REVIEW OF RELATED LITERATURES

The researcher will attempt to review the earlier studies in relation to sport news coverage and allied areas.

Fargalipour. et al (2012) this study examined the role of Mass Media in women's sport from expert's viewpoint. This study is descriptive - scaling which conducted in field study. Among the experts, 100 experts in media, 100 experts in sport and 100 national and international women athletes were selected as samples of this study. Data was collected by self-administered questionnaire. The questionnaire is included of 21 questions that measure the role of Mass media in five variables of sports (four questions), improvement of performance (six questions), management and planning (four questions), financial resources (four questions), news resources (three questions), in current and desired situation. Chronbach's alpha coefficient is utilized to examine the reliability of current situation 0.9729 and desired situation 0.9723. Data analyzed at meaningful level of P<0.05 using Kolmogrov-Smirnov, Krushal Wallis, U Mann Withney and Wilcoxtson. Results from subjects' viewpoint showed that Mass Media in current situation play a little and so little role in all variables. While, in desired situation, it can play an important role in women's sport. Also results showed meaningful difference between subject's viewpoint about desirable role of Mass Media in current and desired situation in women's sport. Difference between current and desired situation in all variables showed that Mass Media has high potential role in women's sport, but for some reasons, they don't do it properly. So, the proper use of Mass Media is essential for women's sport improvement.

Pappous. et al (2011) the Paralympic Games are considered to be the second biggest sporting event in the world, after the Summer Olympic Games, however, research on the media coverage of athletes with disabilities is in its infancy. More specifically, there is a lack of studies
focusing on whether quantitative and qualitative differences exist in the manner in which the female and male Paralympic athletes are represented in the print media. In contrast, there is an extensive body of scholarship research on the differential media treatment of female and male Olympic athletes. This article includes three aspects: (1) a brief summary of the media coverage of non-disabled female athletes, with the aim of providing some research indicates that could be used in analogous studies of Paralympic sports; (2) the examination of the limited media literature on the portrayals of female and male Paralympic athletes; and (3) a discussion of possible future research in this relatively unexplored, area of media, gender and Paralympic sport.

Toft. (2011) Sports politics and themes connected to the massive amounts of money in sport are largely ignored by the world's printed media when it comes to covering sport. Instead sports stars and their performances completely dominates the pages with football as the sport that takes up most column inches by far. That is the short summary of the first findings from Play the Game's 'International Sports Press Survey', which has been initiated in collaboration with researchers Jorg-Uwe Nieland from the German Sports University in Cologne and Thomas Horky from the Macromedia University for Median and Communication in Hamburg. The two researchers have been responsible for collecting and analyzing the massive amount of data in cooperation with colleagues from all over the world. And findings from the survey were presented on the opening day of the 2011. Play the Game conference in Cologne on 3 October. The survey is based on 17,777 articles about sport from 80 newspapers in 22 different countries. That makes the survey the largest quantitative survey of sports contents ever undertaken in printed media, and it follows up on a previous, smaller survey and Play the Game initiated in 2005 with analysis of sports content in 37 newspapers in ten countries.
Kian. and Clavio. (2011) the purpose of this study was to determine any significant differences in how reporters for newspapers and online sites framed men's and women's tennis. Articles on the 2007 U.S. Open in The Los Angeles Times, The New York Time, USA Today and online sites produced by ESPN, Fox Sports, and Sports Illustrated were examined. Results showed newspapers were more likely to minimize the athleticism of female athletes, thus strengthening hegemonic masculinity more than the newer medium of online journalish, which produced mixed results.

Cemil and Oguz (2010) this study aims to examine how national daily newspapers handle the sports. Under this broad purpose, it was examined how much the newspapers cover sports, and how sports news were distributed by type, photograph and gender. Content analysis method was used in the study. The population for the research was the entire national newspapers in Turkey. The sample included the top five papers by circulation Milliyet, Sabah and Zaman were the papers which had most coverage of sports. Looking at the distribution of sports news in five papers by sports branches, soccer was the most voluminously covered branch, followed by basketball, volleyball and Formula races. It was found out that minimal covered was devoted to such branches as wrestling and weight lifting in which we had success. It was also found out that sports news included male athletes most frequently, while news on female athletes were almost nil. It was found out that it was daily Milliyet which had most articles on sports; it was Posta which had most news and Zaman was the paper which had most visuals in sports news. An examination by branch coverage revealed that Milliyet and Hurriyet had a higher number of branches covered by diversity.

