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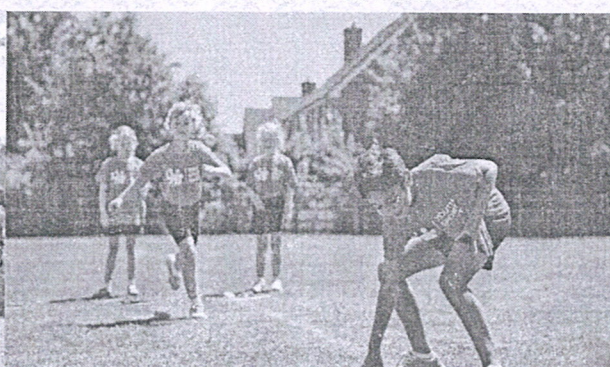
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Prof. Virag S. Gawande
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A. S.R. & D. T.
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Dr. Vijay Dhote and Dr. A P Joshi

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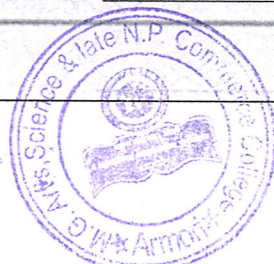
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Impact of Media on Sports
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Introduction:

Man is social animals; people have always relied on communication to strengthen their relationship when face to discussion is impossible humans find out creative solutions. The first print paper was China BCE-100 Yrs 1580 Johan's Gutenberg Printing Press Published. The Telegraph machine was invented In1972. The most important discoveries the telephone in 1890 and the radio in 1891. Telegraph and Telephone technologies are still use today, although the modern versions are much more sophisticated to communicate across great distance. Technology began to change more rapidly in 20th century. Today there is tremendous variety of social networking sites

The Impact of Social Media:

Social media is one of the most important tools for sports as we know the population of social media users has increased over the past years. People can engage in the sports follow their favorite athletics players and teams and get the most updated of sports social media provide a chance to communicate between players and their fans. The Sport organization media become very helpful organization take help of media to promote their ideas and share their information. Media define as a ability to access analyze and create media as a perquisite for criticize to realize there rights to freedom. Media is a form of communication Information or Entertainment society as a TV & Radio Electronic Media & Print Media is a very powerful tools a lot of user are correct information, quick communication in that time.

The power of social influence has been seen in both positive and negative. For example, negative behaviors posted by a peer on social media such as smoking and drinking makes observers more likely to do the same. Or if an overweight colleague consistently posts about his or her weight loss progress, which is a positive thing, you're more likely to be motivated pursue weight loss goals as well. Positive behaviors are also powerful in social networks and can be harnessed for good. Social media can be utilized not only to encourage physical activity, but also to promote other beneficial things such as preventative care. In a 2015 study published in the journal Preventive Medicine Reports, it was shown that putting people in the right kind of social environment is enough to interact with each other and even anonymous social interaction can promote behavior change.

The participants in the study barely know about one another, yet resulted in strong positive effects even in minimal exposure to social cues. Simply seeing posts of your peers going to a fitness class is a good motivation to get moving. Above it all, the technology that can be used to share that information costs almost nothing. How about making you an inspiration to others? If you're practicing healthy living, try sharing your experience to the rest of the world. After all, it only takes a few clicks to make a difference!

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