

Coverage of the Indian Cricket Team in World Cup 2011 by The Times of India: A Content Analysis

¹Dr. SAAD ULLAH KHAN

(PhD in Mass Communication from Aligarh Muslim University)

Assistant Professor

School of Journalism and Mass Communication,

Manipal University, Jaipur-303007.

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²Dr. AMANOLLAH TAMANDEHROU

(PhD in Sociology from Aligarh Muslim University)

Abstract:

Spreading the word about **Indian Cricket Team** and its performance in **World Cup 2011**, India's most read English daily (Times of India) definitely did its job. From first week of February till first week of April, there were large spaces devoted to the details of **Indian Cricket team**, the **matches** it played, **performance** of the **players**, the **game strategies** team applied on the field as well as the **nation's expectations** from each player. Besides, whereas columnists and analysts were busy in lambasting the teams participating in Cricket World Cup 2011, **photojournalists** were adding new hues to this saga by clicking heart-touching moments.

This study tries to focus (**quantitatively** and **qualitatively**) on the coverage of Indian Cricket Team in World Cup 2011. **Times of India**, India's most read English daily newspaper has been selected for the study with the aim to assess the role of print media in creating awareness regarding an important sports event.

Sample includes the entire duration of World Cup 2011 i.e. from February 19, 2011 to April 2; 2011. The comparative qualitative approach would involve use of photographs, quotes of reliable sources like sports analysts, former captains etc. and other effective media employed by the newspaper.

Key Words: Cricket world cup, Indian Cricket Team, game strategies, Times of India, newspaper.

Introduction: Media has been identified as the **backbone of a successful democracy**. It makes the people **aware** of various **social, political** and **economic happenings** around the world. Like a mirror, it strives to show us the bare truth and the realities of life. Newspaper had emerged as one of the oldest and vibrant form of media. **Newspaper** covers all the

important happenings occurring day-to-day. But, **primarily** it **focuses** on politics, economics and **sports**.

Sports form an **integral part of mankind**. **Sports** bring **unity, brotherhood** and spread the message of peace and developments. It had been observed that sports had played a **major role in bringing two hostile nations closer**. It has been

widely believed that wherever diplomacy failed, sports works. **Cricket matches** between **India** and **Pakistan** had played a pivotal role in **melting ice** between two hostile nations. **Sports not only unite nations but also unite the hearts of citizens of two nations.** With the passage of time, media had added glamour to sports too. **Sports** had almost become a **commercial industry** with **billions of dollars** at stake. Also, people want to know each and every highlight of a match played far away. This led media to focus more and more on sports. **Successful sports persons** are revered as **Gods** by their fans.

Cricket is the **most loved sports** in India surpassing hockey, India's national game. One can witness Indians playing cricket in streets to hi-tech training academies. Needless, to say cricket has almost become a religion in India. **India-Pakistan cricket match did not remain a sport but rather become a fierce mini battle ground for the players as well as their fans residing in the two rival nations.** Common Indian interest in cricket increased after the victory in 1983 Cricket World Cup.

Aims and Objectives of the Study:-

Broadly speaking, the **present study is aimed at analyzing the coverage given to Indian Cricket Team in World Cup**

2011. Indian team won world cup after a long time period of **28 years** which was a matter of celebration for every Indian. This Research Paper primarily analyzes the coverage of the Indian Cricket Team in accordance with the pre-determined distinct categories as appeared in Times of India along with the coverage analysis relating to the performance of the Indian Cricket Team in the World Cup 2011. More specifically, this study has the following aims and objectives:

- 1) To find out the total coverage, in terms of number of stories and space occupied, given by The Times of India to Indian Cricket Team
- 2) To study the photographic content and the space occupied by photographs.
- 3) To study the space occupied by Letters to Editor
- 4) To study qualitatively the presentation of news related to Indian Cricket Team in World Cup 2011 in terms of language, style, treatment and emphasis.
- 5) To observe and analyze the manner in which the Indian Cricket Team and its achievements have been depicted by Times of India.

Methodology: - The method of content analysis, both **quantitative** as well as **qualitative**, was employed in this critical analysis of the coverage of **Indian Cricket Team by The Times of India. The Letters to Editor** have been inculcated in the due course of study. Also news features are taken into account.

