



**Sports Reporting: A Comparative study between
Cricket and Football news coverage in Bangladeshi Daily
Newspapers**

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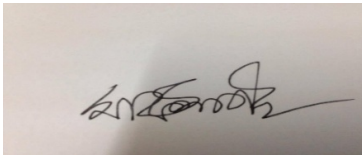
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I am pleased to certify that the data and the findings presented in the thesis are the authentic work of Shahad Ahmed. As a person, Shahad bears enthusiasm and a good moral character. I wish him all success in life.

The thesis is expected to contribute in the field of Journalism and Mass Communication.



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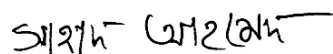
Dear Sir,

I have conducted a thesis entitled ‘Sports Reporting: A Comparative study between Cricket and Football news coverage in Bangladeshi Daily Newspapers’ as a course requirement in my post-graduation.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this thesis has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my thesis. Your kind approval is solicited.

Sincerely yours,



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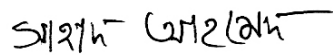
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I am especially thankful to my family and my friends who supported my dreams and never let me give up and kept me going forward. I am very grateful to everyone who has made an input on this thesis and supported me through all the ups and downs - sharing their thoughts and knowledge.

Declaration of Authorship

I certify that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,



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Abstract

Sports in Bangladesh is a popular form of entertainment as well as a significant part of Bangladeshi culture from very long time. Cricket and Football are most popular sports in Bangladesh than other sports. But in recent time that more than a decade cricket takes the lead in terms of popularity. And we know that, Media plays an essential role in spreading consciousness among the masses, the acceptance or the reach of a particular sport depends on the media coverage being provided to it. Over the years, the Bangladeshi newspaper has played an active role in encouraging the sports of cricket and its increasing popularity. In our simple eyes we can say that newspaper media always try to give large treatment for cricket more than football. The study is design to know the difference of news and photo treatment between our national cricket and national football in Bangladeshi daily newspapers. Three newspapers are selected for the study. After the data collection for the period of 30 days on all three newspapers, the results clearly show that Cricket privileged more than Football sometimes doubles in many sides. But every newspaper has some responsibility to bring the fall-back sports in front and made interest on the mass people as they know about that particular sports as well as our cricket.

Key words: *Sports Journalism, Sports Journalists, Journalism, Sports Media, Cricket, Football, Sports in Bangladesh*

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CHAPTER I

INTRODUCTION

We all know that media have a strong incredible power in shaping and controlling the reader or viewers mind. Sports news is exceptional than regular news. Mass people known about that vary sports which are regularly published. Broad news in large treatment, large photo are very often to attract the sports loving people. Sports in Bangladesh is a popular form of entertainment as well as a significant part of Bangladeshi culture from very long time, that's why now a day's minimum two pages are allocated for sports in every popular newspaper. Cricket is the most popular sport in Bangladesh. All the way through history, football is popular game in Bangladesh after cricket.

Media plays an essential role in spreading consciousness among the masses, the acceptance or the reach of a particular sport depends on the media coverage being provided to it. Over the years, the Bangladeshi media has played an active role in encouraging the sports of cricket and its increasing popularity, with multi-billion dollar deals for coverage of local and international cricket matches. However, other sports including football have not been able to earn in the benefits of media coverage. The lack of media attention and coverage has reduced the development of football in Bangladesh, as many of the people are not even know of the names of the player who representing the country, except for a few players. Compared to Western media where every sport gets an equal coverage, Bangladesh media is still focussed around cricket, although, things have started to improve in the past two years but not so much for the development or betterment of our football. Media need to be focused how they publish news and what will be the treatment for the betterment of our football. Then interest for football again earned same as earlier.

Scope of the study

So many of us read news of national sports in daily newspaper, specially Cricket and Football related news. But in our country perspective, Cricket related news is more highlighted than football related news. Overstatement and colouring the facts are often found in those cricket news. Also, many of them used big photo as a treatment which related to cricket. But for national football the treatment and the colouring are not that much to attract the readers.

The study is design to know the difference of news treatment between our national cricket

and national football in our daily newspaper. That may contribute in the field of journalism while covering news in these two areas. Based on the results of this study there are possibilities for further research. Secondly, the pattern of coverage by different newspapers will be understood comparatively. Finally, the study will also help to understand the difference of news treatment related to these areas.

Research objectives

The major objective of the research is to find out the news treatment difference on daily newspaper between national cricket and national football. The study also seeks to know what the news treatment on big event is related to these two areas also to know from reporter's perspective with an interview.

The specific objectives of the study are:

1. To find out the difference between the treatment of daily newspaper on national cricket and national football news.
2. To understand how the newspapers give treatment to the big events of national cricket and national football news.
3. To find out why the treatment is different.
4. To understand the major transformations in terms of sports news coverage by newspaper of Bangladesh.

Research Question

- I. How the newspapers give treatment of the national cricket and football news?
- II. What are the reasons of the differences between the treatment of national cricket and football news?

Methodology of The Study

This study has been concentrated on the qualitative and quantitative research methods used in this study. It explains why the researcher has decided to utilize both the qualitative and quantitative research methods and the process of sampling.

Multiple methods research

Using more than one method in a research is multiple methods research which is also known as multi-methodology. In this study the multi-methodology approach is applying both qualitative and quantitative research.

The combination of the both methods provides a more in-depth analysis of problems which is quite difficult to achieve with a single method (Creswell & Plano Clark, 2011).

Qualitative research and quantitative research offer different perceptions making the balance between the limitations of one method and strengths of the other method. At the same time the ability to generalize the results is absent in qualitative research while the quantitative research allows to do so. Therefore, in this research the combination of strengths of a qualitative approach makes up for the weaknesses of a quantitative approach and vice versa.

Under those interviews and content analysis were done.

Quantitative research

Quantitative methods emphasize objective measurement. It is statistical and mathematical analysis of collected data. Data collected also by manipulating pre-existing statistical data using computational techniques.

Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Wadsworth Cengage, 2010).

Media content analysis, a well-established research methodology, is a particular sub-set of content analysis.

Neuendorf (2002) describes content analysis as “the primary message-centred methodology” (p. 9) and cites studies such as Riffe and Freitag (1997) and Yale and Gilly (1988). Which “reported that in the field of mass communication research, content analysis has been the fastest-growing technique over the past 20 years or so” (Neuendorf,2002, p.1).

Riffe and Freitag (1997) found that the number of content analyses published in *Journalism & Mass Communication Quarterly* increased from 6.3% of all articles in 1971 to 34.8% in 1995 – nearly a six-fold increase.

Qualitative research

Qualitative research offers a certain kind of data that helps to better understand the ways in which participants think about a problem or issues. Interviews can be used to explore the views, experiences, beliefs and motivations of individual participants. In this research, I used Semi-structured interviews, which consist of several key questions that help to define the areas to be explored, but also allows the interviewer or interviewee to diverge in order to pursue an idea or response in more detail. The flexibility of this approach, particularly compared to structured interviews, also allows for the discovery or elaboration of information that is important to participants but may not have previously been thought of as pertinent by the research team.

This study has been concentrated on the quantitative research and qualitative research methods used in this study. Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, ‘messages’ determined by key words in context (KWIC), circulation of the media (audience reach) and frequency. To complete the qualitative research researcher talked with the reporters from many newspapers.

Content Analysis

Berger (1991) says: “Content analysis ... is a research technique that is based on measuring the amount of something (violence, negative portrayals of women, or whatever) in a representative sampling of some mass-mediated popular form of art” (p.25);

Here, ‘content analysis method’ has been used to complete the study. Content analysis is a research technique used to understand how the media gives treatment of different types of news. In this study the total space allocated for different types of sports news was calculated top understand the trend of newspaper while covering sports news.

As discussed above, the data analysis consisted analysing quantitative data by using analytic approaches that were best suited to each approach. Results were then interpreted, based on how the combined results. A detailed discussion of the results appears in the following chapter.

For the content analysis I first collect the news and photo treatment size in column inches then gathered the data. I counted the column inches of every national cricket and football news and photos also the related interviews. I analysed how many column inches are used in the national cricket and football news treatment along with related photos. Then I analysed how many columns are those news and photos used. Finally, I summarized the whole discussion. The results were analysed and placed in graphs.

Sampling

I have selected three major newspapers, two Bangla and one English daily. I have collected the news items on our National Cricket and National Football from the coverage of 30 days from July 17 to August 18, 2019. On August 12, 13,14 no newspaper was published due to the vacation of Eid-UI-Adha that is why had to take August 18 in count to complete 30 days.

Selection of newspaper

Major papers in the country which have potential circulation and reputation among the readers. They reflect public opinion and assumed as they have influence on policy decision of

the authorities. Selected every newspaper allocated two pages for sports events.

Daily Prothom Alo: The Daily Prothom Alo as per the DFP report of 12 September 2014 is one of the highest circulated Bangla dailies in the country. Prothom Alo was founded on 4 November 1998. The circulation from Prothom Alo grew from an initial circulation of 42,000 to a circulation of a half million copies. It is one of the popular new generation newspapers in the country too. The claimed readership of the print edition of 'Daily Prothom Alo' is 9.6 million.

Kaler Kantho: Kaler Kantho is one of the most popular Bengali newspapers in Bangladesh. It is an enterprise of East-West Media Group, established in 10 January, 2010. Its first year of publication, the daily print order ran over .28 Million copies and it made the paper as the second-most circulated daily newspaper in Bangladesh.

The Daily Star: The Daily Star established its place in the media scene of Bangladesh on July 14, 1991. As per the DFP report of 12 September 2014, The Daily Star is the highest circulated English daily in the country. Every day, 41,150 copies have been published. The young educated readers like to read the newspapers very much.

Limitation of the study

First of all, time limitation was a crucial factor for a study like this. Total duration for a study like this requires more than three months but there were only three months to complete the study as Masters' thesis. Three newspapers for 30 days huge work to do. . There was also a limitation of gathering the relevant resources to conduct the study as all the resources were not easily accessible.

CHAPTER II

Literature Review and Theoretical Consideration

Sports Journalism background

The sports news in modern newspapers are growing on popularity every day. One can even say that universal reader interest in sports pages is much higher than any of the other parts of the newspaper. As a result, readers are demanding more and more reading matter on sports, sporting events and the sportspersons. Popular newspapers in our country are dedicating Two full pages for sports news. Some of the bigger newspapers are devoting three pages on special event like World Cup tournament. This demonstrates the tremendous pull sports command upon the minds of newspaper readers.

If we see in the history of sports journalism, according to Andrew Warwick, the boat race competition that was organized annually between the University of Cambridge and the University of Oxford from 1856 witnessed the first instance of a sporting event being covered by journalists in Europe.

The London Olympics of 1908 was a benchmark in the coverage of sporting events and played witness to a number of newspapers sending their best-known writers to cover the event. The Daily Mail had, in fact, Sir Arthur Conan Doyle (Author of Sherlock Holmes) covering the marathon at the White City Stadium.

During the World War II all major sporting events had to be cancelled in this regard, however, the children and youth continued to play. Nevertheless, it was only after the war that sports celebrated a full rebirth.

The role of journalists in general is changing due to the fast advancing technological developments as well as changes in ideologies and culture on a national level. Sports media is moving from a local or national outreach to global, 24/7 accessible communication (Lenskyj, 2006). Not only the media platforms and institutions are changing, also the media consumption and the work of sports journalists is (Schlegel, 2007).

