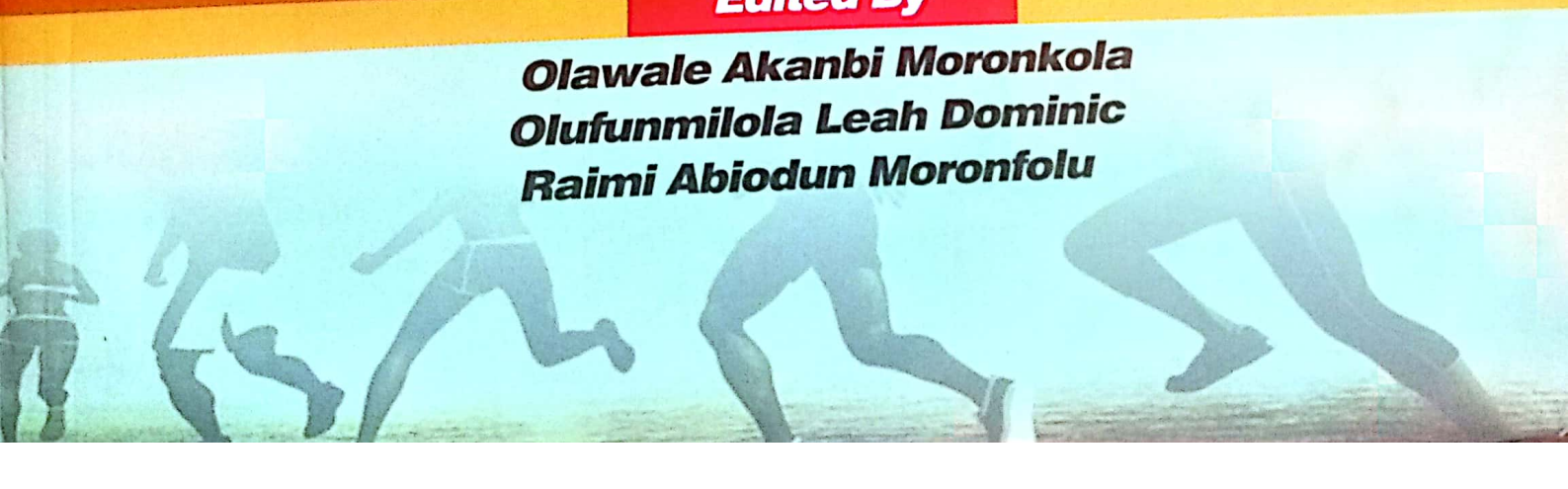


**CORE TOPICAL ISSUES
IN HUMAN KINETICS
(PHYSICAL EDUCATION),
SPORTS, PLAY
AND DANCE**

265

Edited By

***Olawale Akanbi Moronkola
Olufunmilola Leah Dominic
Raimi Abiodun Moronfolu***



Core Topical Issues in Human Kinetics

(Physical Education), Sports, Play and Recreation

Edited By

Olawale Akanbi Moronkola
University of Ibadan, Ibadan
Currently, Director General,
National Institute For Sports, Surulere, Lagos.

Olufunmilola Leah Dominic
Dept. of Human Kinetics Education,
Faculty of Education, University of Ilorin, Ilorin.

Raimi Abiodun Moronfolu
Dept. of Human Kinetics, Sports & Health Education,
Lagos State University, Ojo, Lagos State.

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Core Topical Issues in Human Kinetics (Physical Education),
Sports, Play and Recreation

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Special Note: The ideas and contents of each chapter reflect the ideas of the author(s)

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FOREWORD

It is my pleasure to write the foreword for this timely book " Core Topical Issues In Human Kinetics (Physical Education), Sports, Play and Recreation" remarkably written by array of credible scholars and edited by eminent leaders and core professionals in the fields of Health, Physical Education, Recreation and Sports (HPERSD). It is written by many authors specializing in related disciplines making this textbook to surpass the confines of academia and proves to be a valuable resource for relevant stakeholders be they students, researchers, policy makers and implementers.

