

## Role of Electronic Media and Revival of Cricket in Pakistan: Exploring the Perception of UCP Students

Salman Ishaq Balouch \*

Sadaf Zahra †

Zaheer-Ud-Din Babar ‡

### Abstract

*Whatever the nature of Indo-Pak cricket but it is a part of the celebration of a common cricket culture. India Pakistan cricket rivalry takes political and commercial importance because of common culture and history of conflict. Enthusiasm, appreciation and knowledge is the part of this rivalry on an international level. India Pakistan cricket is the easiest way for the broadcaster's, sponsors and advertisers to maximize the return on their investment. Now it is the responsibility of the politicians on both sides to toe the line set by cricket, and solve the issues in foreign*

**Key Words:** Electronic Media, Cricket, Pakistan

### Introduction

The mass media serve as a system to communicate messages, signs and symbols to the common public. Amusing, entertaining and informing the common masses is its key function, and this is to inculcate the individuals with different code of behavior, values and beliefs which perform to integrate them into society's institutional structures at a larger scale ([Herman & Chomsky, 2010](#)). Moreover, media and sports are two of varied institutions which are closely interlinked with each other.

Sports, for a long span of time, has been an aspect of great importance; however, growth in relation to specialists' products of media sports is comparatively a recent development. TV channels which are dedicated only for sports (e.g., Geo Super or PTV Sports etc.) have got to appear in ever-growing numbers now ([Stead, 2003](#)).

Nowadays, mass media have a very significant role in our society ([Deuze, Blank & Speers, 2012](#)). It is very important for everyone these days. It includes television radio, newspaper,

---

\*Student, Faculty of Media & Communication Studies, University of Central Punjab, Lahore, Punjab, Pakistan.

† Lecturer, Faculty of Media & Communication Studies, University of Central Punjab, Lahore, Punjab, Pakistan. Email: [sadaf.zahra@ucp.edu.pk](mailto:sadaf.zahra@ucp.edu.pk)

‡ Lecturer, Department of Mass Communication, National University of Modern Languages, Lahore, Punjab, Pakistan.

magazine, and social media as well. Now media become an important part of our life, and it spreads our message to the large audience ([Curtis, 2012](#)). Mass media play a vital role in creating and shaping public opinion. Media plays a major role in society role. Media has become a part of our daily routines; it protects the public interest and plays a role as a watchdog in society ([McQuail, 1977](#)). Media create public awareness regarding different issues.

Mass media, including television, newspaper, magazines, getting better and better. They get progress day by day. Electronic and print media play a big role in establishing or revival of different walks of life like sports ([Jamieson & Campbell, 2000](#)).

Now, these days electronic and print media gives more and more coverage to the sports events like cricket, football etc. Pakistan electronic media and print media highlight sports events more and more. In this regard, we can talk about cricket that how media gives more coverage to the cricket events ([Bukhari, 2017](#)) as we know that cricket is not only a big game Pakistan but Cricket has become a valuable and cultural game in Pakistan ([Ahmad, 2015](#)). However, Hockey is our national game. But the media highlight more crickets. Cricket is just like the religion of the Pakistani public. Cricket generates a big economy. It has more sponsors as compare to other games. Media highlight it more, and the public wants to see only cricket events and all those programmers who are related to the cricket. It can be “Bolen Kia baat ha”, “Yeh ha Cricket Pakistan”, and other analytical programmers related to the Pakistan cricket.

Due to the terrorist activities and attack on Srilankan team cricket came to an end from Pakistani home grounds. Now media playing a big role in the revival of Pakistani cricket. Media do the programs related to the cricket and how can PCB revive Cricket in Pakistan ([Ahmad, 2017](#)). They give more coverage to news of cricket. PSL final in Lahore, world eleven tours, Zimbabwe tour of Pakistan and Pakistan vs Srilanka series are big examples of it. Media play up all the news related to the PSL final and other cricket events.

On the other hand, the public is crazy about cricket, and they want to see cricket back at their homes. They want to see their heroes in front of them. In this study, we will evaluate the role of media for the revival of cricket and other sports events in Pakistan.

## **Background**

In international cricket, we cannot ignore the glory of Pakistan cricket. In the history of the Cricket Pakistan gives big fast bowlers like Waseem Akram, Waqar Younas and the Batsman like Javed Miandad, great Zaheer Ahmad as well. And who can forget the famous six of Javed Miandad against India at Sharjah (“Six and Done”, n.d.). Pakistan won the 92-world cup in 1992. Nobody can ignore the role of Pakistan in international cricket. But after 2001, Pakistan faces terrorist activities. Due to Karachi Bomb blast in 2002 New Zealand team went back to their country. And in 2009 terrorist attack on Srilanka badly damage Pakistani cricket. Due to the incident of terrorism, Pakistani home grounds gets empty. International teams denied playing in Pakistan. But now the situation is getting better and better of law-and-order situation. PSL final, world

eleven tours and t20 match is a big example of it. Media also play a big role in the revival of International Cricket in Pakistan. Media gives it more and more coverage to cricket affairs.

