explore whether media coverage has an impact on sports participation in Mumbai. Investigate if increased media visibility of a sport correlates with higher participation rates.
- How media contributes to the cultural identity of sports in Mumbai.

➤ Limitations of Study:

- Data Availability: The research relies on existing data sources, which may have limitations in terms of accuracy, completeness, and relevance. Data availability may also vary across different sports and regions.
- Sample Size: Depending on the available data, the study may be limited in its ability to represent the entire population of athletes, sports organizations, or fans. The sample size may not be sufficiently large to draw generalizable conclusions.
- Bias in Data: Data sources, including historical records and media coverage, may contain inherent biases that could affect the findings. Biases related to race, gender, and sexual orientation may influence how athletes and social issues are portrayed.
- Time Frame: The research covers a broad chronological scope, but some recent developments or emerging trends may not be fully captured due to the time constraints of the study.
- Contextual Variations: The effectiveness of sports-based social change initiatives can vary significantly based on the cultural, political, and social context of each region. This study may not be able to account for all contextual variations.
- Subjectivity: Perceptions of inclusivity, diversity, and social change can be subjective and vary from person to person.

person. This subjectivity may make it challenging to measure and compare different initiatives.

- Influence of Other Factors: Social change is influenced by a multitude of factors beyond sports. The research may not be able to isolate the specific impact of sports on societal changes due to the influence of other variables.

III. RESEARCH METHODOLOGY

The survey participants, consisting of 53 individuals, exhibit a diverse demographic profile. The majority fall within the age range of 18-25 (86.8%), with a significant representation of both males (62.3%) and females (35.8%). In terms of professions, 75.5% identified as students, while the remaining 24.5% represented various other professions, including working professionals, educators, and individuals in the media and entertainment industry.

➤ Data Interpretation:

- The survey reveals that 45.3% of respondents consume sports-related media on a daily basis, indicating a high frequency of engagement. A substantial portion (24.5%) accesses such content weekly, demonstrating a consistent interest in sports media.
- A multi-platform approach is evident, with 90.6% accessing sports news on social media, 56.6% on online news websites, and 49.1% on television. This highlights the dominant role of digital media in shaping sports information consumption.
- The majority (35.8%) of respondents believe that media has a substantial influence on public perception of sports in India, giving it a rating of 4 on a scale of 1 to 5.
- A significant percentage (39.6%) feels that media coverage has a moderate impact on their interest and engagement in Indian sports culture, scoring it a 4 on a scale of 1 to 5.
- Only 11.3% believe that media in India adequately represents a diverse range of sports, while the majority (66%) feels that it predominantly focuses on popular sports.
- A substantial portion (58.5%) perceives that media tends to sensationalize sports narratives, emphasizing the need for critical analysis of media practices.
- A noteworthy 69.8% of respondents have observed positive changes in sports culture influenced by media over the past few years, indicating a perceived transformative role.
- A majority (54.7%) believes that media coverage has a very high impact on the popularity and success of sports events and athletes in India.
- The survey indicates that 54.7% of respondents consider social media as a moderate contributor to the dissemination of sports-related information and discussions in India.
- A significant proportion (50.9%) feels that sports media tends to be sensationalized, suggesting a potential imbalance between constructive criticism and sensationalism.

- The digital era has significantly increased accessibility to sports content, as reported by 58.5% of respondents, reinforcing the transformative influence of technology.

IV. CONCLUSION

This research paper provides valuable insights into the dynamic relationship between media and sports culture in Mumbai, shedding light on the multifaceted impact of various media platforms. The survey results indicate a high frequency of engagement with sports-related media, with a notable preference for digital platforms. The majority of respondents believe that media significantly influences public perception of sports in India, emphasizing its role in shaping narratives and fostering engagement. However, concerns about the representation of diverse sports and the potential sensationalism in media narratives underscore the need for critical analysis and responsible journalism. The positive observations of changes in sports culture over the past few years, as reported by nearly 70% of respondents, highlight the transformative role media plays in shaping the landscape. The recognition of social media as a moderate contributor to sports-related information dissemination suggests a growing influence of online platforms in shaping discussions and opinions. The acknowledgment of media's impact on the popularity and success of sports events and athletes further underscores its crucial role in the sports ecosystem.

Building on the findings of this study, future research can explore the evolving dynamics between media and sports culture by delving deeper into specific sports, regions, and demographic segments within Mumbai. Investigating the impact of media on grassroots sports development and the influence of local sports events on media narratives could provide a more comprehensive understanding. Additionally, a longitudinal study tracking changes in media coverage and sports culture over an extended period would offer valuable insights into the sustainability and long-term effects of media influence.

Furthermore, research could focus on addressing the concerns raised by respondents regarding the representation of diverse sports and potential sensationalism. Exploring strategies for promoting inclusivity in sports media coverage and responsible journalism practices can contribute to a more balanced portrayal of sports. The study could also extend its scope to assess the influence of media on the emergence and promotion of sports at the community level, examining how local narratives contribute to the broader sports culture in Mumbai.

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