The richness of the academic contents showcase the expertise of its authors in addressing the fundamental aspects of HPERSD, including gender-related issues, coaching, talent discovery, nutrition, substance use and misuse, contextualization of digital technology in sports media, exercise physiology, fitness promotion, athletic training, history of physical education and sports management. By encompassing these topics, the book serves as a comprehensive guide for individuals seeking to enhance their knowledge in these fields.

This contemporary textbook is an essential possession for academics, media professionals, coaches, sports scientists, and professionals across various levels of practice. The depth of knowledge and information presented within its pages will undoubtedly contribute significantly to the realms of health, leisure, competitive sports, and fitness promotion.

Moreover, the economic value to be derived from the application of the knowledge gained cannot be overemphasized. The insights provided within this book have the potential to transform the way we approach health and fitness, leading to improved well-being and longevity. For anyone striving for a healthy and fulfilling life, this book is a must-read.

I extend my heartfelt congratulations to all the contributing authors for their valuable contributions to this outstanding work.

Prof. Grace Olapeju Otinwa,
University of Lagos, Lagos.

Immediate Past Vice President, ICHPER.SD [African Region]

FOREWORD

I am pleased to write the foreword to this book titled, *Core Topical Issues in Human Kinetics (Physical Education), Sports, Play and Recreation* put together by notable, vast experienced professionals in the field of Physical, Health Education, Recreation Sports and Dance. In an attempt to tackle the topical issues discussed in this book, the authors used multiple approaches to deepen the readers' critical thinking and acquisition of knowledge. Thus, the scope of the content coverage is wide and impressive.

I have read the draft of the book (33 chapters), and I have found its content to be interesting and informative. I am glad to acknowledge the invaluable work undertaken by the authors in the preparation of the book. The book will no doubt be a useful tool to students and practitioners in and out of the area of physical education/human kinetics. I therefore, urge all relevant stakeholders in the field to endeavour to obtain a copy of this book.

Prof. Florence, B. Adeyanju,
*National President, Nigeria Association for Physical,
Health Education, Recreation, Sports and Dance (NAPHER-SD).*

PREFACE

Core Topical Issues in Human Kinetics (Physical Education), Sports, Play and Recreation is a specially written book by notable scholars that is in a class of its own as the flagship of books on physical education /human kinetics in the country. It is the most authoritative and encompassing book on physical education/human kinetics in contemporary Nigeria especially for tertiary institutions offering programmes in sports, physical education and human kinetics, physiotherapy in colleges, sports institutes and universities. It was conceptualised, written, peer reviewed and published in Nigeria by Nigerians for students, lecturers, researchers and policy makers related to issues in human movement within and outside Nigeria.

As an essential teaching and research resource written and edited by credible eminent scholars in Nigeria, it must be a must book to be found on shelves of libraries that panel members for accreditation purposes must like to see. The language of the 33 chapters is not only lucid and easy to understand, it also resonates the essence of the chapter and the richness of knowledge of the author of each chapter. Readers will find each chapter not only enriching but engaging and refreshing.

As a worthy companion and a pride to all stakeholders in the field of human movement, I respectfully commend it to lecturers, researchers, policy makers, students, journalists and librarians and reading pleasure of all. I thank each chapter author(s), peer review assessors, my co-editors, Prof. Florence, B. Adeyanju and Prof. Grace O. Otinwa who wrote foreword to the book, the publisher as well as my immediate nuclear family who believed in my dream of this book project and God Almighty, who made the vision a reality.

Prof. Olawale, A. Moronkola, JP, MNAE, FNSHA, FIMPD
Lead Editor of the Book Project,
Former Dean of Education and Chairman,
Sports Council, University of Ibadan and Currently
Director General, National Institute for Sports, Lagos.
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LIST OF CONTRIBUTORS