Patching (2010) Adjunct Associate Professor Roger Patching’s PhD topic centers on print media coverage of the off-field behavior of sporting personalities over the past 100 years. At this
stage it is titled: The private lives of sports celebrities: a content analysis of newspaper coverage 1910-2010'. It will focus on coverage of high profile cricketers Sir Don Bradman and Keith Miller in the first half of the 20th century, Dennis Lillee and Rodney Marsh in the Seventies, and Shane Warne and Glenn McGrath in the Nineties and first decade of the 21st century. Australian cricketers have been chosen to research because of their iconic status in the eyes of the Australian public. No one has had more impact on Australian cricket than Sir Donald Bradman, and few had as colorful a career on and off the pitch as his contemporary Keith Miller. Lillee and Marsh are seen by many as being the sporting larrikins of the Seventies, while Shane Warne suffered mercilessly from tabloid attention on his private life during the height of his spin bowling prowess. The research will contrast Warne’s public profile with that of Glenn McGrath who has become as admired since he gave up cricket as he ever was as the country’s spearhead fast bowler through the Nineties and early part of the past decade. The content analysis will be followed by in-depth open-ended interviews with sports historians, sporting journalists, senior feature writers, and possibly sporting personalities, on their attitudes towards modern media coverage of sporting icons’ private lives. Coverage of sporting icons’ private lives has been in the news in recent times following the revelations about Tiger Woods and the almost soap opera coverage of the private life of Australian Vice Captain Michael Clarke and his former fiancee, model Lara Bingle.

Gasher (2009) based on an intensive news-flow analysis, this article seeks to determine the news geographies of the online editions of the New York Times, Chicago Tribune and Los Angeles Times. That is, by tracking the origin, source and topic of the editorial content of these daily newspapers, the article provides a comprehensive picture of their international and domestic coverage. It argues that, in spite of the increased reach the Internet affords these newspapers, they map out a highly circumscribed news world, which consists largely of their
respective home states, their federal government, a handful of Washington’s closest political, economic and military partners, and the battlefields of Iraq. Not only does this reinforce the news value of proximity, the results suggest that researchers need to account for the economic value of certain kinds of news coverage, particularly in the topic areas of sports and arts and entertainment.

Kian et al (2008) study examined print-media portrayals of women’s and men’s basketball teams, players, and coaches during the 2006 NCAA Division I tournaments. Drawing principally from Gramsci’s hegemony theory and Council’s theory of gender power relations, we analyzed article narratives published over a 26-day period during spring 2006 in four major media outlets: newspapers, The New York Times and USA Today, and online sport publications, ESPN Internet and CBS Sports Line. A total of 508 articles were coded and analyzed for dominant themes. Six primary themes emerged from the data. Although the data revealed shifts in media representations of gender relations, overall these themes mostly supported Connell’s theory about the gender order.

Larrine and Topic (2008) the aim of our research was to establish how Slovene media report on sporting events. We were especially interested if there is a prevalence of reports about male athletes, and if there are differences in manner, amount and style of reporting between the articles about male and female athletes. We analyzed two daily newspapers and compared the size, the number of articles, and the photographs. We have classified the articles into three groups; articles about male athletes, articles about female athletes and articles about both. We took a closer look at the style of writing. The photographs also play an important role. Therefore, we also compared the amount, type, size and static/dynamics of photographs. The results of this study confirm some of the preliminary conclusions that the newspapers offer less space, publish
less articles and pay less attention to female athletes. By studying the photographs we have reached the conclusion that photographs of male athletes are better positioned and more frequently in colour. The female athletes are depicted in a way that highlights their physical appearance and not their role in sports.

Evans et al. (2007) newspaper coverage of women’s sports still falls far short of that of horses and dogs. Given the explosion in involvement and interest by girls and women in sports since Title IX, it is unthinkable that the media coverage would be so sorely lacking. Media frames our perceptions and therefore the quantity and quality of media coverage of women’s sports need to be examined. The argument has been used that, for example, during the fall football is the prevalent sport resulting in naturally more coverage of men’s sports than women’s. Our question addressed the “what if the sports were the same? How would coverage then be handled? We selected the national newspaper, USA Today and examined 16 issues leading up to and through the 2005 NCAA men’s and women’s basketball finals. Overall findings show that men’s coverage far exceeds women’s as did the number of pictures.

Markula et al. (2007) in order to set the scene for the rest of the book, in this chapter we review the major trends in more than 50 published quantitative studies on media coverage of sporting women. A large portion of the substantive body of research published in English focuses on the United States and, to a lesser extent, Australia, the United Kingdom, New Zealand, Canada and a range of European countries. The trends identified in this review are further developed throughout the book as each country chapter reviews research in its own national context, much of which may not be published in English. We first briefly discuss the media-sport relationship, before examining the relative invisibility of women athletes in routine sport media coverage; a trend which contributes to the ‘symbolic annihilation’ of women in
sport. We then examine how women athletes are represented in the Olympics, with particular focus on newspaper representations. Throughout, we indicate how the major trends identified in the literature inform the research project that frames this book.

