

STATUS OF PRINT MEDIA COVERAGE IN DIFFERENT PHASES OF IPL, 2014

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ABSTRACT

Media is an instrumental in bringing social and political changes in our society. It is essential in creating public interest and to satisfy that by providing information of the various sport events through direct telecast and through the literature and photo in the daily newspaper. It is very essential to the media provider to know the print media coverage in the newspaper and fix the different promotional strategy considering business and merchandising. In the present study, the researcher made an attempt to study the overview of the coverage of print media about the T-20 cricket, 2014 considering two newspaper 'the Anandabazar Patrika' and 'the Telegraph'. The row and column wise areas of coverage of Cricket in the Anandabazar Patrika and the Telegraph during the period of T20 Cricket championship from 9th April to 29th April, 2014 were measured by using a simple scale and these areas were then added to fulfill the purpose of the study. The total area of coverage in The Telegraph, during IPL T-20, 2014, revealed that the coverage (33.01 m²) was greater than the coverage (16.56 m²) in the Anandabazar Patrika. In case of photo also the coverage of the Telegraph (8.79 m²) was greater than the coverage in the Anandabazar Patrika (6.03m²). In case of Literature the coverage of the Telegraph (21.65 m²) was much more than the Anandabazar Patrika (7.97 m²). The coverage of the Telegraph considering the celebrity and Controversy were almost same with the coverage of the Anandabazar Patrika.

Key Words: Telecast Coverage, Media Mileage, Sponsorship and Merchandising.

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1. INTRODUCTION:

In modern Society Print media is seems to be a very important medium for providing information about the review and preview of present happenings. It creates public opinion and alertness by providing information through report, photo, criticism, analysis etc. Both the Print media and Electronics media enhances this process of 'mediatization' and the world of media becomes more and more competitive. Print media becomes an inseparable part of our daily life. It regularly enlightened us through information of social activities, politics, business, economics, culture and sports. Through Print and electronic media sports have entered into the kitchen of us and it became the part and parcel of our day to day existence. Cricket has become the cocktail of cricket and entertainment and thus known as 'cricketainment'. At present Print media is a very important instrument to provide match review, preview, report of celebrity, description of different controversies etc. Thus, it is important to understand the relation between sports and media coverage. The objective of this study was to study the status of newspaper coverage of one English and another Bengali newspaper during the period of IPL-7, 2014 considering three week. The competition was started on 16th April and thus the 1st phase was 9th-15th April considering the competition review and the next two weeks. The report of the match, preview of the competition, explanation of the different strategy and technique, reporting about the celebrities, different controversies in case of execution of a mega- event may occupy substantial space in a daily newspaper. In India there was no such research development regarding print media coverage of sports. This present author has some specific interest and passion regarding media coverage specifically print media coverage. This study was relevant as no comprehensive data set is available at present to understand the practical relation between media and sports in India. It provided some very specific information regarding the Print media coverage.

1.1. Objectives:

The objectives of this study were:-

- a. to make a comparative analysis of the print media coverage of IPL-7, 2014 in two different newspapers.
- b. to find out the coverage of match previews in said two different newspapers.
- c. to find out the coverage of match reviews, in two different newspapers.
- d. to find out the coverage of celebrity columns, in two different newspapers.
- e. This study will give us an overview of the coverage of sports in print media, which will also reflect the demand of the readers for the sports news.

2. METHODS:

A scissor was used to cut the coverage of cricket of two newspapers, the AnandabazarPatrika and the Telegraph during the period of IPL, 2014 from 9th April to 29th April, 2014 and a simple measuring scale was used to measure these areas. These areas were then added separately and divided into three phase such as 1st phase(9th – 15th April), 2nd

phase(16th – 22nd April) and 3rd phase(23rd – 29th April)to fulfill the purpose of the study. The gutter spaces between the columns were included in the measurement.