1. O. A. Moronkola - National Institute for Sports, Lagos./University of Ibadan, Ibadan.
2. G. O. Emeahara, E. O. Odo, T. N. Uzor and O. Obijiekwu - Nnamdi Azikwe University, Awka.
3. O. Adisa - University of Ibadan, Ibadan.
4. R. A. Moronfolu - Lagos State University, Ojo, Lagos State.
5. B. O. Diyaolu - Afe Babalola University, Ado-Ekiti.
6. T.D. Bamitale - Afe Babalola University, Ado-Ekiti.
7. J. O. Awoyinfa - University of Lagos, Lagos.
8. O. A. Moronkola - National Institute for Sports, Lagos./University of Ibadan
9. G. B. Jaiyesami, - Afe Babalola University, Ado-Ekiti.
10. A. O. Ajala - National Institute For Sports, Surulere, Lagos..
11. T. N. Madaki and U. D. Amuzie - National Institute For Sports, Surulere, Lagos.
12. S. K. Odior and A. Eguavoan ,National Institute For Sports,Surulere,Lagos.
13. M. A. Ogunsemore -University of Lagos,Akoka
14. S. T. Bakinde and M. T. Ajadi - University of Ilorin, Ilorin
15. O. L. Dominic and I. Y. Seidina, University of Ilorin, Ilorin
16. D. D. Dada - Afe Babalola University, Ado-Ekiti
17. R. M. Moronfolu - Lagos State University, Ojo Lagos State.
18. A. J. Fasoranti and B. Ibenero - University of Lagos, Akoka/ National Institute for Sports, Lagos.
19. Y. O. Abdulraheem and M. G. Aina - University of Ilorin, Ilorin.
20. E. K. Falaye, Y. O. Abdulraheem and Y. I. Ajeigbe -University of Ilorin, Ilorin.
21. J. Williams and E. Adeyeye - Lagos State University, Ojo Lagos State.
22. J. Williams - Lagos State University, Ojo Lagos State.
23. E. K. Falaye, Y. O. Abdulraheem and Y. I. Ajeigbe - University of Ilorin, Ilorin.
24. O. N. Ifeta - University of Ibadan, Ibadan.
25. B. G. Jaiyesimi - Afe Babalola University, Ado-Ekiti.
26. J. Williams - Lagos State University, Lagos
27. J. Williams - Lagos State University Ojo, Lagos State.
28. K. A. Aderounmu - Obafemi Awolowo University, Ile-Ife.
29. F. R. Airebamen and O. A. Moronkola - National Institute for Sports, Lagos / University of Ibadan, Ibadan.
30. A. B. Iyanda and O. A. Moronkola - University of Ibadan, Ibadan / National Institute for Sports, Lagos.
31. O. O. Akinbiola - Obafemi Awolowo University, Ile-Ife
32. O. A. Moronkola and S. Ogbondemimu - University of Ibadan, Ibadan /National Institute for Sports, Lagos.
33. B. S. Adebayo -University of Ilorin, Ilorin.

LIST OF CHAPTERS PEER REVIEW ASSESSORS

- | | | | |
|-----|-------------------------|---|---|
| 1. | Prof. Rafiu Okunneye | - | Lagos State University, Ojo, Lagos State. |
| 2. | Prof. M. A. Ajayi | - | University of Ibadan, Ibadan. |
| 3. | Prof. O. A. Moronkola | - | University of Ibadan, Ibadan. |
| 4. | Prof. Grace Otinwa | - | University of Lagos, Akoka. |
| 5. | Prof. Tunde Morakinyo | - | University of Ibadan, Ibadan. |
| 6. | Prof. J. F. Babalola | - | University of Ibadan, Ibadan. |
| 7. | Prof. A. O. Fadoju | - | University of Ibadan, Ibadan. |
| 8. | Prof. Oluwole Akeredolu | - | University of Lagos, Ojo, Lagos State. |
| 9. | Prof. O. O. Oworu | - | Tai Solarin University of Education, Ijebu-Ode. |
| 10. | Prof. Mrs. Dupe Banjo | - | Tai Solarin University of Education, Ijebu-Ode. |
| 11. | Prof. R.M. Moronfolu | - | Lagos State University, Ojo, Lagos State. |
| 12. | Dr. J. Owoyinka | - | University of Lagos, Akoka. |
| 13. | Dr. M. A. Ogunsemore | - | University of Lagos, Akoka. |

Y.O. Abdulraheem & M.G. Aina
University of Ilorin, Ilorin.

