
UNIT 11 SPORTS REPORTING

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11.0 INTRODUCTION

The Oxford English dictionary defines sports as, "...an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment." Article 2 of the Council of Europe says, "'Sport' means all forms of physical activity which, through casual or organized participation, aims at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels." SportAccord, the association of most of the large international sports federations says that an activity to qualify as 'sport' should have an element of competition, be in no way damaging to a living creature, should not bank on an equipment provided by a single supplier (excluding proprietary games such as arena football) and should not rely on any "luck" element specifically designed into the sport.

Sports improves our physical, psychological and spiritual well being. It has the potential to unify people and resolve differences among people of various races, ethnicity, creed and culture. While in ancient times, sports was mainly instinctive and recreational in modern times they are mostly competitive events.

In recent years, however, effort is being made in several directions to establish a robust sports ecosystem and sports culture in India. Multiple stakeholders are promoting sports and physical activities among youth and children by encouraging participation and access to sports across all socio-economic classes. Sports

academies are being set up to meet the demand of good sports infrastructure and world class coaching. Media is also advocating better sports policies. Some of the initiatives of the Indian government to further sports culture are as follows:

- a) grants for creation of sports infrastructure including rural schools;
- b) grants for installing synthetic playing surfaces;
- c) grants for promotion of games and sports in universities and colleges;
- d) establishment of National Sports Universities;
- e) assistance for construction of urban sports infrastructure;
- f) organization of a revamped Khelo India;
- g) improvement of scientific backup, medical facilities, appointment of foreign coaches and supporting staff etc.

Thanks to various initiatives, there is a significant rise in both the number of spectators and players today. Along with it, we can notice an increase in the coverage of sports in print, electronic and web media. Besides, there are several feature films and advertisements being made on sports. Sports events are being organized at regular intervals leading to growth in employment opportunities in the field e.g. PROs are being hired by sports agencies, academies and manufacturing companies. Due to all these developments, one can note several novel trends and varieties of issues that classify as sports news and stories.

In this Unit, we shall discuss the evolution and a brief history of sports in India, the benefits of sports to society, the expanding sports industry and more importantly, the coverage of sports in Indian media. We shall talk about the emerging trends in sports reporting and learn about the skills and qualities of a sports reporter in particular.

11.1 LEARNING OUTCOMES

After working through this Unit, you will be able to:

- analyze the expansion and growth of sports in India;
 - describe the benefits of sports to the society;
 - discuss the contemporary scenario of sports reporting in different media;
 - describe the qualities and skills required in a sports reporter; and
 - discuss the emerging trends in sports reporting.
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11.2 SPORTS IN INDIA

Over a billion plus Indians treat cricket as a religion. Players, coaches, commentators of the game have been accorded celebrity status and have huge fan following in the country especially among the youth. And cricket has over-shadowed other sports for decades. It is only recently that other games have come into focus thanks to the commencement of professional leagues like- Hockey India League, Pro Kabaddi League, Indian Super League, Indian Wrestling League, Indian Badminton League, Indian Golf League, Indian Volley League and Indian Racing League that more and more people are playing sports other than cricket. The haul

of medals at 2018 Commonwealth and Asian games, 2010 Asian games, 2004 and 2008 Olympics have brushed away the air of defeatism. Cricket is testimony to the fact that championships and medal tallies drive power and popularity of a sport.

In order to improve the medal tally in international events, policy makers are striving to inculcate sporting values and sporting culture in the society by promoting youth with aptitude, talent as well as making sports compulsory in curriculum, right from elementary to the university level. The government has increased its budget for sports. This corroborates and validates the assumption that India is fast progressing from a 'sports-loving' or 'sports-following' to a 'sports-playing' nation.

