

Television, a media for ISL.

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Abstract

" Football culture in India has never been much. All that there was, was I - league and that was anything but extremely professional. ISL which is a startup league in India has shown great success but again through the power of media. Television has many effects on the game and influences many decisions that are being made in football, which makes television one of the biggest influences. This paper focuses on how Television helps in popularizing a sport and promotes of the sports league of India. The researcher opted to do a quantitative study of the ISL league and how television makes a difference to the league. With the quantitative choice, the researcher has done a survey method to extract most information possible. A survey is a list of questions aimed at extracting specific data from a particular group of people.

INTRODUCTION

Sports leagues are all over the world and are very famous. Cricket for an example - IPL is there as well as international games which are played between various countries. Football has the English league which is called English Premier League, Spain have a league called LaLiga, and now India has it's very own professional league which is much above I-league, known as ISL. Player from all around the world play they these leagues and promote their game as well as the league. Especially the legendary players like Ronaldinho coming to the ISL to make it famous and play with Indian players and teams. Such heroes grow the respect and popularity of a certain league.

The ISL league wants to cultivate talent in India for football.. Players didn't get paid on time. There was no

proper exposure, no player profiles for foreign teams to scout on. ISL is meant to change all that and bring professionalism in football and grow the roots and culture of football. India has always been about cricket. Every corner there will be some cricket match going on. There has never been a very good understanding of football. For most Indians, it is all about dodging skills and goals but there is honestly a huge amount to a game of football. ISL looks to change all that by improving the quality of football as well the mentality of the Indian population.

ISL (Indian soccer league) is a concept that was planned with great marketing value from 2013 -14. It is played for over 2 months where 8 clubs compete to be crowned as the champions of Indian football. The very concept of ISL is borrowed from the intensely popular cricket competition Indian Premier League (IPL), which again, was inspired by the franchise-based systems of the 4 professional sports-leagues in the United States. In this league, players from outside also come to participate. Not only new players come, but also legends such as Ronaldinho, Anelka come to play in this league. During the first three seasons of the Indian Super League, the league operated without official recognition from the Asian Football Confederation (AFC), the governing body for the sport in Asia.

Without the recognition of the AFC, the matches were held every day and went on for 2 months. Although, once the league got recognition from AFC, the league expanded to 10 teams with matches every weekend which will go on more over for 5 months.

Unlike the other world football leagues, ISL doesn't have a relegation or promotion system (as yet) instead choosing to grow through size. Since the inaugural season, ATK (previously known as Atletico De Kolkata) won 2 titles in 2014 and 2016 and Chennaiyan FC won the league in 2015.

Football in India has existed in many forms since the game first arrived in the country during the 19th century with the first nationwide club competition, the Durand Cup, being founded in 1888. Despite India's early history in the game, the country's first nationwide football league did not begin until the semi-professional National Football League commenced in 1996. Prior to the creation of the National Football League, most clubs played in state leagues or select nationwide tournaments.

Ten years after the formation of the National Football League, the All India Football Federation, the governing body for the sport in India, decided to reformat the league as the I-League in an effort to professionalize the game. However, during the following seasons, the league would suffer from a lack of popularity due to

poor marketing and poor quality of football

In September 2005, the AIFF signed a 10-year television and media contract with Zee Sports. The deal would see Zee broadcast the National Football League and I-League, as well as other tournaments organized by the AIFF and select India international matches. However, in October 2010, the deal between the AIFF and Zee Sports was terminated five years early after differences between both parties related to payment and how to grow the game in India

A couple months later, on 9 December 2010, it was announced that the AIFF had signed a new 15-year, 700-crore deal with Reliance Industries and the International Management Group. The deal gave IMG-Reliance exclusive commercial rights to sponsorship, advertising, broadcasting, merchandising, video, franchising, and the right to create a new football league.