In the book *Sports and Society: issues and controversies* by Coakley and Donnelly (2004) the roles of the journalists or commentators of the traditional media have been put in the following table:

Newspaper / magazines coverage	Television / Radio coverage
Emphasizes information and interpretation	Emphasizes entertainment
Offers previews and summaries of events	Offers play-by-play images and narratives
Provides written representation of events	Provides real-time representations of events
Success depends on credibility	Success depends on hype and visual action
Highlights facts and dominant ideology	Highlights heroic plays and dominant ideology
Most likely to provide criticism of sports and sports personalities	Most likely to provide support for sports and sports personalities

The importance of sport as part of the everyday consumption of media and information is increasing. The amount of coverage dedicated to international sporting events in traditional and new media has been amplified during the past century (Raney, 2006). Sport has always been a matter of national interest and importance, but nowadays sport has also become a multinational and multimillion-dollar business (Maguire, 2006).

A change of attitude has come from the guardians as sports give fame and recognition. Many businessmen turn their focus on sports as it gradually turns out to be a very profitable business sector.

Sports Reporting

It is certainly pleasant for the sports writer to have the best seats without paying for the tickets but he is never able to assume the carefree attitude of a casual fan. For the reporter watching sports event is a captivating as well as a challenging affair. This does not mean that sports writers do not enjoy their work. It does mean that they cannot allow their enthusiasm which is or can be displayed by an average sports lover. While covering important sports events a reporter has to organize previous records to relate the news to the past, prepare explanatory material and background facts and do speculative and interpretative reporting.

Reporter has to go beyond the mere objective of reporting of the event, but explain and interpret the run of play. And also share the amplitude of the situation for the readers in real time or someone else will have already informed and entertained the fans with it.

The Sports department is slowly becoming a vital department for a particular newspaper to exist in the market. Hence, we see many newspapers give extra care to the sports department and try to bring lot more colours on to it.

Sports and Sports Journalism in Bangladesh

In our country perspective, sports play a very vital role in Bangladeshi culture from long time. Traditional sports like Athletics, Swimming, Kabaddi, Boli Khela, Lathi Khela are mostly played in the rural areas while foreign sports like Cricket, Football, Hockey, Volleyball, Handball, Golf, Badminton etc. are more popular among the urban peoples. The National Sports Council (NSC) is the governing body to control all the sports federations and councils in the country and is responsible to the ministry of youth and sports. There are a total of 42 different sports federations affiliated with the NSC. Bangladesh Games is the largest domestic multi-sport tournament in the country where athletes and sports teams from all the districts participate.

Sport has always been a matter of national interest and importance, but nowadays sport has also become a multinational and multimillion-dollar business. That's why, though Kabaddi our national sport but Cricket and Football are most popular sport among others. Over the time, the coverage of the news about cricket and football are changed according to their popularity. Going back in the glory days, how popular football in Bangladesh. It was for nearly 30 years from mid-1970s to early 2000s might sound like a fairy tale to the young generation, who now watch Western League games. On the other side in that time Cricket is not so popular in Bangladesh sports. However, the scenario started to change from the 90's when Bangladesh started performing well in international cricket as an associate member of the ICC. In later years, first Bangladesh received the one-day status then the test status in cricket from the ICC. These developments helped cricket gain popularity among the masses. It's also changed the scenario of sports covering for media. Mass people are becoming more interested to know about cricket more than football. So, media houses specially newspapers started covering the cricket event more and gave extra care and try to bring lot more colours on to it to attract mass people. So, the cricket in our country remained no more a seasonal one

and started being played throughout the country with increased popular support, encouragements and sponsorship of the state as well as the individuals and the private sector. But on the other hand, our Football as a sport could not do well in the international arena compared to what cricket could achieve.

But those who once saw the best of Bangladesh football are now truly watching the poorest of it. Because of its damaged structure, which is based on the clubs who operate on donations, unlike any developed football nations. BFF still maintain an amateur approach with no future programmes, including youth development, ground facility, long-term agreements with players, gym and others facilities. However, the football news coverage are lower than the cricket in our daily newspaper. Large photos, huge bold headline are very regular for our national cricket but sometimes national football are covered over the international football. As a result, international football lovers are increasing day by day. And it's very tough to bring back the interest again in Bangladesh football. Today, Mohammedan and Abahani still play matches but cannot draw attention of the mass. In the past, thousands of football fans would travel to Dhaka from other districts to watch their favourite team game. Not anymore.

Mashrafe Bin Mortaza, Shakib Al Hasan, Tamim Iqbal are very well-known face in the cricket world. They are in the headline, advertising campaigns, staring out of billboards like hero of our country. They are so famous that even people outside of Bangladesh also knows them. The same can hardly be said of Jamal Bhuyan, even though he is the captain of Bangladesh's national football team. So there also more responsibilities for sports journalist and media that to bring back the golden time again for our national football.

Rise of the Cricket Vs Fall of Football in Bangladesh

There are lots of reason why in the terms of performance football is lacking behind than cricket for so long. Researcher trying to collect those factors one after another with some key factors. These are,

ICC trophy in 1997 and the rise of cricket

Cricket became a popular sport among the masses with the arrival of investment and commercialisation in Bangladesh. While the other sports including football went into

oblivion, Cricket in Bangladesh soon became a craze in the country. Cricket is not so popular in Bangladesh sports before 90's. However, the whole scenario changed when Bangladesh started performing well in international cricket as an associate member of the ICC. In the year of 1997, Bangladesh wins the Sixth ICC trophy in Malaysia. Becomes a regular ICC member, Bangladesh with the right to play one-day internationals. After that achievement in 1999, Bangladesh performs in the 7th Cricket World Cup in England. In a group match, Bangladesh defeats Pakistan. This is just the beginning of Bangladesh cricket.

On the other hand, the glory of football was started to decrease since 2000. The boys in red and green had a violent competition against India to establish the regional power. Bangladesh is even beaten by other South Asian teams like Bhutan and Nepal, who once played the SAFF Championship final three successive times from 1999 to 2005. They conceded five goals against Maldives, whom they once beat 8-0 in national and club levels. In past, hundreds or even thousands of football fans would travel to Dhaka from all over the country to watch their team game. But this is just history. Gathering in the football field is not anymore.

Lack of Media Coverage

Media plays a vital role in spreading awareness among the masses. The popularity of a particular sport depends on the media coverage being provided to it. Over the years, the Bangladesh media has played an instrumental role in promoting the sports of cricket and its rising popularity. There are lot of multi-billion dollar deals for coverage of domestic and international cricket matches. However, other sports including football have not been able to reap in the benefits of media coverage. The lack media attention and coverage has dampened the growth of football in Bangladesh, as many of the people are not even aware of the names of the player representing the country.

Youth Development Programmes

Bangladesh has some of unexploited young talent. If they nurtured with proper coaching and advanced facilities can turn out to be world-beaters. But, sadly the lack of youth development programmes. It has been a long cry from football specialists that the Federation must invest in district-level football to find local talents. And after training them bring them into the squad like they do in other South Asian countries including India, Bhutan and Nepal. In the last 10 years, the Bangladesh Football Federation (BFF) basically focused on the so-called professional football league and spent a lot of money on them. Though the professional football league does not have a strong shape while the national football team defeated one

after another at the international level. If we reciting glory of our national football history, we recall so many names like Kazi Salahuddin, Nowsheruzzaman, Monwar Hossain Nannu, Shamsul Alam Manju, Badal Roy, Abdus Salam Murshedy, Ashrafuddin Ahmed Chunnu, Monem Munna and so on and yes, they are the products of district football leagues and the school football tournaments. Miserably, district-level football of Bangladesh and school level and college level football is almost dead. Hardly few matches played in district and school-level in the last one decade. This lack of talented footballers are so costly for our country. Its droved Bangladesh to sit on its worst-ever FIFA ranking. While the Western countries confirm that clubs have youth development programmes. It gives the local young talent a chance. Nurturing those talents creates a big talent pool.

Sponsors and advertisements

As cricket is the mostly viewed game in the country, Bangladesh cricket which always has involved a wide range of sponsors and advertisements. Even well-known cricketers made commercials for the sponsors. But this happens only in cricket and not in any other sports sadly.

A strong governing body

Cricket in Bangladesh is governed by Bangladesh Cricket Board (BCB), which is an efficient, rich, well-organized and systematic council than others board of sports in the country. The BCB, over the years have taken several positive steps to protect and grow the cricketing interests in Bangladesh. It has been highly successful in establishing itself as a leading governing body in world cricket as BCB is the fourth influential body in the world.

On the other hand, the governing bodies like BFF, BHF, etc are messy and unmethodical when comes to functioning. They are often busy dealing with internal issues. Their financial structures are also very weak if compared to the BCB.

A strong governing body helped cricket to arise as the most popular sport in the country.

LITERATURE REVIEW

In this chapter the researcher looks at the past researches on sports journalism and other secondary sources to obtain information and proceed with the current research. It is aimed at developing a base for the current research by looking at what the other researchers have found during their respective studies in Bangladesh and the rest of the world.

Sports journalism has also been neglected in journalism research, although it has expanded in recent years. Despite this, it continues to battle with the perception of being trivial, particularly in comparison with more serious sections of media (Boyle, 2006; Boyle et al., 2012).

However, sport remains a key section of contemporary media organizations for a variety of reasons. These include attracting readers and advertisers (Boyle & Haynes, 2009);

To be a sports journalist is to engage in an occupational specialization that combines the general responsibilities of the profession with the particular demands imposed by the object to which those professional practices and ethics are directed (Rowe, 1999).

Despite Rowe's definition, sport journalists have long been regarded as unprofessional. Indeed, according to Garrison and Salwen, sport journalists have suffered a number of criticisms, including "accepting freebies", "cheering for the home team", and having "an unwillingness to report in-depth issues" (Garrison & Salwen, 1989).

In Germany, Felix Görner carried out the first significant survey of sport journalists, which was a milestone in sport journalism. The response rate to his written questionnaire, which was posted to 4,087 German sport journalists, was an impressive 42.54 per cent. The results of the study revealed that the reputation of sport journalists in Germany had significantly improved during the last twenty years. The current profile showed a modern, attractive and optimistic profession, which had developed a new self-confidence and a positive self-portrait.

The formerly disparaged "outsiders" of the news department had transformed themselves into respected "mavericks" with a greater job satisfaction. Younger, educated journalists with more self-confidence and a greater income helped to create this more positive situation (Görner, 1995).

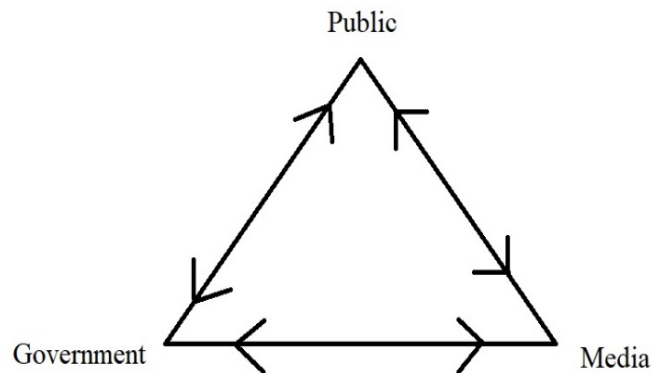
In recent years, sport media has gone through the same transformation as the media industry at large, still sport journalism has a special position within the overall field of journalism (Schmalenbach, 2009).

