

# Women Sports and Medicines: Case Study of Indian Women Cricket and Scientific Conception

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*Abstract -- This research analyzes the work of various authors, published on some of the elite websites. It is done in an order to analyze the coverage given by media to the women sports in India, taking women cricket in the prime focus. The main aim here was to demonstrate that journalism is more about public interest than any other news value and media prioritizes profit and the talent and hard work of some sections of the society gets a back seat due to biological reasons. This has been shown by examining scenarios where women gave their sweat and time to the country and got nil telecasts of their matches in return. The aspects researched are the media strategies, power of a unified nation, skills and potential in the women cricket team and success as a craft of media. I assessed how with the aid of social media, Indian cricket team took a major leap towards success in 2018. This research Provides valuable information in context to the hurdles and struggles faced by women sports, primarily women cricket in India with respect to the journalism being the friend and the foe.*

*Indexed Terms -- Women sports, Journalism, Indian women cricket, media coverage, Cricket, India, Science*

## I. INTRODUCTION

The oppression and adversities that a sportswoman encounters in India eminently differs from what a man in sports witnesses. Nisha millet, a swimmer who abandoned swimming after representing India at two Olympics, she brought up to the notice that genders are equally split in swimming at an early age despite of that sad notion she is delighted at the progress made by the women's cricket team. She believes that more girls will come into the sport from now. India have world's number one Tennis doubles player, Shania Mirza and the World's number one badminton player, Saina Nehwal. Despite of those stats, other team sports are in dire straits. Indians must understand the need to safeguard the idea that women and girls have equivalent opportunity to reap the advantages of sport by overpowering sexism in sport at various levels, which comprises demanding and exacting explicit scenarios of assault and

discrimination and also addressing the latent obstacles to equality. Elite sport never ceased setting men and women apart. As per an article on the women org the men's decathlon has been contested at every Olympics since 1912 but there is still no place at major championships for the women's event. While men play five sets at Tennis Grand Slams, women can only compete over three sets. These disparities encompassing masculinity, sports and sexism existed since the dawn of mankind. Women sports are not shown like men sports, broadcasters prefer telecasting men sports, print visuals are heavily dominated by the same. The blame keeps constantly shifting from audience to broadcasters to players and their genders, nothing cracks this nut of women sports and inadequate coverage despite of significant amount of efforts made by various self funded organizations and governments. It will be telecasted once money starts going into women sports and it will be only when audience wants to watch women. They are not shown because they are not watched; they are not watched because they are not shown. It is a never ceasing cycle. Women's sports are always seen as something secondary and inessential. For centuries, cricket remained a province to males, men's Indian cricket team continued to own a prestigious and amplified position along with over magnified status. Everything that is completely opposite to the status given to Indian women's cricket team. The extent of coverage women's cricket has got in the past when compared to its male counterpart have been absurdly less.

### 1. Women Cricket and medicine:

Past, Present and Future in Indian journalism and media coverage is the most appropriate answer to why Indians does not give equal importance to women cricket, not even half of what they readily exhibits for men's cricket. This encompasses social media too along with electronic and print media.

- Past:

Until 2017 1/3rd of the country did not even know about that we have a Women's International Cricket team as well just because there is inadequate coverage regardless of the fact that both the teams have been performing really well but no one knows women team's whereabouts, timings, match schedules, wins or the name of players. 90% of the country did not know, not even the name of the captain of Women's cricket team who has performed in almost 180 one day internationals for India. During Women's World Cup 2017 all the group league matches were not being telecasted by sports channels but women's cricket was suddenly all over the sports and news channels when the world was going crazy over the Harmanpreet's knock and it drove TRP.

- Present:

However, this scenario went through a metamorphosis in July 2018 when the country stood united and exhibited enthusiasm for women's cricket which took over the social media. World Cup 2018 marked a new era of women's cricket and the only reason being journalism was really about them, a significant number of matches were telecasted and what women did got some screen time and consequently the public interest followed by support.

- Future:

Keeping in their minds the interest of public and the leap towards success women's cricket took in 2018, people are expecting Indian Premier League for women after a while. Prominent commentators are also expected to be seen accounting for female team's major matches. Some female players may also get endorsements and advertisements from now onwards. People are optimistic about the wonders that women's cricket is expected to do in the upcoming years and there are people who will be immensely proud and happy on seeing the lenses panned towards the women cricketers sweating for the country.

## II. SPORTS MEDICINE AND INDIAN CRICKET

'What do they know of cricket who only cricket know?'<sup>19</sup> CLR James posed this question when he

examined the Caribbean society through the lens of cricket and the same can be relevant for the Indians too who were introduced to the game of cricket by their British Colonizers. In a country where cricket is like a religion and despite having legends bless the game, yet it is sad to say that the lack of scientific rigor still echoes in the Indian dressing room. However, a new school of thought and a fresh approach brought in by foreign medical practitioners involved in the Indian Premier League (IPL) and in national squads has planted the seed in local brains to understand India's most popular team sport from a scientific point of view. There has been research at grass- root level on the incidence of upper limb injuries sustained by professional cricketers of North India,<sup>20</sup> cause of chronic low back pain in a young Indian fast bowler,<sup>21</sup> exploring the connection between hand grip strength and anthropometric variables in district cricketers,<sup>22</sup> examine the effects of sleeper's stretch on glen humeral internal rotation and horizontal adduction range of movement in male elite cricket bowlers from Southern India<sup>23</sup> and investigating the effect of body composition on VO<sub>2</sub> max in under-19 and under-16 male cricket players.<sup>24</sup> Additionally, research has been conducted on unit- varsity level cricket players testing their physical fitness levels,<sup>25</sup> investigating the correlation between back strength and leg strength<sup>26</sup> and comparing the anxiety levels of male university cricket players across different universities during sporting competitions.<sup>27</sup> Moreover, the establishment of Sri Ramachandra Arthroscopy and Sports Science Centre (SRASSC) in Chennai, which includes a three-dimensional (3D) motion analysis laboratory and has been accredited by the International Cricket Council (ICC) is a brilliant asset for the scientific development of Indian cricket. Some of the recent research projects that have emerged from this sports medicine center include, biomechanical analysis of cricket fast bowling in university cricket players which examined various technique factors such as, bowling action, shoulder counter-rotation, pelvic-shoulder separation angle, lateral flexion, front knee angle, front foot ground reaction force and ball release speed,<sup>28</sup> and there was also a study conducted which compared the difference in bowling technique between young sub-elite (skilled) players and university level amateur cricketers.<sup>29</sup> To add on, another research study