### **Rationale of the Study**

As Pakistan was facing tough challenges in a sports context, which may include economic or political instabilities due to increased rate of terrorist attacks in Pakistan, and also some other factors may incorporate other than terrorism including foreign policies etc. ([Shahid, 2015](#)) however, their consequences have also been observed in cricket, as these elements also badly effected Cricket in Pakistan.

But with the reverse situation, the revival of Cricket in Pakistan media both electronic and print is giving immense coverage to cricket here. Hence media is forefront to support and also to revive Cricket in Pakistan (James, 2014). In such condition's role of mass media, both electronic and the print becomes worth considering, as media can highlight and downplay any issue.

The role of mass media in the revival of cricket in Pakistan is considerable and is imperative for the society as well. Hence, the rationale behind the selection of this area of research is that cricket is the most popular sports in Pakistan (extensively played and mostly watched) but after the repetitive attacks of Terrorists especially on different international teams, international Cricket in Pakistan has faced a serious downfall. No international Team was ready to visit Pakistan. But the scenario is changing now and teams like West Indies, Zimbabwe and Sri Lanka etc. are willing to visit and play in Pakistan. Therefore, it is very important to explore the role of media in this revival of Cricket in Pakistan.

### **Objectives**

1. To explore the role of media in the revival of Cricket in Pakistan.
2. To make recommendations about the role of media in this regard.

### **Research Questions**

- RQ1: What role media is playing in the revival of Cricket in Pakistan?  
RQ2: What role media can play in the revival of Cricket in Pakistan?  
RQ3: What Pakistani youth recommends for media to promote Cricket in Pakistan?

### **Literature Review**

[Ahmad \(2017\)](#) has conducted a study on the revival of international sports in Pakistan. The terrorist attack on Srilanka team was a terrible incident in Pakistan cricket history. As a result, all foreign teams' players denied playing any sports events in Pakistan. This scenario creates bad impacts on Pakistan cricket, Hockey and other games. After all these things, Zimbabwe was the first country who visits Pakistan. This series was successfully arranged. Recently famous footballers visit Pakistan. It was historical moments when famous footballers come in Pakistan.

Two football matches were arranged. Pakistan armed forces provide the best security as they did in PSL final. The famous wrestlers of WWE also visit Pakistan. They proved that Pakistan is a safe place for sports. PSL final and world eleven tours is a big example regarding revival of cricket and other sports in Pakistan.

[Bukhari \(2017\)](#) had conducted the study on the revival of International Cricket in Pakistan regarding the year of 2017. The year 2017 has been brilliant for Pakistan cricket. Not only cricket but many games have been returned to Pakistan at home. After the terrorist attack on Sri Lanka in 2009, Pakistan lost all international events at home, including cricket. Foreign teams were not ready to play in Pakistan. Security problems demolish the sports spirit. Pakistan cricket stadiums were empty. Pakistan all scheduled series was shifted to the UAE. But PSL final in Lahore and arrival of foreign players in Pakistan was a big example of revival cricket in Pakistan. Tour of world eleven in Pakistan was a big effort from ICC and PCB. Recent t20 match between Pakistan and Sri Lanka proved that Pakistan is a safe place to play cricket. Sri Lankan team and management were satisfied with the arrangements. The year 2017 has been brilliant in terms of the revival of Cricket in Pakistan. More improvements in security and law and order situation will help in visits of more international teams.

[Ahmad \(2015\)](#) has conducted a study on the revival of cricket in Pakistan. This essay will describe the 2009 and current situation of Pakistan cricket. Sri Lanka team was attacked in 2009, and Pakistani cricket was exile to the UAE. It was not a surprise for the country like Pakistan, who was suffering from terrorism. In 2002 New Zealand Team came to the Karachi but due to bomb blast in Karachi and they went back. That was a long journey and uncomfortable road for Pakistan cricket. Now all the things are going in the right direction. It was a long period of isolation. During this period of six years, test playing nations were not ready to play Cricket in Pakistan. Zimbabwe tour of Pakistan was great news for the Pakistani nation. Their excitement was not a surprise when first T20 was kicked off on Friday. The isolation of Pakistani cricket is going to end. Zimbabwe team comes to Pakistan. They said they are satisfied with Pakistan security provided in Lahore. We are hopeful that other teams will visit Pakistan in future.