Summary

The topic of media, journalism, and sports development focuses on the relationship between the media and sports, as well as the impact of sports on society. The media plays a crucial role in shaping public perceptions of sports and athletes, and sports coverage is an essential aspect of modern journalism. The development of sports also has significant economic, social, and cultural implications for individuals, communities, and nations. The topic explores various aspects of the media's coverage of sports, including issues of bias, ethics, and commercialization. Additionally, it examines the role of sports in promoting national identity, fostering social cohesion, and promoting health and fitness. Overall, the topic highlights the complex and dynamic relationship between media, journalism, and sports development.

Keywords: Sports, media, journalism, media

Introduction

The modern world is currently driven by Information and Communication Technology (ICT) and virtually all human activities are gradually becoming automated. Part of the components of ICT is media and journalism which is largely driven by modern technology. Majority of human interactions involve communication using different media such as Facebook, twitter, Instagram and many others to disseminate information to the target audience. Media and journalism have played significant roles in the development and expansion of sports in today's world. The meeting point of these factors has helped to create a global marketplace for sports, with events and athletes from all corners of the world attracting massive audiences and generating huge amount of money in revenue.

A similar trend is also observed in the sporting world where information is relayed to stakeholders (athletes, coaches, managers etc.) by deploying appropriate media. Based on current reality, media and journalism are inseparable twins for an effective organisation and administration of sports globally. Journalism centres on documentary information and data statistics on previous and current happenings in the world of sport. One of the key movers of this global sports market has been the rise of digital media and the internet. The explosion of social media platforms, streaming services, and online news outlets has allowed sports content to reach audiences across the world, exceeding geographical and cultural limitations. Going by the aforementioned, it should be acceptable to say that journalism and media are indivisible components of modern-day sport.

Participation in sport dates back to ancient times and it is one of the most shared experiences in the world today. Sports are something that everyone aspires to regardless of class,

gender or age. It provides an excellent opportunity for people of different cultural, ethnic or religious backgrounds to network and interact without prejudice. The passion that comes with sports is far-reaching and overwhelming. It has been found that sport promotes peace, unity, solidarity, exchange, friendship and understanding among individuals, groups, organisations, communities and nations, and serves as a channel for entertainment and relaxation (Agbo, 2015). Sport expresses human, mental and physical abilities. Sport as an educational resource helps develop teamwork principles and skills and instils a sense of discipline and perseverance. From an economic point of view, sport is an important force as organisations and marketers could use sports to reach diverse customers and market their products. The impact of sports' participation on human development is immeasurable as their other aspect of human life that could be impacted other than the physical aspect. The competitive games on the basis of physical skills which are won or lost and played according to specific rules is regarded as sports (Saini, 2015).

According to Ilagere (2015), sports over the years have become one important area of life worldwide, to the extent that every country attempt to be recognised as a giant in one sport or another. The involvement of national sports emphasises the fact that sports occupy an important place in world affairs. Hence, different countries struggle to dominate others in different sporting activities. In the world of sports today, different countries are known for different sports. Brazil, France, and Germany are well known to be a force in football; the United States of America is a big force in basketball; China and Japan are leaders in table tennis; just as South Africa, India, and Sri Lanka are well known in cricket. Nigeria on the other hand dominated the areas of sprints, boxing and weightlifting for many years in Africa.

Sports affect human's life which includes their benefits for health, self-confidence, leadership skills, socialisation, and relationship across divisions of race, culture, and gender (Oyedokun, Ernest-Onuiri & Oyedokun, 2021). The common features that characterised sports are that, they are physical activities, they involve competition, they are guided by well-defined rules and regulations, and they attract rewards. According to Sutula (2018), sport covers all forms of physical activity that promote good physical fitness, mental well-being and social interaction. It includes games, entertainment, recreational or competitive sporting events, as well as sports and traditional games. Notable sports can be classified as ball games, stick games, aquatic games, combative martial games, racket games, traditional games, and a host of others. Sports can equally be grouped as individual, team, indoor and outdoor sports. There are lots of sports competition in the world today but Olympics and FIFA World Cup are the two biggest.

