

The Role of Mass Media ON SUSTAINABLE Sport Development

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Sport development is a step toward the development of Iran. Due to its influence on both individual and social life, sport has become a matter of concern for government and people. Mass media are important tools for sport development. Among mass media have great importance due to vast coverage. The main question of this survey was to determine the extent of which mass media contribute to sport development. A questionnaire was prepared to find out the existing and desired role of mass media in sport development in five pivots and to prepare a model as the main aims of study. The validity and reliability of questionnaire confirmed. The questionnaire was distributed among 342 members of the sample taken from society comprising of four groups including. The methodology of the research was descriptive and casual comparative, the data was gathered through survey. There was a significant difference between existing and desired role of media on five development variables regarding the participants ($\alpha \geq 0/05$). The Mass Media have several impress in Sport development. So Mass Media improve ingredient of sport, finally that will be to Sport development.

Mass Media – Sport – Development

El papel de los medios de comunicación sobre el desarrollo sostenible Deporte

El Desarrollo del deporte es un paso hacia el desarrollo de Irán. Debido a su influencia en la vida individual y social, el deporte se ha convertido en un motivo de preocupación para el gobierno y el pueblo. Los medios de comunicación son herramientas importantes para el desarrollo del deporte. Entre los medios de comunicación tienen una gran importancia debido a la amplia cobertura. La cuestión principal de este estudio fue determinar el alcance de los medios de comunicación que contribuyen al desarrollo del deporte. Se preparó un cuestionario para conocer el papel actual y deseado de los medios de comunicación en el desarrollo del deporte en cinco puntos y de preparar un modelo como los principales objetivos del estudio. La validez y fiabilidad del cuestionario se confirmaron. El cuestionario fue distribuido entre los 342 miembros de la muestra tomada de la sociedad comprometiendo a cuatro grupos. La metodología de la investigación fue de tipo descriptivo y comparativo informal, los datos fueron obtenidos mediante la encuesta. No hubo una diferencia significativa entre los actuales y el papel deseado de los medios de comunicación en cinco variables de desarrollo en relación con los participantes ($\geq \alpha 0 / 05$). Los medios de comunicación tienen varios impresionar en el desarrollo del deporte. Así que los medios de comunicación masiva mejorar su aportación al deporte, por último, que servirá para el desarrollo del deporte.

Los medios de comunicación - Deporte - Desarrollo

大众传媒可持续体育发展中的作用

体育发展是向伊朗发展的一个步骤。由于其对个人和社会生活运动的影响，已成为政府和人民关注的问题。大众媒体对体育发展的重要工具。在大众传播媒介有很大的重要性，由于广阔的覆盖面。这次调查的主要问题是确定大众传媒运动的发展作出贡献的程度。准备了一份问卷找出大众传媒的现有和所需的体育发展中的作用，在五个支点，并准备一个模型作为研究的主要目的。确认问卷的有效性和可靠性。社会损害，包括四组所采取的样本的342名成员分发了调查问卷。研究方法是描述和比较随意，数据是通过调查收集。现有的和有关新闻媒体的作用，在五个发展变量所需的参与者之间有一个显著性差异 ($\geq \alpha 0 / 05$)。传媒有几个，终于打动运动的发展。因此，大众媒体提高运动成分，这将是体育的发展。

媒体，体育，发展

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Introduction

Today development in all different aspects is located in the premier programming of all countries around the world. Development of a country is a general concern is defined by developments of different fields (1).

The quick grown in communication technologies especially of mass media has concluded new roles identified for them. The variability of media in from of press, radio and television and internet has opened a new and relatively extend world toward different societies. Each of these media has their particular function because of the nature and capacity of them where they are applied. The development of mass communication tools has been accompanied with development in industry, economic and culture every where in recent semi centennial (2).

Sport succeeds by its elements with other systems in a social system. As sport is one of the models or patterns in a social system and a complementary sport of a society mass. There for is affected by whole fun dame tall factors of that system (4)

Communication is one of the most important parts of human life. It has a major role in transmissions of knowledge, skills, views and information. In a communicable man time, the developing role of media succeeds in conditions which other organizations in the country developing equally to media (6). It is necessary to focus on Television, Radio and press among all kinds of media. As these organizations have a momentary and continuous impact with the major population in Society in comparison to cinema, internet, book and etc (8).

