

## The investigation of the mass media role in females trending towards general and competitive sports training

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**Abstract:** The purpose of this research is the investigation of the Mass Medias role on females trending towards general and competitive sports training. Statistical population of this research included East Azarbaijan managers working in physical education department of East Azarbaijan universities. 250 subjects were selected by multiple-stage sampling and were placed in four groups According to analytic nature of the research, after examining of validity and reliability of standard questionnaire, the data were collected through field method by using a standard questionnaire ( $\alpha=0.82$ ). Coefficient correlation and Kruskal Wallis test were used to compare the differences using SPSS coefficient software version 20. The results of the research showed that the Mass Medias play important role in altering female tendency towards general sports training. However, there is not significant relationship between aims of physical education and Mass Medias' aims.

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**Key words:** Public press, general sports training, competitive activities, athletic females, non-trained females

### Introduction

The decrease of agility and physical activity in daily life due to the development of facilities and modern life styles has been forced some necessary planning in the field of providing essential movements needed for our body through achieving sport activities and continues physical movements.(1). The championship and public sports are those activities that are very effective in providing humans spiritual and physical health (3). The importance of sport and physical activities is that participants actively become involved in the completion of physical activities, particularly the whole participants are very interested in fulfilling these kinds of sport affairs approaching to their own health, happiness and fitness preventing any diseases in their regard as the main purpose of subjects championship and athletes honorable issues in public sports (4). In the third world countries, woman mostly suffer from the movement shortages than men. Hence, regular and continuous physical activities as well as correct food regimen can optimize women's health preventing many diseases and mortality in this regard (5). These diseases often including Cardia, hypertension, strokes and chest diseases which have been considered as the one third mortality and morbidity of women in the world. So, the cardiovascular diseases and chest cancer lead to the half mortality of women higher 50 years old in developing countries. The diabetic has been affected more than 70 million women worldwide (2). Today, policy makers suggest healthy approaches and prognosis or prevention of disease to stop any

involvement of foreign currency out of the country. In one hand, advertisements play key role in development or undevelopment of social phenomena. Mass media as a branch of advertisement is a connective bridge between people and community requiring the whole assistance of mass media such as TV, papers, radio, and advertisement campaigns. The research results of Charlne (2007) showed that mass media impact on 87% of people consciousness efficiently. These mass media are important factors in the formation of people knowledge and community metal affairs. In the other hand, it organizes people's behavior leading them to behave consciously in the field of social affairs as well (14). Ghafouri et al (2007) stated that the media particularly TV, play essential role in the process of sport but this impact is not organized to community requirements. Due to the sport economy at championship level, these mass media have more tendencies towards the process while the results indicated that in the recent years people are interested following recreational activities (7). According to the increasing role of mass media in development of sport activities in both public and championship levels, the researchers of the present study tended to evaluate the performance of these mass media in terms of economical, social and cultural affairs between 2006-2010. They have also assessed the role of mass media in women tendency towards public and championship sports from the sport expert's perspective in East- Azarbaijan province.

### Materials and Methods

#### The community and sample of the research:

The present research is an analysis-based research. The statistical community of the research is including the whole members of college's scientific board and the provincial physical training colleges, sport experts of physical training department and its confirmed sport clubs, TV and radio (broad casting) and the press department of East-Azarbaijan. According to the obtained confirmations from the universities, physical training offices, broadcasting department and the provincial press office and particularly in the field of the present sport experts, the member of statistical community was about 687 ones. To select the related samples of research, the strati form method was used in this regard. In order to estimate the sample's volume, Cochran maximum formula was also used which the number of the samples was estimated 250 by using the same mentioned formula as well.

### Research tool

The data of the research as an arena-based form using questionnaires were standard-based questions which have been also used in some foreign researches and one domestic study. However, to measure the authenticity of the related questionnaire, the most experienced college professors were hired but to evaluate the same questionnaire's reliability, the Cronbach  $\alpha$  coefficient ( $\alpha=0.89$ ) was used. Then, the questionnaires were sent to the subjects.

### Data analysis

The Spss software was used to analysis the related data. In other ward, first the research data were considered as descriptive method perspective studying the subjects demographical information including age, sex, education, sport background or coaching. The descriptive statistics also were evaluated in the field of research variables. Then, the correlation coefficient was used to study the research hypotheses.

