

An Analysis of 'Sports News Coverage' Among Leading Tamil News Dailies

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Abstract

News dailies are set of large sheets containing printed news, stories, articles, information, advertisements and so on. It provides us various sports of information at various levels such as local, regional, national and international. According to World Sports Encyclopedia (2003), there were 8,000 indigenous sports and sporting games in all over the world. India is home to a diverse population playing more than 70 different sports across the country. The objective of the paper was to analysis the sports and games information in selected Tamil dailies published in Tamil Nadu state. A survey was conducted among sports professionals and the reveals *Dinathanthi*, *Dinakaran*, *Dinamalar*, *Dinamani* and the *Hindu* (Tamil) were the top five ranked Tamil news dailies. The weightage in terms of space, level of sports news, picture and sports discipline wise news and picture were taken as variables for this study. The data for present study was collected from Bharathidasan University Central library, the ten days data (December 01.2017 to December 10.2017) from above said dailies were taken for analysis. The analysis reveals *Dinamani* had given wide coverage in terms of space, *Dinakaran* was give more level of sports news, *Dinathanthi* was give more level of sports picture and cricket has coverage more news and picture by selected Tamil news dailies. Conclusions of the study, selected Tamil news dailies had given more priority game of cricket. The news dailies give more sports news coverage to international level. General sports news, general health and awareness were least in the Tamil news dailies.

Keywords: News dailies, Sports and games, News and Pictures.

Introduction

News daily is a periodical publication containing written information about current events. News dailies can cover wide variety of fields such as politics, business, sport and art and often include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons, comic strips, advice columns and so on (Dinesh Sara (2013). White Planet Technology Private Limited (2017) defines that newspapers are set of large sheets containing printed news, stories, articles, information, advertisements, etc. It provides us all sorts of information, local, regional, national, and international. (Prakash (2015) observed that News dailies play a great role in keeping us up-to-date about all over the world. It is now print in almost all languages and in all countries of the world. Wikipedia foundation (2017) viewed that the first News dailies were established in the late 18th century in India is Hicky's *Bengal Gazette* which was started

in 1780 under the British Raj by James Augustus Hicky. Soutik Biswas, (2012) observed that India has more than 70,000 news dailies in more than a few languages, India is the biggest news dailies market in the world and over 100 million copies sold each day. They can be classified according to the number of times they appear in a year. Some are printed daily, some twice in a week, some weekly, some fortnightly, and some monthly. It helps us in widening our knowledge, skill, and technical awareness. They build the nation and guide the Government of the country. They generally make healthy criticisms of the activities of the Government. They point out its mistakes and set it on the right path. They wield much influence and power (Dinesh Sara (2013)).

Sports News Coverage in Tamil News Dailies

In Tamil Nadu state, news dailies are primarily published in Tamil and English languages. The popular morning dailies are *Dinathanthi*, *Dinamalar*, *Dinakaran*, *Dinamani*, *The Hindu (Tamil)*, and *Thinaboomi*, *The New Indian Express*, *The Hindu (English)*, *Deccan Chronicle*, *The Times of India* (w3newspapers.com (2009-2018)). News dailies have several sections; sports page is one of the sections. Generally, Tamil news dailies provide less news coverage to sports. According to World Sports Encyclopedia (2003), there are 8,000 indigenous sports and sporting games in all over the world. In Olympics, there are summer events 45 and winter events 15, Commonwealth 26, Asian Games 38 and National Games 33 events. India is home to a diverse population playing more than 70 different sports across the country (Wikipedia foundation (2017)).

Statement of the Problem

The paper was intended to make an analysis of the sports news coverage among selected Tamil news dailies published in Tamil Nadu state.

Purpose of the Study

The following purposes governed this study.

1. To know which Tamil news daily offers grater coverage in terms of space for sports news.
2. To identify which Tamil news daily gives more weightage to sports news coverage as well as picture coverage.
3. To clarify which level of sports-news get grater coverage in Tamil news dailies.
4. To understand which sports event gets grater coverage in Tamil news dailies.

Methodology

Initially, a survey was conducted among 142 sports professionals such as sports men, sports administrators, officials, physical educators, coaches and other stakeholders such as audience, media persons and so on to rank the top five Tamil dailies and the result reveals that *Dinathanthi*, *Dinakaran*, *Dinamalar*, *Dinamani* and *the Hindu (Tamil)* were the top five ranked Tamil dailies. The data for present study was collected from Bharathidasan University Central Library. The ten days data (December 01.2017 to December 10.2017) from above said dailies were taken for analysis. In the study ten days data were only taken for analysis, hence it could not be generalized on all periods.

The weightage in terms of space, level sports news, picture and sports disciplines-wise news and pictures were taken as variables for the study.