[Shahid \(2015\)](#), in his study, has explored the role of cricket for the betterment of Pak-India ties. In 2015 Indian Prime Minister Modi invited Pakistan cricket team for the series and showed his best wishes for Pakistani team in World Cup. The study also reveals the MOU signed after the establishment of Big Three governance system in the ICC and decided to play six cricket series against each other from 2015 to 2022, which was considered a revival of the bilateral relationship in the UAE.

James (2014) has conducted the study on specialized Cricket in England and Wales concerning its period of transformation since 15-20 years' time period. The purpose of the research is to recognize the role that media has played within this selected period of time in which change occurred, regarding professional cricket players. To explore the influence of television on cricket economics, domination and culture as well, regarding professional players in England and Wales. Professional Cricket has changed on an international level and domestic level. It has an

important journey of change within the last 15 years. Globalisation philosophy and media works define important signposts that have strengthened such variation and transformation, and also clarify that, why the connection between cricket and television is of such central significance today. Globalization concept distinguishes as the main point to considerate of the changes in current sports, outlines the examination of suitable cricket and media data.

Bandyopadhyay has conducted the study on Indo-Pak cricket relationships and revival of cricket between these two countries. He discusses India tour of Pakistan in 2004. He further clarifies the importance of cricket between these two countries regarding economically and politically important. Indian cricket team tour of Pakistan in 2004 induced an excess response in the life of the Indian public. Cricket between these two countries has an economically, politically and emotionally importance. This essay seeks to explain and understanding and analyzing such depictions of the tour as apparent in popular media concerning national political discussions, tactful relations and cricketing rivalry.

Whatever the nature of Indo-Pak cricket but it is a part of the carnival of a widely played cricket. India Pakistan cricket rivalry takes partisan and marketable prominence because of daily life culture and history of conflict. Enthusiasm, appreciation and knowledge is the part of this rivalry on an international level. India Pakistan cricket is the easiest way for the broadcaster's, sponsors and advertisers to boost their profit on their capital/investment. Now it is the responsibility of the politicians on both sides to toe the line set by cricket, and solve the issues in foreign relations.

The anonymous has conducted the study on the revival of Pakistan cricket and its victory. The editorial considered the Emerging victorious of the Pakistani cricket team in 5-0 ODI series, held at UAE, which evidenced the revival of international cricket in Pakistan, after a long period of eight years. It is recommended that it was not the appropriate situation for a cricket match and required more efforts in encouraging first rank teams like South Africa, Australia and England to revive full-fledged tours in Pakistan. Consequently, many matches are being scheduled at the national level, Like West Indies cricket team is set to visit Pakistan for three T20 matches, and Asia Cup for up-and-coming players will be held in Pakistan.

## **Theoretical Framework**

The theoretical framework is actually a collection of interconnected concepts exactly like theory. It not only guides our research but tells us which things we will measure, and which kind of statistical relationship we will look. It is actually a structure that can support the theory of a research study.

This research is intended to explore Media Role in Revival of Cricket in Pakistan as Media plays a big role in the revival of Cricket in Pakistan. Furthermore, Media set the agenda regarding revival of Cricket in Pakistan. So, the theory agenda setting is related to the topic.

Every media set the agenda of any particular issue or thing. Media shows the coverage of any particular issue again and again, and then it became the agenda for the public and or audience

(McCombs & Shaw, 2013). Media gather the issues from anywhere and put those issues in front of us and said let talk about this (Weaver, 2007).

Agenda-setting theory explains that media don't inform people about "what to think, but tells what to think about" (Brown & Deegan, 1998). The thing is that if media want to set the agenda about any issue than media will give more importance and coverage to that particular issue (Pant, 2001). For example, revival of Cricket in Pakistan. Cohen (2015) argued that it is not possible for media to always be successful in informing people about what to think, but they are stunningly successful in informing what to think about. Similarly, Lippmann (1922) endorsed media has the power to present the image to the public. He said media is responsible for those issues and stories which are in our mind. He said our opinion is made by the media. Furthermore, Engel and Lang (1983) have done a study on the relationship between the press and public opinion during the Watergate crisis. They said the agenda is not set infect Agenda is built.

Agenda setting endorses the powerful effect of media and its ability to tell us what issues are important. For example, media gives more coverage to cricket affairs to the public. They highlight cricket issues more and more in front of the public. For example, news about PSL final in Lahore. Analytical programs about Cricket on Geo news and other channels. Media channels get highest TRP when they give coverage to the cricket programs.