As commercial partners for the AIFF, IMG-Reliance were responsible for the marketing and organization of the I-League. However, in February 2012, it was revealed that I-League clubs were not happy with the federation's commercial partners and believed IMG-Reliance had done little to try and promote the country's then top domestic football league. However, the AIFF reassured the clubs that the federation, as well as IMG-Reliance,

had plans to improve the league prior to the 2012-13 season and maybe even revamp the tournament along the lines of Major League Soccer of the United States.

In June 2013, word had come out that IMG-Reliance were planning to start their own franchise-based tournament for 2013 and also divide the I-League into two conferences. This idea was not well received by I-League clubs who decided to refuse to loan any of their players for the IMG-Reliance proposed tournament or sign any players already contracted to the company. However, by August 2013, it was revealed that IMG-Reliance had signed the required number of players needed to start their own tournament and that the tournament would have the backing of the AIFF. This was the birth of the Indian super league. They could only go up from here.

This only being the start, showed great results and growth not only towards the league but towards Indian football. These developments increased with popularizing the sport and showing actual professionalism. Indian soccer still needs to improve the players that are there as well as the growth of viewership. Television holds a huge part in it. Without the help of television, it wouldn't be possible for ISL to reach where they have till now. Television is a huge game changer for the league and the country. A great step taken by the people

of India to develop and promote the beautiful game.

The Indian Super League was officially launched on 21 October 2013 by IMG-Reliance, Star Sports, and the All India Football Federation. The league was announced to take place from January 2014 to March 2014. A few days later however, on 29 October 2013, it was announced that the ISL would be postponed to September 2014 so they could have professionally held auctions as well as give enough and extra promotion as well to the league and sport.

Media plays a large part in promotion of the ISL league. Without media, no one would ever know about these leagues that take place. Especially something like ISL which is a startup league in India but has shown great success but again through the power of media. Media holds the influence to bring down any sport or sport league and also has the power to make it great and reach new heights in the sporting league's history. It all depends how the media is used. There are different forms of media and different tools of media that have to be used perfectly to attain maximum success.

If it weren't for media, no league or no sport would reach the heights it is at now. Media creates a new level of influence for all sports. Television plays a huge part in broadcasting and

promoting a sport. Not only by tele-casting a sport but also showing all the buildup shows and promotions as well as the half time shows. These are all huge factors of television playing a part in promotion of any sport.

Television has many effects on the game and influences many decisions that are being made in football, which makes television one of the biggest influences. TV coverage of sport in general is split up into two categories which are 'A events' and 'B events'. A events is the live coverage of the sport whereas B events are the secondary coverage. The A events are a lot more popular as they have the rights to cover the Olympic Games, World cups and FA cup finals.

. Data Analysis and interpretation.

When a mass of data has been collected or gathered, it is necessary to arrange the material in some kind of concise and logical order according to the objective of the study.

Classification is fundamental to any kind of scientific analysis. The base of classification is determined by the problem at hand as well as by characteristic features of data. The quality and utility of monitoring, evaluation and research in our projects and programs fundamentally relies on our ability to collect and analyze quantitative and qualitative data. Monitoring and evaluation plans, needs assess-

ments, baseline surveys and situational analyses are all located within a project cycle and require high-quality data to inform evidence-based decision-making and programmatic learning. To achieve this it is useful to reflect on research practices, which in a monitoring, evaluation, accountability and learning context refers to the systematic investigation of programs.

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. Data collection is a component of research in all fields of study including physical and social sciences, humanities, and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the questions that have been posed.

Regardless of the field of study or preference for defining data (quantitative or qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occur-

ring

The research method used for data collection was a quantitative study approach. Under quantitative, the researcher chose to do a survey with a questionnaire for 12 questions.

Quantitative research typically explores specific and clearly defined questions that examine the relationship between two events, or occurrences, where the second event is a consequence of the first event. Such a question might be: 'what impact did the program have on children's school performance?' To test the causality or link between the program and children's school performance, quantitative researchers will seek to maintain a level of control of the different variables that may influence the relationship between events and recruit respondents randomly. Quantitative data is often gathered through surveys and questionnaires that are carefully developed and structured to provide you with numerical data that can be explored statistically and yield a result that can be generalized to some larger population.