11.2.1 Evolution and Brief History

Archeologists have found during excavation of ancient sites, monuments, etc. many artifacts and sculptures which indicates that since times immemorial the human race has been depicting games and sports through pictures and words. And that sports has been integral part of life of our ancestors. In the epics 'Mahabharata' and 'Ramayana', we come across many anecdotes of archery, horse racing, dicing, swimming, wrestling, javelin throw, *gilli danda*, fencing, sword fighting, chariot racing and so on. Most of us have grown up reading about the stories of valor and sports of kings and queens like Shivaji, Prithviraj Chauhan, Maharana Pratap, Rani Lakmi Bai and so on. Even the mughal emperors were ardent patrons of sports like wrestling. Sporting events and competitions were often the basis for selection of life partners of the royals and winning in them was a way to prove oneself to be worthy of the throne. Historians believe that many games like hockey, archery, wrestling and chess originated in India. Greek poet Homer's 'Iliad', in part 23, has elaborate mention of sports. It would not be an exaggeration to call Homer as one of the first sports journalists in the world.

In the twentieth century, however, the ideas of liberty, democracy and fraternity attained a new meaning. Many countries got freedom from the colonial empires. The colonial governments along with their rule had brought in many of their sports and games to the colonies. The arrival of the industrial revolution and later the technological innovations made many day-to-day tasks easier which led to more leisure time with people to engage in physical activities and sports. Earlier the nations had many of their own indigenous games and sporting activities for engagement. Later with the advent of mass media and global communication, some of the indigenous sports became common to many countries. And with the commencement of International sporting events like the Commonwealth Games, Asian Games etc. led to the revival of many sports and games. And the universal rules and regulations, technical aspects commonly adopted for various games across the globe brought in professionalism in competitions. Today, competing and winning in an international sports forum is about bringing glory and pride to one's nation.

11.2.2 Current Problems and Issues

Despite being the second most populated nation and one of the largest economies in the world, the number of people actively playing a sport in our country is very small. Although India is expected to be one of the youngest countries in the world by 2020, yet the question remains if 'young India' be equated to 'fit India'? The answer in all probability, as of now, is 'NO'. The World Health Organization

(WHO) in its 2016 study of 168 nations and 19 lakh people across the globe, stated that 34 percent of Indians were insufficiently physically active.

And it seems that all is not well in the field of sports in India. In sports other than cricket, most of the players who have achieved international acclaim seem to have done so due to their individual brilliance and dogged perseverance, rather than any institutionalized efforts or encouragement and support from the government. It is a sad reality that several champions in the country have had to struggle to avail basic requirements like shoes, kits, grounds, training, proper diet and nutrition etc. to pursue their sport. Corruption, social and economic inequalities, ineffective talent identification methods, lack of world-class infrastructure have often been touted as the reasons for failure in establishing a sports culture in the country.

Moreover, the Indian constitution places 'sports' in the state list, thereby making it the prerogative of state governments to allocate funds to build sports infrastructure and develop sports according to their specific needs and priorities. This has resulted in disparity and non-uniform development of sports infrastructure in India. Other hindrances include non availability of land, lack of appropriate revenue generation model from sports facilities etc. However, one of the most important factor is the rigid negative mindset of the masses. An infamous saying amidst Indian populace- '*Padhoge Likhoge toh Banoge Nawab, Kheloge Kudoge toh Banoge Kharab!!*' aptly sums up this attitude towards sports as a society. Unless this fundamental approach to sports changes it is quite an uphill task to promote sports among the youth in the manner it should be done.

11.2.3 Benefits of Sports

"Sport is a powerful tool to strengthen social ties and networks. It promotes ideals of peace, fraternity, solidarity, non-violence, tolerance and justice. Tackling problems in post conflict situations can be eased as sport has the ability to bring people together."-UNESCO.

Scientists across the world have claimed that physical activity affects the brain physiology by increasing cerebral capillary growth, blood flow, growth of nerve cells in hippocampus and volume of brain tissues. Researchers have time and again established that increased involvement in sports and physical activities enhances the academic performance, cognitive skills, attention, information processing, and verbal ability of a person.

Sports plays a major role in developing our physical, psychological, emotional and spiritual being. It helps to shape the character of an individual in many ways. It fosters values of amity, friendship and fraternity. Sports helps to program us to abide by the rules and encourage righteousness. It induces leadership abilities and promotes qualities of self-discipline and self-control. Sports not only helps in building our self-esteem, but also teaches us the right way to accept failure and success in our lives. Ultimately, sports inculcates noble values and encourages positive demeanor.