3. RESULTS AND DISCUSSION:-

3.1. Results

Table 1-Print Media coverage of IPL T20-7 from 9th- 15th April 2014

9th-15th April	Ananda Bazar Patrika				The Telegraph			
	L (m ²)	P(m ²)	C(m ²)	Total(m ²)	L (m ²)	P(m ²)	C(m ²)	Total(m ²)
Match Review	0.11	0	0.23	0.34	0.6	0.26	0.68	1.54
Match Preview	1.4	1.67	0.48	3.55	0.84	0.24	0.11	1.19

Total- 3.89m²

Total-2.73 m²

(L= Literature, P= Photo, C= Celebrity)

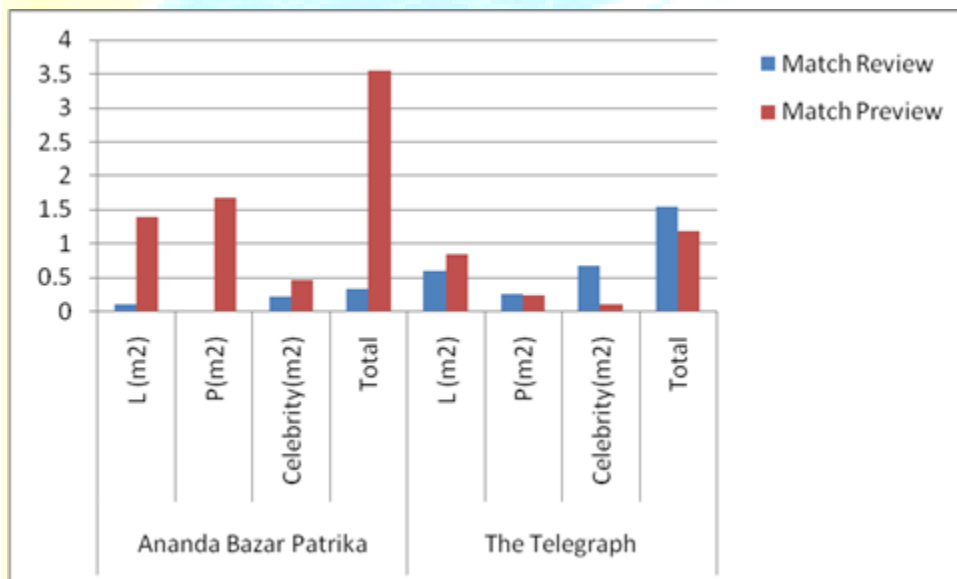


Fig 1: Graphical presentation of coverage of 1st phase of IPL-7, 2014

From the Table 1 it is clear that the total area of coverage in the last week prior to the onset of the competition in the Anandabazarpatrika, the total coverage (3.89m²) was greater than the coverage (2.73 m²) in the Telegraph. In case of match preview it has found that the coverage of the Telegraph(1.19m²) was less than the coverage of the AnandabazarPatrica(3.55 m²) but in case of match review it has found that the coverage of the telegraph(1.54 m²) was greater than the coverage of the AnandabazarPatrica(0.34 m²). In case of match preview the photo coverage of the AnandabazarPatrica (1.67m²) was greater than the coverage in the Telegraph (0.24m²). In cases of literature of the match preview the coverage (0.84m²) of the Telegraph was less than

that of the AnandabazarPatrica(1.4m²). The coverage of the celebrity column in both cases was almost same for both the papers.

Table 2 - Print Media coverage during 1st week of competition (16th - 22st April)

16th-22nd April	Ananda Bazar Patrika				The Telegraph			
	L (m ²)	P(m ²)	C(m ²)	Total(m ²)	L (m ²)	P(m ²)	C(m ²)	Total(m ²)
Match Review	2.33	1.91	0.15	4.39	9.25	6.4	0.91	16.56
Match Preview	0.93	1.15	0.19	2.27	0.52	0.08	0	0.6