Theoretical Consideration

The theoretical consideration of the study is based on one influential and effective schools of thought in media and communication studies to access the function of media which are agenda setting theory. In a study on the 1968 American presidential election, Max McCombs and Donald Shaw officially developed Agenda-setting theory.

Media Framing is the media's depictions of events influence and constrains how consumers can interpret them. Agenda-setting is the formation of public awareness. Also concern of noticeable issues by the news media as well as, agenda-setting describes the way that media attempts to influence viewers while establish a hierarchy of news prevalence. Two basic norms most researches on agenda-setting:

- I. The press and the media filter the news and shape it;
- II. Media concentration on a few issues and subjects, which leads the public to perceive those issues as more important than other issues.



Everett Rogers and James Dearing (1988), these scholars believed that the agenda setting theory in connection with mass media stands with interrelationships between three agendas. Such agendas are (i) public agenda, (ii) media agenda and (iii) policy agenda. The impact of public and media agenda on policy agenda.

Bernard Cohen (1963), done the earliest research. Mass media only tell on what to think about and not on what to think that believed by Bernard. Therefore, the mass media is responsible in delivery of information and not to set what the opinion of the audiences. On the other side, Cohen's opinion, following studies indicate that the mass media can influence the audience's thinking, directly or indirectly contribute to the forming of the audiences' opinions (Wanta, Golan & Lee: 2004; McCombs & Shaw: 1972; McCombs & Shaw: 1997).

After framing and priming a certain issue by the mass media, then such issue is immediately visible to the audiences as important and influence on how the audiences or public correspond to it. (Scheufele: 2000; Scheufele & Tewksbury: 2007).

In the concept of an agenda-setting the time frame for this phenomenon is one of the most critical aspects role of mass communication. In turn, the theory stresses that the public affects what will be presented in the media. Agenda Setting deals with how the media sets forth what is important for the public to think about and to discuss.

CHAPTER III

Data Analysis

As discussed in the methodology chapter, data analysis of the quantitative research is used for analytic approaches were best suited to each research method. In this chapter, I will present the findings from analysis the content of the newspapers of the coverage on national cricket and national football treatment. For the content analysis first collected the news and photo treatment size in column inches then gathered the data. then counted the column inches of every national cricket and football news and photos also the related interviews. And after that, analysed how many column inches are used in the national cricket and football news treatment along with related photos also for the front page as well. Then I analysed how many columns are those news and photos used. Finally, I summarized the whole discussion. The results were analysed and placed in graphs.

I will move on to a more detailed discussion of the integrated results and implications of these findings in the next chapter.

Treatment Analysis

1. Prothom Alo treatment on sports page

Daily Prothom Alo, a most popular national daily of Bangladesh, allocated two pages for sports related events. Treatment data is collected from July 17 to August 18, 2019 for exactly 30 days. Counted cricket and football news separately as well as photo of these two. This is only for the sports page in *Daily Prothom Alo*.

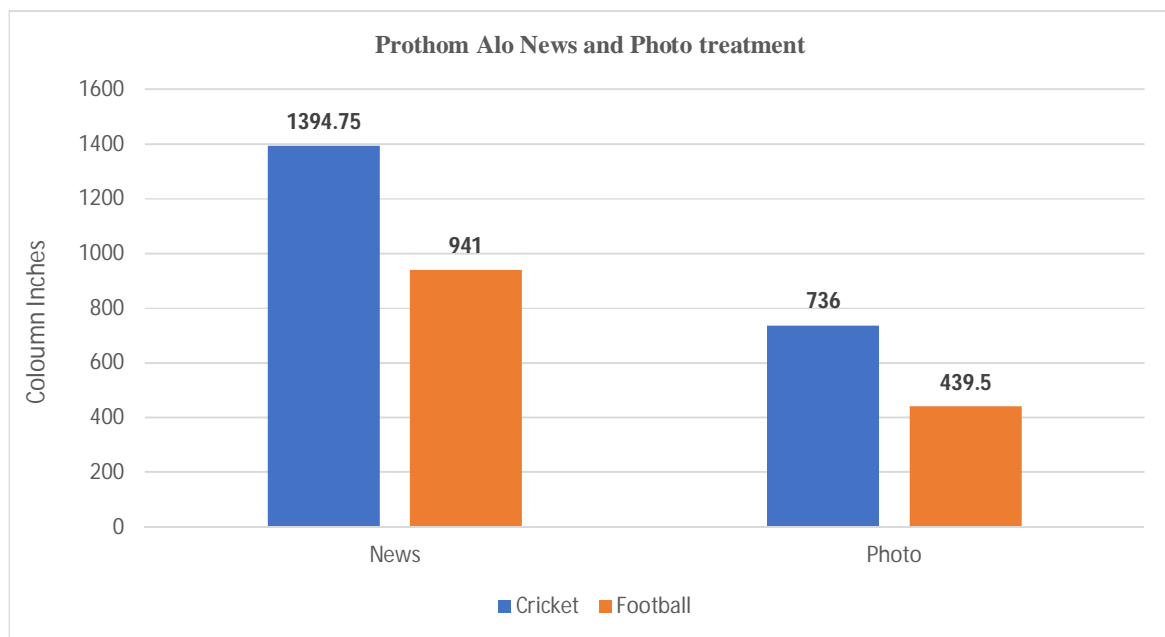


Figure 1: News and Photo column inches treatment of Prothom Alo on Cricket and Football events.

The column chart above shows that *Prothom Alo*, the popular national daily of Bangladesh, published 1395.75 column inches news with 736 column inches of photo on national cricket while they allocated 941 column inches for news along with 439.5 column inches of photo on national football in 30 days sports page.

2. Kaler Kantho treatment on sports page

Kaler Kantho, popular national Bangla daily of Bangladesh, also allocated two pages for sports events in the middle of that newspaper. Treatment statistics is collected also from July 17 to August 18, 2019 for exactly 30 days. Calculated cricket and football news separately as well as photo of these two.

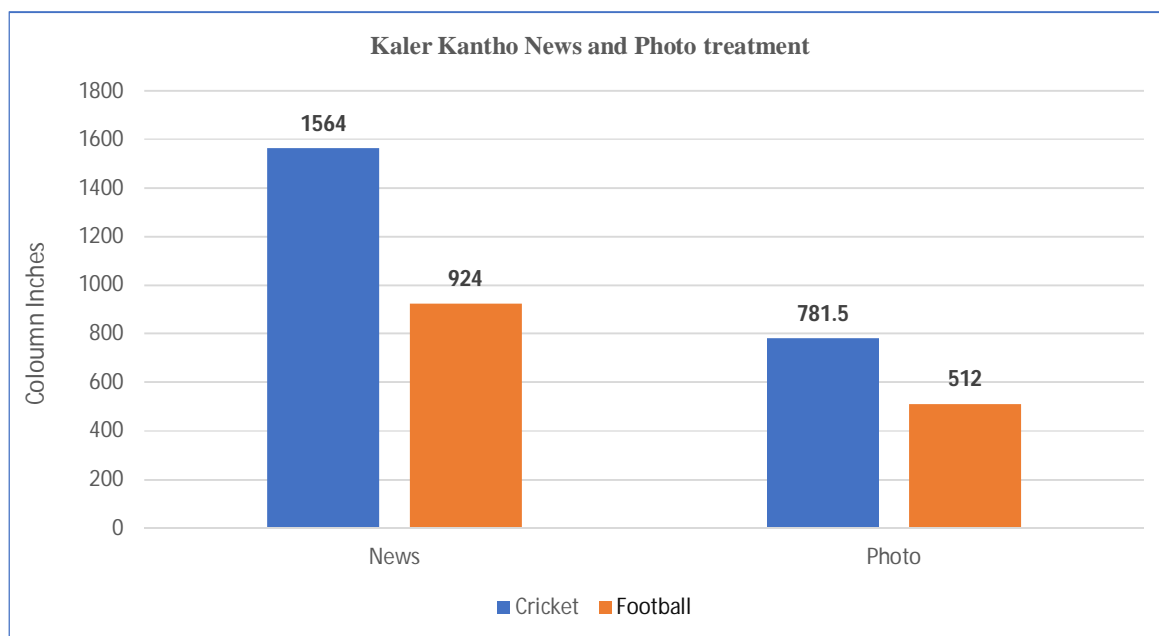


Figure 2: News and Photo column inches treatment of Kaler Kantho on Cricket and Football events.

Above column chart shows that in 30 days sports page, *Kaler Kantho* allocated 1564 column inches for news with 781.5 column inches of photo on national cricket and they used 924 column inches news and 512 column inches of photo on national football events.

3. The Daily Star treatment on sports page

The Daily Star, a most popular national daily of Bangladesh in English, also allocated two pages for sports events in the last side of that newspaper. Treatment statistics is collected also from July 17 to August 18, 2019 for exactly 30 days after the Cricket World Cup 2019. National cricket and national football news collected distinctly with photo treatment.

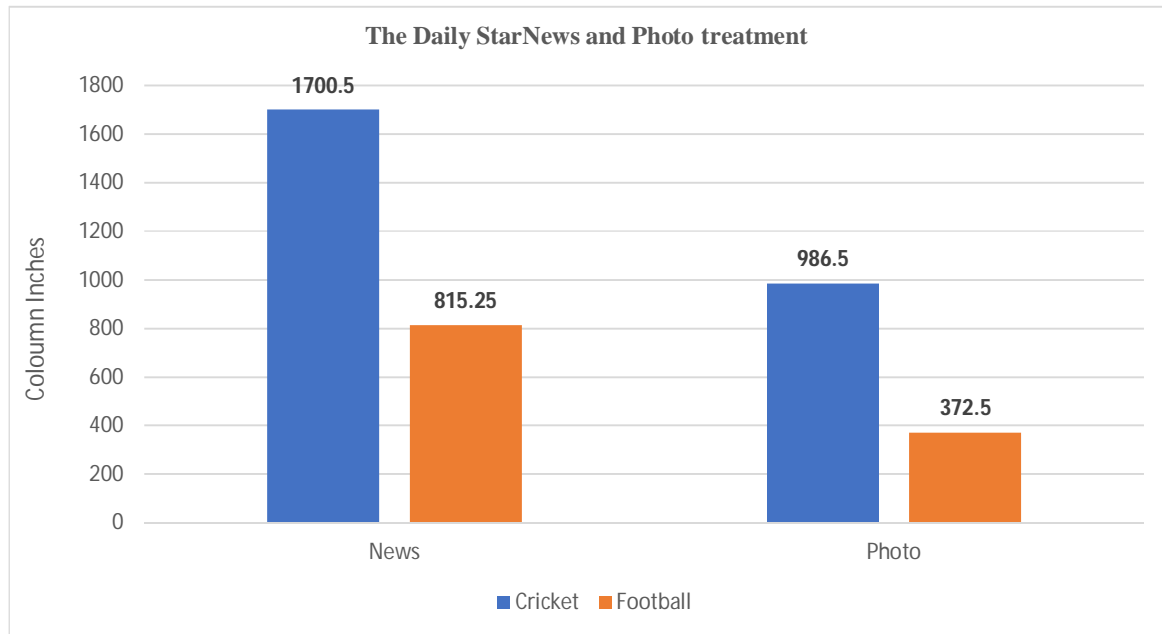


Figure 3: News and Photo column inches treatment of The Daily Star on Cricket and Football events.

The chart above shows that *The Daily Star* published a total of 1700.5 column inches news and 986 column inches of photo on national cricket. On the other hand about football, they used 815.25 column inches for news while 372.5 column inches of photo on national football in 30 days sports page.

