

Comparative Coverage Analysis of Football and Other Sports by the Leading English Newspapers of India during FIFA World Cup 2014

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Abstract : The FIFA World Cup, often simply called the World Cup, is an international association football competition contested by the senior men's national teams of the members of Fédération Internationale de Football Association (FIFA), the sport's global governing body. The championship has been awarded every four years since the inaugural tournament in 1930, except in 1942 and 1946 when it was not held because of the Second World War. Its 20th edition took place in Brazil from 12 June to 13 July 2014, which was won by Germany. The World Cup is the most widely viewed and followed sporting event in the world, exceeding even the Olympic Games; the cumulative audience of all matches of the 2006 FIFA World Cup was estimated to be 26.29 billion with an estimated 715.1 million people watching the final match, a ninth of the entire population of the planet. General-interest newspapers typically publish news articles and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, severe weather, and natural disasters; health and medicine, science, and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts. It became curiosity to investigate that how much coverage is given to this most widely viewed international event as compared to other sports in India. Hence, the present study was conducted with the aim of examining the comparative coverage of FIFA World Cup 2014 and other sports in the four leading Newspapers of India including Hindustan Times, The Hindu, The Times of India, and The Tribune. Specific objectives were to measure the source of news, type of news items and the placement of news related to FIFA World Cup and other sports. Representative sample of ten editions each of the four English dailies was chosen for the purpose of the study. The analysis was based on the actual scanning of data from the representative sample of the dailies for the period of the competition. It can be concluded from the analysis that this event was given maximum coverage by the Hindustan Times while other sports were equally covered by The Hindu.

Keywords : coverage analysis, FIFA World Cup 2014, Hindustan Times, the Hindu, The Times of India, The Tribune

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