A graph was made to conclude the data collection and information. This graph holds all the information and data collected via the questionnaire survey.

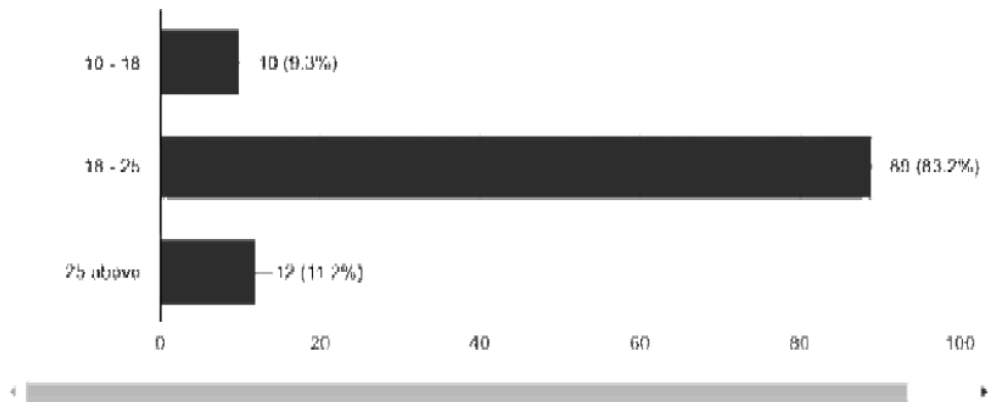
101 responses

SUMMARY INDIVIDUAL

Accepting responses

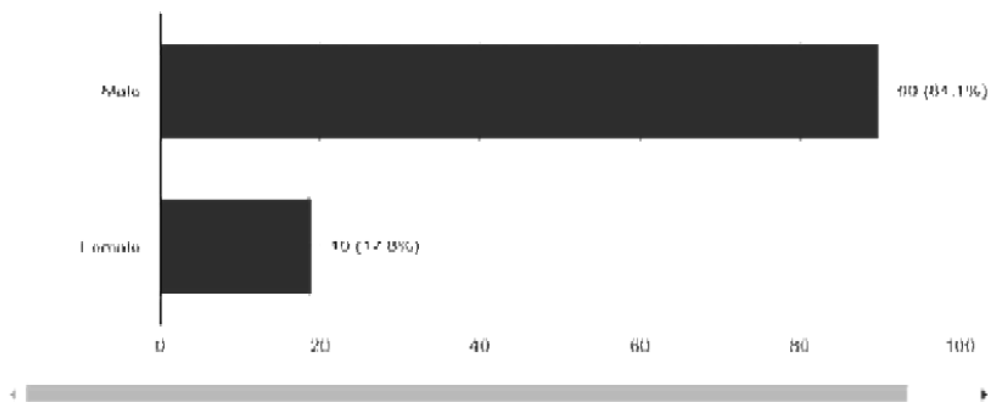
Age?