Content Analysis:-Content analysis is a standard methodology in the social sciences for studying the contents of communication .It's a scholarly methodology defined by Ole Holsti (1969) as "*Any technique for making inferences by objectively and systematically identifying specified characteristics of messages.*"

According to Kimberley (2002), "*Content analysis is a summarizing, quantitative analysis of messages that relies on a scientific method and is not limited as to types of variables that may be measured or the context in which the messages are created or presented.*" It is a study done in a systematic, objective and quantitative manner for the purpose of measuring variables. Perfect objectivity is however, seldom achieved in content analysis.

Time period and sample of the study:- The time period selected for the study is the span of World Cup i.e. from **February 19, 2011 to April 2, 2011**—in which census

method was used to analyze the reportage. The newspaper coverage of every single day was taken into account for the purpose of the study.

Quantitative Analysis

The quantitative analysis covered the following points:

- The number of stories
- The pages on which they have appeared
- Numbers of columns in the story
- Space occupied in terms of column cm(height of a single column multiplied by number of columns occupied by each story)
- Number of photographs accompanying each story

Qualitative Analysis

For the **Qualitative analysis**, the news stories were analyzed in a different manner. The headlines and lead paragraphs as well as the general body structure of the reports were carefully examined to evaluate the treatment of the story. What **kind of language** and **sentence structure** was being used? How were the **stories** being **'framed'**? Whose **perspective** was being **highlighted**? Were the **feats accomplished by Indian Cricket Team** were merely praised or they are discussed thoroughly? Thus the study has sought to comprehensively evaluate the general

status, attitude and emphasis of Times of India regarding the coverage of Indian Cricket Team in World Cup 2011.

Cricket in Indian Subcontinent:-The first definite reference to cricket being played anywhere in the sub-continent is a report of English sailors of the East India Company written in 1737. It refers to cricket being played at Cambay, near Baroda in 1721. The Calcutta Cricket and Football Club was known to be in existence by 1792, but was possibly founded more than a decade earlier. In 1799, another club was formed in south India after the successful British siege and the defeat of Tipu Sultan. In **1864, Madras v. Calcutta match** was arguably the **start of first-class cricket in India. The most important fixture in the 19th century was the Bombay Presidency Match which evolved, first, into the Bombay Triangular and then into the Bombay Quadrangular. The match was first played in 1877 and then intermittently for several seasons until finally being given first-class status in 1892-93.**

An English team led by George Vernon in 1889–90 was the first foreign team to tour India but none of the matches that it played are considered first-class. *First-class cricket definitely began in the 1892–93*

Season with two Europeans v Parsees matches, at Bombay (match drawn) and Poona (Parsees won by 3 wickets). In the same season, Lord Hawke captained an English team that played four first-class matches including a game against "All India" on 26–28 January 1893. **India** became a member of the “**elite club**” joining England, South Africa, New Zealand and the West Indies in June 1932. India's first match in Lords against England attracted a massive crowd of 24,000 people as well as the King of England, who was also the Emperor of India.(1)Many believe it **encouraged** the **concept of nationhood** for the Indians and proved to be a turning point in India’s struggle for independence. **India** had to wait until **1952** to record its **first ever Test victory. India beat England by an innings in Madras.** It was in the same year that Pakistan gained Test status. Once again cricket proved its importance as a forum for reviving human bonds. **India clashed** with the **visiting Pakistan team** in **1952** initiating a new intense sporting rivalry between the newly-formed neighbors. Unlike India, **Pakistan** managed to **record their first ever win** within a mere two years in **1954.**

As India and Pakistan went to war in 1960, cricket matches were suspended. It was just the beginning of a series of suspensions to come. Pakistan still remain the only team to beat England in their first ever tour to the cricket's birth place. While Pakistan's initial pioneering era seemed to be diminished during 1960's, India saw the emergence of new talent in the form of Bedi, Chandrasekar, Prasanna and Pataudi. **Sunil Gavaskar dominated the batting in world cricket** during the 1970s. **He still holds a world record**, having scored the **most centuries in Test cricket**. **Imran Khan**, meanwhile, **dominated bowling but was also a superb all-rounder**.

