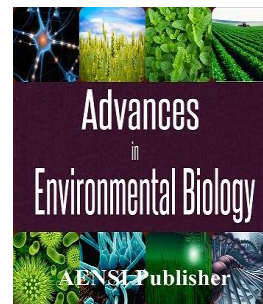




AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

Prioritizing the Role of Mass Media in the Development of Public Sport in Payam Noor University (Karaj unit)

¹Mohammad Ali Ghare, ²Zeynab Anet and ²Negar Gholi pour

¹Department of physical education, payame noor university (PNU), P.O. Box, 19395-3697 Tehran, Iran

²Faculty of physical education, Univeversity of Tehran, Iran.

ARTICLE INFO

Article history:

Received 11 October 2014

Received in revised form 21 November 2014

Accepted 25 December 2014

Available online 16 January 2015

Keywords:

public sport, mass media, radio and TV, publications.

ABSTRACT

Background: According to the effect of exercise on various dimensions of individual and social life and the importance of its development on national scales and the mediator role of media, this study aimed to consider the mass media's role in tendency Payam Noor University (PNU) students of Alborz province to the public sport. **Objective:** The sample is population of 15,000 persons of PNU students. By using of Morgan table and random-stratified sampling, 375 subjects were selected as statistical sample. Method of cross – survey sectional and instruments of data collection, Sadeghian questionnaire (1390) was 0.841. For analysis of data also was used of Friedman and Mann-Whitney tests by using spss software and at a significance level of $\alpha=0.05$. **Results:** The results showed that in the development of the public sport, the most important role of the media has been presenting the educational programs in the field of public sport, and the less important role of them has been advertising and notifying about the right places for the public sport. Through this, TV has the greatest role in the development of public sport. And finally, the results indicated that the boys and girls comments about the media's role in the development of public sport were different. **Conclusion:** the media must act systematically and put public sport as a fundamental and essential goal to create a revolution in the public sport in the country.

© 2014 AENSI Publisher All rights reserved.

To Cite This Article: Mohammad Ali Ghare, Zeynab Anet and Negar Gholi pour., Prioritizing the Role of Mass Media in the Development of Public Sport in Payam Noor University (Karaj unit). *Adv. Environ. Biol.*, 8(21), 1209-1214, 2014

INTRODUCTION

One of the social and cultural issues which has had dramatic growth in the recent years and has affected people is physical education and sport; Habits and sport behavior of people, their attitudes and beliefs on sport issues, and the development of public sport, all of these have been impressed interact with tendency to media and society, one way to protect of sport and beliefs and attitudes, is approach and content of the mass media [1]. Public Sport means sport for everyone. Concept of Sport that will include an age range from three to over seventy years, it involves a variety of physical activities, both non-organized and native spontaneous play to the regular physical exercise, such as the exercise in the morning, the activity in the parks and in the open spaces or fitness classes, and generally refers to a non-competitive team sports [2]. International concerns in the area of non-communicable diseases caused by aging, poor diet, smoking, alcohol consumption and lack of exercise and obesity is increasing rapidly. Regular physical activity improves health and reduced mortality and has many health benefits like reduction of cardiovascular disease risk, cerebral apoplexy, reducing diabetes, colon cancer, osteoporosis, depression and etc. Despite the benefits of physical activity, a large proportion of adults, whether in developed countries or in developing countries failed to achieve recommended levels of physical activity are only 25% of adults in the United States exercise in recommended amount, and 29% lack of leisure of for regular physical activity [3]. Nowadays, due to the development of the communities, media are the main axis of communication among the community. By getting more complex of social relationships, the need of media for relations facilitating and knowledge of information in various fields are needed more than ever before [4]. Media are considered as the nerve center of the community and mass media are responsible for the variety of purposes such as providing information, entertainment, persuasion, as well as cultural transmission intangibility between the millions of humans. Media are the most important and the most effective tools of transmitting