107 responses



Gender

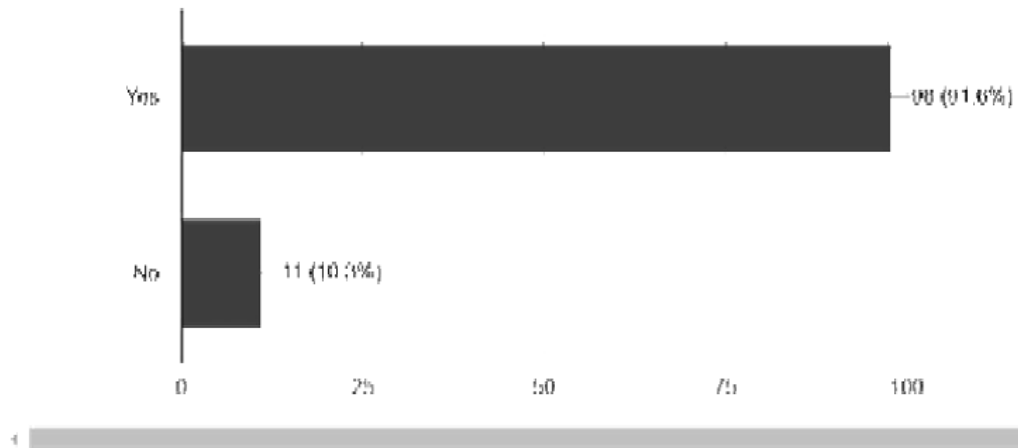
107 responses



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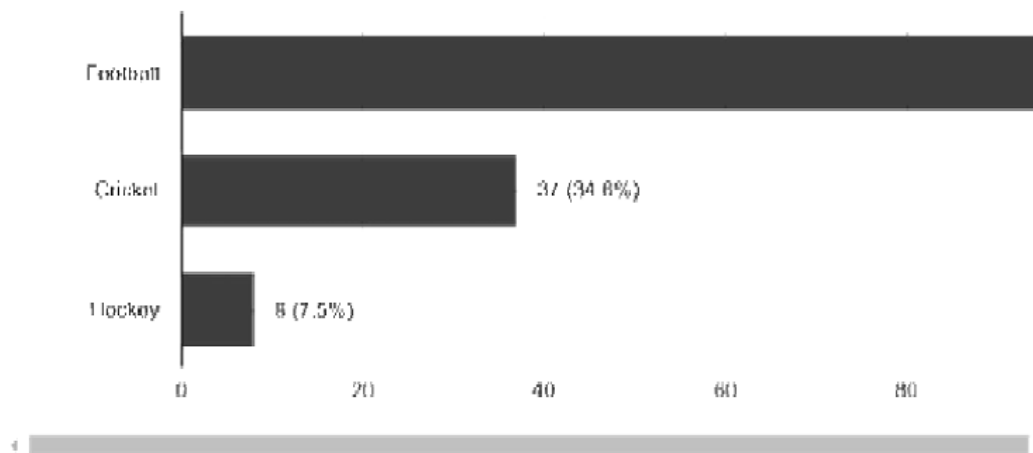
Do you watch sports?

107 responses



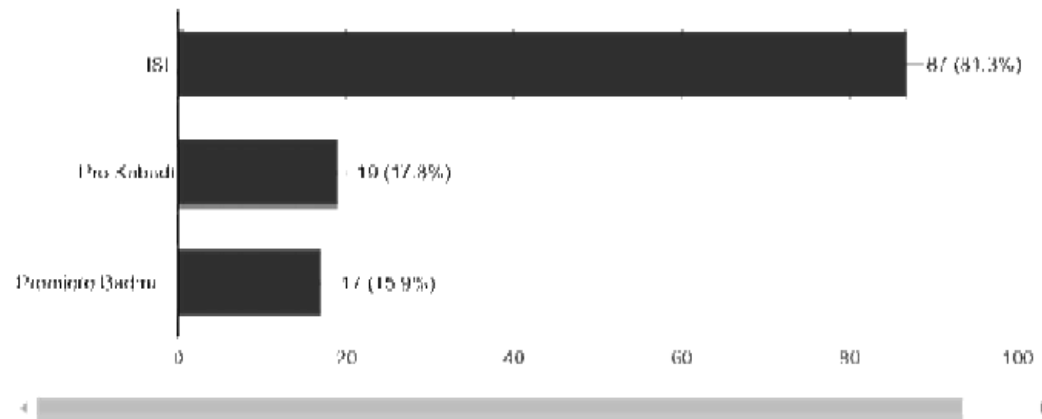
Which sport?