Total- 6.66 m²

total-16.62 m²

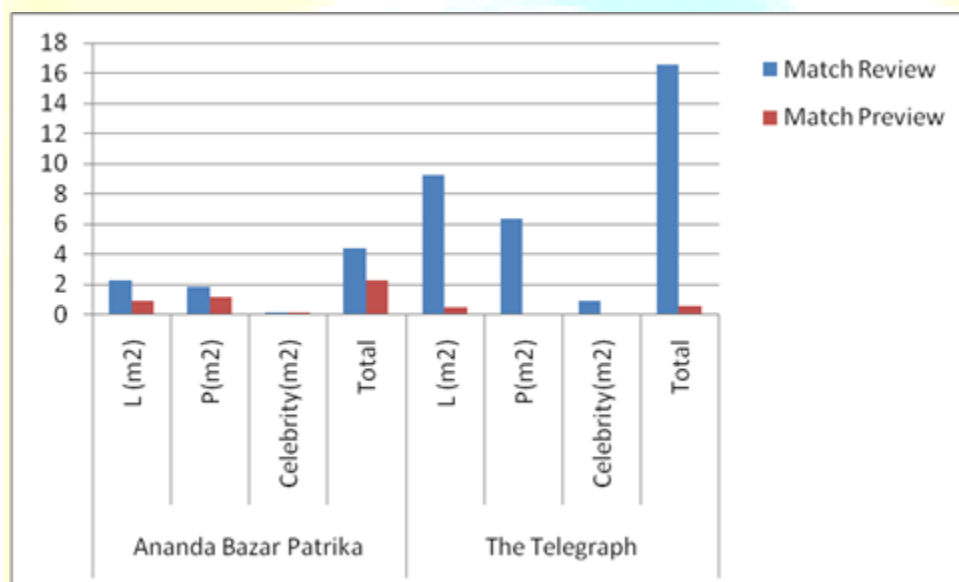


Fig 2: Graphical presentation of coverage of 1st week of Competition

From the Table-2it is clear that in the first week of competitionin the Anandabazarpatrica, the total coverage (6.66m²) was much less than the coverage (16.62 m²) in the Telegraph.In case of match preview it has found that the Coverage of the telegraph(0.6 m²) was much less than the coverage of the AnandabazarPatrica(2.27m²) but in case of match review it has found that the Coverage of the telegraph(16.56m²) was much greater than the coverage of the AnandabazarPatrica(4.39m²). In caseof match preview the photo coverage of the AnandabazarPatrica (1.15m²) was greater than the coverage in theTelegraph (0.08m²). In cases of literature of the match preview the coverage of the Telegraph and the AnandabazarPatrica were almost same but for match review the coverage of the Telegraph(9.25 m²) was much greater than the AnandabazarPatrica(2.33 m²) . In case of photo coverage also in matchreview

the Telegraph(6.4 m²) is much greater than the AnandabazarPatrica(1.91 m²).The coverage of the celebrity column in both cases was almost same for both the papers.

Table-3 Print Media coverage of 2nd week of competition (23rd– 29th April)

23rd-29th April	Ananda Bazar Patrika				The Telegraph			
	L (m ²)	P(m ²)	C(m ²)	Total(m ²)	L (m ²)	P(m ²)	C(m ²)	Total(m ²)
Match Review	1.98	1.85	1.09	4.92	10.44	1.79	0.87	13.1
Match Preview	1.44	0.45	0.34	2.23	0	0	0	0
	Total- 7.15 m ²				total- 13.1 m ²			