For example, in every bulletin and headline, they will play up the news about cricket and set the agenda for the public, and they will say let talk about this. Media gives more coverage to cricket and do the programs on the revival of cricket in Pakistan and set the agenda about the revival of cricket. For example, "Bolen Kia baat ha", "Yeh ha Cricket Pakistan" pre and post-talk shows on every cricket match.

## **Methodology**

### **Population**

The population of this research study includes all the students enrolled in the Faculty of Media and Communication Studies, UCP.

### **Sampling Technique**

Convenience was used to draw the sample from a population, i.e. Students who were conveniently available to me were selected and were surveyed regardless of their study program, i.e. BS, M.Sc., MS and PhD.

### **Sample Size**

Sample of 50 was drawn from the selected population.

### **Data Collection Method**

The survey was designed to collect the required data from the respondents. The questionnaire

included questions about their opinion regarding the role of media (a role it is playing and role media should play) in the revival of Cricket in Pakistan.

## Data Analysis & Interpretation

**Table 1.** Gender Frequency

		My Gender is			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	36	72.0	72.0	72.0
	Female	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Above table 1 provides the frequency and percentages of the respondents on the basis of their Gender. For instance, male respondents are 36 (72%), while females are 14 (28%).

**Table 2.** My age group is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	8	16.0	16.0	16.0
	19	13	26.0	26.0	42.0
	20	16	32.0	32.0	74.0
	21	6	12.0	12.0	86.0
	22	5	10.0	10.0	96.0
	23	1	2.0	2.0	98.0
	24	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Above table 2 shows the division of respondents on the basis of their age. For example, it shows that Respondents of the option “18” are 8 (16%), Respondents of the option age “19” are 13 (26%). Respondents of the option age “20” are 16 (32%). Respondents of the option age “21” are 6 (12%).

**Table 3.** My Level of Education is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B.Sc	26	52.0	52.0	52.0
	Honors	21	42.0	42.0	94.0
	M.Sc	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Above table 3 shows the division of respondents on the basis of their education. For example, Respondents of the option “B.Sc” are 26 (52%), while respondents of the option “Honors” are 21 (42%). Lastly, respondents of the option “M.Sc” are 3 (6%).

**Table 4. I Like Cricket**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	2.0	2.0	2.0
Disagree	3	6.0	6.0	8.0
Neutral	5	10.0	10.0	18.0
Agree	15	30.0	30.0	48.0
Strongly Agree	26	52.0	52.0	100.0
Total	50	100.0	100.0	

Above table 4 shows the frequencies and percentages of the respondents for their likeness of cricket. Respondents of the option “Strongly Agree” are 26 (52%). While respondents of the option “Strongly Disagree” are 1 (20%).

**Table 5. Cricket is my Passion**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	12.0	12.0	12.0
Disagree	9	18.0	18.0	30.0
Neutral	12	24.0	24.0	54.0
Agree	8	16.0	16.0	70.0
Strongly Agree	15	30.0	30.0	100.0
Total	50	100.0	100.0	

Above table 5 shows the frequencies and percentages of the respondents for their passion for cricket. Respondents of “Strongly Agree” are 15 (30%). While respondents of the option “Strongly Disagree” are 6(12%).

**Table 6. Watch every Series of Pakistan Cricket Team**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	8.0	8.0	8.0
Disagree	11	22.0	22.0	30.0
Neutral	11	22.0	22.0	52.0
Agree	10	20.0	20.0	72.0
strongly agree	14	28.0	28.0	100.0
Total	50	100.0	100.0	



Above table 6 shows the frequencies and percentages of the respondents regarding watching every series of Pakistan Cricket Team. Respondents of the option “Strongly Agree” are 14 (28%). While the Respondents of the option “Strongly Disagree” are 4 (8%). Respondents of the option “Disagree” are 11 (22%).

**Table 7.** I Watch Cricket Matches Only Sometimes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	10.0	10.0
	Disagree	7	14.0	24.0
	Neutral	12	24.0	48.0
	Agree	18	36.0	84.0
	strongly agree	8	16.0	100.0
	Total	50	100.0	100.0

Above table 7 shows the frequencies and percentages of respondents regarding watching cricket only sometimes. Respondents of the option “Agree” are 18 (36%). While answers for the option “Strongly Disagree” are 5 (10%).

**Table 8.** I Watch only Indo-Pak Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	12.0	12.0
	Disagree	10	20.0	32.0
	Neutral	6	12.0	44.0
	Agree	13	26.0	70.0
	strongly agree	15	30.0	100.0
	Total	50	100.0	100.0

Above table 8 shows the division of respondents regarding Indo-Pak cricket. Respondents of the option “Strongly Agree” are 15(36%). While “Strongly Disagree” are 6(12%). Respondents of the option “Disagree” are 10 (20%).

