



THE ROLE OF MEDIA IN THE DEVELOPMENT OF SPORTS CULTURE

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Abstract:-The backward region like Marathwada has to face many problems in the development of sports culture. Right from 1200 A. D. Marathwada was under the rule of Khilji Tughlaq and later on from 1729 under the Nizam of Hyderabad. Up to 1948 till the Hyderabad state was emancipated Marathwada was part of Hyderabad State up to 1956.1 After state reorganization on 1 may 1960 Marathwada became an integral part of Maharashtra State. Due to this historical burden the sports culture in Marathwada region has suffered a great deal. There are many reasons for the under development of sports culture in this region of Maharashtra State. Both local games and foreign games have not been properly developed due to lack of sports culture.2

Keywords:Media ,Development of Sports Culture , multi dimensional and multi faceted.

1.INTRODUCTION

The present work aims to develop critical study of this phenomena in a critical manner and will try to unfold this issue in a systematic manner.

2.THE CONCEPT OF SPORTS CULTURE

The concept of sports culture is multi dimensional and multi faceted. The sports culture of a region is based on likes and dislikes of a specific sports. It tries to develop it as a mission of the people in which they play various games. Cricket is the sport culture of England and Foot ball is a part of sports culture of America.3 India had ones upper hand in Hockey and Kabbadi but now we are loosing the same. Like nation, region also can have its sports culture.

3.SPORTS CULTURE & INDIAN CULTURE

Sports culture is the part of the national culture of the India. The culture of India refers to the way of life of the people of India. India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. The Indian culture, often labeled as an amalgamation of several cultures, spans across the Indian subcontinent and includes traditions that are several millennia old.4 Many elements of India's diverse cultures, such as Indian religions, yoga, and Indian cuisine, have had a profound impact across the world. In sports also India has tremendous capacity in pressing, archery as well as Kabbadi, Malkhamb and Indian games such as Kabbadi and Kho-Kho. Though India is among the few countries who establish edge in cricket. Yet in own Indian game India has not been contuniously performing well.

4.SPORTS CULTURE IN INDIA

There is need to understand current trends in the sports culture of the India. Field hockey is the official

national sport in India, and the India national field hockey team won the 1975 Men's Hockey World Cup, and 8 gold, 1 silver, and 2 bronze medals at the Olympic Games.⁵

Cricket is the most popular sport in India. The India national cricket team won the 1983 Cricket World Cup, the 2011 Cricket World Cup and the 2007 ICC World Twenty20, and shared the 2002 ICC Champions Trophy with Sri Lanka. Domestic competitions include the Ranji Trophy, the Duleep Trophy, the Deodhar Trophy, the Irani Trophy and the Challenger Series. In addition, BCCI conducts the Indian Premier League, a Twenty20 competition.⁶

Chess is commonly believed to have originated in northwestern India during the Gupta empire, where its early form in the 6th century was known as chaturanga. Other games which originated in India and continue to remain popular in wide parts of northern India include Kabaddi, Gilli-danda, and Kho kho. Traditional southern Indian games include Snake boat race and Kuttiyum kolum.

In 2011, India inaugurated a privately built Buddh International Circuit, its first motor racing circuit. The 5.14-kilometre circuit is in Greater Noida, Uttar Pradesh, near Delhi. The first Formula One Indian Grand Prix event was hosted here in October 2011.⁷ In spite of India's participation in A said and Olympic India has not been successful improving gold medal tally during last few years Due to lack of sports culture.

5. SIGNIFICANCE OF STUDY

1. This work will focus on sports culture in the backward region in Marathwada. It will explain causes of poor performance both in Indian and foreign games.
2. Due to lack of education, there is gap between men and women, poor and rich as well as urban and rural development. In sports also city like, Aurangabad, Nanded and Latur are performing well but other district places are having poor performance.
3. In spite of college and university sports education in the region. The sports culture has not been well developed. There are three universities in the region such, Dr. B. A. M. U, Aurangabad, S. R. T. M. U. Nanded and Marathwada Agricultural University, Parbhani. But there is lack of coordination in these universities for the development of sports culture.
4. The sports organizations in the region have increasing number but not in quality. The funds are spent but sports activities are not well organized. There is lack of training and orientation for the sports persons.

6. OBJECTIVES OF THE STUDY

Every research topic requires specific and well defined objectives. Bhandarkar and Wilkinson have observed that, Having considered the influences adversely affecting objectivity, we may now ask whether these influences are so potent as to render an objective social inquiry impossible.⁸ On this background the following objectives have been set forth in this study.

1. To study characteristics of the sport culture in the Marathwada region and to highlight the role of media in the development of sport culture.
2. To understand barriers in the development of sport culture in the region.
3. To suggest remedies for the faster development of sports culture in the region.
4. To develop a new model for effective evolution of sports culture in the region of Marathwada.
5. To suggest remedies for the future plan of action in 2030 A. D.

7. HYPOTHESIS

Hypotheses help a great deal to draw certain findings based on observation about the problem. Hypotheses led to examine the problem in accurate manner. About hypothesis it has been observed by Wilkinson and Bhandarkar that, Once the problem to be answered in the course of research is finally instituted the researcher may if feasible proceed to formulate tentative solutions or answers to it. These proposed solutions or explanations are called hypotheses.⁹ The following hypothesis can be noted down as a main ventures of this research study.

1. There is lack of sports culture in Marathwada region.
2. Media is playing a key role in the development of sports culture.
3. There are many difficulties in the evaluation of sport culture in the backward region due to tradition socio-economic and cultural mindset of the people.
4. Due to media's awareness slowly the attitude of people is changing.
5. Due to process of socialization young players are participating on national and international level.

RESEARCH DESIGN

For this research work researcher used exploratory research design. Saltish Jahoda and Cook in their work social relations research have noted that, in a more newer and relevant subject exploratory studies are worth.¹⁰ The present work subject being new and unexplored here introductory or exploratory research design will be most suitable. The whole theme will be studied in three stages as Survey of literature, Social Experience survey & Insight stimulating cases.

The sources of data collection

In any research scientific methods of data collection are very significant both primary and secondary sources will be used for this study. Primary Sources & Secondary

CONCLUSION

This entire study has been significant for further application of these conclusions practically in the process of development. basically in scientific game. The copy book style of Batting must be taught carefully, so that the boy should perform well at any situation with calm and quite manner. Hence, media has to be well developed and well planned to achieve success on division, state and national level and increase sports culture also.

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