

# Preference of Sports Journalism in Sri Lanka

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**Abstract-** Sport is a field which is in very essential for a development of nations improve health and confidence. To fulfil this task, the newspapers can be perform a great job. When the sports journalist do this tasks, he becomes a principal part of a mission of a nation. Sports activities development is important for the personal confidence, social efficiency and good health. In that case media has huge responsibilities. In order to make the enthusiasm and participation more people for sports, the journalist has a great responsibility.

All the people must participate in sports without divide and deference. And also it has an equal right. Partially of sports newspaper reporting is a barrier for the sports development of future. At present, reporting of sports based one game and they accomplish without basics of media. The researcher tries to explore with this research, to study partially of the sport journalism in Sri Lanka. Method of research was the contained analysis. This research methodology is suited to analyses newspaper content. Study population in the research was all *sinhala* daily newspaper in Sri Lanka. Selected sample were two leading newspaper “*DIWAINA* and *DINAMINA*”. 104 news headlines were collected randomly and mixed sample method. The data collected by Old reserves of the National Library and the National Archive Department of Sri Lanka. The Microsoft excel software used for data analysis.

It revealed that both newspaper were moderately partied in sport journalism particularly reporting of cricket and both newspaper showed 51% for cricket in their headline coverage. It conclude that more preference has given for the sport of cricket in the sport journalism in Sri Lanka.

**Index Terms-** preference, Sports News Reporting, Diwaina and Dinamina, Sport Journalism, Cricket.

## I. INTRODUCTION AND PURPOSE

The Newspaper, one form of the media which has long become a means of communication, has an important role as well as a potential power in our society. It has an important role in human's life since it gives people information about the surrounding situation or what is happening in the world. People get information about various news concerning economy, politic, sport or other local, national and international events.

Among these event specially attention for sport journalism in this study. Sport is a field which is in very essential for a development of nations improve health and confidence. To fulfil this task, the newspapers can be perform a great job. When the sports journalist do this tasks, he becomes a principal part of a mission of a nation. Sports activities development is important for the personal confidence, social efficiency and good health. In that case media has huge responsibilities. In order to make the

enthusiasm and participation more people for sports, the journalist has a great responsibility. All the people must participate in sports without divide and deference. And also it has an equal right. Partially of sports newspaper reporting is a barrier for the sports development of future. At present, reporting of sports based one game and they accomplish without basics of media. The researcher tries to explore with this research, to study partially of the sport journalism in Sri Lanka. Under the research title of Explanatory Study on Preference of Sports Journalism in Sri Lanka.

## II. RESEARCH METHODOLOGY

Since selecting main news headlines of sports pages of chosen newspapers, “Contained Analysis” is used as research methodology. Experts agree that this research methodology is suitable for identifying the mass media inclusion. According to “Jim macnamara”, this research methodology is suited to analyses interviews, conversation scripts, cinema content, rupavahini content, newspaper and magazine content as well as advertisement content. This study is based totally on secondary data. So this research methodology is most suited and important out of all. As well as The Microsoft excel software used for data analysis.

## III. SAMPLING

Sampling was data based on the selected Sinhala newspapers including “*DIWAINA*, *DINAMINA*” .Here these Sinhala newspapers was selected because the times of publishing are quite high. Therefor even minor incident is not going to be missed by this approach. So the credibility of these data is increased. There is another reason to select Sinhala newspapers. It is because most of subscribers are utilizing Sinhala newspapers.

Shoomarker and Rees used the methodology which was presented in main 03 points.

### 1. Selecting media structure

Print media was selected as the media structure and the main news headline of each selected newspaper's sports page is considered as the shunner.

### 2. Selecting the incident and time

The news headline has been selected as the incident and 2012 year selected as the time. The year 2012 was selected due to the balanced background for sports.

### 3. Selecting the sample including content of media and time

The time duration is based on the whole 2012 year and it covered main news headlines of premier sports pages in daily

Sinhala newspapers through that we can select a sample which more simpler than early.

Jimmacnamara introduced 04 methods to select samples.

**1. Properly random sample usage**

A unit likes special number, date, time or every x selection

**2. Selecting with a purpose**

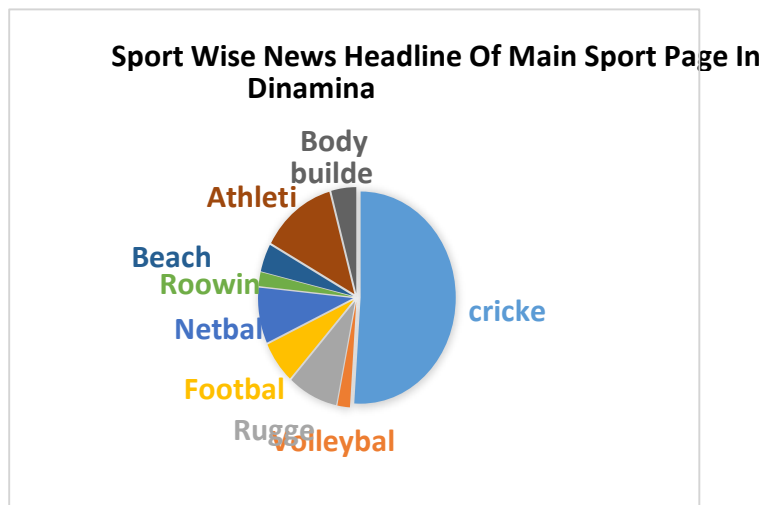
Selecting all documents about definite basic point

**3. Instalment method**

Selecting a part of documents or some event

**4. Selecting mixed samples**

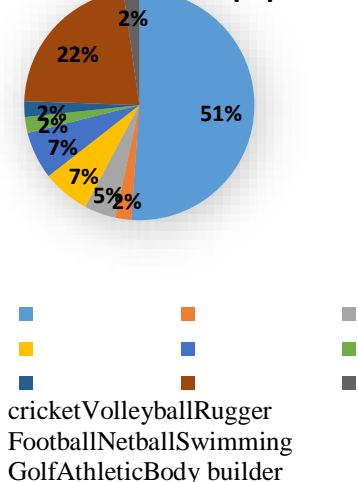
Here 01 and 03 methods were used more in this study. There 104 news headlines were collected randomly and mixed sample method. The data collected by Old reserves of the National Library and the National Archive Department of Sri Lanka.



**Figure 02**

**IV. FINDINGS**

**Sport wise news headline of main sport page in Diwaina newspaper**



**Figure 01**

The cricket is the main highlighted headline coverage in the *Diwaina* newspaper. It has huge disparity than each other sport headlines.

In above figure of Sport wise news headline of main sport page in *Dinamina* newspaper, same characterizes with *Diwaina* newspaper. The cricket is the main sport news headline than each other sports. It is 51.1percentage.

**V. CONCLUSION**

It revealed that both newspaper were moderately partied in sport journalism particularly reporting of cricket and both newspaper showed 51% for cricket in their headline coverage. It conclude that more preference has given for the sport of cricket in the sport journalism in Sri Lanka.

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