Sports as a career is an absolute win-win choice. Apart from all the above mentioned benefits, sports bring money, social recognition and an opportunity to make the nation proud. A sports person can enjoy his or her dynamic lifestyle, have fun, stay healthy and at the same time contribute to his/her nation's glory.

Check Your Progress 1

Note: 1) Use the space given below for your answer
2) Compare your answer with those given at the end of this Unit.

1. Describe the history and evolution of sports in your own words.

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2. Name three international sports events.

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3. List five benefits of sports.

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11.3 SPORTS REPORTING

The thrill of win and the pain of loss, the theatre of competition or the making of champions, sports reporting comprises collection, compilation and dissemination of the stories, events, issues and happenings in the realm of sports to the public. A sports reporter has a variety of angles to cover, write and discuss about ranging from basic game-centric stories like turning points, big moments and major glitches in sporting events, key decisions of captains and coaches etc. including the fights, controversies, legal and investigative scoops and the sensational happenings in the lives of sportspersons and many such information tit bits that sports enthusiasts look forward to in a variety of stories.

Today with the expansion of the sports industry, there has been a rise in the number of stakeholders. A large number of events and tournaments in various games are being organized at local, regional, national and international levels. The government has realized the worth of sports and is trying to spread awareness and encourage countrymen to take up sports right from the elementary school level. Debates and discussions related to sports and sports policies are happening across all strata and professions. Several TV and Radio channels, newspapers, magazines and websites, dedicated to sports, have commenced to fulfill this demand of sports information and entertainment.

In this section, we shall examine the growing coverage of sports in India.

11.3.1 Growing Sports Coverage in India

In many sports loving and sports playing countries, sports journalism shares an equal position and importance with other streams of journalism. Sports media

enjoys a wide audience and reader base. While in earlier times, sports was mockingly referred to as the 'toy' or 'non-serious' beat or department, today the scenario is no longer the same. The number of pages devoted to sports in newspapers has increased. Media houses have a sports desk and dedicated sports correspondents, who are sent to cover all major national and international sports events. One major positive change noticed in recent times in Indian sports coverage is that along with cricket, other games are also being covered and written about. Local sports are also getting covered in regional language sports channels like Star sports Tamil and in the 'city' section of mainstream newspapers.

11.3.2 Sports Reporting in Print Media

M.V. Kamath in the July-September 2008 issue of Media Mimansa, states that S. Sadanand's 'Free Press Journal' was the first newspaper in India to devote an entire page to sports with the well-known cricket commentator A.F.S. Talyarkhan as the sports editor. In late thirties, the Bombay (now Mumbai) edition of Times of India started a distinct sports page. Though a few magazines and a few newspapers were publishing news related to sports, yet it was only in the post-independence era that the idea of a regular sports page took importance in Indian newspapers.

Rangaswamy Parthasarathy in "A Hundred Years of *The Hindu*" calls Kasturi Gopalan, the publisher, as the father of sports page for allotting a distinct section to sports in a daily newspaper for the first time, helped by Murugesu Mudaliar, sportsman in college days and the first sports writer of The Hindu. In fact, the sports journal 'Sports and Past Time' was also published by the same publication in 1947. The Ananda Bazar Patrika group in mid 1970s published 'Sports World' from Calcutta (now Kolkata). Another worthy mention would be the Chennai based fortnightly magazine 'Sportstar' which is being published for the past forty years now and has changed from tabloid to magazine format and vice versa quite a time in its history.

Few other successful sports magazines in India are- 'Golf Digest India', 'Cricket Samrat', 'Bike India', 'Cricinfo magazine', etc. Kishore Bhimani, K. Sundar Rajan, Moti Nandi, V. M. Balachandran and T. D. Parthasarathy are some of the notable sports journalists of the print media. After the advent of television the focus of print media shifted from 'What' to 'Why' factor and the intricate reporting format.