Communication is a vital means of disseminating information to a targeted audience. It is so crucial in life that even before the advent of new technology, the traditional methods of communication play vital role in getting information to the intended audience. With the coming of new technologies in communication, the traditional methods have been relegated to the background, if not totally forgotten. The mass media are medium by which a large number of people either within or outside a geographical location of events or occurrence can be reached. The primary objectives of the media are to inform, educate and entertain their audience. The mass media are tools for mass communication, or large-scale communication. The phrase comprises the press, film, radio, and television, as well as books, posters, music recordings, and other mass-produced media.

Broadcasting is simply the transmission of messages to far or near audience through the electronic media. It involves the distribution of contents in video and audio formats to receiving the audience. Broadcasting is the dispersal of information, ideas, and opinions through wireless transmissions widely to audience with different and unique characteristics simultaneously. Media could be referred to as the use of electromagnetic spectrum to reach people of different culture and races in different locations at a time. From the above definitions, it is clear that equipment such as radio and TV are needed for broadcasting. Radio as a medium for broadcasting, sends and receives messages through the air using electronic waves. Ajaegbu, Akintayo and Akinjiyan (2015), expressed that radio can be utilised to pass indispensable information about behaviour, knowledge, and skills which are expected of individuals of the public. It is also about the activity of broadcasting programmes for people to listen to. This was widely used in the earliest times to promote sporting events.

In the contemporary world, media outlets include news media, social media, web media, print media, just to mention but a few. Some of these are discussed as thus:

News media (earned media)

News media takes mass media elements and uses them to deliver news to a target audience or the general public. It is any material or content that is written about an individual or a company they did not create or pay for. For example, a company can *earn* a story in a reputable international magazine as opposed to paying for advertising. In today's world, earned media can come in a variety of new forms, such as being featured in a review or through a tweet about a business that was liked and retweeted.

Social media (shared media)

Social media is a digital tool, such as a website or app, that allows users to quickly and easily create and share content with the public. It is the "evolving" media because the definition of it is constantly changing. Shared media is best defined as content posted to social media regarded as brand, such as posts on Pinterest, Twitter, Instagram, Facebook, and LinkedIn. This is also known as the most cost-effective platform for PR.

Web media

Web media is a form of communication that uses audio, text, and visuals on the web. Some examples of web media are videos, photos, and graphics. Its contents are owned by personally creating it. Some examples of owned content that are popular today include podcasts, websites, blog posts, and videos. Owned media can also be content created by employees as long as that content is put into a contract signed by both parties.

Print media

This is the age long media which is still very relevant till date. It is also known as traditional or even "old-fashioned" media. Print media includes magazines, newspapers, books, and comics. In

more recent years, print media is used with desktop publishing software and electronic book reading technology.

Other forms of media

Television is a form of entertainment that has been catching the attention of viewers all over the world for decades. Originally, there were limited options for TV channels, and audiences had to watch programmes at a specifically broadcasted time. Now with streaming apps, you can watch a variety of movies and television shows on demand throughout the 24 hours of the day. The field of communication is large and varied. Radio and television (broadcast media) are important tools for awareness creation. They are capable of transmitting information to their audience through sound (radio) and audio-visual in the case of television. Stone (2015) define radio as a device that receives or transmit information through radio waves. Radio is cheap to access, easy to operate and mobile in nature. It has a very wide range of coverage and can sometimes be used without electricity. These are the qualities of radio that makes it the most suitable means of sports broadcasting and sports promotion. Sports broadcasting is the transmission of live or recorded sport events via analog or digital device using ground receivers, satellite, or cable networks. It can also be described as a means of transmitting sports events or sports news to a large number of fans at a time through the broadcast media. It requires Sports casters (professionals) who cover sport events, gather relevant information, and disseminate them through a chosen programme format, for audience' better understanding. Sports events can be transmitted live, and also as news after they have taken place. Over the years, a significant relationship seems to exist between the media and sports as representatives of the media be it radio, TV, newspaper and recently, online media are found present at most major sporting events.

The Use of Social Media in Sport

The major benefit of social media is the convenience it brings to the sporting world. Social media tools such as YouTube, Facebook, Instagram, and Twitter are all free and do not require special software (Rebecca, 2016). Social media has become a valuable tool for sports teams, athletes, and fans alike. Consequently, social media has penetrated the core of the sports industry. It provides an easy and direct way for athletes, teams, and fans to connect, engage, and promote their craving for sports. It provides an easy and direct way to connect with followers, build a fan base, and promote events. Here are some ways in which social media is used in sports:

Connecting with Fans: Social media provides an excellent platform for athletes and teams to connect with their fans. Photos, videos, and updates about their lives and training, respond to comments and questions can be shared and build a loyal fan base.

