ROLE OF MEDIA IN THE PROMOTION OF FEMALE SPORTS PARTICIPATION IN PAKISTAN

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ABSTRACT

Purpose: The objective of the present research was to examine the role of media in the promotion of female sports participation in Pakistan. *Methods:* The study was cross-sectional and quantitative in nature. All female athletes of two universities belonging to Pakistan were considered the population (N-400) of the present research. Random sampling was employed to choose the samples. The sample size was comprised of 300 university female athletes. Survey questionnaire was utilized to collect the desired information from the subjects. *Results:* Descriptive (mean, std. deviation, and frequencies) and inferential (Pearson's correlation analysis and multiple regression analysis) analyses were employed to analyze the collected data. The results revealed the positive and significant relationships among the constructs. The findings also revealed significant influenced of mass media and marketing on sports participation of female athletes at university level in Pakistan. *Conclusion:* It was concluded that mass media and marketing both can boost the glories of female sports participation and provide the opportunities equal to male community not only in Pakistan but also in the globe. Mass media should telecast positive image of females' participation in all domains of sports to uplift the standards from grassroots level to national and international platforms.

Key Words: Mass media; Sports marketing; Female athletes; Sports participation.

INTRODUCTION

The mass media plays an important role in advancement and popularization of sports (Goldlust, 2004). It is under the aegis of mass media that sports can be advertised and inclined broader attention (Mwisukha, Muniu, & Chumba, 2013). The central aspects of the media can be condensed to include broadcasting of knowledge on sports to the public, awarding scope for go sports affairs and drilling on matters of sports (Mwisukha et al., 2013; Marwat, Waseem, Khattak, Abbas, & Bibi, 2014).

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One of the most important appliances to investigate or prospect the social events is mass media. It is very competent factor in education and shaping society's values. Sports have become one of the social events which have developed in recent years (Ozrudi, Bararzadeh, Khanjani, & Fatahi, 2013).

The advertising industry also becomes an important member of this association. Sports and media constantly try to contact people such as spectators, fans and consumers (Oshani, 2015). Radio, television and newspaper play a major part in establishing a positive attitude of the public towards women sports. If the media would focus on the sports women / female athletes, it could encourage and promote the sports spirit in the women of the society (Coakley, 2004; Woods, 2011). This will also, in turn, improve their physical and spiritual health.

Mass media could be one of the instruments used to advance a physically dynamic way of life. It is a direct and possibly successful instrument for achieving open with implies, learning furthermore data and helping them to comprehend the significance of a physically dynamic way of life (Alshamli, Al-Anazi, & Shawqi, 2012). Regardless of whether, deliberately or accidentally by various media devices (capable of being heard or unmistakable). Likewise, changes regardless their current conclusions. Subsequently, because of their impact on popular assessment, it is important to inspect the impact of mass media on open in elevating female sports to enhance wellbeing (Alshamli et al., 2012).

Nearly, everybody is managing the wonder of game today. Individuals, either competitors or game fans, who take after game (Wenner, 1989). Subsequently, examining game and media has been generally created. Increment in revealing and concentrate in don broad communications, particularly about the crowd and substance in different game media, is among such (Tavakolli, Najafi, & Ramezani, 2013).

Over the world, billions of watchers transform into transmissions of worldwide occasions like the Olympic Games and soccer, rugby or cricket world cups (Oshani, 2015). Reports and concentrates on media don establishments, media don groups of onlookers, media brandish messages and game news casting possess large amounts of scholastic relationships amongst brandish and the broad communications in the public eye (Oshani, 2015).

A standout amongst the most imperative parts of games is scholarly game which depends on prove, very persuasive on understudies' psychological and physical wellbeing and its primary target is to make the required setting and suitable open doors for the inescapable stratum of undergrads with a specific end goal to achieve solid focused and engaging condition (Noshin, Mina, Ozra, Nastaran, & Mohammad, 2016). Physical action and cooperation at college's

game can have a critical offer in advancement of scholarly group's social, mental and physical wellbeing. One of the principle factors in social advancement is mass media (Noshin et al., 2016). The most fundamental target of mass media in help of every nation's national plan could be sports advancement which itself has a few measurements and tomahawks (Noshin et al., 2016).