All three selected newspapers news and photo treatment

All the three newspapers data is collected, that's why try to bring all those in one chart accordingly. This will help to understand or realise the difference on all three newspapers treatment.

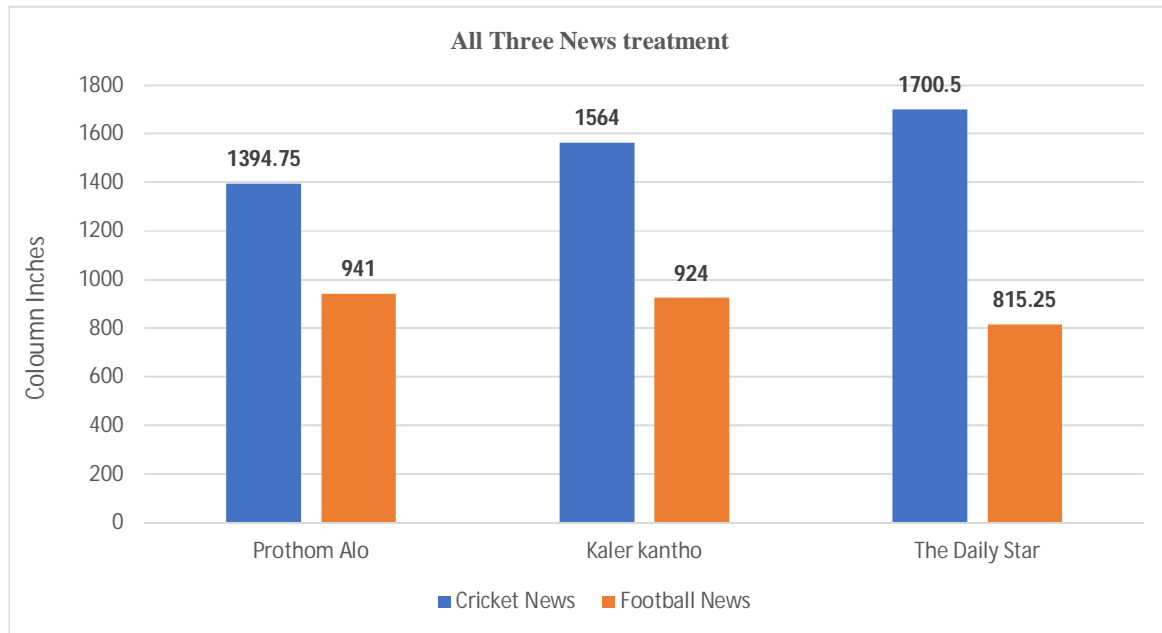


Figure 4: News treatment of three selected newspapers on Cricket and Football events.

Above chart shows the difference of treatment on cricket and football news in different newspaper in 30 days sports page. It is shows that, *The Daily Star* allocated highest (1700.5) column inches for cricket news while *Prothom Alo* used column inches for football news almost 941 column inches. *The Daily Star* published lowest about football events in 30 days only 815 column inches. The chart clears that *Prothom Alo* allocated more spaces on football than others newspapers. *Kaler Kantho* used 1564 column inches for cricket news while 924 column inches news for football news. The percentage of news treatment are calculated in the next chart.

Percentage of news treatment in different newspaper

In 30 days, period, all three-newspaper published so many news about cricket and football. After collecting all the data about column inches, I tried to do the percentage between cricket and football news coverage.

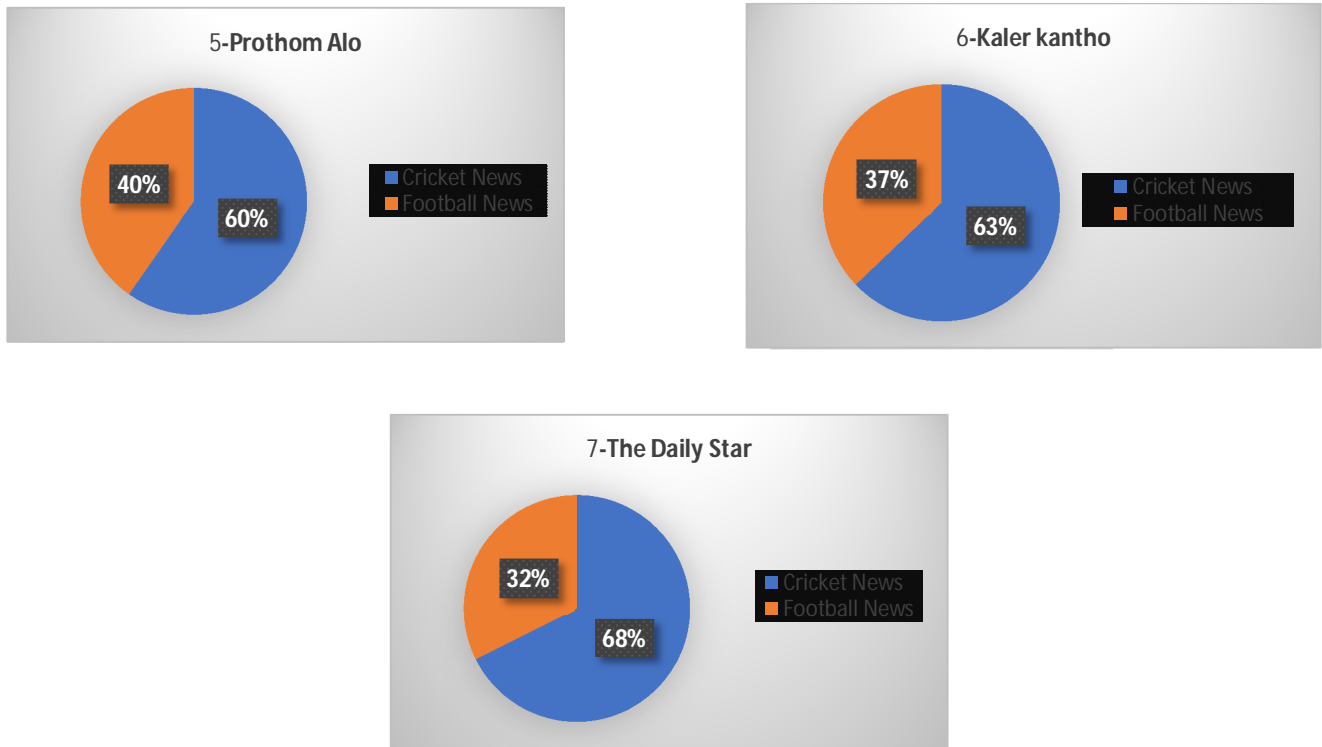


Figure 5, 6, 7: Percentage between cricket and football news coverage

Above charts proves that, *The Daily Star* gave more importance on cricket as they published almost 68% cricket news while *Kaler Kantho* allocated 63% on cricket. And *Prothom Alo* used 60% for national cricket related news and 40% space for national football. That means *Prothom Alo* allocated more spaces on football than others newspapers.

Photo treatment of different newspaper

Beside the news treatment sports photo is also important and plays powerful role to attract the readers and audience. For that reason, newspapers try to publish large and colourful photo. Many times, they used more than one photo for a single sports event. So, here is the three selected newspapers photo coverage in 30 days period.

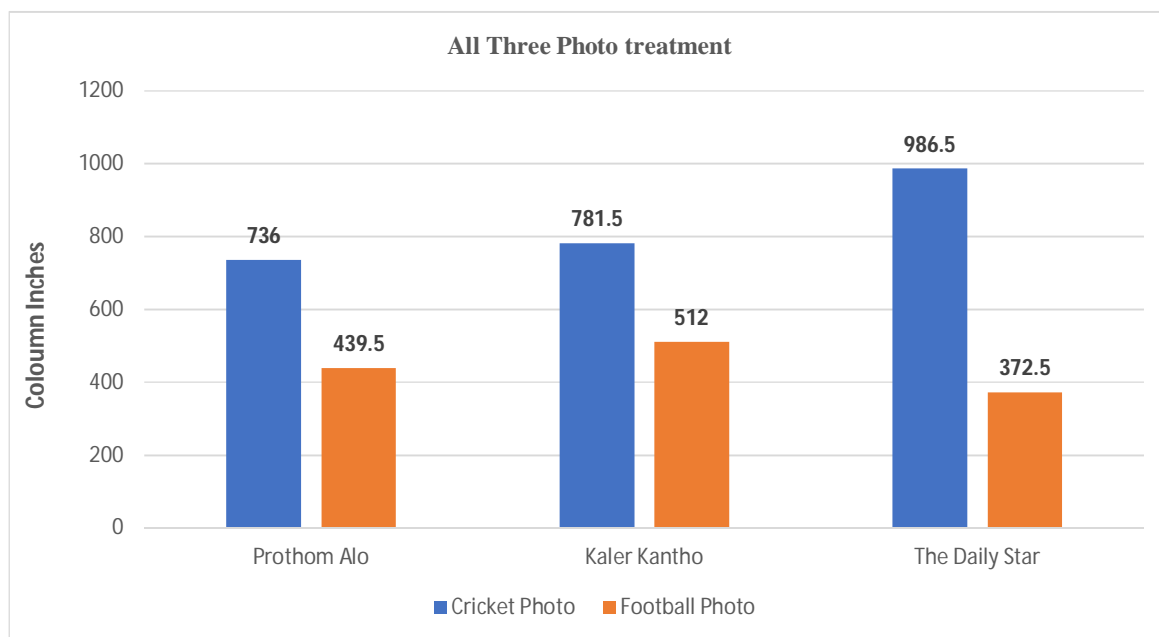


Figure 8: Photo treatment of three selected newspapers on Cricket and Football events

The column chart above shows that widespread English newspaper *The Daily Star* allocated highest 986.5 column inches for cricket photo while on the same cricket events *Prothom Alo* published lowest 736 column inches. On the other side about football, *The Daily Star* used 372.5 column inches for photo, which is the lowest in 30 days sports page. *Kaler Kantho* published 781.5 column inches on cricket related photo while 512 column inches on football events. about football *Kaler Kantho* allocated highest space than others.

Three newspapers news and photo treatment

Here is the chart for all three newspapers news and photo coverage on cricket and football related events.