Promoting Events: Sports teams and organisations use social media to promote events and engage with potential attendees. They can share details about upcoming matches, provide live updates during games, and share highlights after the game.

Marketing: Social media is an effective tool for marketing sports-related products such as jerseys, shoes, and other merchandise. Athletes and teams can use their social media accounts to promote new products, sponsorships, and partnerships.

Sharing Expertise: Social media is also used by sports experts and commentators to share their expertise and insights on sports-related topics. They can use platforms like Twitter and LinkedIn to share articles, videos, and analysis.

Recruiting: Sports teams and coaches use social media to recruit new talents. They can scout potential players, check out their social media profiles, and connect with them directly.

Concept of Journalism

Journalism is the production and distribution of reports on current events based on facts and supported with proof or evidence. The word journalism applies to the occupation, as well as citizen journalists who gather and publish information based on facts and supported with proof or evidence. Journalism has also been regarded as the activity or product of journalist or others engaged in the presentation of written, visual or audio materials intended for dissemination through public media with reference to factual, ongoing events of public concern. According to (Nnah, 2021), the core principles of journalism include but not limited to the following: truth and accuracy; independence; fairness and impartiality; humanity; and accountability.

Types of Journalism

According to Master Class (2023), types of journalism include: Broadcast Journalism, Business Journalism, Entertainment Journalism, Investigative Journalism, Opinion Journalism, Photo Journalism, Political Journalism, Watchdog Journalism and Sports Journalism.

Concept of Sports Journalism

Mass media has assumed a big dimension in bringing sports to come into prominence and have become a driving force to making sports reach large audience through reporting in prints or transmission of audio, visual or audio-visual information about sports taking place in any place all around the world (Abdulrahman, Olaoye, Aina, & Adesoye, 2020). With the extensive usage of different communication instruments; distribution and transfer of the information related to sports has gained acceleration.

According to Aljazeera (2023), sports journalism has become a major field of journalism with the transition of sports to a major independent industry. Sports journalism is no longer considered merely the domain of fun and entertainment, it is a field of its own that has its risks and sensitivities which practitioners need to be aware of. The field of sports offers the opportunity for regular involvement in field work, particularly when covering major tournaments, and granting them access to those involved in the area of sport, whether they are athletes, coaches or others.

Relationship among Sports, Media and Journalism

The role of media seems to be vital to change that has occurred in sports throughout the world. Before the advent of the mass media, people rely on the information they get from the verbal exchange of literate individuals about sports activities (match venue, scores, players). With the importance of education and increase in literacy, the introduction of the media (newspaper, radio, and TV) became a well-known method for reporting sports to the populace (Saini, 2015). Sporting activities could enrich the media through sports communication, awareness creation and by providing spaces/time for advertisement. The advertising industry form an essential part of the relationship. The media and sports in conjunction with sponsors, maintain continuous interactions between individuals who are sport fans, in an attempt to effectively influence their thoughts and action in other to create advertising market (Aina, 2021).

Aside from the way that the media has expanded games mindfulness and spectatorship among people of the world, it has additionally expanded income level, which has improved the different sports partners. Most newspaper have columns specifically dedicated to sports news. This by has created job opportunities for sport writers in the country, hence boosting the economy of the nation. For instance, in Turkey, retired professional football players are immediately employed by newspaper outfits as sports writers (Güven, 2016). This scenario represents a change of professionalism and job assignment. The global culture creates the new media and the new media, in turn, drives the global culture; and with the two combined, propelled by the logic of the mass market and consumerism to repackage sports as a commodity, delivered to the market through the satellite television, the internet, and internet-based channels, like Facebook, Twitter, and YouTube.