107 responses



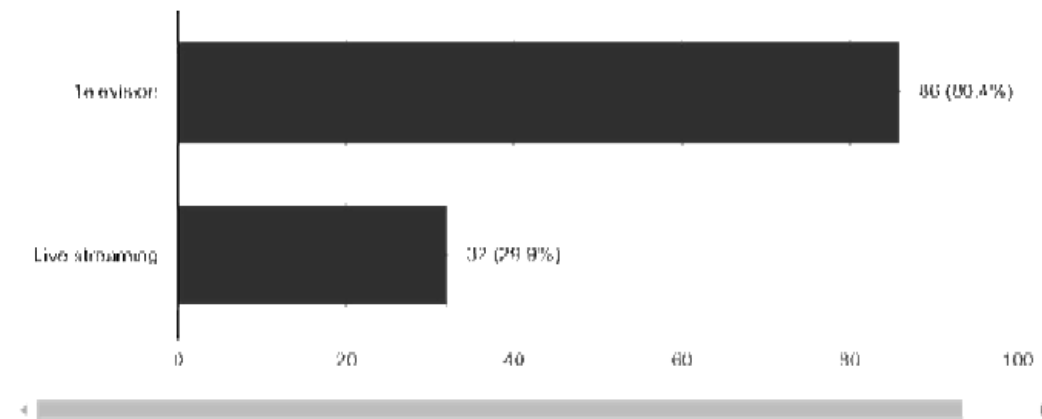
Which sports league do you like apart from IPL?

107 responses



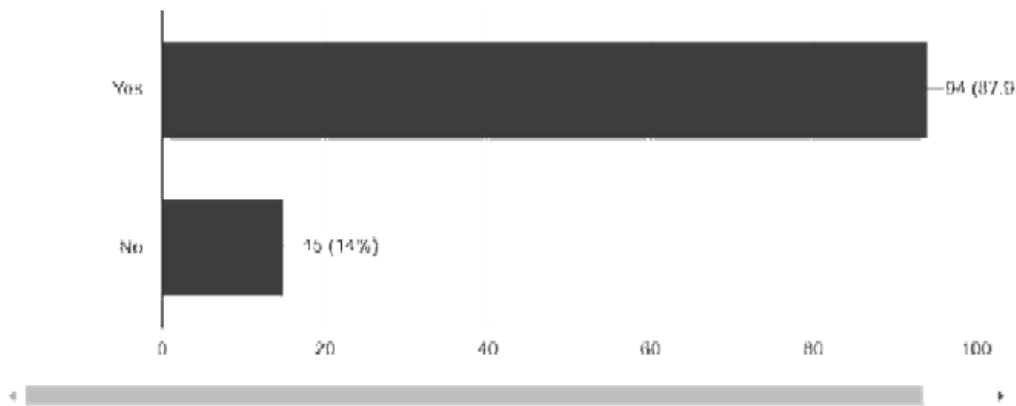
Which form of media do you prefer for watching matches?

107 responses



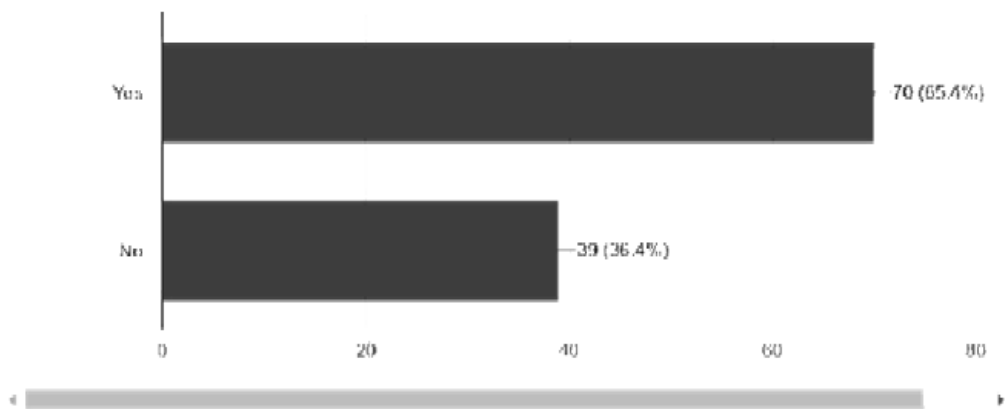
Do you think ISL is improving the popularity of football?