India surprised all the cricketing nations by **defeating** the mighty **West Indies** in the **1983 World Cup** held in England. *Winning the World Cup raised India's interest in the game to a new level. Money flowed into the game from many spheres of the marketing world. For example, television and other broadcast rights, also advertising. For the first time, there emerged a competition to broadcast match that involved India.*

The **new era** of **India's cricket** saw the emergence of the genius **Sachin Tendulkar**, who made his Test debut at sixteen. Great Don Bradman once

described him as his modern incarnation.

Tendulkar is regarded in India not as a mere cricketer but as a gift from the heaven. Beating arch-rival **India** by **3-0** in **1982/1983** was a landmark in Pakistan's history which raised the game and created a celebrity- **Imran Khan**- for a country who had no film stars. ***Pakistan went onto claim the world title in 1992.***

The 1980s saw the emergence of **another cricket rival** from the sub-continent- **Sri Lanka**. Despite taking four years to win the first Test match, Sri Lanka, too went on to claim the world title in 1996. On an island ravaged by civil war, cricket is a common bond for all races and religions. Sri Lanka's Muttiah Muralitharan is on his way to become the world's leading test match wicket-taker. Bangladesh's defeat of Pakistan was one of the biggest upsets in 1999 World Cup. Bangladesh joined the "elite club" within eighteen month of that famous win although some believe it was premature.

Sports Journalism: Emergence and Future: - Sports journalism is a form of writing that reports on sporting topics and games. While the **sports department** within some newspapers has been **mockingly called the toy department**, because sports journalists do not concern

themselves with the 'serious' topics covered by the news desk, **sports coverage has grown in importance** as sport has grown in wealth, power and influence. Sports journalism is an essential element of any news media organization. Sports journalism includes organizations devoted entirely to sports reporting — newspapers such as L'Equipe in France, La Gazzetta dello Sport in Italy, Marca in Spain, and the defunct Sporting Life in Britain, American magazines such as Sports Illustrated and the Sporting News, all-sports talk radio stations, and television networks such as Euro sport, Fox Sports 1, ESPN and The Sports Network (TSN).

Since the **1990s**, the growing **importance of sport**, its impact as a **global business and the huge amounts of money involved in the staging of events** such as the Olympic Games and football World Cups, has also attracted the **attention of investigative journalists**. *The sensitive nature of the relationships between sports journalists and the subjects of their reporting, as well as declining budgets experienced by most Fleet Street newspapers has meant that such long-term projects have often emanated from television documentary makers.*

Through the 1970s and '80s, a rise in "**citizen journalism**" in Europe was witnessed in the rapid growth in popularity of soccer "fanzines" - cheaply printed magazines written by fans for fans that bypassed often stilted official club match programs and traditional media. Many continue today and thrive. Some authors have been adopted by their clubs - **Jim Munro**, once editor of the **West Ham United** fanzine **Fortune's Always Dreaming**, was hired by the club to write for its match day magazine and is now sports editor of **The Sun Online**. Other titles, such as the irreverent monthly soccer magazine **When Saturday Comes**, have effectively gone main stream. The advent of the internet has seen much of this fan-generated energy directed into sports blogs ranging from team-centric blogs to those that cover the sports media itself.

Sports Journalism and New Media Technology: - Since the beginning of smartphones and the use of applications, sports media has taken off and has become accessible from almost anywhere at any time. Not only can fans check the scores on different apps such as ESPN and Global Sports Media, but people can use social media apps as well to find out different scores. These apps give score updates,

rosters, game schedules, injury updates, and much more right when they happen. People can get real time results right from their phone. They do not need to be at the game or, right by their television to see how their favorite team is doing. Now people can stream games right from their phone. This type of fast, easy information is very important to sports fans. As stated in a Time magazine (2) “Enthusiastic fans are eager for updates on their favorite teams and the opportunity to rant about what went wrong in the playoffs or why their coach should be fired”. Many people want to discuss matters about sports, teams and games, and this article shows that with the sports apps, the news can be found at a moment’s notice. As fan of the ESPN score center, Cinball states (3) “I get quick updates, and alerts. Love it when I can be watching my games.” This is just one example of many avid sports fans who likes the quickness that the media traveling right to his or her phone. Thanks to the smartphone, a fan no longer has to wait for scores or search the web for information on players. All the information is available at the palm of their hand. Sports apps do not always have to be about giving scores, some applications include workout helpers, rule books, and even games. The workout

