

THE STATUS OF PRINT MEDIA COVERAGE OF VARIOUS SPORTS EVENTS DURING COMMONWEALTH GAMES 2010

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ABSTRACT

In the present study, the researchers made an attempt to find out the relation and the possible reasons of that relation of sports and print media by considering the most circulated Bengali newspaper, according to Audit and Bureau of Circulation, the Ananda bazar Patrika. The row and column wise areas of coverage of various sports events published in the Anandabazar Patrika, during the period of Commonwealth Games 2010, were measured by using a simple scale and these areas were then added. The calculated area of coverage of various sports events published in Anandabazar Patrika, during Commonwealth Games 2010 (CWG), revealed that Cricket received maximum coverage during CWG 2010 in the above-mentioned newspaper, followed by Football. Tennis, Boxing, Badminton, Shooting and Weightlifting received better coverage than the other disciplines included in CWG 2010. The male participants received better mileage (23658.11 cm²) than the female participants (3131.15 cm²). In case of men, Cricket, Football, Chess and Car Racing, which were not included in CWG 2010, received better coverage (14523.83 cm²) than the disciplines included in CWG 2010 (9134.28 cm²).