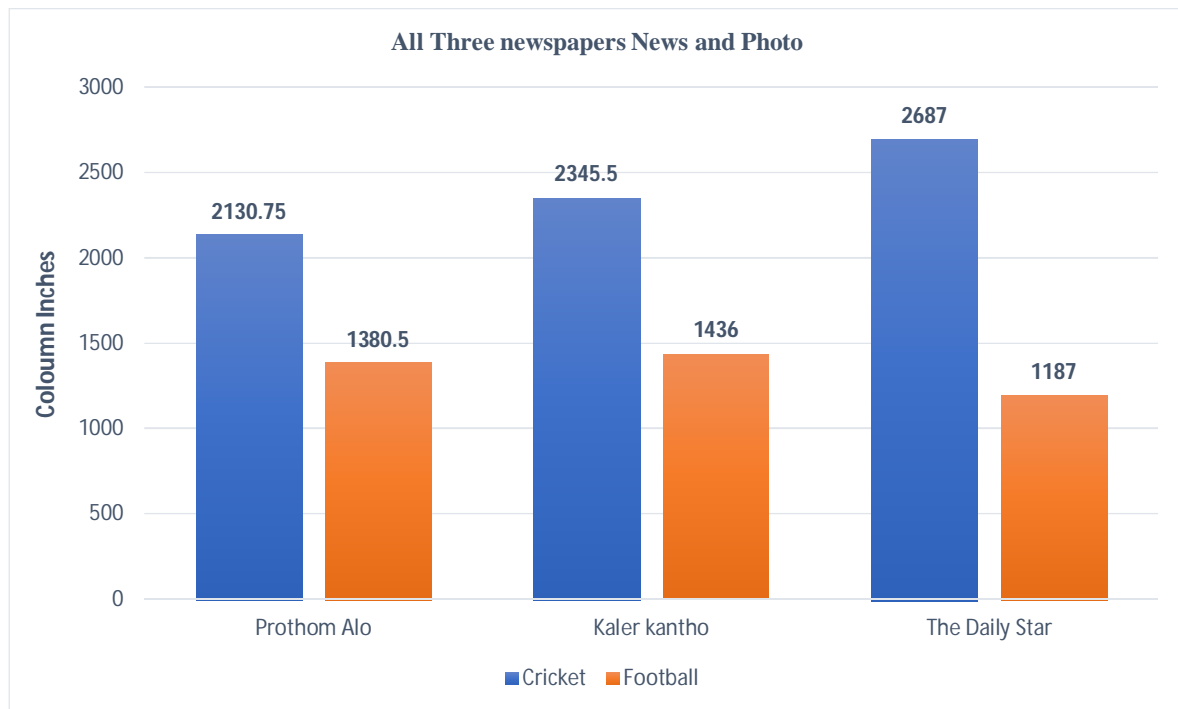


Figure 9: News and Photo treatment in different newspapers on Cricket and Football events.

From the chart above, it is understood that *The Daily Star* gave the cricket event highest importance in comparison to other newspapers on the other hand comparatively, they gave the football event lowest importance than others. *The Daily Star* used 2687 column inches for cricket while only 1187 column inches for football events in 30 days newspaper. *Kaler Kantho* used highest column inches for football events almost 1436 column inches while 2345.5 column inches for cricket events. *Prothom Alo* published 2130.75 column inches news and photo on cricket events and 1380.5 column inches on football.

Percentage of cricket and football event coverage

Now it's time to check the percentage of all three-newspaper treatment as how they cover our national cricket and national football sports. It helps to understand the overall view and gives a clear vision about treatment.

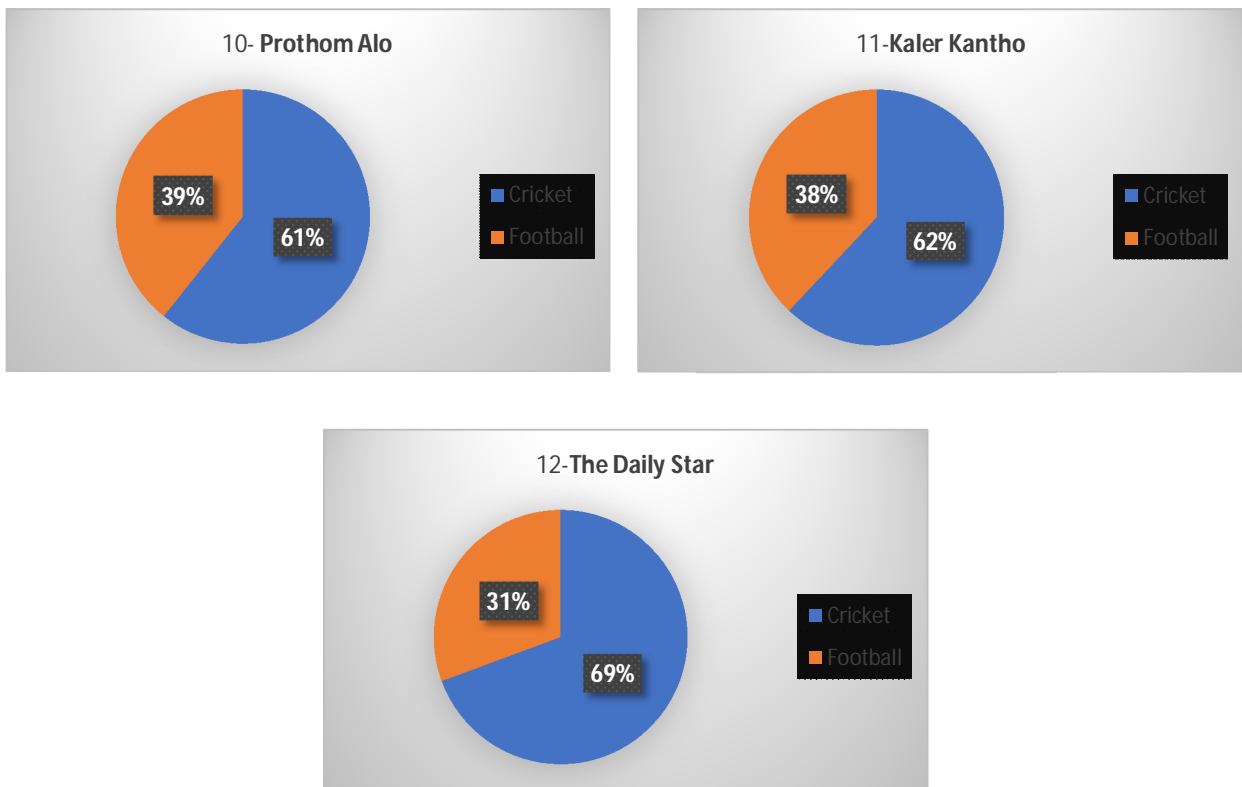


Figure 10, 11, 12: Percentage between cricket and football news and photo coverage

Above charts proves that, *The Daily Star* gave more importance on cricket than others as they published almost 69% about cricket while *Kaler Kantho* allocated 62% on cricket. And *Prothom Alo* used 61% for national cricket related event and 39% space for national football. That means *Prothom Alo* allocated more spaces on football events than others newspapers.

Interview treatment on sports page

Individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation. Interview helps to know the audience about their goal, vision directly. In many ways, interview plays important role for media.

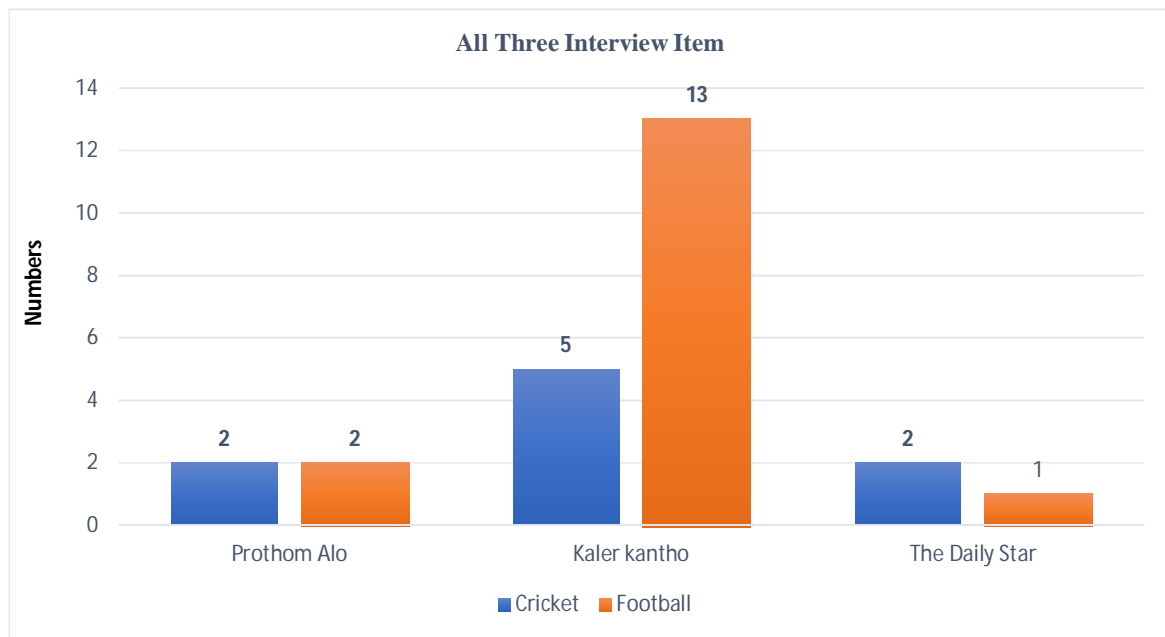


Figure 13: Interview treatment of three selected newspapers on Cricket and Football events

Above chart shows that *Kaler Kantho* published highest number of interviews in all events. They published 13 items on football events and five items on cricket events while *Prothom Alo* published two interviews about cricket and football in 30 days. Only two interviews are published in *The Daily Star* about cricket while only one about football.

Front page treatment on cricket and football events

Front page plays very vital role for any newspaper. So, this page demands actual important news for the mass. Which news get treatment in the front page it's varies each and every media house policy. If something important and that have more public interest then national sports news also published in the front page.

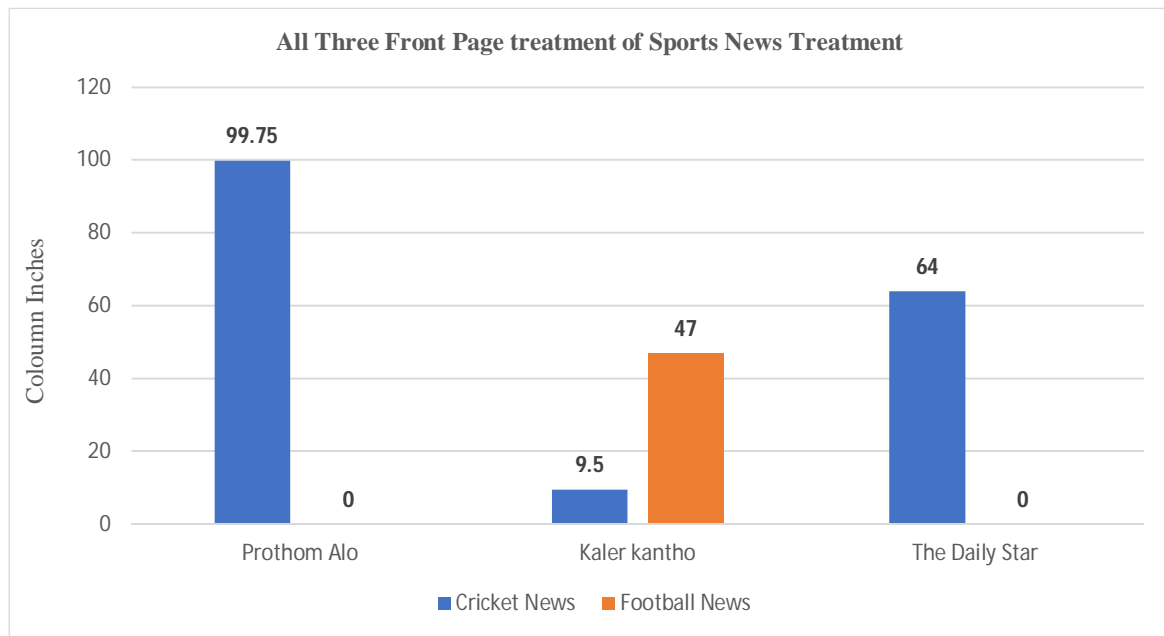


Figure 14: Front page treatment of three selected newspapers on Cricket and Football events

This chart shows the front-page treatment of different newspapers in sports related events. only *Kaler Kantho* published football related news in the front page in these 30 days. *Prothom Alo* published the highest column inches of cricket news almost 99.75 while no news about football in the front page. *Kaler Kantho* published 47 column inches of football news in the front page and only 9.5 column inches of cricket news, that means they gave football more importance than cricket. *The Daily Star* published 64 column inches of cricket news.