The use of media by professional sports teams is increasing rapidly. Media have been playing a vital role in sports development through the dissemination of information about different sports and sports persons in different countries (Abdulraheem et al., 2020). Many teams are dedicating more time and resources to operate their social media presence and to connect with stakeholders. In addition, most sports teams' websites now integrate links to their respective pages on internet-based channels. These channels give proficient intents to sports associations to encourage fan communication and discourse of their image because of low section expenses and substantial fans populace's essence. There is a critical rise in web-based life use in the sports and media outlet bringing about the decrease of conventional advertising and specialized techniques. Most celebrated legends in different sports in the world might have never met and would most likely never meet, however, one can perceive that they know much about each other through the media.

The mass media seem to enhance and re-arrange the impression of the audience on a specific occasion or happenings in the general public and add to a supply of information on the past and current occasions. It is worthy of note that competitive sports would grow and survive with the collaboration of the media. In a bid to acknowledge the benefits derived from the association that exists between the media and game. Media and sports are presently like conjoined or Siamese twins that it has turned out to be difficult to talk about one without the other. The development witness in media could have influenced all intents and purposes of human life which has almost turn everyone to a media professional. The supposed new media have viably re-imagined the limits of consideration as bloggers and tweets get prepared with their computers and

mobile phones ready to break the news or post new recordings on the web. All these are a piece of the new global culture that is currently characterised by modern media scene, granting unambiguous access to the media and raising information dissemination higher (Abdulraheem et al., 2020). The global culture creates the new media and this, in turn, drives the global culture; and wish the two combined, propelled by the logic of the mass market and consumerism to repackage sports as a commodity, delivered to the market through the satellite television, the internet, and internet-based channels, like Facebook, Twitter, and YouTube. The media can influence the prominence of sports, publicise the local teams, enhance players' personality and engineer fans' devotion to a particular athlete or team/meanwhile, some media organisations pay for the rights to show some specific sporting event.

Oshani, (2015) was of the opinion that sport that appears on the television attract more fans and spectators. The larger audience learn the rules of the game watching it on television, especially seeing great sport men and women on TV daily and on sports pages of newspapers. These celebrities encourage sponsorship. Media conveys sports to individuals who may not ordinarily get the chance to participate in it. Generally, this can urge those individuals to get involved. Watching experts on the television can enable individuals perceive how a technique could be performed better. Sports associations with the media have numerous positive and negative perspectives. The positive effects include more fund, as media companies pay for the rights to show a sporting event. Sports in the media generate income from sponsorship and advertisement. People learn the rules of the sport from watching it on television and listening via radio. Seeing good sportspersons on TV and in newspapers makes them a role model for people to look up to.

Watching professionals on the television can help in seeing how a technique should be performed which could help ones performance. The media can influence the prominence of sports, publicise the local teams, enhance players' personality and engineer fans' devotion to a particular athlete or team. However, the negative effects of media on sports includes but not limited to biasness, that is, only the most popular sports get much attention on the broadcast and in the print media. This does not help to encourage people who participate in the less popular sports. Another disadvantage of the sports in the media is low attendance. For matches that are shown on television and available on live radio, ticket sales often drop. There is a lot of sports in the various media nowadays, some take too much broadcast time and large spaces on newspapers. Also, sports stars often complain of media interference with their private lives.

Information disseminated during sport broadcasting is collected from different sources. Verification of information before dissemination may be necessary to avoid defamation and presentation of false news as suggested by Ekeanyanwu, Ofulue, BelMolokwu and Onwubere (2012). Verifiable sources of sports information for reporters includes the following: Venue of the game or meeting, Local organising committee of the competition or games, Sports council, Ministry of sports, Controlling federation of the particular sport, Players and Coaches' hideouts, Sports Administrators, Sports Library and online resources.

Conclusion

The reporting of amateur and professional sporting news and events in print, television broadcasting, internet and other social media outlets contribute immensely to the development of

modern sports; starting from simple activities like finding out the location of events, starting time of events to more complex activities such as running documentaries, players' statistics and forecasting the outcome of the events. Apart from making sporting events more interesting to sports consumers, they also provide consumers with alternative decision-making processes. Journalism, media and sports development are closely intertwined, with each playing a crucial role in the promotion and growth of the others. The relationship among these three fields has significant implications for the future of sports and its place in the society.

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