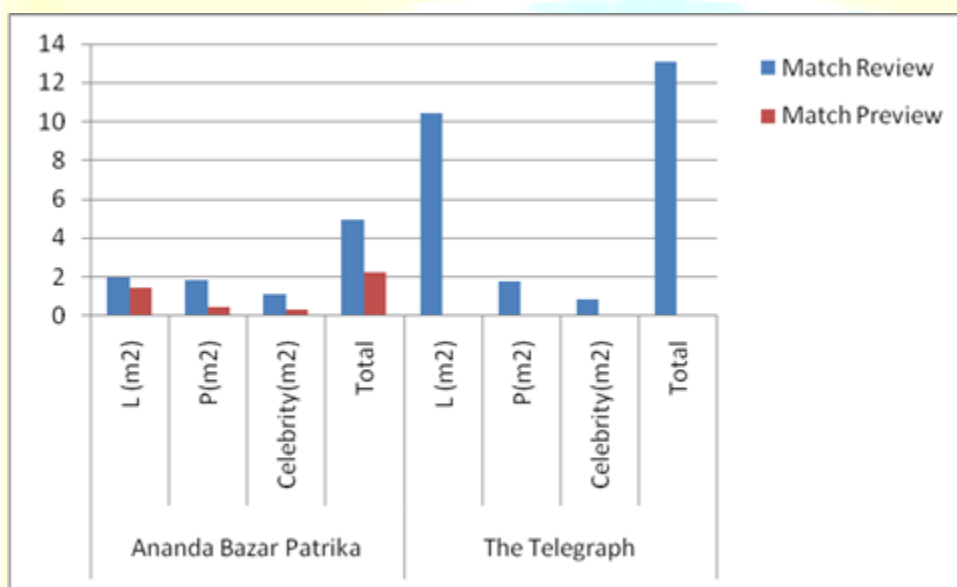


Fig 3: Graphical presentation of coverage of 2nd week of competition

From the Table-3it is clear that the total area of coverage in the 2nd week of competition in the Anandabazarpatrica, the total coverage (7.15m²) was much lessthan the coverage (13.1 m²) in the Telegraph.In case of match preview it has found that the coverage of the telegraph (0 m²) was lesser than the coverage of the AnandabazarPatrica(2.23m²) but in case of match review it has found that the coverage of the telegraph(13.1m²) was greater than the coverage of the AnandabazarPatrica(4.92m²). In caseof match preview the photo coverage of the AnandabazarPatrica (0.45m²) was greater than the coverage in theTelegraph (0 m²) and in match review the coverage werealmost same. In cases of literature of the match preview the coverage of the Telegraph(0) was much less than the AnandabazarPatrica(1.44 m²) but for match review the coverage of the Telegraph (10.44 m²) is much greater than the AnandabazarPatrica(1.98 m²).The coverage of the celebrity column in both caseswas almost same respectively for both the cases.