Total News and Photo in Number

In all three newspapers, at least two pages are allocated for sports events. Every day in these pages there are so many news is published. Important events might get allocated more than one news in the same page in different angle. That's why we saw many news about important single cricket or football match.

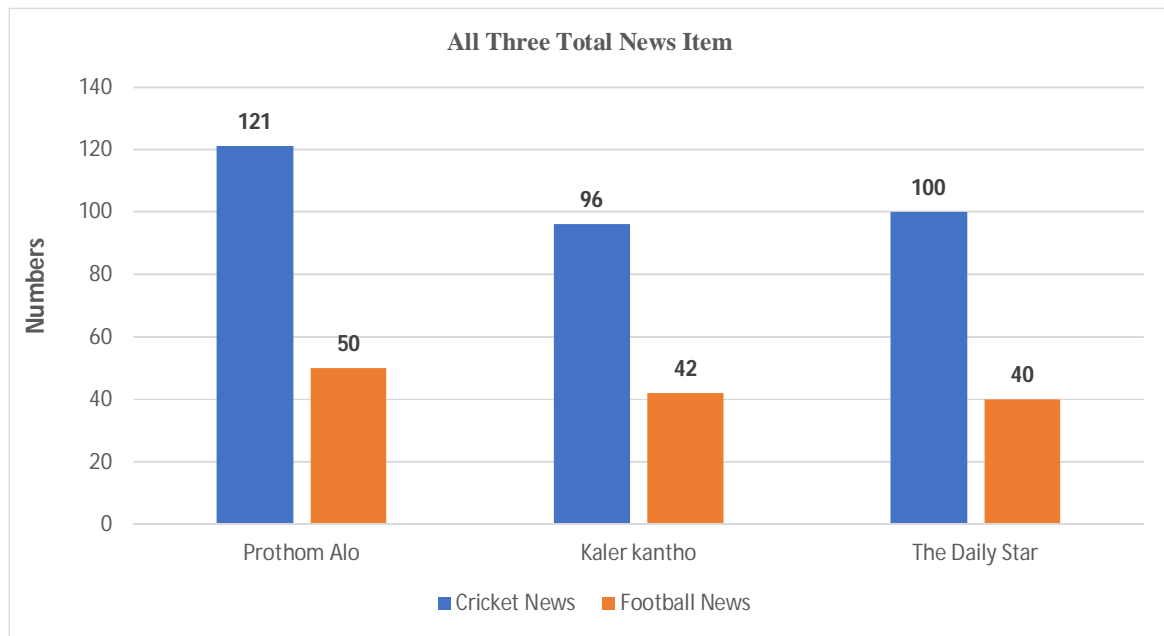


Figure 15: News treatment of different newspapers on Cricket and Football events

Above chart shows that in the selected 30 days, *Prothom Alo* published highest 121 news about cricket while only 50 news on football. Another newspaper *Kaler Kantho* represent 96 news on cricket and 42 news on football. The English daily *The Daily Star* published 100 news on cricket and only 40 news on football.

Percentage of News item treatment of different newspapers

This is the percentage chart of news difference in numbers. Percentage clears the actual difference between our national cricket and national football. It's also indicates the ratio of news treatment.

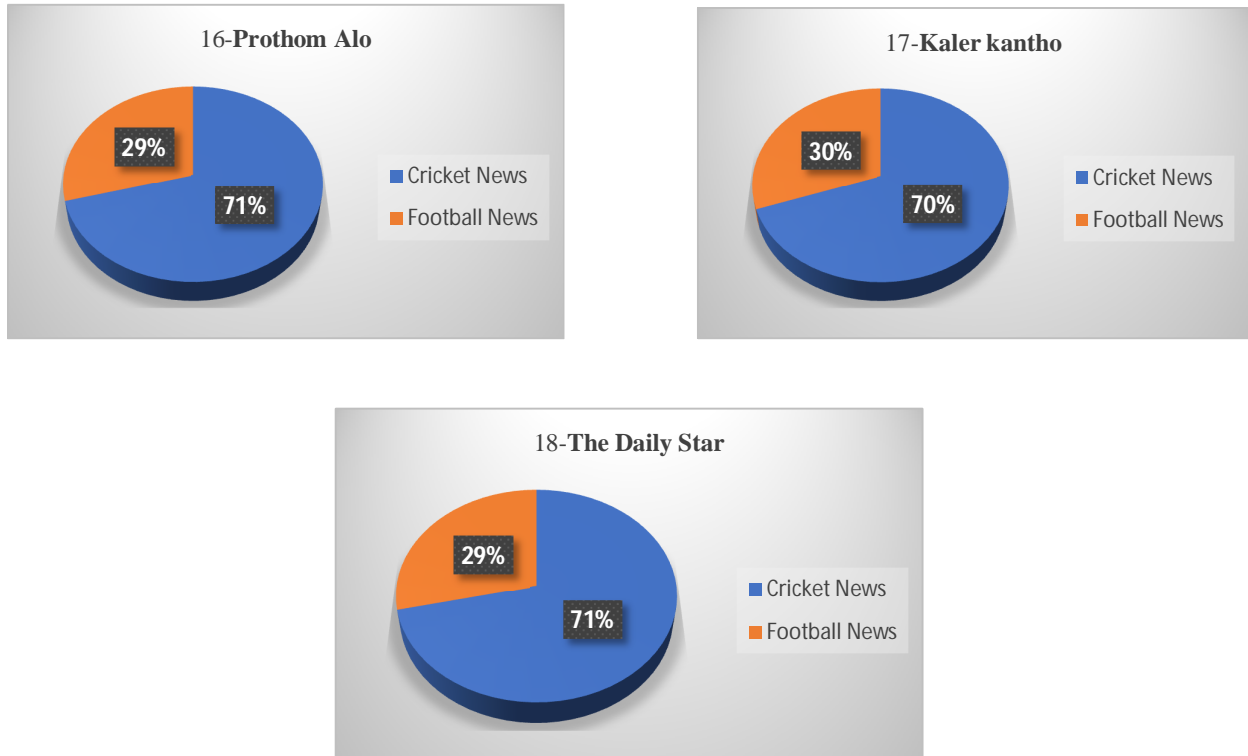


Figure 16, 17, 18: Percentage of News item treatment of different newspapers on Cricket and Football events

All three chart shows that all newspapers almost similar in percentage to publish cricket and football news in 30 days sports page. *Prothom Alo* and *The Daily Star* are same in percentage, they published cricket news 71% while football news only 29%. *Kaler Kantho* published 70% news on cricket while only 30% news on football events.

Total Photo item

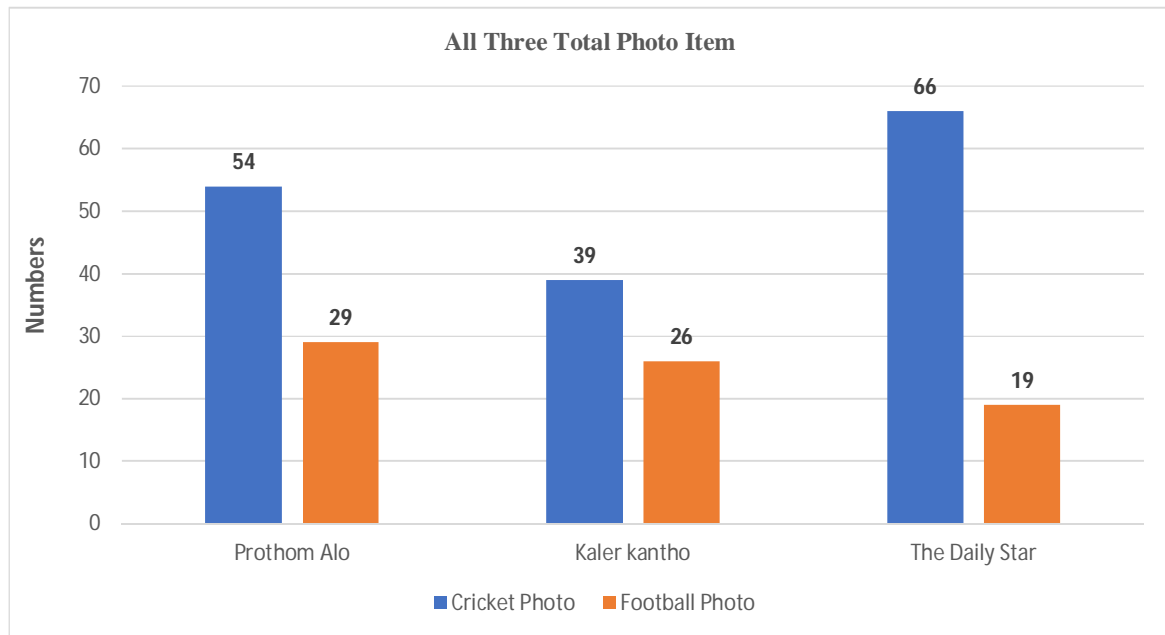


Figure 19: Photo treatment of different newspapers on Cricket and Football events

The chart shows that *The Daily Star* published highest 66 photos on national cricket while lowest only 19 photos on football events. *Prothom Alo* published 54 photos on cricket and 29 photos on football related events. *Kaler Kantho* printed 39 photos on cricket and 26 photos on football during the 30 days period on sports page.

Percentage of Photo treatment in different newspaper

Large and colourful photo attracts mass people. For that reason, every newspaper tries to published big photo in many events.