apps can show how the professionals’ workout and can give inspiration to do the same workout. The rule books are important, because it spreads the knowledge about the game, and it can get people interesting in new games. The games apps are a good way of teaching people how the game is played, and can give players a bigger interest in the specific sport. All of these different apps are a part of sports media in the form of using smartphones and apps. This helps spread information about sports to anyone who wants it.

Smartphones can not only be used just for scores, they can also help athletes become known and recruited. These days most everything is caught on camera, and that includes great plays made by athletes. Once a video is taken it will be spread through the social media sites in no time. The AT&T commercial in this link shows a great example of how smartphones can be used to shear sports events and information.

ICC Cricket World Cup 2011:- The **2011 ICC Cricket World Cup** was the **tenth Cricket World Cup**. It was **played** in **India, Sri Lanka**, and (for the first time) **Bangladesh**. Pakistan was also scheduled to be a co-host, but after the 2009 attack on

the Sri Lanka national cricket team in Lahore, the International Cricket Council (ICC) cancelled that, (4) and the headquarters of the organizing committee, originally in Lahore, was transferred to Mumbai. (5) Pakistan was to have held 14 matches, including one semi-final. (6) Eight of the games (including the semi-final) were awarded to India, four to Sri Lanka, and two to Bangladesh (7)

All the matches were One Day Internationals, and all were played over **50 overs. Fourteen national cricket teams** took part, including **ten full members** and **four associate members** of the ICC. (8) The **opening ceremony** was held on **17 February 2011** at Bangabandhu National Stadium, Dhaka (9) and the **tournament was played** between **19 February** and **2 April**. The **first match** was played by the **Indian** and **Bangladeshi** teams at the Sher-e-Bangla National Stadium in Mirpur, Dhaka (10). The final was between India and Sri Lanka at Wankhede Stadium, Mumbai.

India won the tournament, defeating Sri Lanka by six wickets in the final in Mumbai, thus becoming the **first country** to win the **Cricket World Cup final on home soil**. **India's Yuvraj Singh** was declared the **man of the tournament**. (11)

This was the first time in World Cup history that two Asian teams had appeared in the final. It was also the first time since the 1992 World Cup that the final match did not feature Australia.

The World Cup has grown as a media event with each tournament. The ICC sold the broadcasting rights for the 2011 event to ESPN Star Sports and Star Cricket for around US\$2 billion. At least two billion people from more than 180 countries around the world were expected to watch. For the first time the ICC Cricket World Cup was broadcast in high-definition format, and it was to be covered by at least 27 cameras using recent technology. It was also planned to be shown across platforms such as online and mobile 3G. It was the first time that an ICC event had the Umpire Decision Review System (UDRS). (12) The official event ambassador was Sachin Tendulkar. (13)

TIMES OF INDIA

(INTRODUCTION, DATA COLLECTION AND INTERPRETATION)

The Times of India (TOI) is an Indian English-language daily newspaper. According to Audit Bureau of Circulations, it has the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid,

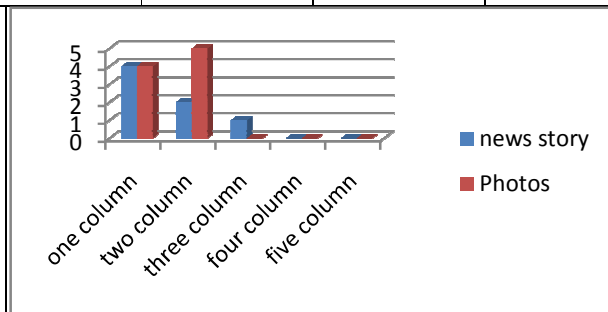
compact, Berliner and online).(14) In 2008, the newspaper reported that (with a circulation of over 3.14 million) it was certified by the Audit Bureau of Circulations (India) as the world's largest selling English-language daily, ranking it as the 3rd largest selling newspaper in any language in the world.(15) and World Association of Newspapers and News

Publishers. According to the Indian Readership Survey (IRS) 2012, the Times of India is the most widely read English newspaper in India with a readership of 76.43 lakhs (7.643 million). This ranks the Times of India as the top English daily in India by readership. (16) It is owned and published by Bennett, Coleman & Co. Ltd. which is owned by the Sahu Jain family.