The media affect don as far as making income by providing free attention and notices. Game's association with the media has numerous positive viewpoints (Oshani, 2015). Scarcely, any of individuals would debate that the media can decidedly influence wear (Oshani, 2015). The media can influence the ubiquity of game, give free reputation to nearby groups, and present player identities and manufacture fan loyalty to groups/teams and individual players and other than media organization pay for the rights to demonstrate a wearing occasion (Oshani, 2015).

The manners by which implications and messages are sorted out and impacted are reflected in the account, varying media and specialized and presentational/bundling perspectives and goals of the media sports item. The media faculty included are the pundits and columnists, picture takers, camera administrators, sound experts, makers, editors and executives (Boyle & Haynes, 2009). These creation viewpoints and people are vital to what is a procedure of occasion development attempted by the media (Boyle & Haynes, 2009).

Progressively, media sports programs are being created with the accompanying imperative qualities to the fore (Saini, 2015). There is, initial, a developing accentuation on spectacularizing. Reference has just been made to the development of the enormous worldwide donning events. These offer chances to change it up, shading and effect, to upgrade the stimulation component and to give an abundance of material to the 'enormous develop' to the occasion (Saini, 2015). Furthermore, the Olympics have gone a long way past the status of a game occasion. The opening services have moved toward becoming spectaculars carefully fit for the medium of worldwide TV (Saini, 2015).

Game has not quite recently as of late turn out to be a piece of the business world yet has been identified with it in different changing courses as far back as the rise of current game toward the finish of the 19th century (Horne, 2005). The media have constantly assumed a vital part in the connection amongst game and capital. The production of business sectors, the introduction of consumer culture, and the improvement of present day brandish all offer comparative starting points toward the finish of the 19th and start of the 20th century. The soonest connection amongst wear and the media is best comprehended as one part of the making of business sectors in purchaser culture in which promoting assumes a noteworthy part as an endowment framework. Game has been given,

spoken to and sold in various courses by the media. The media thus have dependably been liable to types of control (Horne, 2005).

Reports and concentrates on media brandish establishments, media don gatherings of people, media wear messages and game reporting possess large amounts of scholastic writing (Goldlust, 2004). Inside this class, various creators have noticed the presence of a cooperative connection between wear and the broad communications in the public eye (Swami, Steadman, & Tovée, 2009).

Considering the dialog over, one of the imperative and compelling components in scholastic games improvement is mass media (Farzalipour, Akalan, Tuncel, Ghorbanzadeh, Majid, Kashef, Hajizadeh, 2012). It is apparent that push to build introduction of game matches and projects and in addition news scope of female games in various sub-parts, for example, scholarly game will be very persuasive on greater upgrade of support and nature of execution of competitors, mentors and officials and will likewise come about into improvement of different segments of female games in the nation. In this examination, impact of TV, radio, and push on scholastic game advancement has been analyzed (Noshin et al., 2016).

Media and games are nearly related two unique foundations of the general public (Benar, Emami, Eftekhari, Yeganeh, & Khan, 2016). By and large, brandish is the field of cutting edge and excitement while media is the medium that gives way to that real to life to reach to most of the close and remote regions. The authentic relationship of the media with the game has been introduced in a sequential request (Marwat et al., 2014; Coakley, 2004; Woods, 2011).

Each has a huge impact in organizing and advising individuals' lives. Every part has a worldwide and in addition, more neighborhood extent of operation has the structures and practices to mirror this (Saini, 2015). Essentially, they are two businesses entwined in complex systems of connections. Their separate histories of advancement have been fueled and affected by the flow of this organization (Saini, 2015). The confirmation of the organization is very evident. The prosperity of specific games or to be sure, wear as entire has turned out to be connected to wage produced straight forwardly or by implication from the media (Saini, 2015).