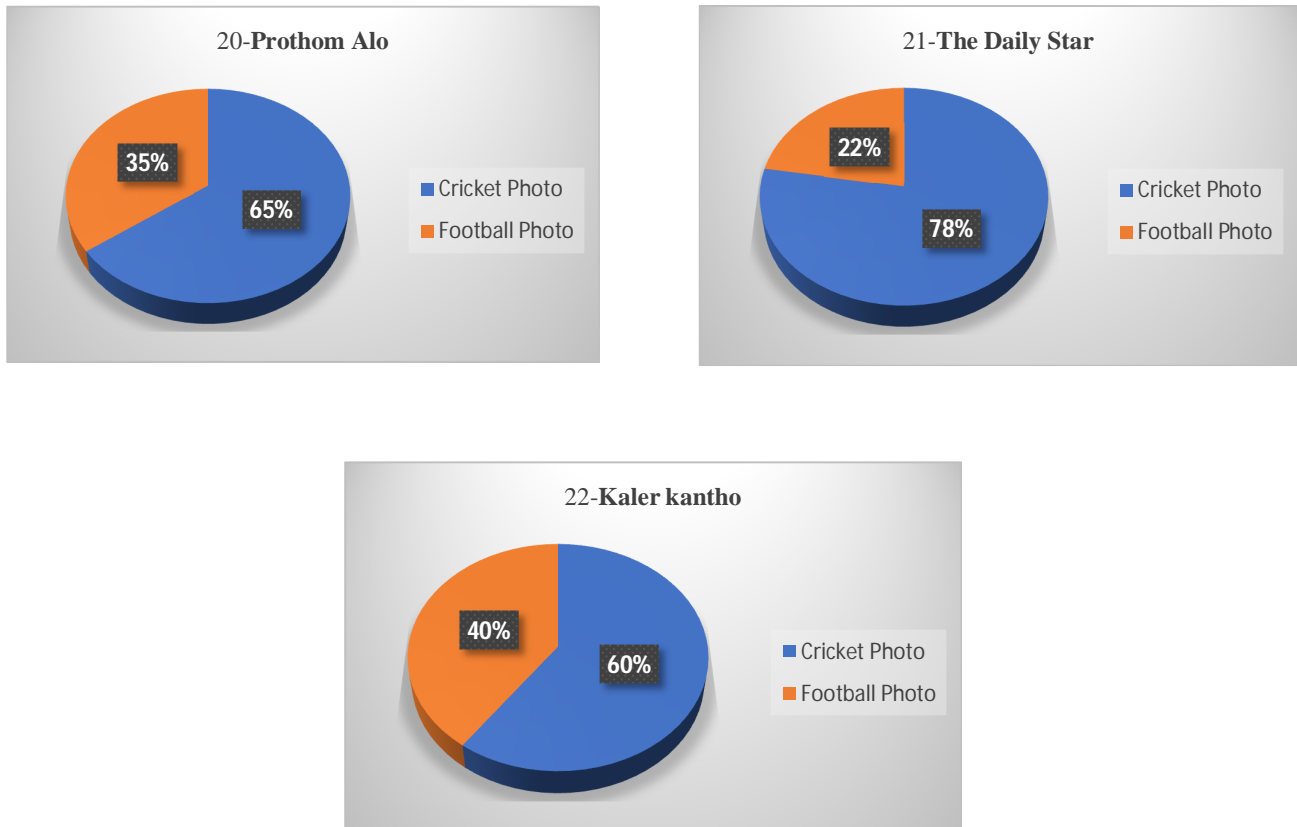


Figure 20, 21, 22: Percentage of Photo treatment of different newspapers on Cricket and Football events

Above charts shows that, *The Daily Star* published 78% of photo about cricket while only 22% photo of football events in 30 days sports page. *Prothom Alo* gave more importance than *The Daily Star* on football as they published 35% of football photo while 65% on cricket related photo. Another newspaper *Kaler Kantho* gave highest importance as they published 40% of football photo and 60% photo of cricket events.

CHAPTER IV

Discussion on findings

In this chapter I will analyse and discuss the content analysis of the coverage or treatment between on national cricket and national football.

Doing this research, I talked to three sports reporters from those newspapers I select for sampling. Bodiujjaman Milon from *Prothom Alo*, Sanat Babla from *Kaler Kantho* and Anisur Rahman from *The Daily Star*.

After analysing all statistics from 30 days newspaper, it's clear that all three newspapers giving priority to the national cricket sometimes twice more than national football. Cricket World Cup 2019 just ended in mid-July. That means, not so much news in normal time for cricket that we saw in the world cup time. For this reason, I chose the date after the world cup period.

Prothom Alo, the most popular Bangla national daily have two reporters for national cricket coverage and two reporters for national football and others sports to cover. There are also 40 federation without these two in Bangladesh sports. *Prothom Alo* sports reporter Bodiujjaman Milon said, "Unfortunately, we have only two reporters to cover on total 41 federation along with football. This is tough in real condition but we are trying our best... (personal opinion)"

In my data analysis I found that national cricket gets more importance in every newspaper as like *Prothom Alo* allocated 453 column inches more in national cricket than national football in 30 days newspaper [*Figure 1*]. Also, if we see the news count, we found that huge number of national cricket news are published in *Prothom Alo*. 121 news for national cricket while in contrast only 50 news for national football [*Figure 15*]. So that is clear that cricket is giving more importance than football, talking about this matter Milon said, "In recent times, mass people follows cricket very much in Bangladesh. As mass people follows cricket and newspapers have a business policy, that's why newspaper maintain their own business policy also sometimes they change it in their own way just only because of mass people's interest. And they gave more importance in cricket news more than football and any other sports."

In *Prothom Alo* they published 60% about national cricket related news and 40% on national football news [Figure 5]. According to the collected data it clears that *Prothom Alo* allocated more spaces on football than others newspapers [Figure 4]. Though, it's not the same treatment for our national cricket and football events. in photo section, *Prothom Alo* published 736 column inches of photo on national cricket while they used 439.5 column inches of photo on national football in 30 days sports page [Figure 1]. According to number, they used 54 photos on cricket and only 29 photos on football [Figure 19], which clears that cricket used 65% on sports page [Figure 20].

A sample page of *Prothom Alo* on 31st July 2019. Its shows how many national cricket news and large photos in a single page of sports in a single day just only because of its popularity and public interest. A total of four national cricket news and three photos used on that day. It clears that how much pressure on a sports reporter to write about cricket every day.



Figure 23: Prothom Alo sports page on 31st July 2019

While talking about cricket and football treatment difference with *Prothom Alo* reporter Milon, he said, “Another reason is if you see the national or international level cricket the success rate is higher comparative to local or international level football. Mass people need any matters to cheers together. In our cricket, the achievement is more that’s why peoples interest is higher than any other sports in Bangladesh. Football in Bangladesh is falling down from its place and also it has no longer the same spirit more than one era.”

According to the collected data, *Kaler Kantho* 1564 column inches of cricket news while 924 column inches of football news in one month [Figure 2]. And a total of 96 news for cricket while only 42 news items on national football [Figure 15]. Sanat Babla from *Kaler Kantho* tried to tell the story from the beginning. He said, “Firstly, now a day’s media is a product. You have to sell it to survive. In Bangladesh, majority people are cricket lover just because from 1999 they played every cricket World Cup and they won many matches against many big teams. For the whole reason that creates some star like Shakib Al Hasan, Mashrafe Bin Mortaza, Mushfiqur Rahim, Mahmudullah Riyad and so on. And they have a huge number of followers all over the world. That’s why mass people are more interest to know about cricket. If you want to run the media business you have to follow the movement of mass people. People’s interest is the main thing to run any media.”

If we look far back in the history, in 90’s football is the different thing than today. In that time there are so many star players in football. So many popular football clubs are formed very long ago in Bangladesh. But in the recent times our football clubs are not in the same situation. Mohammedan Sporting Club Dhaka and Dhaka Abahani, the best two rivalry teams are no more in good position. Sanat Babla told, “Unfortunately, Mohammedan keeps losing its position in Club football in Bangladesh. That is pathetic. Only foreign players keep up the BPL level higher but no local player are capable to create images for the nation. Today, Mohammedan and Abahani still play matches but cannot draw attention of the mass. In the past, thousands of football fans would travel to Dhaka from other districts to watch their favourite team game. But now the situation not the same at all.”

Success creates the story. Then becomes a part of history. If there is no success not so much coverage will not be given in that particular sports. Saying about that, Sanat Babla told, “Main thing is, there is no big success in our national football team. That creates the main factor between our cricket and football. There is lot of failure in football. But we have lots of football fans as we see in our country so many peoples from young generation follows

English Premier League, Spanish Premier League but they don't even know about our National Football team! Just because there is no success in football. Mass People follows success in sports. Because they can get a chance to enjoy the victory and cheer it. History says, Abahani Mohammedan creates lots of football fans in 90s era. But after their failure in domestic football the fans move forward for international club football and also diverted into other sports which have success. All of this reason we publish so many news about our national cricket depending on public interest.”



Figure 24: Kaler Kantho sports pages on 1st August 2019

These two pages from *Kaler Kantho* published on 1st August, 2019. In the first page, all news covered out national cricket with huge photo also there are three more national cricket news in second page of sports. Only one news about football with photo in the second page also with an interview in the upper side of the second page. This reveals the public interest and

media agenda as they set their way to create more and more interest on cricket. Though, *Kaler Kantho* try to publish about national football more than other two newspapers as they used 1436 column inches for football which is the highest in 30 days period [Figure 9].

Researcher found that *The Daily Star* published 1700.5 column inches news and 986 column inches of photo on national cricket [Figure 3]. On the other hand about football, they used 815.25 column inches for news while 372.5 column inches of photo on national football in 30 days sports page [Figure 3]. In terms of news items, they published 100 news of cricket and only 40 news of national football [Figure 15].

Speaking about privileged national cricket with Anisur Rahman from *The Daily Star*. He also agrees the facts and statistics about cricket and football. Later he said, “In normal sense that will be the news which depend on interest of public or readers, which news readers follows most those news treatments privileged more than other news. As our number one sports is cricket so we think about reader's point of view. So, reporters have to do several news every day about national cricket and that is just because of popularity all over the country. But that is not like that we didn't cover our national and domestic football. Sometimes our local football gets large treatment with large photo. When something special happened in football it could get better treatment in the sports page.”

Anisur Rahman specially cover football along with other sports in Bangladesh. He is trying his best for the betterment of football and other sports and also how to attract mass people in the domestic football again. Once upon a time our football is famous all over the country. He told, “Football is also popular. If you go far back in the football history in Bangladesh, the popularity of football was sky-high. But today the popularity is not so much as compare to our national cricket. In cricket we get chance in the World Cup tournament, on the other hand last time our national football missed the chance to participate in the FIFA World Cup Asian Qualifiers. This year they get chance in the qualifiers for World Cup 2022.”

Not for one month, its true for the whole year cricket is dominating the sports page for very long time. There are 53 federations and associations in Bangladesh, and according to my result in the daily star, football gets treatment almost half of the cricket in one month. Anisur Rahman said, “In my point of view half of the coverage is huge. There is not so much international achievement in our football for long time. Though, football gets good coverage in the sports page. Specially, in sports mass people looking for success. In our football, the success story is low so we don't want to publish more news about those failure story.”

In national perspective, cricket board is more organised than football board or any other sports board in Bangladesh. Many age group cricketers are ongoing always in every month. Here is *The Daily Star* sports page on the date of 30th August, 2019. In the first page a total seven news and six news of them are for national cricket. Another big news on cricket also in the second page. Only two news and two photos in the second page for national football events.

Figure 25: The Daily Star sports pages on 30th August, 2019.

Cricket World Cup 2019 played this year. We all hopes that Bangladesh will play well in the World Cup. Many analytical reports of failure published as it is the world cup, the highest tournament for any sports so people have much more interest to know why failure happens, what to do, what is the cause-because, what will be the changes in the team as we seen almost

whole coaching staff were fired. And then who will be the new coach for cricket team, cricket loving people always search for these answers. So many issues are there and mass people always waiting to know about those issues. Talking about that Anisur Rahman told, “Following the Cricket World Cup it is true that more content about cricket will be published than football in every newspaper. Also, you see BPL of cricket again comes in the front line for some reason. Automatically, media houses grab it and making many analysed and criticized news about the issue.”

In August, Bangladesh Premier Football League (BPL) 18-19 ended and Bashundhara Kings became the new champion. That is very big news for Bangladesh local football. Normally, as that is the trophy giving photo and BPL winning news it gets the good treatment in the sports page. According to my data only *Kaler Kantho* gives that news as a front-page treatment with three-column photo. On the other hand, other two newspaper *Prothom Alo* and *The Daily Star* gives no treatment at all in the front page about football for the whole month as BPL ends with new champion in BPL history. *Prothom Alo* used 99.75 column inches for cricket in the front page in these 30 days while *The Daily Star* used 64 column inches for national cricket and *Kaler Kantho* used 47 column inches for football news [Figure 14].



Figure 26: Kaler Kantho Front page on 4th August, 2019.

A sample page of *Kaler Kantho* on 4th August, 2019 shows they published eight column photos of national football events. Also used six-column for football news.