Quantitative Analysis:

Table 1: Column Wise Front Page Coverage of the Indian Cricket team in World Cup 2011 by Times of India

	One Column	Two Column	Three Column	Four Column	Five Column
News Story	04(Four)	02(Two)	01(One)	-----	-----
Photos	04(Four)	05(Five)	-----	-----	-----

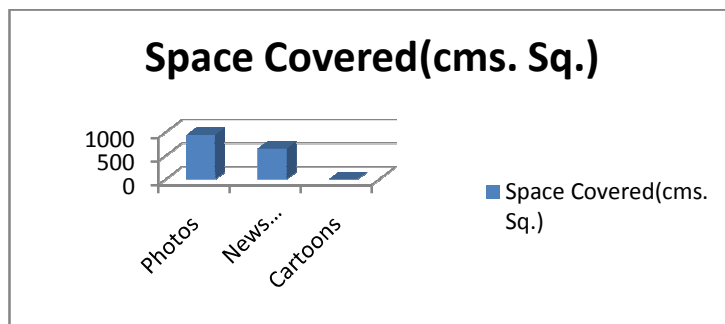


There are **04 one column news stories, 02 two column news stories and 01 three column news stories** on the front page of

the newspaper. As far as photographs are concerned, **04 one column photographs and 05 two column photographs** are there.

Table 2: Space Covered (centimeter square) by different news material on front page of Times of India

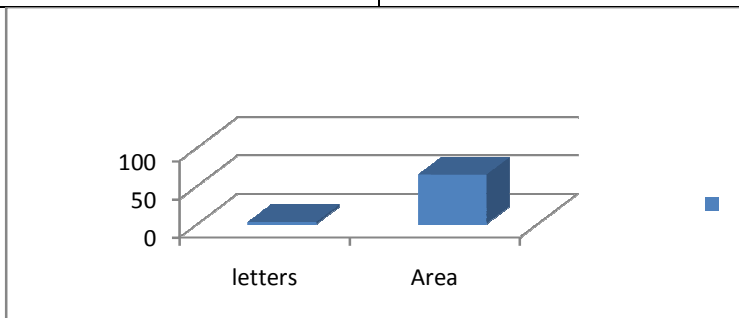
Contents	Space Covered
Photos	943.89
News Story	653.49
Cartoons	-----



Space covered by photographs on the front page is **943.89 cm²**. Space covered by News Stories on the front page of News Paper is **653.49 cm²**. There were no cartoons on front page.

Table 4: Coverage of “Letters to the editor” regarding the Indian Cricket team in World Cup 2011 by Times of India

Number of Letters	03
Area	64.7 cm ²



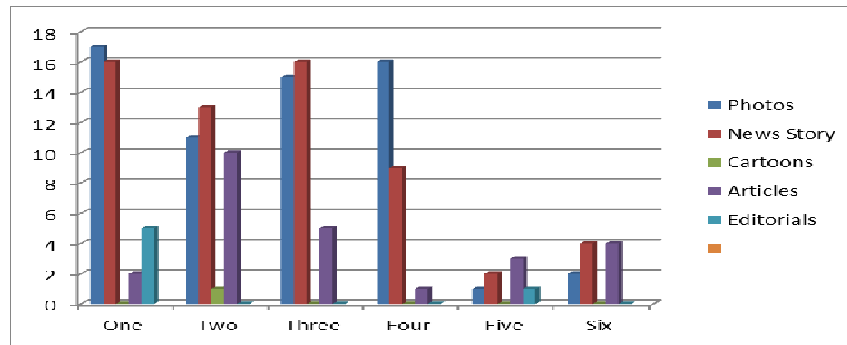
There were **03 “Letters to Editor”** published regarding Indian Cricket Team covering a space of **64.7 cm²**