**Table 9.** Pakistan has a Great Position in International Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0
	Disagree	7	14.0	16.0
	Neutral	18	36.0	52.0
	Agree	15	30.0	82.0
	strongly agree	9	18.0	100.0
	Total	50	100.0	100.0

Above table 9 shows the frequencies and percentages of the respondents regarding Pakistan position in international cricket. Respondents of the option “Neutral” are 18(36%). Respondents of the option “Strongly Disagree” are 1(2%). Respondents of the option “Agree” are 15 (30%).

**Table 10.** Terrorist Activities Badly Damage Pakistan Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	1	2.0	2.0	2.0
neutral	5	10.0	10.0	12.0
Valid agree	13	26.0	26.0	38.0
strongly agree	31	62.0	62.0	100.0
Total	50	100.0	100.0	

Above table 10 shows the frequencies and percentages of the respondents regarding terrorist activities, which badly damage Pakistan Cricket. Respondents of the option “Strongly Agree” are 31(62%). Respondents of the option “Strongly Disagree” are 1(2%).

**Table 11.** Karachi Bomb Blast in 2002 during Newzeland Tour Badly Hurt Pakistan Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	3	6.0	6.0	6.0
neutral	11	22.0	22.0	28.0
Valid agree	21	42.0	42.0	70.0
strongly agree	15	30.0	30.0	100.0
Total	50	100.0	100.0	

Above table 11 shows the frequencies and percentages of the respondents regarding the Karachi bomb blast hurting Pakistan cricket. Respondents of the option “Agree” are 21 (42%). Respondents of the option “Strongly Disagree” are 3 (6%).

**Table 12.** India’s Tour of Pakistan in 2004 was a good Move for the Revival of Pakistan Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	2	4.0	4.0	4.0
neutral	8	16.0	16.0	20.0
Valid agree	35	70.0	70.0	90.0
strongly agree	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Above table 12 shows the division of respondents regarding India’s Tour of Pakistan in 2004, either it helps Pakistan for the revival of cricket or not? Respondents “Agree” are 35 (70%). Respondents of the option” Strongly Disagree” are 2 (4%).

**Table 13.** Terrorist Attack on Srilankan Team in 2009 was Terrible for Pakistan Cricket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	2.0	2.0	2.0
	neutral	4	8.0	8.0	10.0
	agree	11	22.0	22.0	32.0
	strongly agree	34	68.0	68.0	100.0
	Total	50	100.0	100.0	

Above table 13 shows the frequencies and percentages of the respondents regarding the terrorist attack on the Srilankan team in 2009, which badly hurt Pakistan Cricket. Respondents of the option “Strongly Agree” are 34 (68%). While Respondents of the option “Strongly Disagree” are 1 (2%).

**Table 14.** Pakistan Media Play a Vital Role in the Revival of Cricket in Pakistan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	1	2.0	2.0	4.0
	neutral	9	18.0	18.0	22.0
	agree	23	46.0	46.0	68.0
	strongly agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Above table 14 shows the frequencies and percentages of the respondents regarding media role in the revival of cricket in Pakistan. Respondents of the option “Agree” are 23 (46%). While Respondents of the option “Strongly Disagree” are 1 (2%).

**Table 15.** Electronics and Print Media Run a good Campaign for the Revival of Cricket in Pakistan:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	Disagree	1	2.0	2.0	4.0
	Neutral	10	20.0	20.0	24.0
	Agree	22	44.0	44.0	68.0
	strongly agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Above table 15 shows the frequencies and percentages of the respondents regarding electronic and print media run a campaign for the revival of cricket in Pakistan. Respondents of the option “Agree” are 22 (44%). While “Strongly Disagree” are 1 (2%).

**Table 16.** Media Should Play a more Active Role for Revival and Agree on Foreign Teams

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	6	12.0	12.0	12.0
	agree	18	36.0	36.0	48.0
	strongly agree	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Above table 16 shows the frequencies and percentages of the respondents regarding media should play a role in the revival and agree on foreign teams. Respondents of the option “Strongly Agree” are 26 (52%). While Respondents of the option “Neutral” are 6 (12%).

**Table 17.** Foreign Teams like West Indies, Sri Lanka, Zimbabwe Play a Good Role for Revival Cricket in Pakistan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	neutral	8	16.0	16.0	18.0
	agree	20	40.0	40.0	58.0
	strongly agree	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

Above table 17 shows the frequencies and percentages of the respondents regarding foreign teams’ role in the revival of cricket—for example West Indies, Sri Lanka, Zimbabwe. Respondents of the option “Strongly Agree” are 21 (42%). While “Strongly Disagree” are 1 (2%).