Talking about the issue *Kaler Kantho's* sports reporter Sanat Babla thought in his way. He said, “We always try to follow football more than others because we know that our football is struggling to get back its golden period. We have the responsibility to help them and pull up from back side and our house try to give national football better treatment. For that reason, Bangladesh Premier Football League news published in the front-page after the BPL tournament.”



Figure 27: Kaler Kantho sports page on 4th August, 2019.

They published Bashundhara Kings winning news for two times with photo when they confirm the BPL trophy and also after the trophy ceremony. Babla told, “We tried our best for the betterment of the football. But again, public interest is the highest priority always for any media. As you see, when a news published in the online like any news about Shakib Al Hasan, in one hour more than one lac people read it in online, its common now a day’s. But at the same time a news about our national football team captain Jamal Bhuiyan also published

in online. Only thousand hit in that page! True indeed. You know, media is for people. So, they publish that news which people get interest more.”

Prothom Alo used 99.75 column inches for cricket in the front page in these 30 days but no treatment about national football. According to this topic, Milon said, “Every newspaper follows its own policy, which news get more importance than other news and why, it is controlled by those media house as how they gave treatment on those issues. I giving you a simple example like on 24th August a news about football events given single column treatment in sports page but when house realise that news needed a well treatment, they did this on 25th August as you see in the front page with photo. News treatment mainly dependent on chief news editor, sports in charge and so on, if they think it could get better treatment then they will for that particular news.”



Figure 28: Prothom Alo sports page on 24th August (L) and front page on 25th August (R).

“Another thing is front page is very important page for any newspaper. So, this page demands very important news for the mass. If you think about hiring or firing coach of national cricket team or national football team as it is national coach related news in that case area is not important. That is national news and it demands front page treatment or extra attraction. As we know BPL 18-19 champion is Bashundhara Kings and Bashundhara group is the owner of *Kaler Kantho* I think that’s why their house follows their own policy,” Prothom Alo’s sports reporter Milon added.

Another newspaper The Daily Star published 64 column inches of cricket news in these 30 days period. Its clears their agenda for the sports related events. Talking about front page treatment, Anisur Rahman told, “We did best from our side. Which news get treatment in the front page it’s the house policy. If they think more important news on that day for the front page are available, then they put this football news in the sports page. And you see we did a huge treatment in the in the sports page with big photos. On the other hand, as Bashundhara Group is the owner of *Kaler Kantho* and Bashundhara Kings, which recently champion in BPL 18-19 they must have some house policy. If you check this whole BPL, they get extra treatment for Bashundhara Kings for the whole year. Every newspaper has some policy that, how to give treatment for any news. We the reporters tried our best for the betterment of sports.”

As we see there are lot of interviews about football in *Kaler Kantho* in these 30 days period, but only two interviews published in *Prothom Alo* for both cricket and football. *The Daily Star* published two interviews about cricket and only one interviews about football. *Kaler Kantho* published 13 interviews about football while five interviews about cricket. [Figure 13]

People have interest to know about specific, famous or popular sports person. Reading interview they directly know the players thoughts, feeling and many more. It gave the sports page something additional for the betterment of sports.

Prothom Alo’s Milon told about that, “If you look far back, there was an interview section in sports page named ‘Olpo Solpo’ in Prothom Alo. That was our idea to take many interviews and publish every day for people to know about that vary sports person. But after publishing interviews in so many years our house, sports editor and chief news editor thinks that public are not much interested to read interviews and we are also not getting new interviews to publish. That’s why after a long run we stopped the interview part ‘Olpo Solpo’ to publish.”

Sanat Babla of *Kaler Kantho* thought differently about interviews as they published lot of interviews and *Kaler Kantho* have fixed place to publish one interview every day. He said, “We have a fixed place for interview. Our reporters try to bring the story which is not happen in the field. Players and officials express their own satisfaction, thoughts and happiness.”



১১ কালের কণ্ঠ তারিখ: ৯ জানুয়ারি ২০১৬ ১৪:৫০ খেলা ১০৬৬

সংক্ষিপ্ত

মাদ্রিদ আর্মার অবাসর
 মাদ্রিদ আর্মার ফিফিও লেগে ক্রিকেটের অন্যতম প্রতিদ্বন্দ্বীত্ব পাবেন, তবে নিউ জিয়ার্সের টিমিও মাদ্রিদ আর্মারের স্পোর্টস ডিপার্টমেন্টের প্রধান হিসেবে রয়েছেন। এতে ক্রিকেটের ক্ষেত্রে মাদ্রিদ আর্মারের মনোযোগ ক্রিকেটের দিকে থাকবে।

খা পিন্ডা নিয়ে জটিলতা
 খা পিন্ডা নিয়ে জটিলতা রয়েছে। খা পিন্ডা নিয়ে জটিলতা রয়েছে। খা পিন্ডা নিয়ে জটিলতা রয়েছে।

ফন ডাইকের পর ম্যানচেস্টার
 ফন ডাইকের পর ম্যানচেস্টার। ফন ডাইকের পর ম্যানচেস্টার। ফন ডাইকের পর ম্যানচেস্টার।

আজ শুরু প্রিমিয়ার লিগের রোমাঞ্চ

ম্যানসিটির হ্যাটট্রিক নাকি লিভারপুলের প্রথম!

ম্যানচেস্টার সিটি ফিফিও লেগে ক্রিকেটের অন্যতম প্রতিদ্বন্দ্বীত্ব পাবেন, তবে নিউ জিয়ার্সের টিমিও মাদ্রিদ আর্মারের স্পোর্টস ডিপার্টমেন্টের প্রধান হিসেবে রয়েছেন। এতে ক্রিকেটের ক্ষেত্রে মাদ্রিদ আর্মারের মনোযোগ ক্রিকেটের দিকে থাকবে।

ম্যানচেস্টার সিটি ফিফিও লেগে ক্রিকেটের অন্যতম প্রতিদ্বন্দ্বীত্ব পাবেন, তবে নিউ জিয়ার্সের টিমিও মাদ্রিদ আর্মারের স্পোর্টস ডিপার্টমেন্টের প্রধান হিসেবে রয়েছেন। এতে ক্রিকেটের ক্ষেত্রে মাদ্রিদ আর্মারের মনোযোগ ক্রিকেটের দিকে থাকবে।

ম্যানচেস্টার সিটি ফিফিও লেগে ক্রিকেটের অন্যতম প্রতিদ্বন্দ্বীত্ব পাবেন, তবে নিউ জিয়ার্সের টিমিও মাদ্রিদ আর্মারের স্পোর্টস ডিপার্টমেন্টের প্রধান হিসেবে রয়েছেন। এতে ক্রিকেটের ক্ষেত্রে মাদ্রিদ আর্মারের মনোযোগ ক্রিকেটের দিকে থাকবে।

Anisur Rahman said about interviews, “Every day we have lot of sports related news, when we feel a specialised interview is best option for any particular event, we try to give that treatment. *Kaler Kantho* have fixed place for interviews but we don’t. According to your data we published only three in one month. It clears that when we think that interview is good for that particular incident of event, we publish it.”

In terms of responsibility every media has responsibility to bring the events in front of the mass people.

Prothom Alo’s Milon expressed about responsibility, “Whatever I say about media business, to survive media compete with media but every newspaper have some responsibility to encourage people or to inform people about so many sports in Bangladesh which beyond cricket but as well as it’s all about business, it’s all about survive in the media industry. You have to sell it to the mass. Newspaper does not have all responsibility to bring any sports in front to the mass. If there is no success in any sports mass people have no interest to know those sports. So firstly, any particular sports should have popularity in the mass. Then easily newspaper pick it and publish a report.”

Sanat Babla of *Kaler Kantho* thought the same, “Off course media have the responsibility to pull up other sports like cricket. According to your research in one month, cricket news gets 1564 column inches and football news published 924 column inches. I think that is not very much different in terms of popularity. We write report about football from our responsibility. When football makes more glory day by day the situation will change. Once upon a time only one pages are allocated for sports. Now two pages are common thing in every newspaper. So, we are working from our side.”

Anisur Rahman told, “Yes, its true beside media business, media have some responsibility to bring back the football’s glory which they had in past. In every case we didn’t think about public interest, from our responsible mind we write many news about our football as federations and also public have to know what’s going on in our football. Many reporters wrote so many special news for the betterment of football. And also, football gets good treatment but cricket’s news flow is so much that’s why football get treatment after or lower than cricket. Media trying their best to expose other sports also.”

News published in various ways. Large treatment attracts mass people easily. Researcher collect the data according to column then it's easy to realise how these three newspapers give the column treatment between national cricket and football in 30 days period.

Newspapers	SC (%)		DC (%)		3C (%)		4C (%)		5C & more		Total	
	Cricket	Football	Cricket	Football	Cricket	Football	Cricket	Football	Cricket	Football	Cricket	Football
<i>Prothom Alo</i>	39	14	13	1	31	10	15	7	23	18	121	50
<i>Kaler Kantho</i>	20	6	37	9	4	4	7	3	28	20	96	42
<i>The Daily Star</i>	19	6	20	9	22	10	13	4	26	11	100	40

Figure 30: Number of the SC, DC, 3C, 4C, 5C and more items published in different newspapers on Cricket and Football events.

From the table above, it is understood that *Kaler Kantho* published highest 5C & more column news in cricket and football events than the other two newspaper in 30 days sports page. They published highest 28 news using 5C & more column about cricket as well as also published highest 20 news using same column about football. *Prothom Alo* published single column, 3C and 4C news most about cricket events 39, 31 and 15 respectively. *Kaler Kantho* allocated 37 DC news for cricket while only nine DC news for football events. *The Daily Star* allocated lowest for football news as they published only 11 news using 5C & more column. The chart clears that in every column section in 30 days period cricket gets more importance than football, almost double in every column section.

Actually, cricket in Bangladesh grab the seat of leading position. Mass people follows cricket for its popularity. They need some winning moment to cheer up. On the other hand, no international success in our national football in so many years. Though there are lot of football lovers during 90's football fever, for those club Mohammedan Sporting Club and

Dhaka Abahani. But the rivalry is no more in real. So, these newspapers or you can say media are dependent on public interest. Mass people want to read too many news about cricket whatever that is failure or success. They want to see large photo of their favourite stars. There are lot of stars in our national cricket. Mass people follows them in every social media. Majority people are cricket lover just because from 1999 they played every cricket World Cup and they won many international matches against several big teams. If you want to run the media business you have to follow the movement of mass people. People's interest is the main thing to run any media.

On the other hand, Football in Bangladesh is falling down from its place and also it has no longer the same spirit more than one era. There is no big success in our national football team. That creates the main factor between our cricket and football. There is lot of failure in football. But we have lots of football fans as we see in our country so many peoples from young generation follows English Premier League, Spanish Premier League but they don't even know about our National Football team! All of this reason newspaper publishes so many news about our national cricket depending on public interest.

CHAPTER V

Conclusion

The research was conducted to a comparative study between national Cricket and Football news coverage. Based on the research, it is fair to say that, all three newspapers published our national cricket events more than national football. It means national cricket get more better treatment in the sports page also in the front page. The research findings refer that, if media will set their agenda differently and try to do better treatment in football and bring more news about football will create the interest into the mass people.

The study shows how newspaper get treatment in our national cricket and football news and photos. Its also proves that national cricket get privileged between national cricket and football. In just one single day our national cricket is not here in this position. A huge contribution from many sides and also media houses helps it to get the leading position of Bangladesh sports. If they will publish football events more people know more and players are encouraged to good for the football.

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