107 responses



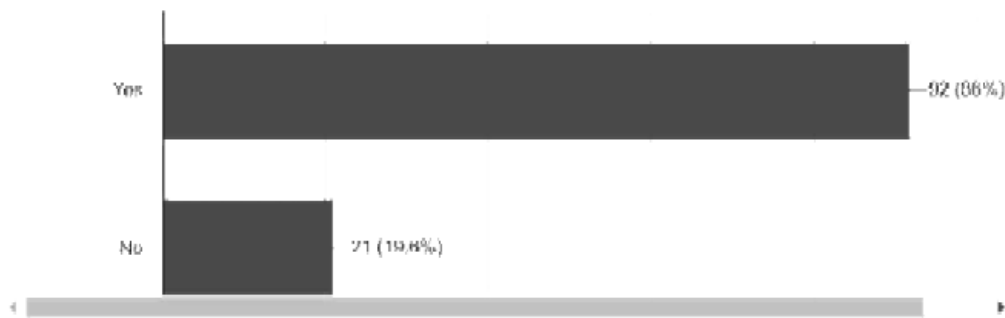
Is television giving enough space and time for promoting ISL?

107 responses



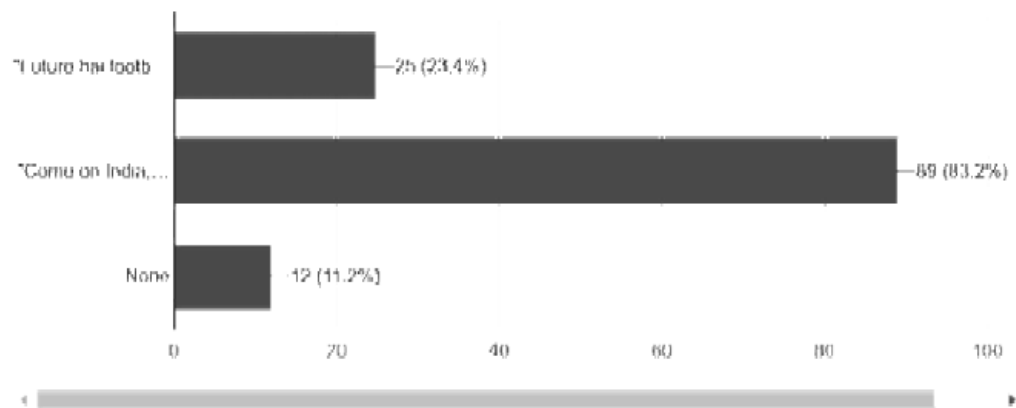
Do you remember any kind of television commercial for ISL?

107 responses



If yes, which one?

107 responses



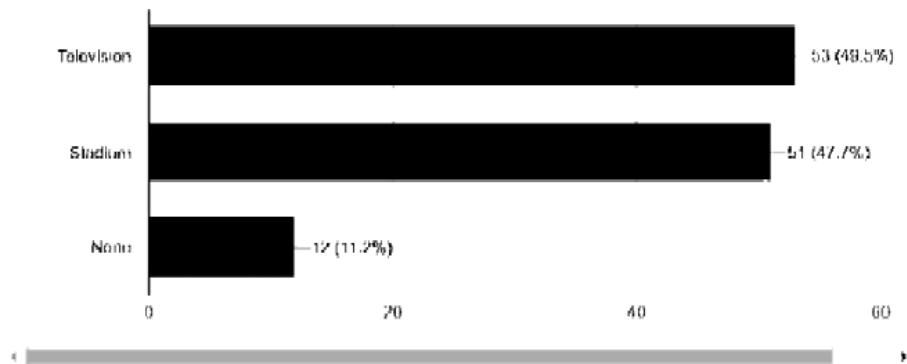
Does ISL give good career opportunities to the youngsters of India?