Corresponding Author: Mohammad Ali Ghare, Department of physical education, payame noor university (PNU), P.O. Box, 19395-3697 Tehran, Iran
Tel: 009809127222954; E-mail: Rauf1998@yahoo.com

information and knowledge in fulfillment the process of communication. In Persian culture chief word is "media", any instrument that gives news to people, such as radio, TV and newspapers [5]. Today's society acts selectively and viewer act differently according to the perspective and his experience in using the media. As a result media are in different forms like radio, TV, magazines, newspapers, the Internet, and motion pictures [6]. The media plays a pivotal and undeniable role in the development of knowledge and transfer of information to the audience and change of their thoughts. Especially the main responsibility of media is the leadership and guidance. The mass media can have an effective role in raising public awareness and promoting new ideas [7, 8]. In this regard, some European and North American governments use of media contribution to promote and advertise sports and physical activity. For this Union of Europe has established radio network especially in public sport [9]. The results Abioye (2013), who reviewed the research conducted in 2012 on the impact of media campaigns in improving physical activity in adults, indicated that mass media have had clearly impact on promoting walking and little impact in achieving the participants to a satisfactory level of physical activity. The media have been effective in reducing sedentary individuals[10]. Greenwood's study (1996) also among advertising media in Australia and changing attitudes toward physical activity got a significant relationship [11]. A study by Marcus and colleagues reviewed 29 research conducted in the field of using media, indicated that reminding the media messages were in high rate. But the effect of the media was very low in increasing the physical activity of people [12]. Findings of Zarifi and Davoodi showed that there is a significant difference among the national media and development of public sport in all three factors of components of sport, financial resources and human resources [13]. Sadeghian in their study performed on 350 residents in 4 regions of Hamedan, whose people exercised at least once a week in Hamadan's sport stations, showed that types of mass media (video, audio, printing) have effect on the tendency of Hamedan people to public sport and in this orientation, the most important role of the media was public awareness of the benefits of public sport and the minimal role of the media was advertising and informing about the sport and its conferences [14]. Moradi and colleagues (1390) pundits in the field of media sport stated that despite of the influence of sport media on the development of public sport, media have not appropriate and attention to this issue and they do not allocate enough time to programming and the more programming sport is specific for professional championship sports. Regard to the results of this study, may made an appropriate operation with interaction the media and the use of their capacities to develop public sport in different dimensions [9]. In other research, Ghiymi rad (2008) concluded that the group media operation in the part of public sport is not consistent with the objectives of physical education, but is consistent in the part of championship sport [15]. The results of Ghasemi research (2006) also showed that there was a significant difference among the available role of television with its proper role in the development of the public sport [16]. Thus, regard to the effect of exercise on various dimensions of individual and social life, importance of its development in the national scale and the mediator role of media in this field, identify the role of media in sport development and preparation appropriate programs is essential. Any big plans for the effective use of the media function needs to deep identify in this area and research in the area of these functions in various axis of sport development [8]. Therefore, this study seeks to answer this question, how is the role of mass media in attracting PNU students to the public sport?

MATERIALS AND METHODS

According to the research outcome or result of the research is application type and according to the research objectives is description type and in the aspect of method of data collection is field. The population for this study comprised all Karaj Payam Noor University students, their number is 15,000. In the present study, by using Morgan table, 375 patients were randomly selected. For the purposes of this study, the questionnaire Sadeghian (2011) was used. Reliability of these tests is obtained by using Cronbach's Alpha 0.841 and its validity has been confirmed by the instructors. The questionnaire examined the media's role in 7 dimensions of training programs of media on public sport, media's role in informing about the physical benefits of public sport, the media's role in informing about the psysical benefits, media's role in creating positive change of attitudes towards public sport, media informing on public sport conferences and informing about appropriate places for public sport media. To analyze the data also has used from the two levels of descriptive and inferential statistics. In descriptive statistics, minimum and maximum scores, mean and standard deviation were used and in inferential statistics used of the verification of Kolmogorov-Smirnov test, from non-parametric method and men-Whitney test and Friedman tests in SPSS software after non confirming statistics conditions and not normal distribution of data, Non parametric methods to test and were used. Significance level of the test is considered $p < 0.05$.