Golf based magazine 'The American Golfer', brought out by Walter Travis in 1908 and 'Sports Illustrated', brought out by Henry Luce in 1954 have been arguably some of the most successful sports magazines in the history of sports media. Publications like L'Equipe (France), Marca (Spain), La Gazzettadello Sport (Italy), Kicker (Germany), Sporting News (America), are goals for sports writing and analysis one might look up to.

11.3.3 Sports Reporting in Radio and Television

During the mid twentieth century when around 80 percent people lived in villages and depended on agriculture for their living, Radio was the most apt media for them for definite reasons. Illiteracy was a roadblock for the rural populace to access print media while electricity expenses were a hindrance to access television. Radio was not only portable and inexpensive, but it also allowed the liberty to listen to while people worked on the fields. In India, 'live' cricket commentary

was heard in 1934 for the first time during the Bombay Quadrangular — a tournament played between teams representing the Hindus, the Muslims, the Parsis and the Europeans.

However, sports broadcasting over Radio took off only in 1960s in the country. Initially, the broadcast of sports commentary in English made it difficult for the common people to understand and enjoy the programme. But Radio sports broadcasting in India got revolutionized with the onset of sports commentary in Hindi and availability of low cost transistors in the 60s. In the absence of television, internet or mobile mediums, Radio remained the unchallenged favorite for sports broadcasting for decades. In the year 2018, India's first Radio sports channel was launched which covered almost all Olympic games through talk shows, news bulletins, audio documentaries, live commentaries, phone-in etc. The shows, broadcast on this Radio channel in Hindi and English, can be reached 24x 7 through mobile app named 'Sports Flashes'.

The Asian Games of 1982 was hosted by India and the games were held in Delhi. It was a matter of prestige for India to cover and broadcast the games over television. Color television was introduced in the country in the same year. Just a year later, India won cricket world cup of 1983. To promote television viewing, the then government reduced excise duty on television manufacturing in the country, leading to price drop of television sets. People started getting TV sets to their houses. Doordarshan, the national broadcaster had monopoly over the broadcast of matches and sports events for several years. In the eighties, the DD show "The world of Sports", broadcast at 04:30 pm every Sunday was quite popular. It featured talks on cricket, hockey, football, tennis and others. In the year 1999, Doordarshan launched DD Sports, which has been promoting domestic sports on the free-to-air platform. Some of its popular sports programmes are "Sports Konnect", "Indian Khel League- Yeh Bharat ka khel hain", "Guru-Shishya Parampara" and "Fit Rahe India- Healthy living, Wealthy living".

Some of the popular private sports channels in India are- Star Sports, Star Sports Hindi and Star Sports Tamil, Sony Ten, Neo Prime and Neo Sports, DSport, Jio Sports etc. Examples of some recognized sports shows telecast on television news channels are 'Sports Top 10' of NDTV, 'The Game' of News X, 'Sports Tonight' and 'IBN Sports' of CNN IBN, 'Chak De Cricket' and 'Cricket Extra' of India TV, 'Sports 24' of News 24, 'Match Ke Mujrim' by ABP news, 'Ghamasaan' of Zee News, 'Silly Point' of Sahara Samay etc.

11.3.4 Reporting Sports in Online Media

In February 1996, rediff.com began ball-by-ball text commentary. Adapting the digital platform is no longer a strategy but it has become rather a necessity for print and other media forms. Several technology enabled sports news platforms are producing internet content, covering various games and events. Today most of the sporting events are telecast online via HOTSTAR and SONY LIV app over mobile phones. Several sports web portals, blogs and sports news websites such as sportskeeda.com, Sports.yahoo.com, bleacherreport.com, cbssports.com, nbcsports.com, foxsports.com, deadspin.com etc. have become popular amongst sports lovers.

11.3.5 Writing Sports Reports

Writing sports stories requires proper background research and planning. The story is weaved keeping in mind the following:

- a) the medium through which the story shall be broadcast or published; and
- b) the expectations and preferences of the target audience or readers of the story.

