

One Day Seminar
on
Sports and Media Interface
18th March 2017

Coordinators: Dr. Lovely Dasgupta and Dr. Shameek Sen

Concept: The seminar Aims to investigate the interface between Media and Sports. Mediated Sports has transformed the experiences of watching live sporting performances. The consequential commercialization and commodification is just one of the outcome of this intervention. For media is also capable of projecting images that define the perception of the spectators about how sport and sports person should be. Media is also equally capable of engendering debates about the legitimacy of rules and regulations that are internal to governance of sports. In the Indian context the question of transparency and accountability in the running of sports federations are constantly brought in the public domain by the media. It is through sting operations conducted by the media that information on betting and match fixing has been brought to the lime light. Media also celebrates the champions and project the image of nationalism. The political insights in conducting of the sports and the winnings of the national team is greatly contributed by the media. Media also highlights the apathy and neglect of sports person by the governing body. It was Times of India's reportage on SanthiSoundarajan that led to the rehabilitation of the athlete. It was the extensive coverage of doping going on in NIS Patiala that lead the Government of India to Constitute the Mudgal Committee on doping regulation and education in India. Media can also be destructive in the sense of giving immense importance to few sports like cricket in their coverage as against other sports. On the whole the relationship of sports and media is tumultuous as well as necessary. The coverage of sports by the media leads the viewers and the readers to experience a catharsis which sociologists call the Deep Play theory.

Aim of the Seminar: The Seminar Aims to introduce several sub theme where in media and sports constantly interact. The aim is also to generate discussion on current law and regulation regime that controls the broadcast of sports on media. In addition the debate will also center on the role of media in educating the sports persons about their rights and entitlements. The larger aim is to engender a debate post the seminar in order to impact the policy making process of the Ministry of Youth Affairs and Sports

Object: The object is to highlight the importance of media to sports and the effect of responsible and informed reporting on the development of sports. This also is an attempt to undertake follow up measures in the form of proposals/suggestions for doping free sport in Tokyo 2020 Olympics.

Sub Theme: 1) Representation of Sports in the Media-The Impact of the Medium

2) Broadcasting of Sports and Rights of Sports Federations: Perennial Controversy

3) Corruption in Sport and the Role of Media: A Voluntary Vigilant

4) Doping Education and Media: The Right Choice?

5) Privacy Rights of Sports Persons and Media: 'Bringing the Sports into disrepute' justification

6) Ambush Marketing and Media- The Brand Endorsement Incentive or Freedom of Speech

Venue: WBNUJS.