compared two- dimensional (2D) video analysis with 3D motion analysis to assess fast bowling action of Indian male university level fast bowlers.<sup>30</sup>

• Proposed Methodology:

To test the aforementioned aim, the proposed study will adopt a quantitative methodology and employ a different- subject experimental research design. The population of interest for the study will consist of young male elite cricket players contracted to the Board of Control for Cricket in India (BCCI). The study will be conducted on a 6 to 8 weeks period and players will be required to attend up to seven fitness testing sessions. The first session will involve recording of anthropometric characteristics and there will be a practice run of all the fitness tests. Thereafter, they will be tested on six separate occasions for a 6 weeks period. In the meantime, all the players will continue to train according to their standardized cricket training programs. The first test will be McGill’s trunk endurance test which consists of a series of tests that measure core muscle strength through four static trunk holds. The T-test is a simple fitness test which measures speed and agility and is a good predictor of a player’s performance level. Finally, the Cooper’s test will be used to assess a player’s aerobic fitness and requires a player to run as far as possible in 12 minutes and the distance recorded will be used to calculate the VO2 max [in ml/kg/min].

III. IMPORTANCE OF SCIENTIFIC PERSPECTIVE IN INDIAN CRICKET

A RESEARCH Proposal Despite the attempts of a few individuals to view Indian cricket from a scientific perspective, there is still a paucity of clinically significant scientific research. In a country where this game is thriving well financially, there has been little to no effort to incorporate science or embrace the concept that research in sport contributes to better performance. Cricket is a physically demanding sport therefore; a great area to investigate would be understanding the physical or physiological demands of the game at an elite level. Hence, this research proposal will bridge the gap between sports science and Indian cricket by exploring the fitness profiles of elite Indian male

batsmen and elite Indian male bowlers. Recognizing the physical demands of cricket will lead to the development of scientific sound training programs for cricketers which will not only improve their performance but also prevent injuries allowing them to enjoy long and illustrious careers.

1. players, player support personnel and officials of Rules and Regulations:

- Regulations-Integrity: Anti-doping code for players and player support personnel-effective 19 June 2017.
- Regulation-playing: code of conduct for players and player support personnel-effective of 30 September 2018.
- Regulation-playing: code of conduct for match officials and match official support personnel effective-1 November 2016.
- Regulation-integrity: Anti-corruption code for participant’s effective-9 February 2018.
- Regulation-playing: PMOA minimum standard effective-1 December 2018.
- Regulation-integrity: Anti-racism code for participant’s effective-1 November 2016.

2. ICC Ranking in 2018 Top 5 countries by women’s cricket:

TEAM	M	W	L	NRR	Pts
ENGW	7	6	1	+1.295	12
AUSW	7	6	1	+1.004	12
INDW	7	5	2	+0.669	10
SAW	7	4	3	+1.183	9
NZW	7	3	4	+0.309	7

#### IV. WOMEN AND SPORT ADVISORY BOARD

In summer 2013, the government established a 'women and sport advisory board' in order to engage more strategically with the sector that influences the sporting landscape. The board met for the first time in September 2013 and has since been meeting quarterly to share ideas about agenda. Each board member has committed to raising the profile of women's sport within their area of expertise and as a group they have advised and informed the government's work program on women and sports.

The board published its interim report on 30 October 2014, to coincide with the women's sport conference held at Lord's cricket ground. This final report builds on the interim report, and it is recommended that you read both reports together.

The aim of this final report is to present a final overview of the board's work and highlight some of the progress that has been made in women's sport since summer 2013. The board has also provided some suggestion for future action around women's sport, based on their own extensive experience and insights in this area.

#### V. CONCLUSION

Good sport demands skilled and athletic people which imply that men just have an innate benefit. Females never shared equal limelight with the boys and there are various factors ensuring that, one India being a male dominated society. There have been instances where significant efforts were made to lift up the Indian women cricket. However, in a country where cricket (male) is being worshipped and the country is known for its crazy viewership and boundless enthusiasm, it is not an easy task for a single entity to lift women cricket up, which despite of being cricket does not hold viewers captive due to biological reasons. There were times when female cricketers played the game at its best but there was no one to watch them, let alone appreciate. Now in 2018 when they finally are getting media attention, they told about the times when they were deprived of what they worked for. (i.e., media coverage, attention,

familiarity and popularity among masses) Till 2017 stadiums kept on receiving nil spectatorship and media came into action only when women's team conquered Asia cup. Social media has proved to be a boon for the women cricket in India, it contributed extensively to their success in the recent times. This research explores how journalism flip all the pens and cameras into the direction of public interest in a matter of seconds and how public interest is what's flaming and trending into media. Women cricket had always been worth a watch but media waited for public to display some interest, just enough to accumulate TRP for them and public waited for media to intensify and flood with women cricket to take a notice and a moment to appreciate them.

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