**Table 18.** Other Test Nations Should Visit Pakistan for Cricket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	4.0	4.0	4.0
	neutral	6	12.0	12.0	16.0
	agree	15	30.0	30.0	46.0
	strongly agree	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

Above table 18 shows the frequencies and percentages of the respondents that other test nations should playtest Cricket in Pakistan. Respondents of the option” strongly agree” are 27 (54%). While Respondents of the option “Disagree” are 2 (4%).

**Table 19.** Indian Cricket Board Involved Politics in Cricket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	4.0	4.0	4.0

Neutral	6	12.0	12.0	16.0
Agree	17	34.0	34.0	50.0
strongly agree	25	50.0	50.0	100.0
Total	50	100.0	100.0	

Above table 19 shows the frequencies and percentages of the respondents regarding Indian politics in cricket. Respondents of the option “Strongly Agree” are 25 (50%). While Respondents of the option “disagree” are 2 (4%).

**Table 20.** Indian Media do Propaganda against the Revival of Cricket in Pakistan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	7	14.0	14.0	14.0
Valid Agree	16	32.0	32.0	46.0
Valid strongly agree	27	54.0	54.0	100.0
Total	50	100.0	100.0	

Above table 20 shows the frequencies and percentages of the respondents regarding Indian propaganda against the revival of Cricket in Pakistan. Respondents of the option “Strongly Agree” are 27 (54%). While Respondents of the option “Neutral” are 7 (14%).

**Table 21.** Pakistan Media Highlight more Cricket as Compare to other Games

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	6.0	6.0	6.0
Valid neutral	9	18.0	18.0	24.0
Valid agree	15	30.0	30.0	54.0
Valid strongly agree	23	46.0	46.0	100.0
Total	50	100.0	100.0	

Above table 21 shows the frequencies and percentages of the respondents on media highlight more cricket as compare to other games. Respondents of the option “Strongly Agree” are 23 (46%). While Respondents of the option “Disagree” are 3(6%).

**Table 22.** Pakistan Media do the Agenda Setting for the Revival of Pakistan Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
Valid Disagree	5	10.0	10.0	12.0
Valid Neutral	10	20.0	20.0	32.0
Valid Agree	25	50.0	50.0	82.0

strongly agree	9	18.0	18.0	100.0
Total	50	100.0	100.0	

Above table 22 shows the frequencies and percentages of the respondents on Pakistan media do the agenda-setting for the revival of Pakistan Cricket. Respondents of the option the “Agree” are 25 (50%). While Respondents of the option “Strongly Disagree” are 1 (2%).

**Table 23.** Pakistan Media gives more Coverage to Cricket Affairs

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	2	4.0	4.0	4.0
	disagree	1	2.0	2.0	6.0
	neutral	8	16.0	16.0	22.0
	agree	18	36.0	36.0	58.0
	strongly agree	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

Above table 23 shows the frequencies and percentages of the respondents on Pakistan media gives more coverage to the Cricket Affairs. Respondents of the option “Strongly Agree” are 21 (42%). While Respondents of the option “Disagree” are 1 (2%).

**Table 24.** Cricket is a more Popular Game in Pakistan as Compare to Hockey

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Disagree	2	4.0	4.0	4.0
	Neutral	4	8.0	8.0	12.0
	Agree	14	28.0	28.0	40.0
	strongly agree	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Above table 24 shows the frequencies and percentages of the respondents regarding popularity of cricket as compare to Hockey. Respondents of the option “Strongly Agree” are 30 (60%). While Respondents of the option “Disagree” are 2 (4%).

**Table 25.** PSL help Pakistan for the Revival of Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	1	2.0	2.0	2.0
	Disagree	1	2.0	2.0	4.0
	Neutral	3	6.0	6.0	10.0
	Agree	15	30.0	30.0	40.0
	strongly agree	30	60.0	60.0	100.0

Total	50	100.0	100.0
-------	----	-------	-------

Above table 25 shows the frequencies and percentages of respondents regarding PSL help Pakistan for the revival of cricket. Respondents of the option “Strongly Agree: are 30 (60%). While respondents “Disagree” are 1 (2%).

**Table 26.** PSL Final in Lahore helps to Build the Confidence of Foreign Teams

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	1	2.0	2.0	4.1
	neutral	3	6.0	6.1	10.2
	agree	16	32.0	32.7	42.9
	strongly agree	28	56.0	57.1	100.0
	Total	49	98.0	100.0	
Missing	System	1	2.0		
Total		50	100.0		

Above table 26 shows the frequencies and percentages of the respondents on PSL final in Lahore helps to build the confidence of foreign teams. Respondents of the option “Strongly Agree” are 28(56%). While the Respondents of the option “Disagree” are 1 (2%).

