

Role of Electronic Media and Promotion of Sports in Pakistan: A Survey Study

Shazia Nosheen¹, Shehla Rashid², Mehwish Razziq³ and Muhammad Tahir Nazeer⁴

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Abstract

The purpose of study is to measure the connection of electronic media in the field of sports. The study is to explain that the sources of electronic media is useful in the field of education as well as for the sports. Electronic media is a source of information and message among the peoples all around the world. Electronic media is an advance technology that is being used to shares the new knowledge and important information, on a large scale. It connects the people as well as the players together around the world. Electronic media, it includes Radio, T.V, Mobil and Computer are an important source of information. The study illustrates the connection between the media and sports. In this era when every field has much faster than the past, same as sports field need many information with in short period of time, so the sports field adopted this technology for taking information and daily update about new roles and changes in sports fields. No doubt this technology improve the sports filed. The research respondents were in number 63 these respondents were consist of 32 males and 31 females. Data was collected from the university students from the division of Bahawalpur that city is situated in Punjab province of Pakistan. For the data analysis the SPSS statistics package and stander deviation were used. There the mean is 1.49 and the median is 1.000 there the mode is 1.00 there the standard deviation is 0.50395. After getting the analysis results shows that the electronic media and sports has close relationship with one another. The sports create the revenue for the electronic media and the electronic media support to highlight different games, events and show the games hero's competitions as well as live interview, which cause to promote the different games.

Keywords: Media Sports, Sports Technology, ICT's and Sports.

Introduction

The relation among the electronic media and sports is enormously coordinated strong relationship. Electronic media transmit different sports events worldwide spectators rise their prevalence and lover base (Nosheen, 2022). Media is an important source for sports, so sports and media have a strong relationship (Kim & Park, 2017) day by day this is increasing. Both cannot get run particularly in the field of funding and popularity. In any country media play vital role in making and determining the views and values of a nation. Here it should not be wrong that both are dependents each other. Media is fining and polishing the viewpoint and as well as the culture of a nation which reflection their moods and names of the nation. Till the recently advanced digital media that allows for dual communique, there were other modern kinds of media which simply provided one-way communication. These electronic media

¹Assistant Director Sports, The Islamia University of Bahawalpur.

Corresponding Author Email: shaziabwpiub@gmail.com

²Game Supervisor, The Islamia University of Bahawalpur.

³Assistant Director Sports, The Islamia University of Bahawalpur.

⁴Professor, University of Central Punjab, Lahore.



consist of TV/LED, Radio, computer, mobile, sports (Kheeshadeh, 2012) and the media had frequently compound connection. Though both Electrician media and sports are essential for one another in the form of sports it revenue generator for Electronic media in the form of electronic media it is essential for the promotion of sports (Nosheen, 2023).

Background of the Study

Former to the creation and growth of the numeral media, that at present time allows sports maces to generate and spread relaxation whereas also provides association with admirers, old style media was the only technique that provides information and amuses the clients that are not in the list at a specific sports events but are shown in other programs (Carvalho, 2020). The press mostly showed its deep role with the sharing of material in between its lovers connected about native, general and international occasions that were conducted currently. In addition to it, television, wireless and all the reachable live reporting showed their abilities through by live image and interpretation about the occasions as they were occurring. There for the outcomes of this media organizations sometime devote the time in live images because they are the most important points that entertains the admirers. But till now with the help of electronic media television and wireless are working as main key that provides the materials more simply due to the advancement of knowledge. Whereas the latest media has modified its methods for their clients which were not able with the cheap organizations from the prior media as television and wireless. Television has made up to such an amount that jumbo occasions such as an event known as Super Bowl, hit over a hundred spectators according to my marked blogs here. Due to the growth of the customary media its results led to a modern publicizing and cardinal collaboration plants costs over billions with the connection among sports and media being the midpoint of it (Kim & Park, 2017). Whereas, the customary media has a great value among sports and public, it is still an arising question how should customary media adjust so that its interactions could be more promoted.