Analysis of the Data and Discussion

To find the total number pages for each daily was calculated by adding all the ten days, similarly total number of pages of sports news coverage on each daily was calculated separately. Here the weightage was given to sports news coverage as well as picture coverage for level of sports news and also the items were calculated sports-wise, the total news and pictures to all sports among five leading Tamil news dailies. These data are presented in the following tables.

Table – I
Weightage given to sports news coverage in terms of space

Name of the News dailies	Dinathanthi	Dinakaran	Dinamalar	Dinamani	The Hindu (Tamil)
Total number of pages	268	210	172	166	238
Total numbers of Sports news coverage pages	10	9	5.25	10	9.25
Percentage of Sports news coverage*	3.73	4.29	3.05	6.02	3.89

* Weightage given to sports news in terms of space (in Percentage).

The table-I indicate that ‘Dinamani’ gives more sports news coverage in terms of space among five leading Tamil news dailies.

Table – II
Coverage of sports news at various levels among leading Tamil news dailies.

Title of the News Dailies	Dinathanthi		Dinakaran		Dinamalar		Dinamani		The Hindu(Tamil)		Total News Dailies	
	score	%	score	%	score	%	score	%	score	%	score	%
International	68	76.40	97	88.18	50	79.36	62	81.56	49	85.96	326	81.69
National	13	14.60	12	10.90	9	14.28	11	14.47	7	12.28	52	13.97
State	6	6.74	1	0.90	2	3.17	3	3.94	1	1.75	13	3.44
District	2	2.24	0	0	2	3.17	0	0	0	0	4	1.06
Total	89	22.53	110	27.84	63	15.94	76	19.24	57	14.43	395	100

The above table -II reveals that ‘Dinakaran’ gives coverage of wide range of sports disciplines compared to other dailies.

The table-II also indicates that all leading Tamil dailies give more important to international sports news and least of district level coverage.

Table – III
Coverage of Sports picture at various levels among leading tamil news dailies.

Title of the News Dailies	Dinathanthi		Dinakaran		Dinamalar		Dinamani		The Hindu(Tamil)		Total News Dailies	
	score	%	score	%	score	%	score	%	score	%	score	%
International	62	75.61	60	85.71	51	78.46	39	72.22	41	91.11	253	80.06
National	12	14.63	9	12.85	9	13.84	12	22.22	3	6.66	45	14.24
State	6	7.31	1	1.42	3	4.16	3	5.55	1	2.22	14	4.43
District	2	2.43	0	0	2	3.07	0	0	0	0	4	1.26
Total	82	25.94	70	22.15	65	20.57	54	17.08	45	14.24	316	100

The above table-III reveals that ‘Dinathanthi’ gives coverage to wide range of sports disciplines compared to other dailies.

The table-III also indicates that all leading Tamil dailies give more importance to international sports pictures and least of district level coverage.

Table – IV
Weightage given to various sports disciplines among leading Tamil news dailies.

Name of sports	Cricket		Football		Hockey		Boxing		Miscellaneous*		Total Sports	
	Score	%	Score	%	Score	%	Score	%	Score	%	Score	%
Total	205	51.89	51	12.91	48	12.15	14	3.54	77	19.49	395	100
Picture	167	52.84	42	13.29	34	10.77	13	4.11	60	18.98	317	100

(*Miscellaneous and values for news and pictures = Badminton-2.27, 1.26. Weight Lifting-2.02, 1.89. Tennis-1.77,2.21. Athletics-1.77, 2.21. Kabaddi-1.26,1.58. Archery-1.26, 1.26. Shooting-1.01,0.63. Wrestling-1.01,0.63. Swimming-0.75,0.94.Squash-0.75,0.31.IceSkating-0.75,0.31. Gymnastics-0.50,0.31. Table Tennis-0.50,0.31. Carram-0.50,0.31. Volleyball-0.50,0.63. Basketball-0.25,0. Handball-0.25,0. Ball Badminton-0.25,0. Chess-0.25,0.31. Rubby-0.25,0.31. Golf -0.25,0.31. Billiard& Snooker -0.25,0.31. Water Diving -0.25,0.31. Yoga-0.25,0.63. General= general sports news, general health and awareness of news and pictures. -0.50, 0.63).

The above table-IV reveals that sports discipline-wise comparison in terms of news and pictures among leading Tamil news dailies.

The table-IV data also indicates that game of ‘Cricket’ has great number of news items and pictures among leading Tamil dailies followed by football, hockey and boxing.

That cricket is one of the most popular sports in India may be the reason for this item being the top sports in the list.

Conclusion

Generally selected Tamil news dailies allotted least space for sports news coverage in terms of space. The news dailies had given more priority to the game of cricket only. The Tamil news dailies had more coverage to international sports news as well as pictures. The news dailies had least coverage about district level and general sports news, general health and awareness.

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