Hamidi and Choobine (2000) studies results show that the most significant activity in people's free times, is watching T.V (12). This result is on the basis that both radio and television have some properties which have converted them to the most perfect Communication media. TV is a new Communication tool, including news, culture, entertainment, training and propaganda and uses these programs through many ways a swells cinema, radio and newspapers. Television is the most believable media and if people wish to select one medium through the others, TV will be the most desirable one. Also TV can raise the people knowledge about any social phenomenon.

Home (2005) also result these conclusions in a study named and mass media in Japan. Media have been interested in sport to produce programs for absorbing more viewers. Mass media had been a center in production and distribution social culture about "free time" in from of cultures and technologies in Asian countries. Sport is moving from its native place to an

international place (9). Lee (2005) point that in a consumption process of all good, there are lots of trends to sell sport phenomenon's as in retesting shows. So mass media had their key role in this part (11). Today, the informative and instructive role of media is one of the basic subjects in enhance of sport societies purposes (2). Media try to help us to from our mina from our environment by processing news and different. Mass media have a very effective role in enhancing the view of people toward sport and if this role carried out due to some importances such as understanding the requirements the effective communication ways and psychological points, it would be more impressive (7).

Today, preparing any guide line instruction needs providing a development model (4). Sport developments have been concerned many more than past years. Many plans performed by different institutions of sport organizations in the past years. But they appear not to be efficient because of their disconcert (5).

Executive managers in sport and media first require the recognition of sport and media to develop sport. "How are they weren't management conditions in these areas now?" is the question responding that is due to knowledge of available capacity in performing development programs by the aim of sport. These capacities and exchanged exist between media and sport have made challenges between sport managers and experts. Without doubting the same purpose of all these organizations in Iran is the sport development in the country. A good realization of the current and desirable conditions of sport media and press in our county concludes a good assessment on strength and infirmity points of media and finally all mass media and press.

Methodology

Considering that the purpose of this research is to determine the role of mass media on sustainable sport development used descriptive strategy and was performed in calibration. Statistical society involves sport and media experts. The questionnaire was distributed among 342 members of the sample taken from a 560 member's society compromising of four groups including: "sports media managers, sport media experts, sport managers, sport experts." Instrument research; Questionnaire researcher product was used for this research. The reliability of this questionnaire was measured Alpha test (0.81).

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Statistical methods; In order to analysis the that in addition to the descriptive choices such percentage and average other methods like presumptive statistics including Kolmar gruff Smirnoff test, Levin's test, t test for independent groups correlation coefficient and (F) test were used. It needs to be mentioned that for analysis the data, edition it of SPSS 16 was used.

Findings

Data analyzing is one of the bases of each study. A researcher will not achieve his or her purposes without precise, scientific and substantial statistic analysis even if lots of data available.

Graduation degree of participants in the study the results showed that 32.3% of cases were graduated in M.A and ph. D 23.9% in B.A and only 5.1% in diploma.