**Table 1.** The mean questions related to the role of mass media in women changing tendency towards public and championship sports in the under-study groups

group	Question 1	Tenth agent
Scientific board	4.35 $\pm$ 0.72	4.35 $\pm$ 0.72
Broad casting employers	4.55 $\pm$ 0.50	4.55 $\pm$ 0.50
The press employers	4.08 $\pm$ 0.82	4.08 $\pm$ 0.82
Physical training employers	4.78 $\pm$ 0.53	4.78 $\pm$ 0.53
Total	4.71 $\pm$ 0.63	4.71 $\pm$ 0.63

According to the obtained data, the under study subjects presented their agreement that mass media play key role in changing women tendency towards public and championship sports (Table 2). The results from Kruskal-wallis statistical test representing that no any significant difference found

between the groups of the study. In other words, the whole groups of the research state that mass media have great impact on changing women tendency towards public and championship sports ( $p=0.096$ ).

**Table 2.** The difference between the under-study group in the field of mass media role in changing women tendency towards public and championship sports (Kruskal-Wallis test)

	K - square	Df	P
Question 1	6.347	3	0.096

**Table 3.** The mean questions related to the role of mass media in absorbing economical situations of public and championship sports in the under-study groups

group	Question 7	Ninth agent
Scientific board	3.66 $\pm$ 1.07	3.66 $\pm$ 1.07
Broad casting employers	3.77 $\pm$ 0.99	3.77 $\pm$ 0.99
The press employers	3.83 $\pm$ 1.00	3.83 $\pm$ 1.00
Physical training employers	3.82 $\pm$ 1.01	3.82 $\pm$ 1.01
Total	3.77 $\pm$ 1.01	3.77 $\pm$ 1.01

According to the obtained data, the under-study subjects presented their agreement that mass media play key role in absorbing economical situations in public and championship sports (Table 3). The results from Kruskal-Wallis statistical test representing that no any significant difference found between the groups of the study. In other words, the whole groups of the research state that mass media have great impact on absorbing sports. ( $p=0.0898$ ).

**Table 4.** The difference between under study groups in mass media role to absorb economical situations in public and championship sports (kraskal-wallis test)

	K - square	Degree of freedom	P
Question 3	0.723	3	0.868

**Table 5.** The mean questions related to the role of mass media in women's tendency towards public and championship sports

group	Question 2	Question 31	Question 32	Twelfth agent
Scientific board	3.85 $\pm$ 0.81	4.16 $\pm$ 0.75	3.76 $\pm$ 0.75	3.92 $\pm$ 0.45
Broad casting employers	4.12 $\pm$ 0.91	3.80 $\pm$ 1.13	3.65 $\pm$ 1.07	3.85 $\pm$ 0.81
The press employers	3.87 $\pm$ 0.94	3.83 $\pm$ 0.96	3.83 $\pm$ 0.91	3.84 $\pm$ 0.62
Physical training employers	4.23 $\pm$ 0.77	3.95 $\pm$ 0.96	3.90 $\pm$ 1.07	4.03 $\pm$ 0.69
Total	4.06 $\pm$ 0.85	3.95 $\pm$ 0.94	3.80 $\pm$ 0.98	3.93 $\pm$ 0.66

According to the obtained data, the subjects presented their agreement that mass media play key role in women's tendency towards public and championship sports. (Table 5). The obtained results

from the test of kruskal-wallis representing that no any significant difference was found among the under-study groups. In other words, the whole research groups state that mass media have great impact on women's tendency towards public and championship sports. ( $p=0.379$ ).

**Table 6.** The difference between under-study groups in the field of mass media and its impact on women's tendency towards public and championship sports (Kruskal-Wallis test)

	K - square	Df	P
Question (2,31,32)	3.086	3	0.379

**Table 7.** The mean questions related to the homogeneity or unhomogeneity of mass media performance in terms of physical training targets in the under-study groups

group	Question 5	Sixth agent
Scientific board	2.59±0.96	2.59±0.96
Broad casting employers	2.95±1.06	2.95±1.06
The press employers	2.58±0.80	2.58±0.80
Physical training employers	2.20±1.18	2.20±1.18
Total	2.58±1.04	2.58±1.04

According to the obtained data, the under-study subjects stated their agreement that the mass media performance is homogenous with the aims of physical training but it goes to negative direction (Table 8). The obtained results from Kruskal-Wallis test representing that no any significant difference found among the under-study groups. In other words, the whole research groups stated that the performance of mass media is not homogenous with the aims of physical training affairs ( $p=0.948$ ).