107 responses



Do you prefer watching ISL is the stadium or on television?

107 responses



Your opinion on whether TV plays a role in ISL?

107 responses

- Yes (14)
- No (3)
- Yes it does (3)
- Yes it does (2)
- It does (2)

Data Analysis.

Authors discussing mass-media research methods provide literature on the appropriateness of content analysis in mass-media studies. Bernard Berelson (1952) defined content analysis as "a research technique for the objective, systematic, and quantitative description of the manifest content of communication" (Berelson, 1952). Hansen et al. (1998) state that content analysis is one method for the systematic analysis of communications content, but that such analysis is by no means the only method for studying media content. More specifically, Wimmer (2006), in presenting the five purposes of content analysis, provides examples of a study used in the traditional descriptive manner (which is to identify what exists). Identifying and describing what exists in terms of television broadcasting and football represent the main rationales for using content analysis for this study. Content analysis is relevant to this study as a method for examining media output and flow. This study looks at the role of international media flow and the content and review of the literature related to the New World Information and Communication Order.

After categorizing and analyzing the data, the outcome that was reached through 100 respondents was, that the main age group was 18 - 25 with a percentage of 83.2%, 9.3% below 18 and 11.2% above the age of 25. These

groups were further categorized in a male and female perspective. In which 84.1% were males and 17.8% were the females of the group.

The respondents to the number of 91.6% watch sports and 10.3% do not watch sports. Out of which 95 people, being a percentage of 88% watch football. 34.6% watch cricket which is 37 people and 7.5% being 8 people, watch hockey. Out of these 100 respondents, 87 people (81.3%) watch the ISL league apart from IPL, 19 respondents (17.8%) of the respondents watch Pro Kabaddi and 17 people (15.9%) watch Premier Badminton.

The factors were further categorized to gather more information. The next category was which form is preferable to the respondents. Out of which 86 people (18.4%) chose television and 32 people (29.9%) chose live streaming as a preference. This shows the lead television holds for the medium to watch sports. ISL especially.

The next factor that was asked about was whether ISL is improving the popularity of Indian football. In this factor, out of which 94 people (87.9%) said yes and the rest said no, it does not. The next aspect of the questionnaire was is television giving enough time and space for the ISL so it can grow. Out of which 75 people (65.4%) responded saying yes as the answer and 39 people (36.4%) said

no.

The next factor of the questionnaire was about the commercializing of the ISL league. Whether respondents remembered any of the ISL advertisements. Options being "Future Hai football" and "come on India, let's football). 92 people do remember an ISL league add. Although 21 people (19.6%) do not remember any advertisements. Out of which 25 people (23.4%) remember the future hai football commercial and 89 people (83.2%), remember the come on India, let's football commercial.

The next aspect of the questionnaire was about career opportunities for the Indian youth. Out of which 61 people said it does and 42 people said it does not. Majority agrees to the fact that ISL is helping the Indian population although the rest of the people don't believe it is so.

The next factor was whether people preferred watching the ISL matches on television or stadium. In which 53 people (49.5%) opted for television. Whereas 51 people (47.7%) prefer stadium to watch the ISL matches.

From all the data gathered from all the responders' opinions, people feel like there is a huge impact on the ISL through television. With the half time talk shows, with the game promotions as well as the live telecasting all over the world. Although the negative that everyone speaks about is, how unfair

the talent pool selection is. Indian football will go nowhere because of the players that are taken. The whole world watches this league and is a perfect way to promote Indian talent but is not done so because of the selection process. The people aren't very happy with this. This could decrease in viewership in time because of the league disheartening football lovers. Over all though, television is doing an excellent job as a media for the ISL league. With the right promotions and development of the sport, the league can just keep excelling as it has been doing.