Problem Statement

The researcher in this research is discussing the relationship of electronic media and sports. Electronic media is an important way for the promotion of sports. Although the research is conducted on the electronic media and sports at world wise, but there is no article on electronic media and sports in Pakistan which research on this topic. The researcher conduct this research especially on electronic media and sports in Pakistan to evaluate the relationship between sports and electronic media in Pakistan. Similarly, the media and sports have relationships, and both are helpful for one another, as sports create revenue for electronic media and the media helps for the promotion of sports. In this modern era, in the other countries the sports are promoted day by day but in Pakistan almost sports are less popular. The aim of the study is to see the relationship between electronic media and sports in Pakistan. The present research is being conducted to review the popularity of sports in the relation to electronic media in the district of Bahawalpur.

Methodology

The following methodology has been adopted in the present research.

Population and Sample

The population of the study was conducted in the district Bahawalpur from the province of Punjab. The sample of the study was 200 students including males and females from public as well as private universities in Bahawalpur.

Data Collection

The data was collected with the help of a questionnaire. It contained on 12 questions. There were five options in each question. Data was collected from the district Bahawalpur at public and private universities including male and female students.

Statistical Analysis

Statistical Package for the Social Sciences SPSS software version 22 was adopted for the data analysis.

Results

Table 1: Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 32 | 50.8 | 50.8 | 50.8 |
| | 2.00 | 31 | 49.2 | 49.2 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that the total valid numbers are 63 there the males are 32 and the female participant are 31. Where the percentage of the male are 50.8% and the percentage of female are 49.2%.

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

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 15 | 23.8 | 23.8 | 23.8 |
| | 2.00 | 15 | 23.8 | 23.8 | 47.6 |
| | 3.00 | 12 | 19.0 | 19.0 | 66.7 |
| | 4.00 | 12 | 19.0 | 19.0 | 85.7 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa | 9 | 14.3 | 14.3 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “is electronic media a costly source to introduce games.” 23.8% members male and female are strongly disagree and there 23.8% are somewhat disagree with the report. Whereas 19.0% respondent male and female are neutral while the 19.0% male and female members are somewhat agree with this statement. Here 14.3%

Table 3: Is electronic media has relation with sports

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 6 | 9.5 | 9.5 | 9.5 |
| | 2.00 | 19 | 30.2 | 30.2 | 39.7 |
| | 3.00 | 10 | 15.9 | 15.9 | 55.6 |
| | 4.00 | 12 | 19.0 | 19.0 | 74.6 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa | 16 | 25.4 | 25.4 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

participants are strongly agreed with statement.

This table shows that about the statement “is electronic media has relation with sports.” 9.5% members male and female are strongly disagree and there 30.2% are somewhat disagree with the report. Whereas 15.9% respondent male and female are neutral while the 19.0% male and

female members are somewhat agree with this statement. Here 25.4% participants are strongly agreed with statement.

Table 4: Electronic media is playing its role to introduce game

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 14 | 22.2 | 22.2 | 22.2 |
| | 2.00 | 12 | 19.0 | 19.0 | 41.3 |
| | 3.00 | 8 | 12.7 | 12.7 | 54.0 |
| | 4.00 | 21 | 33.3 | 33.3 | 87.3 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa8 | | 12.7 | 12.7 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “electronic media is playing its role to introduce game. 22.2% member’s male and female are strongly disagree and there 19.0% are somewhat disagree with the report. Whereas 12.7% respondent male and female are neutral while the 33.3% male and female members are somewhat agree with this statement. Here 12.7% participants are strongly agreed with statement.

Table 5: Electronic media is playing its role to promote games?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 9 | 14.3 | 14.3 | 14.3 |
| | 2.00 | 8 | 12.7 | 12.7 | 27.0 |
| | 3.00 | 13 | 20.6 | 20.6 | 47.6 |
| | 4.00 | 15 | 23.8 | 23.8 | 71.4 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa18 | | 28.6 | 28.6 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “electronic media is playing its role to promote games 14.3% members male and female are strongly disagree and there 12.7% are somewhat disagree with the report. Whereas 20.6% respondent male and female are neutral while the 23.8% male and female members are somewhat agree with this statement. Here 28.6% participants are strongly agreed with statement.