Writing sports stories has four main steps:

- i) generation of a story idea;
- ii) understanding the issue;
- iii) collection of data, statistics, statements of major stakeholders, and
- iv) writing

Headline, lead and body are three main parts of a sports report or story. There is no fixed formulae or template to write a great story. The format and style depends on the subject chosen. While a sports event or match result story will mostly have a 5 W, 1 H format, a profile or human interest story talking about struggle, behavior, opinion, lifestyle will have an elaborate feature style.

Check Your Progress 2

Note: 1) Use the space given below for your answer
2) Compare your answer with those given at the end of this Unit.

1. List your five favorite sports programmes on television.

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2. Name five best sports websites according to you.

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3. Write brief note on a few sports magazines published in India.

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11.4 SKILLS AND QUALITIES OF A SPORTS REPORTER

Sports reporters keep us informed about various sports events and happenings at local, national and international levels. S/he collects, compiles and disseminates information of the current sports events and issues. No media house can do without reporters. They are often addressed as the foot soldiers of a media house. In today's age of journalism, sports is a unique beat. So, let us take a look at the basic skills and qualities of a sports reporter.

- o **Passion for sports:** In order that a report is authentic, it is pertinent that a sports reporter must have experienced the sweat and dust on the field. Although one has seen successful commentators who have not been players themselves, yet having played the sports gives an in-depth understanding of the game. It helps the reporters understand the best and worst performances better which makes their report an enjoyable read for the readers. Being an ex-player acquaints the reporter of the rules and technical aspects of games.
- o **Understanding of the economy of Sports:** In the era of globalization, a lot of multinational capital is involved in the sports industry. A sports reporter should understand different aspects of the economy of the sports ecosystem.
- o **Knowledge of the sports terminology, lingo and vocabulary:** Every sport has its unique terminology. The terms 'push' and 'scoop' have different meanings. The terms 'mount' and 'dismount' in gymnastics cannot be replaced with the terms 'climb' and 'fall'. There are specific terms for the position of players and different color cards of penalty. Similarly, the idioms and phrases for tennis and badminton are different. Knowledge of the technical terms for shots, positions, actions and acquaintance with the stories and idioms for various sports is important for a good sports reporter.
- o **Good relations with the sports fraternity:** Amicable relations with the sports fraternity (players, coaches, officials in sports federations, associations, academies, and allied sports institutions) helps sports reporter to build credible sources and get leads for untold stories.
- o **Command over language:** A sports reporter must have the ability to communicate in simple and concise manner. S/he must avoid usage of jargons and use correct grammar and punctuation. A reporter must follow the 5 C's of communication and make sure that his/her communication is clear, coherent, correct, comprehensive and concise.
- o **Nose for the news, ears to the ground:** The current expansion of sports industry in India has led to the mushrooming of varied issues related to sports. Investigative stories on sports crimes, fights and controversies, gender disparities and analysis of policy decisions related to sports require quick action and consistent follow up. A sports reporter must possess strong news sense to differentiate between 'news' and 'information'.
- o **Creativity and curiosity:** A good sports reporter possesses the spirit of curiosity. Inquisitiveness leads to the search for good stories. This search for new angles in happenings leads to creativity. We often observe that though the same event or win is covered by various newspapers or television channels, yet one 'out-of-the-box' headline or angle drives majority of public towards it.
- o **Knowledge of sports laws:** A sports reporter should have an understanding of labor, antitrust, gender discrimination, trademarks, copyrights, contract and tort laws and related constitutional provisions. Rather than being a discrete area of law, 'sports law' is often seen as the application of various areas of law to the sports industry. Knowledge of the above mentioned laws will help a sports reporter follow legal proceedings of the sports fraternity in a better manner.
- o **The excellence of multitasking:** News gathering and filing of reports and stories are governed by strict deadlines. Many a times, multiple sports events require coverage in one single day. In this era of 'breaking news', a sports reporter has to be 'jack of all and master of some' in order to stand in

competition. One has to be tech savvy, know handling camera by oneself, edit and package shows, design pages in case of newspapers and magazines and have good presentation skills.