Cooper and Corper (2007) the purpose of the current research was to perform a content analysis on the gender coverage provided on intercollegiate athletic home Web pages. One of the primary reasons why the research is necessary is because it focuses on a not-for-profit media outlet with Title IX and ethical constraints due to the fact that the athletic departments are a part of their coinciding universities. Overall, when in comparison to the NCAA athlete and team independent standards, the results demonstrated that women were underrepresented in comparison to men within each of the units of measurement (e.g., advertisements, articles, multimedia, and photographs) presented within the study. The implications of the results are discussed further within the text. The data within the current study was collected from a dissertation that was performed by the author while attending Indiana University.

Crossman et al (2007) the study compared how selected broadsheet newspapers from three countries covered female and male tennis players competing in the 2004 Wimbledon Championships. From the UK, The Times; from the US, The New York Times; and from Canada, The Globe & Mail were examined. This cross-national comparison extends the work of Vincent (2004) who performed an analysis of three British newspapers’ coverage of Wimbledon (one broadsheet and two tabloids). Content analysis was used to compare the amount and prominence of the coverage devoted to female and male tennis players in all articles and photographs during the Wimbledon Championships fortnight (20 June—5 July 2004). Data were also collected one day prior to the Championships and one day following for a total of 16 days. Analysis of variance (ANOVA) was used to determine statistically significant differences
(p<.05). Male players had significantly more total coverage than female players and significantly more articles/photographs. However, the size of the articles/photographs was not significantly different. The Times had the greater disparity in total space allocated to males versus females and significantly more total space devoted to Wimbledon coverage than the other two newspapers. Reasons for the results are discussed and compared to previous quantitative studies examining the newspaper coverage of other sport events.

Takako (2007) this study joins the “Sportswomen in the 2004 Olympic Games: A Global Research Analysis of Media Coverage”, and examines Japanese newspaper coverage during the 2004 Olympic Games from the perspective of gender. The sample in this study is taken from the Yomiuri. Content analysis was conducted to compare all the articles and photographs of female and male athletes on all pages. In addition to the Yomiuri, the Olympics photographs that appeared in the Asahi and the Mainichi newspapers are analyzed in the same way as the Yomiuri. In non-Olympics, the coverage of female athletes occupied less than 6% and there were a very small number of female sporting events. If the analysis of the coverage was conducted at another time, female athlete would receive more coverage than in this study. There will though continue to be great differences of coverage between males and females. On the other hand, in coverage of Olympics, female athletes received relatively equal newspaper coverage compared to male athletes. This is because the number of female athletes and female sporting events increased to the same level as male’s, and female athletes got almost as many medals as male athletes. However, seeing the Olympic photographic coverage of the athletes in the newspaper separately according to nationality, Japanese athletes’ coverage is found to reflect their results in the games for both gender, whereas in foreign athletes’ case, gender stereotype of sports can be perceived both qualitatively and quantitatively. The representation of gender in the newspaper is
not likely to disappear easily. These representations of sport by the media have become an obstacle to the realization of gender equality.

Kian (2008) the primary purpose of this study was to determine if any significant differences existed between the gender-specific descriptors used in sport content in traditional newspapers and online sport journalism sites, the latter of which are becoming an increasingly popular primary source of news information. Specifically, this study examined media framing of athletes by analyzing descriptors in articles on the 2007 U.S. Open men’s and women’s tennis tournaments published in mainstream newspapers, The Los Angeles Times, The New York Times, and USA Today, and the online sport news sites produced by ESPN, Fox Sports, and Sports Illustrated. Results showed newspaper articles were more likely to minimize the athleticism of female athletes and delve into their personal lives, thus re-enforcing and strengthening hegemonic masculinity stronger far more than the newer medium of online journalism, which produced mixed results.

Vincent.et al (2007) :finis study examined 152 articles devoted to female tennis players competing in the 2000 Wimbledon Championships in The Times, Daily Mail, and The Sun, covering a 17-day period that coincided with the Wimbledon Championships fortnight. Based upon the theoretical framework of gender power relations, a qualitative textual analysis methodology was used to reveal recurring themes.

Kian (2007) Mass media portray the dominant images in societies of the industrialized world and depict life in our society (Creedon, 1998). Media have the potential to shape, change, and re-enforce values and attitudes (Bandura, 1986; Fink, 1998; Kane, Taub, & Hayes, 2000). Many authors have argued sport helped create and now helps uphold a masculine hegemonic order in society, where men occupy positions of power and masculinity is more cherished than
femininity (e.g., Dworkin & Messner, 2002; Sabo & Jansen, 1992; Trujillo, 1991). Several researchers contended mass media assist in maintaining sport as a masculine hegemonic domain (Davis, 1997; Duncan & Messner, 1998; Hardin, Dodd, & Chance, 2005; Pirinen, 1997). Numerous studies have shown sport media provide considerably less and different types of coverage to female athletes and women’s sports than to male athletes and men’s sports (e.g., Bishop, 2003; Elueze & Jones, 1998; Vincent, Imwold, Masemann, fit Johnson, 2002). However, few researchers have examined the individuals who produce media content to determine their attitudes toward gender, as well as their gender-related experiences, both of which could affect their writing styles and decisions on what to cover. Understanding that sport and the sport media are masculine hegemonic domains, in-depth interviews were conducted with both female and male sportswriters representing varying experience levels and employed by different newspapers across the country. Data from the interviews were coded. In the search for primary themes, theoretical and definitional memos were written on reoccurring concepts, and the constant comparative method was employed. Three primary themes emerged from the interviews.