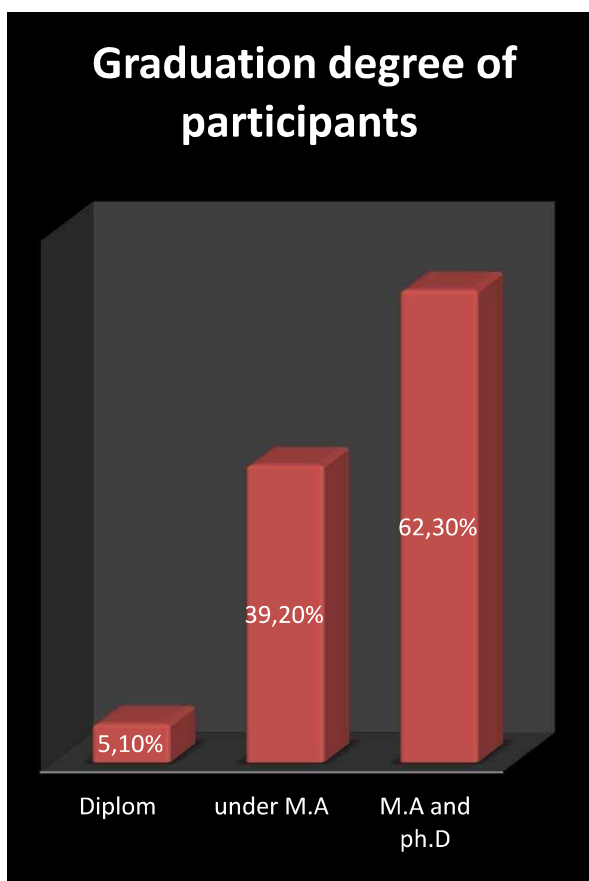


Diagram (1) Graduation degree of participant

Table (1) testing the assumptions relevant to media effect varieties upon all factors

Statistic	F	df	P
Sport varieties	2/51	3	0/59
Financial sources	4/83	3	0/003
Human sources	6/92	3	0/000
Cultural& social	5/33	3	0/001
Training & researching	9/80	3	0/000

Table (2) testing the assumptions relevant to media effect varieties upon all factors

Statistic	F	df	P
Sport varieties	4/26	3	0/006
Financial sources	8/57	3	0/000
Human sources	6/12	3	0/001
Cultural& social	6/07	3	0/000
Training & researching	2/66	3	0/048

Table (2) results show that there are meaning full difference in view of testing cases about effects of media on all 5 axis's due to current conditions, sport varieties [f=4.26, p=0.006]. Financial sources [f=8.57, p=0.000], human sources [f=6.12, p=<0.001], cultural & social [f=6.07, p=0.001] and training and searching [f=2.66, p=0.048].

($\alpha \geq 0.05$)

Table (3) Comparison of current conditions and desirable conditions about mass media effects on varieties from the view of participants

comparison	average	Deviance criterion	t	df	P
Sport varieties	1/72	0/82	36/05	291	0/000
Financial sources	-2/11	1/02	-35/40	291	0/000
Human sources	-2/04	0/97	-35/97	291	0/000
Cultural& social	-1/81	0/87	-35/70	291	0/000
Training & researching	-2/26	1/04	-37/10	291	0/000

Table (3) results show that there is a meaningful difference in view of testing cases about media effects on all factors. ($\alpha \geq 0.05$)

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Discussion and conclusion

Today sport is an unspeakable part of most media programs. They have linked quickly with media as we see some particular media of sports. Mass media have special roles and functions in each course of sport due to different nature of public sports, championship sports and professional sports.

Our findings show that the four cases groups had some ideas about effects of media on sport according to the current conditions. The results in Hoom (2005) Lee (2005) and Kane and Buysse (2005) confirmed the effects of mass media on sport too. But it is noticeable that provisions and distractions of mass media about some sport fields, even those include development programs, faces to some problems through their broadcasting.

Result showed that, significant different in financial resources between media managers and sport managers. Also this result show, between now situation and best situation in financial resources was different and now situation did not perfect. Financial resource is very important role for sport development. As The results in Hoom (2005) Lee (2005) confirmed the effects of mass media on financial resource sport.

Also this result show, between now situation and best situation in human resources was different and now situation did not perfect. Mass media with creation sagacity could to be basis suitable person in sport. With have planning in developing human recourses, basis increase effectiveness, efficiency and productivity, so this could to be improving performing in sport. Today many of sport activities performing with volunteers so mass media could eulogy it's an improving motivation. Hoom (2005) confirmed effects of media on cultural and social factors. Media must to remain. Sport can affect beliefs of people indirectly with no focusing on their station. There for having an adequate attention toward beliefs and moralities by mass media these beliefs or moral behaviors will improve and develop. Finally it must be notified that mass media improve sport varieties due to mentioned factors and works and conclusively it will improve and develop sport in the country. So each mass media have very important roles in improving all sport recourses. Finally The Mass Media have several impress in Sport development .So Mass Media improve ingredient of sport that will be to Sport development.

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