Today's media have a principal part to play in the improvement of sports (Benar, Emami, Eftekhari, Yeganeh, & Khan, 2016). Their commitment towards elevating execution and advancing games is especially basic in the creating nations where sports programs tend to get negligible consideration and asset allotment. The mass media are imperative instruments for showcasing,

publicizing, and promoting sports (Benar et al., 2016). Their parts incorporate carrying ability into the spotlight, giving acknowledgment/gratefulness to exceptional games identities and impartially bringing up tricky and frail regions in sports (Mwisukha et al., 2013).

Mass media and games have for some time been related. The part of mass media has dependably been essential in boosting any action of game (Marwat et al., 2014). Media has central position especially in correspondence of the crisp data, forming perspective of the majority, and bringing live games and so forth different exercises to the shopper at its accommodation. In the present period, close association between the media and games are found key factor. Both encourage each other; brandish needs attention and mass way to deal with greater part of the populace which media do though media bolsters on the game news gave by the distinctive exercises of game (Marwat et al., 2014).

The mass media have a crucial part to play in advancement and promotion of games (Farzalipour et al., 2012). It is through the broad communications that games can be showcased and given more extensive reputation (Dziubiński, Jankowski, Lenartowicz, Murrmann, & Rymarczyk, 2012; Gulam, 2016; Kumar, 2018). The essential parts of the media can be outlined to include dispersal of data on games to general society, giving scope for sports occasions and instructing individuals on issues of games. Emerging from releasing these major parts, the media thus can be depended upon to create wears by: a) carrying ability into the spotlight; b) offering acknowledgment to remarkable games identities who can fill in as good examples to the youthful competitors; c) featuring risky and powerless regions in sports programs so endeavors can be coordinated towards tending to them; d) pulling in corporate sponsorship in sports through positive providing details regarding sports issues (Mwisukha et al., 2013). In Pakistan, no research has been done on mass media and marketing which was related to the promotion of female sports participation. A lot of contribution of research is required in preview of Pakistan related to promote female participation in sports and the role of media will be the central in this regard.

Objectives of the Study

The present research has the quest to dig out the following objectives:

i) To examine the relationship of mass media and marketing with sports participation of female athletes in Pakistan.

ii) To examine the influence of mass media and marketing on sports participation of female athletes in Pakistan

METHODS AND MATERIALS

The present study has a cross-sectional research design. This research was based on quantitative approach in nature. Populations (N-400) of the existing research were all female athletes of two universities (The Islamia University of Bahawalpur and Government College University Faisalabad) played at intercollegiate and intervarsity levels during their educational endeavors. Simple random sampling was employed to select the samples from the whole population. The sample size was consisted of 300 female athletes.

The questionnaire was employed for survey data collection from the respondents as a research tool. Prior to actual data collection, 35 survey questionnaires were distributed among the female athletes for the purpose of validity and reliability. Therefore, 31 cases returned the filled questionnaires. Furthermore, KMO and Bartlett's test and factor loading were utilized to test the validity and all the items were found above 0.5 values. On the other hand, reliability was measured through Cronbach's Alpha and all items were found at their values from 0.062 to 0.079.

After making sure the tool's validity and reliability, 300 survey questionnaires were distributed among the subjects with the permission of heads/chairman of departments for the actual data collection. Therefore, 253 filled questionnaires were returned from the female athletes to the researchers. Afterwards, the collected data was edited further into SPSS (v-25). Descriptive statistics, Pearson correlation analysis, and multiple regression analysis were utilized to analyze the collected survey data and their interpretations.

RESULTS

Female athletes' age was found between 18 to 22 years. Mean age of the subjects was investigated 20.15 years, whereas, std. deviation was measured 2.07.