Table 4: Category wise Coverage of the Indian Cricket team in World Cup 2011 by Times of India

	One Column	Two Column	Three Column	Four Column	Five Column	Six Column
Photos	17	11	15	16	1	02
News Story	16	13	16	09	02	04
Cartoons	0	1	0	0	0	0
Articles	2	10	05	01	03	04
Editorials	5	0	0	0	1	0

There are 17 one column photographs, 11 two column photographs, 15 three column photographs. Whereas there is just 01 two columns cartoon in contrast to 01 five column editorial. There are 02 one column

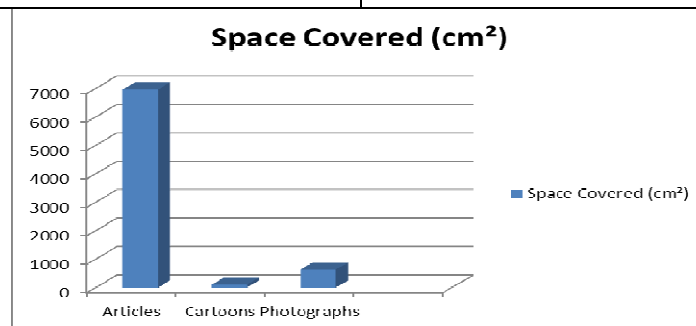
articles in contrast to 10 two column articles. Likewise, as the table indicates there are 16 three column news stories in contrast to 09 four column news stories.



Graph indicating Category wise Coverage of the Indian Cricket team in World Cup 2011 by Times of India

Table 5: Space covered by News Items in Times of India regarding Indian Cricket Team in World Cup 2011 (Column wise coverage in cm²)

	One Column	Two Column	Three Column	Four Column	Five Column	Six Column
Space covered by News Items	531.34	1389.54	1923.41	1772.87	268	889.7
				Space Covered (cm ²)		
Articles				6959.46		
Cartoons				98.63		
Photographs				629.13		



The space occupied by **one column** news stories is **531.34 cm²**, **two column** news stories is **1389.54 cm²**, **three column** news stories is **1923.41 cm²**, **four column** news stories is **1772.87 cm²**, **five column** news stories is **268 cm²** and **six column** news stories is **889.7 cm²**. Likewise, the total space occupied by **photographs** is **629.13 cm²**, **cartoons** is **98.63 cm²** and **articles** is **6959.46 cm²**

Qualitative Analysis:- By analyzing the news content qualitatively, the present study tried to focus on the treatment of news in TOI, through the language, the framing, the issues highlighted and the follow-up coverage. The quantitative analysis revealed that Cricket World Cup 2011 was a big component of the coverage by TOI. As far as the language of TOI is concerned, Times of India was found to be catchier and conversational language supplemented with emotional content to attract its readers towards stories that would ordinarily have seemed mundane. Times of India used both its headlines and its photograph as strategic equipment to drag in the readers and keep their interest alive.

Conclusion: Quantitative Analysis of Times of India reveals the fact that a large amount of space had been dedicated to Cricket World Cup 2011. Very frequently,

news relating to Indian Cricket team covers the front page of Newspaper along with photographs. Times of India published 25 articles and 06 editorials. 60 news stories have been published by Times of India regarding Indian Cricket Team. Times of India is a newspaper which gives more priority and space to happening and off the track events and not necessary socially significant. The TOI impart tremendous coverage with more photos, articles and editorials. Times of India also try to analyze the game strategies of various cricket teams in an efficient manner. Photographs focusing every aspect of the Indian team and its performance in the World Cup were in abundance. Yuvraj Singh stole the show by getting biggest coverage as a player whereas M S Dhoni got the biggest coverage as Captain of Indian Cricket Team. Besides, Sachin Tendulkar, Virat Kohli, Sehwag and Zaheer Khan also get considerable amount of coverage. Pictures showing Indian Cricketers in action in the stadium as well routine practicing covers considerable space from time to time. Times of India employed conversational language supplemented with emotional content to attract its readers towards stories that would ordinarily have seemed ordinary.

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