

# Impacts of Print Media for Promotion of Sports in Pakistan: A Survey Based Analysis

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## Abstract

*The aim of this study was to search out that print media impact for promotion of sports in Pakistan. Print media has confirmed an intense effect on sports in Pakistan. Print media is not essential to have unfavorable impact on sports but as well has positive effect for promotion of sports. The study examines that print media is supportive in sports promotion. Print media writes about famous athletes, player about clubs in magazine and in newspaper when common people read these printed awareness about sports it may be beneficial for sports promotion. The researcher developed 14 questions for the collection of data. The impacts of print media for promotion of sports in Pakistan. Maximum participants were agreed with statements. Those participants were somewhat agreed with the statements their percentage were 46.7%. In the study valid percentage was 56.7% for males and 43.3% for females, the mean was 1.43 and median was 1.00, there the mode was 1.0. There the results of the study show that strongly agreed participants are less than those who are somewhat agreed, because in many statements the participants show their views that print media has positive impacts for promotion of sports in Pakistan. This research will be helpful for the researcher as well as readers and common people, after reading they will come know and get information that print media has significant impacts and is a good source for sports promotion in Pakistan.*

**Keywords:** Print Media, Sports Promotion, Survey Studies.

## Introduction

This study is to illustrate the impacts of print media for introducing the sports in Pakistan. There had many services like as communicating, texting publishing in all over the world, indirect connecting. That the print media is mentioning the common forms of conversation that used objective material as books, newspapers, booklets (Gulam, 2016). It is also inexpensive written form entree in the world so it is very significant for entirely age of persons. Its usage is cumulative gradually with maximum rate in the whole world (Nazemi, 2012). Printed media is essential for informative organizations and for sports activities. Not only portions of information or news are transported to person who reads, specialists from nearly all the main of life, tutoring, medication, atmosphere, and spiritual researchers written in the print media. This is a massive thing to be through by the written media. Printed Media has also generated acknowledge amongst the people

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relating their privileges and responsibilities (Nosheen, 2022). In a review that Print media surceases are powerful source of mass media. Publicity started playing a smart part in the economy of advanced civilizations from the first 1930s. Since that period of time publicity was associated to superstars (Patti, 1988).

The print media and sports had close relation with each other; both are playing and have dire need for one another even both did not survive without each other. Although this technological era print are giving the important function for the sports promotion in the world. The writer prepared a survey about print media. In these reports, the investigator investigated that print media effort for introduced the sports in Pakistan. This questionnaire comprised by using five-point likert' scale strongly disagree, disagree, undecided, agree and strongly agree. The inquiry form distrusted among the male and female students of the different university public and private sector in Punjab Pakistan. To know the viewer views about these statements. The outcome of the research discovered that out of each hundreds of the particular students' for the study were retrieved print media bases by both public and private University students. There were 14 speeches about print media. This study also focused the influence of print media on their life style, trends, education, political awareness, physical activity, their learning and so on.

### **Study Background**

Earliest sports sheet was printed specially in the mid of half of the 19th era in the big- city dailies. William Randolph Hearst, print out in the New York journal, is credited with starting the first up-to-date sport sector. As Hearst attained broadsheet in other cities, he binged the sport division to Los Angeles, San Francisco, Boston and Chicago. Sport pages in Newspapers flourished during the 1920s. Media coverage has shaped 'celebrities', more celebrity than sportsman. They decorate the title pages and back and seem in glossy magazines (Whannel, 2000).

In the early days the print media have been involving business wise helpful according to their requirement and focusing for the specific community (Kheeshadeh, 2012). The print media have now been successful in working and having waste space in the current competition situation. Significant rise in the size of flow and distribution of the different newspapers, printed material and growth in the different games events daily, weekly, monthly as well as yearly issues is a witness to the detail that the print media is yet having the effective to compete and work on the skilled grounds. In the present time, more than sixty thousand newspapers are printed in the form of Daily, Weekly, Fortnightly and Monthly bases, having in connecting and reading of sixty five million are delivered throughout the whole world (Trolan, 2015). There for in the view assigned space for sport news in the new papers/ magazines/poster has also been increased. In traditional value with the requirement of the time, the size of the sport section in daily newspapers/ magazine has been enlarged.

### **Problem Statement**

Print media is an entrance for whatever to grow widely held in society. That these entire things grow into top when it is promoted on newspaper or it may be any form of print media. Likewise, in newspapers and magazines and different sports have their attraction which is demanded frequently? The current research goals to evaluate the influences of print media to see either it has an effect on the fame of sports or if it does have a motivation that print media has any impacts for the promotion of sports. In further arguments, the media's character in sports' promotion is directly or inversely relational. Therefore, the existing investigation is being lead from the viewpoint of the development of sports in kin to the starring role of print media in the province Punjab.