The table 6 below shows that about the statement “sports is creating any revenue for electronic media.” 7.9% members male and female are strongly disagree and there 22.2% are somewhat disagree with the report. Whereas 22.2% respondent male and female are neutral while the

Table 6: Sports is creating any revenue for electronic media

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 5 | 7.9 | 7.9 | 7.9 |
| | 2.00 | 14 | 22.2 | 22.2 | 30.2 |
| | 3.00 | 14 | 22.2 | 22.2 | 52.4 |
| | 4.00 | 20 | 31.7 | 31.7 | 84.1 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa10 | | 15.9 | 15.9 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

31.7% male and female members are somewhat agree with this statement. Here 15.9% participants are strongly agreed with statement.

Table 7: Is electronic media beneficial for sports?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 8 | 12.7 | 12.7 | 12.7 |
| | 2.00 | 16 | 25.4 | 25.4 | 38.1 |
| | 3.00 | 10 | 15.9 | 15.9 | 54.0 |
| | 4.00 | 23 | 36.5 | 36.5 | 90.5 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa6 | | 9.5 | 9.5 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “is electronic media beneficial for sports.” 12.7% members male and female are strongly disagree and there 25.4% are somewhat disagree with the report. Whereas 15.9% respondent male and female are neutral while the 36.5% male and female members are somewhat agree with this statement. Here 9.5% participants are strongly

Table 8: Electronic media is the fastest source of information about sports?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 5 | 7.9 | 7.9 | 7.9 |
| | 2.00 | 10 | 15.9 | 15.9 | 23.8 |
| | 3.00 | 15 | 23.8 | 23.8 | 47.6 |
| | 4.00 | 21 | 33.3 | 33.3 | 81.0 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa12 | | 19.0 | 19.0 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “electronic media is the fastest source of information about sports 7.9% members male and female are strongly disagree and there 15.9% are somewhat disagree with the report. Whereas 23.8% respondent male and female are neutral while the 33.3% male and female members are somewhat agree with this statement. Here 19.0% participants are strongly agreed with statement.

Table 9: It is only Electronic media that remains helpful for the promotion of all games?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 14 | 22.2 | 22.2 | 22.2 |
| | 2.00 | 19 | 30.2 | 30.2 | 52.4 |
| | 3.00 | 11 | 17.5 | 17.5 | 69.8 |
| | 4.00 | 12 | 19.0 | 19.0 | 88.9 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa7 | | 11.1 | 11.1 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “it is only electronic media that remains helpful for the promotion of all games.” 22.2% members male and female are strongly disagree and there 30.2% are somewhat disagree with the report. Whereas 17.5% respondent male and female are neutral while the 19.0% male and female members are somewhat agree with this statement. Here 11.1% participants are strongly agreed with statement.

Table 10: It is only electronic media that introduce the new player?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 12 | 19.0 | 19.0 | 19.0 |
| | 2.00 | 21 | 33.3 | 33.3 | 52.4 |
| | 3.00 | 6 | 9.5 | 9.5 | 61.9 |
| | 4.00 | 15 | 23.8 | 23.8 | 85.7 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa9 | | 14.3 | 14.3 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “it is only electronic media that introduce the new player.” 19.0 % members male and female are strongly disagree and there 33.3 % are somewhat disagree with the report. Whereas 9.5% respondent male and female are neutral while the 23.8 % male and female members are somewhat agree with this statement. Here 14.3% participants are strongly agreed with statement.

Table 11: The introduction of national heroes should show due to electronic media?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 9 | 14.3 | 14.3 | 14.3 |
| | 2.00 | 8 | 12.7 | 12.7 | 27.0 |
| | 3.00 | 5 | 7.9 | 7.9 | 34.9 |
| | 4.00 | 24 | 38.1 | 38.1 | 73.0 |
| | 1=sd,2=swd,3=neutral,4=s wa,5sa | 17 | 27.0 | 27.0 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

Table 11 shows that about the statement “the introduction of national heroes should show due to electronic media.” 14.3% members male and female are strongly disagree and there 12.7% are somewhat disagree with the report. Whereas 7.9 % respondent male and female are neutral while the 38.1% male and female members are somewhat agree with this statement. Here 27.0 % participants are strongly agreed with statement