RESULTS AND DISCUSSION

The most important finding of this study, the following can be noted: In Table 1, the ranking of media in development components of public sport by using of Friedman's test, mean rank obtained of the responses respectively are presented.

Table 1: Ranking of media role in the development components of public sport.

Questions	Ratings Average
Training programs of media on public sport	5/34
Media notification about the physical benefits of public sport	5/05
Media awareness about the media benefits of public sport	5/00
The amount of media influence, in creating a positive change of behavior towards public sport	4/15
The amount of media influence, in creating a positive attitude towards the public sport	3/89
The amount of media notification on public sport conferences	2/48
Amount of media notification about appropriate places for public sport	2/09

Table 2: Prioritize options.

Number of sample	375
Chi-square	857.522
Degrees of freedom	6
Sig	0,001

According to the table:

Using the Friedman test, regard to amount of the chi-square statistic and by 6 degrees of freedom and by error of measurement less than significance level 0.05 can conclude that the comments attributed to 6 components to the development of public sport are significantly different. Accordingly, training programs of media on public sport with an average rating of 5.34, has obtained the highest average. And the amount of media notification about suitable places for public sport by averaging 2.09, has achieved the lowest score relative to other options.

In Table3, the ranking of each of the media's role in the development of public sport by using of Friedman's test, average rank gained of the responses are presented respectively.

Table 3: the ranking of each of the media's role in the development of public sport.

Questions	Ratings Average
Television's role in the development of public sport	2.49
Radio's role in the development of public sport	2.01
Journal's role in the development of public sport	1.50

Table 4: Prioritize options.

Number of sample	375
Chi-square	188.286
Degrees of freedom	2
Sig	0,001

According to the table:

Using the Friedman test, regard to amount of the chi-square statistic and by 6 degrees of freedom and by error of measurement less than significance level 0.05 can conclude that the comments are significantly different attributed to 3 roles of each media. Accordingly, the role of television programs with the average rank of 2.49 has achieved the highest average. And the role of publications contents with an average of 1.50 has achieved the lowest score relative to other options. Table 5, the difference of development components of public sport assessed for both boys and girls group.

Table 5: Comparison of development components of public sport for both boys and girls.

Questions	UMe - Whitney	z	sig
Training programs of media about public sport	1679.5	-.696	.486
Media's role in notification on physical benefits of public sport	1647.5	-.920	.358
Media's role in notification on benefits of public sport	1565.5	-1.709	.087
Media's role in creating positive behavior toward to public sport	1444.5	-2.916	.004
Media's role in creating positive attitude toward to public sport	1471.5	-2.614	.009
Media's notifying on public sport 's conferences	1740	-.001	.999
Media's notifying on appropriate places for public sport	1499	-2.498	.012
Rate of people knowledge of public sport benefits	1704	-.360	.718

Table 6: different cases of test in comparison of development components of public sport.

variable	Sample type	Sample numbers	Average rate
Media's role in creating positive change of behavior toward to public sport	boys	169	202.26
	girls	209	176.30
Media's role in creating positive change of behavior toward to public sport	boys	169	205.55
	girls	209	173.60
Media's notifying about appropriate places of public sport	boys	169	203.91
	girls	209	174.95

According to Table 5, given that Z calculation for the amount of $1.96 \pm$ and error tests smaller than 0.05, can say with 95% confidence intervals there were significant differences in the three components of the media's role, in creating positive change behavior towards public sport, media's role in creating a positive attitude towards public sport and the media notifying about appropriate places in groups of boys and girls for public sport. Through a detailed examination of Table 6, it can be said that: the average ranks in any of three components in boys were higher than girls.