### Rationale of the Study

Many articles have been published on near about all kinds of media also on sports and their remunerations. But, there is very little study work on the connection of print media separately and its connection with sports impacts in Pakistan. Even the studies which have been done are unsatisfactory to show the real image and connection of sports with print media. At that situation, it is assumed to be a distance that objects to be achieved. Furthermore, there is very small investigation on the role of print media and sports popularity with special location to Punjab Pakistan which brands this research more important as well. This investigation is expected to fulfill and make it a part of the current form of works.

### Objectives of the Study

This research purposes to know as below research aims.

1. To review impacts of prints media introduce sports in Pakistan.
2. To asses influences of prints media on the sports in Pakistan.

### Research Questions

The education revolves round on these research questions.

1. The print media is introducing sports in Pakistan?
2. Either prints medium play a role to introduce the sports in Pakistan?

### Methodology

In this study 14 statements were used as a questionnaire for collecting the data and obtained data was analyzed by SPS version 21, Validity and reliability of the questionnaire was checked for analysis the data. descriptive statistic results are shown in table form as well as in graphs forms.

### Population & Sample

Respondents of the research are conducted in city of Punjab Bahawalpur. The trial of the research was 30 pupils collected including males and females from the various organizations of the Bahawalpur area.

### Statistical Analysis

Statistical Set for the Social Sciences SPSS version 21 software was used for the data analysis purposes.

### Data Collection

The statistics is together by the assistance of a survey that was 14 queries. That there were five options in the survey. Data was collected from the Bahawalpur city public and private colleges & universities students.

### Results

**Table 1: Descriptive Statistics**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	56.7	56.7	56.7
	2.00	13	43.3	43.3	100.0
	Total	30	100.0	100.0	

Table 1 in this table shows that the total participants in this research were 30 including the males and females. The code 1 was allotted to male participants and female was allotted the code 2 for data collection, in the above table shows that 17 in numbers females were participated and their percentage were 56.7 %. There the male were in number 13 and their percentage were 43.3%.

**Table 2: Is print media a costly source to introduce games?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	3.3	3.3	3.3
	2.00	11	36.7	36.7	40.0
	3.00	5	16.7	16.7	56.7
	4.00	8	26.7	26.7	83.3
	1=sd,2=swd,3=neutral,4=swa 5=sa	5	16.7	16.7	100.0
Total		30	100.0	100.0	

Table no 2 this table shows that about the statement “Print media is playing its role to promote games.” 3.3% participants male and female are strongly disagree and there 36.7% are somewhat disagree about the statement. There are 16.7% participants male and female are neutral while the 26.7% male and female participants are somewhat agree with this statement. Here 16.7% participants are strongly agreed about the statement.

**Table 3: Should there be included lessons about the benefits of games in the courses of children?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	3.3	3.3	3.3
	2.00	1	3.3	3.3	6.7
	3.00	4	13.3	13.3	20.0
	4.00	14	46.7	46.7	66.7
	1=sd,2=swd,3=neutral,4=sw a,5=sa	10	33.3	33.3	100.0
Total		30	100.0	100.0	

This table shows that about the statement “Should there be included lessons about the benefits of games in the courses of children “there the 3.3% participants are strongly disagree about the statements. Here the 3.3% participants are somewhat disagree, while the 13.3% participants are neutral there the 46.7 participants are somewhat agree, here the 33.3% participants both male and female are strongly agreed about the statement.

**Table 4: Print media is playing its role to introduce games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	6.7	6.7	6.7
	2.00	6	20.0	20.0	26.7
	3.00	6	20.0	20.0	46.7
	4.00	10	33.3	33.3	80.0
	1=sd,2=swd,3=neutral,4=sw a,5=sa	6	20.0	20.0	100.0
Total		30	100.0	100.0	

This table shows that about the statement “print media is playing its role to introduce games”. 6.7% participants male and female are strongly disagree and there 20.0% are somewhat disagree about the statement. There are 20.0% participants male and female are neutral while the 33.3% male and female participants are somewhat agree with this statement. Here 20.0% participants are strongly agreed about the statement.

**Table 5: Book writers write material about games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	10.0	10.0	10.0
	2.00	7	23.3	23.3	33.3
	3.00	8	26.7	26.7	60.0
	4.00	8	26.7	26.7	86.7
	1=sd,2=swd,3=neutral,4=sw a,5=sa	4	13.3	13.3	100.0
Total		30	100.0	100.0	

This table shows that about the statement “Book writers write material about games “there the 10.0% participants are strongly disagreeing about the statements. Here the 23.3% participants are somewhat disagree, while the 26.7% participants are neutral there the 26.7% participants are somewhat agree, here the 13.3% participants both male and female are strongly agreed about the statement.