**Table 27.** ICC World Eleven Tour was a Great Effort to Bring Cricket back at Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	2.0	2.0	2.0
	neutral	8	16.0	16.0	18.0
	agree	21	42.0	42.0	60.0
	strongly agree	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

Above table 27 shows the frequencies and percentages of the respondents on ICC World Eleven Tour help in for a revival of cricket. Respondents of the option “Agree” are 21 (42%). While Respondents of the option “Disagree” are 1 (2%).

**Table 28.** Pakistani Public Wants to See their Cricket Heroes at their Home Grounds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	4.0	4.0	4.0
	neutral	2	4.0	4.0	8.0
	agree	12	24.0	24.0	32.0
	strongly agree	34	68.0	68.0	100.0

Total	50	100.0	100.0
-------	----	-------	-------

Above table 28 shows the frequencies and percentages of the respondents that the Pakistani public wants to see their cricket heroes at their home grounds. Respondents of the option “Strongly Agree” are 34 (68%). While Respondents of the option “Disagree” are 2 (4%).

**Table 29.** Cricket at Home will help Pakistan to Improve their Ranking

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	2.0	2.0	2.0
Neutral	7	14.0	14.0	16.0
Valid Agree	12	24.0	24.0	40.0
strongly agree	30	60.0	60.0	100.0
Total	50	100.0	100.0	

Above table 29 shows the frequencies and percentages of the respondents that cricket at home will help Pakistan to improve their ranking. Respondents of the option “Strongly Agree” are 30 (60%). While Respondents of the option “Disagree” are 1 (2%).

**Table 30.** Pakistan Cricket going in the Right Direction Regarding their Performance and Revival of Cricket at Home

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	3	6.0	6.0	6.0
neutral	7	14.0	14.0	20.0
Valid agree	25	50.0	50.0	70.0
strongly agree	15	30.0	30.0	100.0
Total	50	100.0	100.0	

Above table 30 shows the frequencies and percentages of respondents that Pakistan Cricket is going in the right direction regarding their performance and revival of cricket. Respondents of the option “Agree” are 25 (50%). While the Respondents of the option, “Disagree” are 3 (6%).

**Table 31.** Victory of Champions Trophy helps Pakistan for the Revival of Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	4.0	4.0	4.0
Neutral	4	8.0	8.0	12.0
Valid Agree	18	36.0	36.0	48.0
strongly agree	26	52.0	52.0	100.0
Total	50	100.0	100.0	



Above table 31 shows the frequencies and percentages of the respondents regarding the victory of Champions Trophy helps Pakistan for the revival of cricket. Respondents of the option “Strongly Agree” are 26 (52%). While Respondents of the option “Disagree” are 2 (4%).

**Table 32.** Victory of Champions Trophy Force ICC to help in Revival of Pakistan Cricket

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	4.0	4.0	4.0
Neutral	10	20.0	20.0	24.0
<b>Valid</b> Agree	22	44.0	44.0	68.0
strongly agree	16	32.0	32.0	100.0
<b>Total</b>	50	100.0	100.0	

Above table 32 shows the frequencies and percentages of the respondents regarding the victory of Champions Trophy force ICC to help in revival of Pakistan cricket. Respondents of the option “Agree” are 22 (44%). While Respondents of the option “Disagree” are 2 (4%).

**Table 33.** Analytical /Discussion-Based Programs Play an Important role in Boosting Revival of Cricket in Pakistan

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	2	4.0	4.0	4.0
neutral	13	26.0	26.0	30.0
<b>Valid</b> agree	27	54.0	54.0	84.0
strongly agree	8	16.0	16.0	100.0
<b>Total</b>	50	100.0	100.0	

Above table 33 shows the frequencies and percentages of the respondents that analytical or discussion-based programs play an important role in boosting and revival of Cricket in Pakistan. Respondents of the option “Agree” are 27 (54%). While Respondents of the option, “Strongly disagree” are 2 (4%).

## **Discussion**

Each, media and sport, has been found developing rapidly and extensively a key global industry. Moreover, each has a significant contribution while informing and structuring the lives of the people. Most importantly, these two industries are tied together within the kind of complex networks in terms of their relationships. As Hernandez (2002) explained that competitive sports could develop and survive but only with media coordination. For that reason, it is very important to explore the role of media in the revival of cricket in Pakistan.

Acknowledging all the pre-requisites, this study has conducted surveys from UCP students to explore their perception about the expected and usually played the role of media in the revival of

cricket. For instance, when it was intended to answer the research question “What role media is playing in the revival of Cricket in Pakistan”, different questions were asked from the respondents through the survey. As findings of this research question, results from Table no. 14, 15, 20-23 provide evidence.