Conclusion:

Media are basic factors of change in their community, that it is expected to be particular kinds of change that help to create a new look to the sports and physical education [6]. accordingly the results; the highest level of media in development of public sport is presenting training programs. Because the mass media have a wide range, it is one of the best means of educational and cultural, and if they can properly be used, they will act well as the school and university in training and education of people.

Media even have advantages toward to school and university. For example, scenarist, adjust light, sound, motion and even have capabilities of reproducibility some of the training scenes can offer with more attractions and better quality education through the television [17]. Marine research Huhman (2013) which performed with students 9-13 years in America revealed that media campaign achieved to highly successful after 1 year to aware of the benefits of physical activity and leisure effective for children 9 to 13 years. The results are generally consistent [18]. After training dimension of media, the media's role in informing the psychological and physical benefits of public sport had a high average and was ranked second and third. In other words, the media plays a large role in informing students about the physical and psychological benefits of public sport.

Media's role in creating positive behavior to the public sport placed in the fourth rank and the media's role in developing a positive attitude to public sport took fifth rank and got lower mean. According to these results, it can be stated that despite the media's role in training and awareness of psychological and physical benefits of public sport, the media's role in the institutionalization of public sport is faded yet. This could be due to the influence of other factors such as busy work of individuals, economic status and available facilities which is effective in engaging the individuals to public sport [19, 20, 21].

As Roshandel Arbatani in their study showed meaningful effect of media on the institutionalization of public sport is 37% ,and 63 % in the rest depends to other factors and mass media in the country have not cognitive functions, normative and requirements regulatory in order to institutionalization of public sport in society [22]. In addition results of unify studies (2009) showed, lack of proper planning, lack of manpower and administrators inattentive is the most important weaknesses of public sport. Whatever outlook and attitude was positive to exercise, motivation to participate in sporting activities as well as increase [23]. For a change in attitude and viewpoint of people, many public institutions are impressing that can refer to mass media as impressments public institutions in promoting the public sport [24]. Then, all of media's power should be used to develop a positive attitude to public sport. Finally, media notifying were in the last rankings in the area of conferences and appropriate places for public sport. Findings of Zarei (2001) states that sport places have important role in physical activity and they are the most important factor in attracting students to recreational activities and leisure. So we can say low role of the media in informing of conferences and places of public sport are the cause of media weakness in institutionalization of public sport.

This part of research by Sadeghian study (2011) low rate of media informing about appropriate places and conferences of public sport are consistent. Therefore, we should have more attention to this issue regard to spread role of conferences for public sport in encouragement the people to physical activity and also importance of appropriate places for public sport of media. The other hand, with proper informing of group media, this attitude will create in Iranian families which notice a cost to the exercise in their household expenditure basket.

The results of the research Abioye, Greenwood, Sadeghian and Aghajani and Naderi Nejad conclude in their dissertation that the communications means has been effective in encouraging people to exercise are inconsistent [10 , 11, 14 and 25]. However, Marcus, Moradi, Ghiyami Rad and Ghasemi *et al* is consistent [9, 12, 15, 17 and 26]. Also, R Jackson basis on that the effect of mass media on increasing public awareness about physical activity is 87 % and on the changes in behavior and attitudes to physical activity is 30%, are linked. Development of public sport is the most effective way to prevent behaviors abnormally and reinforce social values , especially the younger generation [27]. Other results of the study showed that TV has the highest role and newspapers have the lowest role in the development of public sport. As the flower of the flock media is television and, because of the audience wide coverage, it makes rational result in comparison with other media. Among the mass media, radio and television have a special role in terms of informal education. If we overlook the entertainment nature of radio and TV. These means due to the wide range are the best educational and cultural means which now are disposal for different countries and societies. But publications role are low in awareness of students and in other words publications don't pay attention enough in informing about public sport. This could be due to the limited pages, lack of sports experts in publications. Since the publication also have their specific audience, more attention should be paid to addressing public sport in the press. At last result

