

Unit –V Leadership

Women participation in sport: History – development- Gender issues in sport. Leadership: Meaning- Types of Leadership- Leadership qualities – Leadership and sport. Culture: Meaning – Issues of culture in sport - Culture development through sport. Media: Types of media – role of media in sport – Sport as a Media. Measures of socio-psychological aspects: leadership – socio economic status – Adjustment

WOMEN PARTICIPATION IN SPORT

- Historical Perspective
 - Title IX
- Olympic Progress
- Gender Equality
- Media Coverage
- Participation Gaps
 - Role Models

EFFORTS TO ADDRESS GENDER ISSUES IN SPORTS INCLUDE

- Implementing equal pay policies and increasing prize money for women's events.
- Promoting greater media coverage and visibility of women's sports.
- Advocating for policies and initiatives that encourage gender diversity in sports leadership and coaching roles.
- Promoting inclusive and safe sports environments that combat discrimination and harassment.
- Encouraging girls and women to participate in sports through outreach programs and equitable access to facilities and resources.
- Engaging in ongoing dialogues and research to address the evolving challenges of gender equity in sports.

MEANING OF LEADERSHIP

- Leadership is a multifaceted concept that encompasses a range of qualities, behaviors, and skills. At its core, leadership refers to the ability to guide, inspire, and influence individuals or groups toward the achievement of common goals or a shared vision. It involves taking charge, making decisions, and providing direction, but it's not limited to hierarchical positions of authority; leadership can emerge at any level of an organization or in various aspects of life.

LEADERSHIP QUALITIES

- Vision
- Integrity
- Confidence
- Resilience
- Communication
- Empathy
- Adaptability
- Problem-Solving
- Innovation
- Accountability
- Courage
- Inspiration
- Empowerment
- Team Building
- Time Management
- Humility
- Commitment

MEDIA

- Media refers to the various means of communication and channels used to transmit information, news, entertainment, and messages to a broad audience. Media plays a crucial role in shaping public opinion, disseminating information, and providing a platform for the exchange of ideas and entertainment. There are several types of media, each serving different purposes and reaching audiences through various formats.

TYPES OF MEDIA

Print Media

Broadcast Media

Newspaper

Magazines

Television (TV)

Radio

Electronic Media

Video Games

E-books

Digital Media

Internet

Social Media

Online News

Streaming Services

SOCIO-ECONOMIC STATUS

- Socioeconomic status (SES) is a composite measure that reflects an individual's or family's social and economic position within society. It takes into account various factors, including income, education, occupation, and other indicators of social standing. SES is commonly used in research and social policy to understand disparities in health, education, and overall well-being.

ADJUSTMENT

- Adjustment refers to the process of adapting, coping with, or accommodating changes in one's life or environment. It involves making psychological, behavioral, and cognitive changes to effectively deal with new situations, challenges, or demands.
- Adjustment can occur in various life domains, including personal, social, academic, and occupational areas.