**Table 6: The role of newspaper remained very important for the promotion of games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	6.7	6.7	6.7
	2.00	7	23.3	23.3	30.0
	3.00	10	33.3	33.3	63.3
	4.00	6	20.0	20.0	83.3
	1=sd,2=swd,3=neutral,4=swa,5=sa	5	16.7	16.7	100.0
Total		30	100.0	100.0	

This table shows that about the statement “the role of newspaper remained very important for the promotion of games “there the 6.7% participants are strongly disagreeing about the statements. Here the 23.3% participants are somewhat disagree, while the 33.3% participants are neutral there

the 20.0 participants are somewhat agree, here the 16.7% participants both male and female are strongly agreed about the statement.

**Table 7: Different magazines pay their attention towards games**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	10.0	10.0	10.0
2.00	5	16.7	16.7	26.7
3.00	7	23.3	23.3	50.0
4.00	11	36.7	36.7	86.7
1=sd,2=swd,3=neutral,4=swa,5=sa	4	13.3	13.3	100.0
Total	30	100.0	100.0	

This table shows that about the statement “different magazines pay their attention towards games “there the 10.0% participants are strongly disagree about the statements. Here the 16.7% participants are somewhat disagree, while the 23.3% participants are neutral there the 36.7% participants are somewhat agree, here the 13.3% participants both male and female are strongly agreed about the statement.

**Table 8: It is only print media that remains helpful for the promotion of games**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	8	26.7	26.7	26.7
2.00	9	30.0	30.0	56.7
3.00	6	20.0	20.0	76.7
4.00	4	13.3	13.3	90.0
1=sd,2=swd,3=neutral,4=sw a,5=sa	3	10.0	10.0	100.0
Total	30	100.0	100.0	

This table shows that about the statement “it is only print media that remains helpful for the promotion of games “there the 26.7% participants are strongly disagreeing about the statements. Here the 30.0% participants are somewhat disagree, while the 20.0% participants are neutral there the 13.3% participants are somewhat agree, here the 10.0% participants both male and female are strongly agreed about the statement.

**Table 9: Are national newspapers playing their role for the promotion of games?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	6	20.0	20.0	20.0
2.00	4	13.3	13.3	33.3
3.00	8	26.7	26.7	60.0
4.00	10	33.3	33.3	93.3
1=sd,2=swd,3=neutral,4=sw a,5=sa	2	6.7	6.7	100.0
Total	30	100.0	100.0	

This table shows that about the statement “Are national newspapers playing their role for the promotion of games “there the 20.0% participants are strongly disagreeing about the statements. Here the 13.3% participants are somewhat disagree, while the 26.7% participants are neutral there the 33.3% participants are somewhat agree, here the 6.7% participants both male and female are strongly agreed about the statement.

**Table 10: The introduction of national heroes is due to print media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	16.7	16.7	16.7
	2.00	4	13.3	13.3	30.0
	3.00	4	13.3	13.3	43.3
	4.00	12	40.0	40.0	83.3
	1=sd,2=swd,3=neutral,4=sw a,5=sa	5	16.7	16.7	100.0
Total		30	100.0	100.0	

This table shows that about the statement “The introduction of national heroes is due to print media. “There the 16.7% participants are strongly disagreeing about the statements. Here the 13.3% participants are somewhat disagree, while the 13.3% participants are neutral there the 40.0% participants are somewhat agree, here the 16.7% participants both male and female are strongly agreed about the statement.

**Table 11: In the previous era the introduction of games was due to print media**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	6.0	6.0	6.0
	2.00	3	10.7	10.7	10.7
	3.00	4	13.3	13.3	30.0
	4.00	13	43.3	43.3	73.3
	1=sd,2=swd,3=neutral,4=sw a,5=sa.	8	26.7	26.7	100.0
Total		30	100.0	100.0	

This table shows that about the statement “In the previous era the introduction of games was due to print media “there the 6.0% participants are strongly disagreeing about the statements. Here the 10.7% participants are somewhat disagree, while the 13.3% participants are neutral there the 43.3% participants are somewhat agree, here the 26.7% participants both male and female are strongly agreed about the statement.

**Table 12: There are bad impacts of print media on games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	10.0	10.0	10.0
	2.00	7	23.3	23.3	33.3
	3.00	9	30.0	30.0	63.3
	4.00	9	30.0	30.0	93.3
	1=sd,2=swd,3=neutral,4=sw a,5=sa	2	6.7	6.7	100.0
Total	30	100.0	100.0		

In this table shows that about the statement “there are bad impacts of print media on games “there the 10.0% participants are strongly disagree about the statements. Here the 23.3% participants are somewhat disagree, while the 30.0% participants are neutral there the 30.0% participants are somewhat agree, here the 6.7% participants both male and female are strongly agreed about the statement.