There is a huge response on whether television is giving enough time for promotion of ISL. Mainly people agree with that fact. Some of the minority feel that there is still more place for the development of ISL. From research it is been shown that barely 3 - 6% of television time goes towards sports. In that there is cricket, kabaddi and other such leagues. Not to mention the international leagues as well. ISL holds the potential to improve Indian football. It holds a little more power over the I - league as well. With the professionalism they are trying to show with the league. Holding auctions, paying good money, proper sponsors backing for every team. Travelling to various stadiums to play all over the country. The ISL league is already the 4th most watched league in the world. If the league can come up with excellent

talents, more people will want to watch the league which will mean growth in popularity and development and this can improve the league as well as the state of Indian football.

Conclusion -

The conclusion of a research paper needs to summarize the content and purpose of the paper without seeming too wooden or dry. Every basic conclusion must share several key elements about the written research paper. A conclusion is the last part of something, its end or result. When you write a paper, you always end by summing up your arguments and drawing a conclusion about what you've been writing about. Every paper requires a conclusion or summary to conclude said topic.

Just as your introduction acts as a bridge that transports your readers from their own lives into the "place" of your analysis, your conclusion can provide a bridge to help your readers make the transition back to their daily lives. Such a conclusion will help people see why analysis and information should matter to them after they put the paper down.

The topic is mainly about television being a media for the ISL league. The ISL league is India's biggest football league and 4th most watched league in the world. That too this just being the 4th season of ISL has drawn so much crowd and followers. The ISL

league has the potential to rise above other leagues as well if the league picks up good Indian talent and give a chance to all the talented players.

ISL is getting a huge promotion rate through television. Many people prefer watching the matches on television rather than even going to the stadium. Television is also promoting the league by telecasting matches live. That is also preferred on television rather than live streaming as well. Television is really helping the league develop as well as the country develop an interest in the league as well as national football. Which is really important and required for the country if the country wishes to reach better ranks in world football. Television is also helping promote the league by giving enough time to the ISL but that could improve as well. Only 3 - 6% of telecasting is there for Indian sports. If that improves, scope for more viewership can grow too. In which case, popularity takes a high boom for the league. Also telecasting of game promotions and build up shows as well as the half time shows where they talk about the sport, helps new viewers learn about the sport and improve viewership like that as well as promotion also happens like this when the half time show talks shed light on what happened the full half and how the match is going. All these factors help promote the league as well as the sport.

The hypothesis was proven to be

right. Yes, television does help the ISL league in many ways. Promotion and popularization are the main factors that television helps the league in. television can really help and promote the sport to a worldwide audience as well as nationwide audience.

Television can change the spotlight from cricket to football over time. Television has largely grown on people. It is one of the main means for watching entertainment, sports or dramas of sorts. It is a very important factor to people now. The effect it has on the ISL league is also spectacular. It is changed Indian football for the better. Growth in viewership as well as growth in talent. Youth now feel there is some career to pursue in India for football. This way, even the youth will improve viewership for football and ISL.

A survey was conducted as the research methodology to gather information. A questionnaire was formed in those hopes. The questionnaire helped fill in a void of information that is now complete. Being a quantitative study, a huge number of people had to be taken for the task of gathering information through the survey. There were quite a few issues that came and went as the questionnaire was getting developed as well as during and after the survey was done. Such as getting the questions correct then sequencing the questions, trying to get as much information from each question. After the questionnaire was

complete, networking was an issue. Getting 100 people to fill out the surveys was no easy task. The researcher had to get behind people to fill the form with constant reminders and pushes. Almost all the respondents were happy to help though.

In the end, the research was a success. All research problems were solved through gathering of information as well as the surveys. The researcher's hypothesis was proved to be right. Television does help popularize and creates an impact on the ISL league. After a huge amount of research done by the researcher, the topic became very simple to understand as well as fathom more interest in the sport of football and furthermore in the ISL league. This went to show how important television is for any sport out some forms of media as well as the growth of football. What heights it has reached, from the starting point.

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