- o **Courage and confidence:** There are times when the influential stakeholders in the sports industry will try maneuvering against their counterparts or competitors. Many a times, such people try influencing a sports reporter to cover a story in their interest or stop him from writing one. They may bully and pressurize the reporter to shove certain wrongdoings under the carpet. In such scenario, s/he may either give in or stand strong to his or her ethics. Standing for truth and covering issues with all honesty requires a sports reporter to be courageous and confident.
- o **Understanding the perspective of audience/readers:** A good sports reporter understands his/her target audience or readers.
- o **Truth and objectivity:** It is probably difficult for a sports lover to not take sides in a match. But sports reporters cannot afford to take sides while writing reports or filing stories. A true and objective reporter will earn credibility in the long run. One must check and recheck information and base one's report on evidence. If a sports reporter is biased, the public will stop believing on the reports and stories filed by him/her.

Let us look at some 'do's and don'ts for a sports reporter:-

- Use short sentences.
- Use correct grammar and punctuation.
- Use appropriate sports terminologies.
- Be creative and think 'out-of-the-box'.
- Remember the 5 Ws and 1 H.
- Prefer the inverted pyramid writing style for hard news.
- Avoid jargons.
- Remember the 5 Cs of communication.
- Do not use many numbers in your reports.
- Check facts and be accurate.
- Authenticate reports with statements of authorities.
- Get firsthand information. Watch matches before filing your report.
- Keep yourself updated.
- Place ethics at the foremost in the order of importance.
- Choose the format and style of report/article as per the issue and theme

Check Your Progress 3

Note: 1) Use the space given below for your answer

2) Compare your answer with those given at the end of this Unit.

1. Describe the importance of sources for a sports reporter.

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2. How important is the knowledge of sports law for a sports reporter. Explain

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3. List the 10 most important qualities of a sports reporter.

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11.5 EMERGING TRENDS IN SPORTS REPORTING

Today sports journalism is way beyond mere coverage of sporting events. It is about the repercussions of the turn of events and issues ranging from gender equality, law, trends, scams and controversies, diplomatic decisions, public opinion, policy framing, and economics of the sports market. Also, sport is so dynamic a stream that the trends change very fast. Be it designing, reporting, commentary or live streaming, let us take a look at the emerging trends in sports reporting:

- Sports journalism is increasingly turning into a specialised stream. From being a small part of a news bulletin, to 30-60 minutes shows based on specific games like- ‘Cricket Controversy’ or ‘Kissa Kricket Ka’ to full-fledged 24X7 sports channels, or entire magazines devoted to a specific game, sports journalism has turned an important area of journalism in the last decade or so.
- Sports journalism has become a costly affair today. With rise in sponsorships and advertisements, the flow of money into sports journalism has increased. Advanced lenses, microphones, glamorous attires and smart gadgets are part of sports coverage today.
- Sports getting space on the front page of newspapers and featuring during prime time on television news channels is a positive trend.
- In the race for TRP or circulation, media houses engage in sensationalizing sports events, controversies, statements of celebrity players or their personal life trivia. Headlines of win in sports matches often sound like headlines of a war triumph.
- It is quite encouraging that today we see news of domestic sports, inter-university games, and sports news from cities etc. being covered by mainstream publications and channels.
- Sports columns and write ups by renowned players and coaches are becoming popular amidst sports lovers.
- Social media tweets and posts of players on social happenings, issues or personal lives are followed by masses and are making headlines.
- After establishment of sports journalism courses, professional training is being imparted to sports journalists in institutions across the India.
- ‘Athlete Driven Media’ is a trend quite popular in western countries today and is catching up in India as well. In this concept, sports persons directly share their take on an issue through social media instead of approaching mainstream media to cover their statements. This kind of ‘no filter’, ‘uncut’ communication of sports persons directly with masses is certainly in fashion.

- With social media and open publishing forums, the trend of sports enthusiasts analyzing and writing stories is on the rise.
- The revamp of sports other than cricket and traditional Indian sports is quite an encouraging phenomena today.