Table 1: *Personal Information of Subjects*

	Category	Frequency
Age Level	18 years	43
	19 years	89
	20 years	77
	21 years	33
	22 years	11
Locality	Rural	178
	Urban	75
Playing Level	Intercollegiate	151
	Intervarsity	102
Experience	1 year	47
	2 years	99
	3 years	59

| | 4 years | 30 |
| | 5 years | 18 |

Pearson correlation analysis was employed to answer the hypothesis "There is significant relationship of mass media and marketing with female athletes' sports participation".

Table 2. *Relationship of female athletes' sports participation with predictor factors (n-253)*

Constructs	Mass Media	Marketing
Sports Participation of	.612	.560
Female Athletes	.000**	.000**

Multiple regression analysis ware employed to test the hypothesis "There is significant influence of mass media and marketing on female athletes' sports participation". The results of model summary indicated that the predictor factors (mass media and marketing) recommended highly significant association with outcome variable (female athletes' sports participation) presented in Table 3.

Table 3. *Model summary about sports participation of female athletes*

Model	R	R Square	Adjusted R Square	Df	F	Sig.
1	.626[a]	.502	.490	3, 249	77.768	.000

a. Predictors: (Constant, Mass Media, Sports Marketing)
b. Dependent Variable: Sports Participation of Female Athletes

Table 4. *Coefficients about Sports Participation of Female Athletes*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.153	2.057		3.464	.000
Mass Media	.445	.172	.496	5.115	.000
Sports Marketing	.330	.189	.356	4.046	.000

a. Dependent Variable: Sports Participation of Female Athletes

DISCUSSION

The results of present research revealed mass media (r=.61, p=.001) and marketing (r=.56, p=.001) have strong, positive, and significant relationships with university female athletes' sports participation displayed in Table 2. The

reason behind the positive and significant relationship behind the mass media and female sports participation may be that as media highlight the female sports participation in its all forums, as it may cause the enhancement the awareness of female sports participation in diverse societies and cultures. The previous researches also supported the results of the present study (Tavakolli, Najafi, & Ramezani, 2013; Gao, 2012; Nerini, 2015; Mastro, Seate, Blecha, & Gallegos, 2012; Ren, 2017). The results of the Gao's (2012) research indicated significant association among the constructs. Another research indicated positive relationships among the constructs (Mastro et al., 2012).

The findings of multiple regression analysis exhibited in Table 4 revealed the standardized coefficient of mass media (β=.496, t=5.11, p=.001) and marketing (β=.356, t=4.04, p=.001) have significant variance in sports participation of female athletes at university level. All the values β, t, and p of predictor factors were found at their highly significant level. The reason behind the significant influences of mass media and marketing on female sports participation may be that it boosts the encouragement level of females at all endeavors and they feel safe and secure in their sports participation rather than neglecting them in domains of life as well as sports. The previous researches were also found in line with the results of the existing research (Gao, 2012; Nerini, 2015; Mastro, Seate, Blecha, & Gallegos, 2012; Ren, 2017; Sherwood, & Nicholson, 2017; Devlin, & Brown, 2017; Fortes, Paes, Neves, Meireles, & Ferreira, 2015; Swami et al., 2009). The findings of Mastro and other research found significant influence of predictor factors on outcome variable (Nerini, 2015; Ren, 2017).

CONCLUSION

The results revealed the positive and significant relationships among the constructs. The findings also revealed significant influenced of mass media and marketing on female athletes' sports participation at university level in Pakistan. Sports participation of Pakistani females may not be at satisfactory standards. It may have numerous causes that may hinder their participation in sports. Mass media through its marketing at its all forums can play a vital and central role in the promotion of female sports in Pakistan. Mass media and marketing both can boost the glories of female sports participation and provide the opportunities equally to male community not only in Pakistan but also at the globe. Mass media should telecast positive image of females' participation in all domains of sports to uplift the promotion standards from their grassroots' level to national and international platforms.

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