Similarly, in order to answer the research question-2, i.e. “What role media can play in the revival of Cricket in Pakistan”, findings of the table No. 16 and 33 can be seen. But in order to answer the research question-3 “What Pakistani youth recommends for media to promote Cricket in Pakistan” open-ended question was enquired from the interviewees/respondents, and some of the answers are given below:

**Respondent 1:** “Pakistani media should create a hype that there is no threat to be played in Pakistan and there is no more terrorism in Pakistan in front of the world or international media”.

**Respondent 2:** “Media has to a more significant role in the revival of cricket as soon as possible”.

**Respondent 3:** “Media should start the campaign for the revival that helps foreign teams to build their confidence in playing Cricket in Pakistan.

**Respondent 4:** “Ex Cricketers and PCB should raise the level of their efforts.

**Respondent 5:** “Media should play an important and positive role in the revival of cricket.

**Respondent 6:** “Media should show the positive impact of Pakistan to the world.

**Respondent 7:** “Media should give more and more support to the Cricket affairs regarding revival of cricket.

**Respondent 8:** “Media should promote cricket by doing cricket-based programs and by showing positive news regarding Pakistan.

**Respondent 9:** “Media should play an active role in the revival of cricket.

**Respondent 10:** “Media should do more Agenda Setting regarding revival of cricket, and the government should also focus on revival of cricket.

**Respondent 11:** “Media should tell the world that Pakistan is a safe place for International sports events.

## **Conclusion**

My topic was the media role in the revival of cricket in Pakistan. As we know, cricket is just like a religion in the subcontinent, especially in India and Pakistan. People love to watch cricket. Whenever the Pakistani team is playing any series or tournament, people start to talk about cricket.

Pakistan has a very strong position in International Cricket. Pakistan won the World cup 1992, 2009 T20 World cup and recently Champions Trophy. So, Pakistan cannot be ignored in international cricket.

But due to terrorist activities in Pakistan, international cricket finished in Pakistan. Karachi bomb blast in 2002 during NewZealand tour really damage Pakistan Cricket. But in 2009 terrorist

attack on Srilankan team heavily damage Pakistan Cricket. After this attack, international teams were not ready to come to Pakistan. Pakistan Cricket was gone in isolation.

This research has been conducted on media role in the revival of Cricket in Pakistan how media play a role in the revival of Cricket in Pakistan. I have seen that the media play a vital role in the revival of cricket in Pakistan. Media do the Agenda Setting regarding revival of Cricket in Pakistan. Analytical and discussion-based programs regarding Cricket affairs help Pakistan for the revival of cricket.

PTV Sports invite ex retired international players in Pakistan as is analyst during Every Pakistan Cricket series. Through these programs, the media gives a positive message on the international level regarding securities issues. Media highlight more and more Cricket issues and they create hype regarding international Cricket in Pakistan.

Media coverage on PSL final in Lahore gives a positive message on an international level. Media gives more coverage to the PSL and cricket Affairs. All these media steps help Pakistan for the revival of cricket.

The survey has been conducted by the students of the University of Central Punjab on media role in the revival of cricket in Pakistan. According to that survey, most of the students were agree that West Indies, Srilanka, and Zimbabwe play a major role in the revival of cricket in Pakistan.

## References

- Adamson. (2014). The influence of pay-to-view television on professional cricket — professional cricket player perceptions.
- Bandyopadhyay. (2004). Feel Good, Goodwill and India's Friendship Tour of Pakistan.
- Curtis, C. W. (2012). Linear algebra: an introductory approach. Springer Science & Business Media.
- Deuze, M., Blank, P., & Speers, L. (2012). A life lived in media. *Digital humanities quarterly*, 6(1), 1-15.
- Herman, E. S., & Chomsky, N. (2010). *Manufacturing consent: The political economy of the mass media*. Random House.
- Jamieson, K. H., & Campbell, K. K. (2000). The interplay of influence: News, advertising, politics, and the mass media.
- McQuail, D. (1977). The influence and effects of mass media. *Mass communication and society*, 70-94.
- Pakistani cricket emerges from exile, but are the Shaheens headed for glory? (May 26, 2015).
- Shahid. (2015). Cricket for Boosting Relations Between Two Nuclear Power.
- Stead, D. (2003). Sport and the Media. *Sport and society: A student introduction*, 184-200.
- Ahmad. (July 10, 2017). Revival of international sports in Pakistan.
- Bukhari. (October 31, 2017). The year of revival of international Cricket in Pakistan.
- Cricket revival. (October 31, 2017). *Dawn*.