of research stated that boys and girls opinions are different about media's role in creating positive behavior to public sport and development positive attitude to public sport and also informing proper places for public sport. These different opinions probability is because of pay more attention to men's sport and inattentive to women's sport. as Ghasemi, Duncan *et al*, Home and Blyngz and Astmn also concluded that there isn't a fair and balanced coverage in the sport media in particular TV sports programs among men and women sport and reflection of related activities to women's sport are always inattentive (28th and twenty-nine, 30 and 31). Mahdavian Mashhadi stated that group media has a big role to a more active public sport, educational, championship and professional women's sports and regard to the current poor situation, offered the group media to take an arrange to allocate an appropriate portion to any of exercises in its plans [32]. Result of Rahmani research(1384) that conducted by 200 members of scientific mission of physical education employed in 33 universities dependent to ministry science of research and technology, showed that the spread of public sport should be epigraph of long term sport programs. Specialists pay attention on increasing the equipment and investment rate on public sport such samples. Due to easier access and coordinate to the global trend, it's necessary to develop public sport more than championship sport. Governments tend to invest on championship sport, While sports and physical activity in the contemporary world, is both aspects fun and healthy. Planners should insist on develop of public sport. With such a method, growing areas of championship sport will also be provided [33]. Media in addition to informing role is an available source and economical that hat is acceptable to the people in all details. Along with it can have other important roles, such as express problems of citizenship sport, scientific and expertly analysis to help grow the sport, culture to reform the sport ethics and advertising in the country sport [34]. Thus, media should use of various ways for the development of public sport, because of using the tools of thought and feeling , news and advertising , publishing and awareness , the environment can be influenced and as the result can achieve to common season and at last ultimate goal of developing a public sport among all people of society by convincing the audience. As a result, the media must act systematically and put public sport as a fundamental and essential goal to create a revolution in the public sport in the country.

REFERENCES

- Kordi, M., 2007. Examine the role of mass media and press in sport of Islamic Republic of Iran. Research plan, Sports Sciences Research Institute, Iran.
- Momtazbakhsh, M., Y. Fakor, 2007. Survey strategies to promote and develop the sport of women police, Entezami Danesh Journal, 9(2): 52-64.
- Bull, F.C., T. Armstrong and M. Pratt, 2004. Physical inactivity in comparative quantification of health risks : global and regional burden of disease attributable to selected major risk factors. Edited by Ezzati M, Alan D, Lopez AD, Rodgers A, Murray CJL. Geneva: World Health Organization, 730–881.
- Hasanifar, A.B., E. Abdolhoseni, 2011. Examine the role of TV critical areas and debate practices, Resane and Farhang Journal, 1(2): 1-21.
- Molavi, Z. and M. Ghaedifard, 2012. The role of media in the development of public relations, P.R.S of Iran, (83): 20-25.
- Dhonde. B.M. and V.N. PATIL, 2013. Role of mass media in progress of physical. Indian Streams Research Journal, 2(8): 1-4.
- Cianfrone, A. and J. Zhang, 2006. Differential effects of television commercials, athletes endorsements, and venue signage during a televised action sports event. Journal of Sport Management, 20(3): 322-344.
- Tavakolli, M., A. Najafi and Z. Nobakht Ramezani, 2013. Studying role of mass media in sport development. European journal of experimental biology, 4(4): 49-54.
- Moradi, M., Ab. Ahmadi, 2011. Examine the role of four sports media in development of sport culture. S M J, 3(9): 167-180.
- Abioye, A., K. Haji fathalian and G. Danaei, 2013. Do mass media campaigns improve physical activity? A systematic review and meta-analysis. Archives of Public Health, 71(20): 2-10.
- Greenwood, R., R. Hinnigs, 1996. Understanding radical organizational change, bringing together the old and new institutionalism. Academy of Management Review, 21(4): 10-22.
- Marcus, B., N. Owen and L. Forsyth, 1994. Physical activity interventions using mass media, print media, and information technology. American Journal of Preventive Medicine, 5(4): 362–378.
- Zarifi, M., K. Davodi, 2013. National media and sport development. Journal of Communication, 19(69): 5-12.
- Sadeghiyan, Z., 2011. Survey of role of mass media on to tend Hamadan people to public sport, M.A. thesis, Mazandaran University, Iran.
- Ghiyami rad, A., 2008. Evaluate of alignment the mass media performance with the objectives of physical education, National Congress of Sport Management, with emphasis on the visions of 20 years, Tehran.
- Ghasemi, H., A. Mozaffari, 2007. Sports development through TV in Iran. Sport Sciences Research Journal, 5 (17): 131-148.
- Akhtarshahr, A., 2007. Media and its role in society, religious appetite. Marefat Journal, 16 (23):101-117.