**Table 8.** The difference between the under-study group in the field of mass media performance homogeneity or unhomogeneity with the aims of physical training affairs in under-study groups (Kruskal-Wallis test)

	K - square	Df	P
Question 5	0.364	3	0.948

**Table 9.** The mean questions related to the role of mass media in the progressive of investment in public and championship sports among the under-study groups

group	Question 24	Thirteen agent
Scientific board	3.73±1.03	3.73±1.03
Broad casting employers	3.50±1.21	3.50±1.21
The press employers	3.50±1.10	3.50±1.10
Physical training employers	3.64±0.96	3.64±0.96
Total	3.61±1.06	3.61±1.06

According to the obtained data, the under-study subjects stated their agreement that mass media have a great role in the public and championship sports (Table 9). The results from Kruskal-Wallis statistical test representing that no any significant difference found among the under-study groups. In other words, the whole research groups state that mass media play key role in the progression of public and championship sports investments ( $p=0.731$ ).

**Table 10.** The difference between under-study groups in the field of mass media role in the progression of public and championship investment (Kruskal-Wallis test)

	K - square	Df	P
Question 24	1.194	3	0.754

## Discussion and conclusion

Based on the research results, it is obvious that mass media have great role in changing women attitudes towards public and championship sports. The effect of mass media is not intriguing for everyone. These media appears in different forms providing new form of the life. Aschel (2008) concluded that in despite of the intangible effectiveness of mass media on public in the society, it is one of the most powerful sources of modern community. In other words, it's a great tool for handing the management and innovation in a society being a high-potential substitution for power sources. For the related feature, media are able to shift the related regulations of the society as well (17). In sport, these media can be seen efficiently so that Ghiami (2009) concluded that mass media play key role in sport marketing publishing the sport fields (10). In the present study, most country's experts believe that our country, fortunately have an increasingly growth in the field of women tendency towards public and championship sports, which media have the highest inaugurative position in this regard. Hamid Ghasemi (2007) stated that the development of sport is an essential national development issue which TV has the highest potential in this regard (8). The results of the present study is matched to Ghasemi et al (2008). Ghafouri et al (2006), Hajizade (2007), Real (2007), Brenstein (2008) and Grifithine (2006) (8, 7, 15, 12, 13). Another important factor influencing on the sport development effect is the phenomenon of professionalism distract that traditional sport. Sport is the main issue of increasing every society's health physically and mentally. This modern sport has the same difference which our traditional economy is established as based on it. As the economical production is based on removing people

requirements, the traditional targets mass media are the newest form of social phenomenon have been expanded along with the development of industry, economy and culture during half decade ago. The media sport is also considered as an economical commodity not only filling the volume and capacity of the media but also they are suitable tools for making sport and non-sport markets. Media always play key role in the relationship between sport and economy. Sport events have been prepared by different form of media getting sold efficiently. Today, the attraction of spectacular and financial support of media is significant issue because sport can bring lots of profitable markets in this regard. The big TV channels broadcast and make contraction with international Olympic committee to get the highest profits through selling these sport events and advertisements. The results of the present study showed that mass media have greatest role in absorbing different economical situations at sport. Yousefi et al (2007) concluded that the internet can play great role on the sport economy (13). Ghafouri et al also (2008) concluded that mass media generally prefer to publish the champion sports to get lots of profits in this regard (6). Also, Brenstein's research (2008) indicated that the Swedish administration invest on championship sport to increase public sport. However, some researchers pretend that in spite of public and championship sports development, these finally get separated together, one towards health, other one to tradition (16). Undoubtedly, people's environment is mostly being affected under media functions. For the highest penetration of mass media play key role in individuals decisions conducting them to a correct path. The effectiveness of media happens when public thoughts form paying attention to the system of relationship affairs. Mass media with their awaring feature trying to make people conscious about different events. They also try to conduct people towards important issues of a society.

