

### **The News Coverage of Women's Sports on the Television**

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Sport is a field which is very essential for the development of a nation for improving health and confidence. To fulfil this task, the television can be perform a great job. When the sports journalists do this task, they become a principal part of a mission of a nation. All the people must participate in sports without divide and deference. And also it has an equal right. Partiality of sport news reporting is a barrier for the sports development. The researcher tries to explore in this study that how much time duration taken for the women's sport news reporting on the television in Sri Lanka. Data collected by primary also secondary Method. Population in the research was TV channels in Sri Lanka. Selected sample were two leading TV channels namely "National Rupawaahini and Sirasa TV" and also collected main news bulletins of both TV channel in month of March in 2015. There are 30 news bulletins were collected for this study. It revealed that both TV channel were moderately partial in sports journalism particularly reporting of men's news item than women's sport. And both of TV channel showed 65% for men in their coverage. Finally researcher conclude that the media coverage given to all women sport in considerably at a low level compared to the media coverage to given to the men's sport on the television in Sri Lanka..

**Keywords-** Sports News Bulletins, National Rupawaahini and Sirasa TV, Media Coverage, Women's Sports

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