Table 12: Sports is dependent on electronic media?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 7 | 11.1 | 11.1 | 11.1 |
| | 2.00 | 11 | 17.5 | 17.5 | 28.6 |
| | 3.00 | 22 | 34.9 | 34.9 | 63.5 |
| | 4.00 | 20 | 31.7 | 31.7 | 95.2 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa3 | | 4.8 | 4.8 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “sports is dependent on electronic media.” 11.1 % members male and female are strongly disagree and there 17.5% are somewhat disagree with the report. Whereas 34.9 % respondent male and female are neutral while the 31.7% male and female members are somewhat agree with this statement. Here 4.8 % participants are strongly agreed with statement.

Table 13: There are bad impacts of Electronic media on the games

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 10 | 15.9 | 15.9 | 15.9 |
| | 2.00 | 17 | 27.0 | 27.0 | 42.9 |
| | 3.00 | 11 | 17.5 | 17.5 | 60.3 |
| | 4.00 | 10 | 15.9 | 15.9 | 76.2 |
| | 1=sd,2=swd,3=neutral,4=swa,5sa15 | | 23.8 | 23.8 | 100.0 |
| Total | | 63 | 100.0 | 100.0 | |

This table shows that about the statement “there are bad impacts of electronic media on the games.” 15.9 % members male and female are strongly disagree and there 27.0 % are somewhat disagree with the report. Whereas 17.5 % respondent male and female are neutral while the 15.9 % male and female members are somewhat agree with this statement. Here 23.8 % participants are strongly agreed with statement.

Discussion

This study investigated the symbiotic relationship between electronic media and sports (Nazemi & Khoshemehr, 2012), with a specific focus on Bahawalpur. The research revealed a strong correlation between the two, consistent with global trends. A comprehensive questionnaire-based survey was conducted among university students from public and private sectors in Bahawalpur, yielding 63 valid responses. The analysis showed that an overwhelming majority of participants (mean=1.492, median=1.000, mode=1.00, SD=.50395) agreed that electronic media has a profound impact on sports promotion in Pakistan.

The study's findings indicate that:

- Electronic media plays a vital role in promoting sports in Pakistan.
- The majority of participants (95.2%) acknowledged the significant influence of electronic media on sports.
- 12 statements in the questionnaire garnered agreement from respondents, underscoring the strong relationship between electronic media and sports.
- The data analysis revealed a high level of consensus among participants, with a mean score of 1.492, indicating strong agreement.

The study's results have significant implications for policymakers, sports organizations, and media outlets seeking to leverage electronic media to enhance sports development in Pakistan (Nosheen (2023)). The findings suggest that electronic media and sports are interdependent, with electronic media serving as a critical catalyst for sports promotion and development in the country.

Conclusion

In conclusion, this study has empirically established a strong connection between electronic media and sports in Pakistan. The findings suggest that electronic media plays a vital role in promoting sports, providing information, and facilitating communication among players and fans worldwide. The study's results show that electronic media has a significant impact on sports development, with a mean score of 1.49, indicating a strong agreement among respondents. The analysis reveals that electronic media and sports are interdependent, with sports generating revenue for electronic media and electronic media supporting the promotion of various games, events, and athletes. This study's findings have implications for policymakers, sports organizations, and media outlets seeking to leverage electronic media to enhance sports development in Pakistan. By harnessing the power of electronic media, sports

in Pakistan can continue to grow, develop, and thrive, ultimately contributing to the country's social, economic, and cultural progress.

Recommendations

1. Electronic media should broadcast latest national and international sports events.
2. Increase sports channels and enhance broadcasting quality.
3. Promote local sports like hockey, cricket, squash, and athletics.
4. Employ trained sports reporters for detailed commentary.
5. Support women's sports to promote gender equality.
6. Foster partnerships between government, private sector, and sports organizations to boost electronic media revenue.

By implementing these recommendations, Pakistan can strengthen the sports-electronic media relationship, promoting a vibrant sports culture in the country.

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