Mainly, these media like making events exaggerative. It can be said that what transferred to the media have been edited and amended in messages framework, coming from the society. It may be important issues for people and other audiences. The navigatory role of media includes educational roles, News, heritage transformation, recreational and advertisement affaires. If media act on their own main roles they can lead to the growth of knowledge and consciousness in a society. Because they cause to the formation of connective language among people nationally and internationally. In Ghafouri and Rahmanseresht's research (2006), physical training experts comments towards the role of mass media (Radio, TV and newspapers) in people's tendency

towards public and championship sports was assessed efficiently. The results showed that mass media particularly TV, have great role in sport but it is not coincidence with a society's requirements now. Mass media pretends to championship sports due to their high profitability. In the other hand, in recent years people mostly prefer recreational activities.

The aim of the present study is to evaluate the effect of media on public championship sports and to find its relationship with sport and media. Also, the results indicated that media have significant effect on people tendency and behavioral change towards sport (7). The present study's results are matched to Eschel (2005), Charlne (2007) and Hajizade (2007) (14, 18). The results also showed that the process of mass media particularly in sport is not coincidence with the physical training and sport purposes. Usually, a series of different fields like sport is being governed to move along with the same direction showing the highest focus on sport activities and affairs. In despite of high-potential of sport papers, if an organizing purpose happened in the field of managerial issue, high efficiency will be taken place in the media coverage as well and in addition, the lack of any disorganization may not lead to increase the specified targets in this regard. Of course, this can be a kind of barrier against all cohesive management and applied potentials at sport. In the other hand, all sport graduated individuals would be useless in the field of sport media section. Emam oghlou (2006), in a study on media performance in Turkey concluded that 74% of media functions are belonged to the governmental and 57% of private media performances in 2005 have been coincidence with Turkish country. The results of Brenstein (2008) showed that more than 43% of American private mass media function is not coincidence with physical training purposes. (16). The results are coincidence with Ghasemi (2007) (9). The present study showed that the performance of media has a great role in the progression of investment in public and championship sports. The article 44 and privatization is an essential managerial approach providing better spaces for handling innovations and methods. Therefore, establishing any financial resources to non-private section (privatization framework) can be the greatest fundamental base of sport diversity. This of course brings happiness and cohesion among a country's nations together. The reunification of above-mentioned parameters can make sport media as the most powerful tool in the field of people and families happiness and leisure times. It seems that increasing the number of clubs and sport complexes particularly women sport by private sections can be explaining reason of the above hypothesis. The present results of the research are

matched to Ghasemi (2007), Mesner (2005), and Ghiamired (2009) (9, 10, 16).

### Conclusion

In this study, I reviewed the whole experts comments with this question whether media and newspapers can develop women sport. There is an increasing result that almost a relationship exists between the whole expert groups which they have been trying to reach to better position in this regard. Sport press must change the whole sport elements (championship, professional, educational, organizations, women, handicapped people and local natives) because in the studies the attention of media to women sport is extremely different in terms of championship and professionalism sports. The most emphasis is being viewed on the soccer. Even, there is no a specified definition of championship and professionalism sport fields. The sport journals have been divided into two groups of completely scientific and high level sport and the other as low level sport fields. In the scientific or quantity-based study also specified that some of magazines as complete scientific sources are not enough printed in the field of sport. The second group of sport magazines with the lowest level in written issues was belonged to the highest number of community. Some other magazines are getting in the middle level of written sport topics and they are in very limited numbers. Unfortunately, the real purpose of sport magazines has not been specified precisely. All these should be based on coherent structure following media's purpose as well. Again, unfortunately, in the field of women sport publications distributing the main aims of the media in sport, the related approaches have been conducted weakly.

While other advanced countries have special strategies to approve their own sport purposes particularly those magazines working in governmental section. In the field of national purposes some different fields such as sport is being edited conducting media to pursue along with these purposes to be focused on the sport fields. In general, in despite of suitable potential and good capacity of sport journals (more than 15 sport magazine and more pages of public newspapers devoted to sport pages), channel three and the present sport programs in other national and provincial channels in the country play key role in the field of sport affaires. If a good organizing issue in the field of management can

be conducted purposefully in the media, the full efficiency of media coverage would happen in the field of national sports particularly at championship sports.

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