Capranica et al (2005) in general, women are well represented among sport participants and sport audiences but not in the media. Data show that women’s sport is greatly underreported and trivialized in newspapers. Therefore, the purpose of this study was to measure press coverage during the 2000 Summer Olympic Games in the largest circulating Belgian, Danish, French, and Italian daily newspapers by: (a) number of articles, (b) size, (c) page placement, (d) accompanying photographs, and (e) photograph size. For each sport covered, the athletes’ nationality and the gender were recorded. Compared to the 1996 Atlanta Games, there was an increase of 326 female athletes (+4%), and women competed in 25 sports and 132 events (44%) of the total 300 events. Although only 29.3% of the articles and 38% of photos were on women’s sports, the newspaper coverage was similar to the distribution of participating athletes and
events. No significant gender differences were found with respect to article size, page placement, accompanying photographs, or photograph size. The most covered sport was track and field, independent of national achievement. Other sports received different coverage in relation to national expectations, achievement, and participation. In conclusion, there was a trend to overcome gender inequities in media coverage during the Olympic Games, which may be due to the International Olympic Committee’s actions to promote increased participation of women in sport activities and to publicize their achievements. Moreover, during the Olympic Games, a nationalistic fervor might affect the equality of gender coverage.

Centre for Gender Equality, (2005) biological differences characterize men and women when it comes to competitive sports; however, sports have generally been defined and developed according to masculine models. Gender stereotypes and socialization tend to maintain the traditional gender roles of men and women, with the media playing an important part. Thus gender-related sports images have evolved, portraying women as fit only for certain sports but not others. In addition, media companies and editorial decision-makers tend to think of male sports as being commercially more viable than female sports, so that they publish no lack of sports role models for boys, while the opposite tends to be true for girls. While studies show that the news world is in general male-dominated the world of sports news proves to be even more starkly so. The biological nature of the two sexes is very significant in considering their respective participation in sports. Dissimilarities in strength increase the likelihood of males dominating the field of sports. Also, most of the European sports were developed to suit the male body above all, and their standards have traditionally been set by men, even if many physical activities are just as well or even better suited for women than men. A case in point is gymnastics, where women are generally accepted as being more flexible and are typically smaller, which represents an advantage in gymnastics. Men respond to this by not competing in
the areas of gymnastics where these features matter most, such as the balance beam. Instead, they emphasize the gymnastic events best suiting them, for example the rings. In this way men simply refrain from competing under conditions not suitable to them, whereas women frequently force themselves to fit into systems created by and for men.

Vincent, (2004) this study compared British newspaper coverage of female and male tennis players competing in the 2000 Wimbledon Championships. Content analysis methodology was used to compare the amount of coverage in The Times, Daily Mail, and The Bun. Drawing on Conneii’s (1987, 1993, 1995) theory of gender power relations, textual analysis was used to examine recurring themes in the gendered coverage and analyze how the themes intersected with race. Although few discrepancies were found in the amount of coverage, qualitative comparisons revealed that the predominantly male journalists genie ally devalued the athletic achievements of female tennis players by using cultural and racial stereotypes, trivialization, and sexual innuendo. In comparison, the journalists frequently expressed their reverence for male tennis players’ athleticism, reproducing and legitimizing hegemonic

Chiu (2003), sports and the media, two of the most prevalent elements in contemporary society, rely on each other to prosper and have been deeply ingrained in our daily lives. While studies have been conducted on the influence of media on the consumption of major spectator sports (Bernstein & Blain, 2003; Donnelly, 1996; Real & Mechikoff, 1992; Schultz, 2002; Verveer, 2001;), to date no one has studied how media coverage influences an audience's attendance at and involvement in archery events. The purpose of this study was to explore the relationship between media coverage and spectator attendance at the 42nd World Archery Championships in New York City. The variables studies were two : (a) media coverage, including TV, radio, sports pages of newspapers, and professional archery magazines; and (b)
audience demographic characteristics, including gender, income, education, occupation, and marriage. After evaluating 250 usable responses, results indicate that radio coverage of the event and Internet communication were the primary media that influenced attendance at the event. In addition, TV advertisements, an archery Web site, and viewing the televised event also influenced attendance at the World Archery Championships.