Table-4: Total Print Media coverage of IPL T20-7 from 9th- 29th April 2014

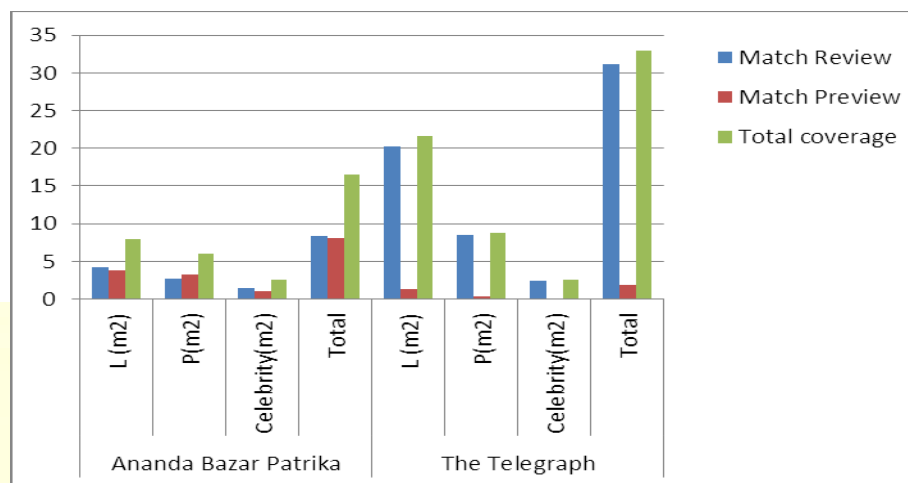


Fig 4: Graphical presentation of total coverage

From the Table-4 it is clear that the first phase of competition with the review week in the Anandabazarpatrika, the total coverage (16.56 m^2) was much less than the coverage (33.01 m^2) in the Telegraph. In case of match preview it has found that the Coverage of the telegraph (1.81 m^2) was lesser than the coverage of the AnandabazarPatrica (8.13 m^2) but in case of match review it has found that the Coverage of the telegraph (31.2 m^2) was greater than the coverage of the AnandabazarPatrica (8.43 m^2). In case of match preview the photo coverage of the AnandabazarPatrica (3.27 m^2) was greater than the coverage in the Telegraph (0.34 m^2) and in match review the AnandabazarPatrica (2.76 m^2) was much lesser than the coverage in the Telegraph (8.45 m^2). In cases of literature of the match preview the coverage of the Telegraph (1.36 m^2) was much less than the AnandabazarPatrica (3.77 m^2) but for match review the coverage of the Telegraph (20.29 m^2) is much greater than the AnandabazarPatrica (4.2 m^2). The total coverage through literature was much more in case of the telegraph (21.61 m^2) than the counter paper (7.97 m^2). The coverage of the celebrity column in both cases were almost same

9th-29th April	Ananda Bazar Patrika				The Telegraph			
	L (m ²)	P(m ²)	C(m ²)	Total(m ²)	L (m ²)	P(m ²)	C(m ²)	Total(m ²)
Match Review	4.2	2.76	1.47	8.43	20.29	8.45	2.46	31.2
Match Preview	3.77	3.27	1.09	8.13	1.36	0.34	0.11	1.81
Total coverage	7.97	6.03	2.56	16.56	21.65	8.79	2.57	33.01

respectively for both the cases.

3.2. Discussions:

From the results, it was evident that the English newspaper the Telegraph covered more the IPL Cricket competition than the Bengali newspaper the AnandabazarPatrica. The Business has entered in to the IPL Cricket like any other corporate sector and it becomes a mixture of competition, entertainment, show business. It has a global impact. The Telegraph is having a uniform circulation considering its language throughout India. But the Anandabazarpatica is a Bengali newspaper and having a regional impact. All the International icons from different Countries were played in different teams in IPL. For this the interest towards Cricket and the hype of viewing television and reading the report of the pre and post-match analysis were increased.

The Telegraph having more match review coverage than that of its counterpart considering their business policy as it has more impact regarding the increase of their circulation. As the data were collected only for first 2 weeks of competition it was not clear that which team will enter into the semifinal or who will be the different qualifier. As the chance of Kolkata Knight Riders gradually increase to enter in to the qualifier round then the coverage also increased. The first phase was held in South Africa and for this the coverage naturally was more. For this the Anandabazar stressed on more coverage on preview section regarding the preparation of different team, the report of action of different icons and due to knight riders of Kolkata it creates a tremendous hype among the Bengalese. This higher coverage can be attributed to the fact that there existed a demand from the reader as judged by the media provider and it was the strategy of the Board of Directorates to provide more space for the match report of Knight Riders. To fulfill that demand the coverage was more than the AnandabazarPatrica, although the AnandabazarPatrica is the highest circulated daily newspaper in India according to the Audit and Beuro of Circulation.

The presence of the owner of Knight Riders, the great icon of entertainment Mr. Sahrukh Khan increased the USP of Knight Riders and he is the brand ambassador of West Bengal also. For this the celebrity column coverage of Bengali newspaper was slightly higher than the English newspaper.

The literature coverage of the Telegraph in the match review section was much higher than the Anandabazar patrica but in match preview section it was just reversed. This may be attributed to the demand of the readers interest to read the description of the match with different information regarding that and the countrywide circulation in higher class who were not interested to watch the match spending 4/5 hours instead of their professional activity.

4. CONCLUSIONS:

- i. In comparison to Bengali newspaper the coverage of English newspaper was more.
- ii. The coverage depends upon the intensity of the competition.

- iii. The Commonality, Winning, Relative quality of competitive team etc. were the major factor to decide the area of mileage.
- iv. Endorsement, Sponsorship, merchandising opens the media market and control the coverage.
- v. Media providers demand for Icon and provide media mileage for them.
- vi. Local sports performers' gets advantage in comparison to others in case of media coverage.

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