- Marian Huhman, L., F. Potter and S. Wong, 2005. Effects of a Mass Media Campaign to Increase Physical Activity Among Children: Year-1 Results of the VERB Campaign. *Pediatrics Journal*, 116 (2): 277-288.
- Motamedin, M., B. Madadi, 2009. Description of Propensity or reluctance of Tabriz citizens to public sport, *Sport Sciences Reaserch Journal*, (23): 68-97.
- Tondevis, F., A. Afarinesh khaki, 2004. Compare the views of faculty members, coaches, athletes and administrators about how the development public sport, sport & Movement Sciences Journal, 3(5): 1-22.
- Zarei, A., 2001. How to spend leisure time of medical sciences universities students with emphasis on sport activities and compare it with other non-medical universities, Phd dissertation, Islamic Azad University, Science and Research Branch of Tehran, Iran.
- Roshandel arbatani, T., 2006. Determine of place of mass media in the institutionalization of sport in the country, 33(33): 165-177.
- Vahed, V., 2009. Evaluate of public sports strategies in the Esfehnan province, M.A. thesis, Islamic Azad University of Borojerd., Iran.
- Navabi nejad, S.H., 2000. Study of the academic status of athletes participating in 4th sports-cultural olympiad of country girls students, Ministry of Education, Research adjutancy of Department of Physical Education.
- Aghajani, N., P. Naderinejad, 2011. Investigating the role of mass media in promoting of sport culture. *Frhang and Ertebat Journal*, 1(1): 67 -172.
- Ghiyami rad, A., 2009. Study of marketing strategies for the promotion and development of sports in Iran. *Harakat Journal*, (39):175-192.
- Jackson, J., H. Michael, 1991. *Physical education and sport: sage publication*, Pp: 367.
- Ghasemi, H., 2007. Survey the role of mass media in the development of sport, Phd dissertation, Islamic Azad University, Science and Research Branch of Tehran.
- Duncan, M.C., 2005. Gender in televised sport: news and highlights shows, 1989-2004. *Amateur Athletic Fondation of Los Angeles*.
- Home, John, 2005. Sport and mass Media in Japan. *Sociology of sport journal*, 22(4): 415-432.
- Billings, A., S.T. Eastman, 2002. Selective representation of gender, ethnicity, and nationality in american televpsion coverage of the 2000 summer olympics. *International review for the sociology of sport*, 37(3,4):351-370.
- Mahdaviyan Mashhadi, M., 2008. Comparison between existing and desired status of media in sport women, 1th National Congress of sport management, Shomal Uni.
- Ghafari, F., M. Ehsani, 2005. Role of social needs on strategic orientation of sport. *Harakat Journal*, 25(24): 5-19.
- Yaminifiroz, M., A.H. dabifirozjah, 2013. An introduction to the role of mass media in the development of sport. *Iranian S.A.I.M*, 1(3): 138-150.