



**RATIONALE OF SPORTS COVERAGE IN THE INDIAN NEWSPAPERS: A
CONTENT ANALYSIS APPROACH”**

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ABSTRACT

The development of sports from the pre-historic times until now may be largely attributed to the exploration and modernization of industrial and telecom sectors. Today media is capable of bringing information from the remotest corner of the globe. This unique aspect of media makes it an important medium for sports' promotion and development. The connection between media and sports is an under-researched area and is being largely ignored by the researchers in India. To address this lapse, this study is related to the justification meted out to various sports as-far-as sports coverage in the Indian newspapers is concerned.

Keywords: Evolutionary, patriarchal, pioneering, quantitative, under-researched, symbolic.