Check Your Progress 4

Note: 1) Use the space given below for your answer

2) Compare your answer with those given at the end of this Unit.

1. What do you understand by Athlete driven media? Explain.

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2. Name some sports media in India which publish or broadcast content in Hindi or regional languages?

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3. List the key points to be kept in mind while writing sports reports or stories.

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11.6 LET US SUM UP

In this Unit we discussed the brief history and evolution of sports in India. We discovered the physical, psychological and spiritual benefits of sports and analyzed the expansion of Indian sports industry in the 21st century.

We discussed the growth and variety of sports coverage in print (newspapers and magazines) media, electronic (radio and television) media and online media (blogs, websites, e-papers). The qualities and skills required in a sports reporter was also elaborated in the Unit. In addition, we discussed the emerging trends in sports reporting at length. We also looked at the key points to be kept in mind while writing sports reports and stories.

To sum it up, it can be said that proper coverage and choice of sports stories can play a significant role in establishing a sports culture in India. Given the metamorphosis that Indian sports scenario is undergoing, it is important to bring about an understanding of sports reporting, its nuances and to update students about the emerging trends in sports journalism.

11.7 FURTHER READINGS

Lambert, C. M. (2018). *Digital Sports Journalism*. Routledge.

Reinardy, S., & Wanta, W. (2015). *The essentials of sports reporting and writing*. Routledge.

11.8 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1. Sports has been part of human civilization from ancient times. Earlier, it was instinctive and purely recreational. Sometimes it was also for survival like running, hunting, lifting etc. As time progressed, the turn of socio economic factors altered the format of sports and made them competitive international events. The industrial revolution brought in machines and people had more leisure time at their disposal. Eventually, more and more people participated in sports as spectators and players. Today common rules, regulations and law govern sporting events.
2. Three major international sports events are: -
 - Cricket world cup
 - FIFA
 - Olympics
3. The five benefits of sports are:-
 - It keeps us physically, mentally and spiritually fit
 - It promotes righteousness
 - It unites people across the globe
 - It prevents juvenile delinquency
 - It promotes non-violence

Check Your Progress 2

1. Answer this question as per your choice.
2. Answer this question as per your opinion.
3. Sports magazines published in India:-
 'Cricket Samrat' is a Hindi language magazine published since 1980 is exclusively about cricket. 'Golf Digest India' covers the game of golf. 'Bike India' is based on racing and 'Kushti' is based on wrestling. 'The Himalayan Journal' is an Indian annual magazine in the category of climbing and mountaineering.

Check Your Progress 3

1. Sources are extremely important for a sports reporter. Credible sources help in getting leads for stories. A sports journalist has to maintain good relations with players, coaches, lawyers, audiences, peer journalists, federation and association officials etc. to obtain authentic sports stories.
2. The knowledge of sports laws is extremely important for a sports reporter. Today sports journalism is much beyond writing about win and loss. It is more about analysis and issues. Be it gender discrimination, doping and drug abuse or controversies and cases like breach of contract etc., sports reporter cannot write on these matters until and unless one understands sports law.
3. The 10 most important qualities of a sports reporter according to me are as follows:

- Creativity and confidence
- Knowledge and passion for sports
- Command over sports vocabulary, rules, technicalities
- Knowledge of sports law
- Good relations with stakeholders of sports
- Truth and honesty
- Eye for detail and accuracy
- Nose for the news and ears to the ground (News Sense)
- Understanding of sports economy
- In-depth understanding of issues related to sports industry

Check Your Progress 4

1. Athlete driven media refers to the content and form of direct unfiltered, unedited communication of sports persons with common masses. Rather than approaching mainstream mass media for expressing their stand or view on an issue, the athletes use social media, videos or press meets to express themselves.
2. Some sports media in India which publish or broadcast content in Hindi or regional languages are: 'Star Sports Tamil', 'Khel Today', 'Bhartiya Khushti Patrika' etc.
3. Some of the key points to be kept in mind while writing sports reports or stories are truth, detail, rules, creativity, accuracy, fairness, target audience, medium, 5 Cs, 5 Ws, 1 H, etc.

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