**Table 13: The material of books has an impact on games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	13.3	13.3	13.3
	2.00	4	13.3	13.3	26.7
	3.00	10	33.3	33.3	60.0
	4.00	8	26.7	26.7	86.7
	1=sd,2=swd,3=neutral,4=sw a,5=sa	4	13.3	13.3	100.0
Total	30	100.0	100.0		

This table shows that about the statement “The material of books has an impact on games. “There the 13.3% participants are strongly disagreeing about the statements. Here the 13.3% participants are somewhat disagree, while the 33.3% participants are neutral there the 26.7% participants are somewhat agree, here the 13.3% participants both male and female are strongly agreed about the statement.

**Table 14: If there is need to increase the games in society, magazines and books can be best sources for the promotion of games**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	6.7	6.7	6.7
	2.00	5	16.7	16.7	23.3
	3.00	4	13.3	13.3	36.7
	4.00	14	46.7	46.7	83.3
	1=sd,2=swd,3=neutral,4=sw a,5=sa	5	16.7	16.7	100.0
Total	30	100.0	100.0		

This table shows that about the statement “If there is need to increase the games in society, books, magazines and books can be best sources for the promotion of games. “There the 6.7% participants



are strongly disagreeing about the statements. Here the 16.7% participants are somewhat disagree, while the 13.3% participants are neutral there the 46.7 participants are somewhat agree, here the 16.7% participants both male and female are strongly agreed about the statement.

## Discussion

This study illustrates the impact of print media for the promotion of sports. From the time then beginning of the media concept, print media has been stated as the discoverer cause of communiqué. Although current changes in means of communications impacts, position, and strength of print media yet stands like a mountain (Petty & Pope, 2015). Rise in the sum and flow of the newspaper, magazines and posters is an indication to the detail that prints media has the volume to contest and live in the main era of worldwide technical contest. The inspection of the nominated journals presented that the sport-particular publication had the maximum percentage of sport produces commercials in contrast to the whole sum of commercials, and expressively more sport star presences than the additional two publications (Hanjabam, 2014). These outcomes could be described by the detail that an original sport- magazine could be further eye-catching for publicists since it has a more “skilled” aim group, which is involved more in sports, and is more able to be familiar with sport superstars. Though, the investigation points out that the fitness-daily life magazine had expressively additional sport products ads recognized by unfamiliar players. This could be described by the specific summary and resemblance of this magazine and the way of life appearances and preferences of its booklovers. Sport superstars and sport themes that give the impression in print media were nearly connected to each magazine target group’s features (Nazemi, 2012). It would be not misplace to say that the media is the only way to promote the games in any country, it may be developed or under developed country of the world (Nosheen & Raza, 2022). The media has good impacts for the sports promotion. In sports field print media had done very effective role to promoting the sports in the early era as well as in the modern era of latest technology. Where there are many other fast media come in to the sports field but print media would not be neglected. The print media has very important place for the promotion of the sports in this advance media.

The study result shows that:

- Print media plays an essential role in the promotion of sports in Pakistan.
- The maximum participants 93.3 were in view that the print media has positives impact for the promotion of sports in Pakistan.
- These 14 statements in the questionnaire constructed agreement from participants highlighting the impact of media for sports promotion.
- The data analysis showed high level of consequence among participants with mean score of 1.432 indicating strong agreement.

The analysis shows that the overpowering majority of viewer (mean=1.432, median=1.000, mode=1.00 SD=3.3) agreed that impact of print media for promotion of sports in Pakistan. There the results of the study show that strongly agreed participants are less than those who are somewhat agreed, because in many statements the participants show their views that print media is impacting for promotion of sports in Pakistan

## Conclusion

This finding showed that the print media has a vast impact for the promotion of sports in Pakistan. According to this research print media has a vital role in communicate latest information about sports to the reader as well as lover of sports. It would be not wrong to say that the media is the

only way to promote the games in any country, it may be developed or under developed country of the world. The media has good impacts for the sports promotion. In the sports field print media had done very effective role to enhance the sports in the early era as well as in the modern era of the latest technology. Where there are many other fast media come in to the sports field but print media would not be neglected. The print media has very important place for the promotion of the sports in this modern era in the advance media.

### Recommendations

On the bases of the analysis of research data the scholar concluded the recommendations for the promotion of sports in Pakistan which are as under.

1. Through print media benefits of better health of the players participating in sports shall be highlighted.
2. A number of magazines and posters of those heroes that have won medals and distinctions in different games shall be printed and fix at the most populous area.
3. The newspaper, magazines, posters wallpaper and all print media can play a significant role for promotion of sports.
4. The print media should write as much as it could about such games that are at a great downfall these days.
5. The present study is the suggestion based that delivers the further ways to researcher so that exploring print media for promotion of sports could be easily compared with universal studies.

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