

Analysis of broadcasting table Content of Sports radioAli Khaledifard^{1,*}, Zahra Mahmoudvand², Hamid Ghasemi³, Abolfazl Farahani⁴¹ MA of Sport Management, Payam Noor University² Sport Management Master of Science student. Payam Noor University³ Assistant of Payam Noor University⁴ Professor of Payam Noor University*Email: ali.khaledi89@yahoo.com

Abstract: The media always have a great role in information transmission and informing. Radio is a kind of media and Sports radio is a sample of it. Nowadays, sport has become an essential part of public life so that its development is an aim for media. The purpose of this survey is to examine the kind of sport variables coverage in Sports radio as a sports media. The used for this survey is content analysis and statistical population for all of introduced programs in Sports radio broadcasting table and statistical sample of them by using enumeration method which did in 2012, May. Coding sheets used to collect the data and its reliability acknowledged by a number of masters in sport management and communication. SPSS Software and Chi-squared test deployed to analyze the data. Finally it found that there is a meaningful difference in survey variables in Sport radio.

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Introduction

The public media are considered as an important factor in human communications. Informing and help to grow society cultural mind are the key roles for the media. Sports programs in the media are a way of attracting audiences (Houm, 2005). The exercise is substantial in people life because it could impact many aspects of it and those aspects are promoted in society by the media.

The media are valuable resources for exercise which deliver all the details to public (Kordi, 2004). Developing the exercise as a national goal is one of the most important aims of the sports media. Since this task has different aspects and pivots, the media could be effective in many occasions (Ghasemi and et al, 1998). Radio as a media is able to be effective in altering the public views to conduct them to a specific subject and also in developing pivots such as exercise and its importance for disabled people and so on. Radio as a media has started its duty in Iran since 1925 and sports programs has been produced since then. One of the salient programs was gymnasium exercises which were played by “Shir-khoda”. The beginning of live radio programs caused many people to gather in coffee-shops. Meanwhile, exclusive Sports radio started at 1998 and had a remarkable number of audiences at the same time (Ghasemi and et al, 1998). Analysis of the broadcasting table content of Sports radio may represent the attention and planning of the media for exercise. So far there has been no survey about content analysis of Sports radio, but a similar work titled “content analysis of sports programs of TV

channels for a week” has done by “Neyshabouri” in 1994. This research did by the purpose of determining the formats and subjects of sports programs of IRIB third channel. As the results showed that: 69% of time dedicated to sports programs, 11% to education, 10% to sports discussions, 5% to Sports attractions and 4% to the subject of science of sports. 43% of programs were abroad football games and 14% to Iran’s football games. “Nikbakht” (2002) in a research named “Content of sports newspapers in the context of professional behavior in Iranian football players” found that more than 50% of headlines were emotional and biased and there were no perfect and correspond definition of professional behavior.

Also “Rahnama” (2003) performed a research titled “Content analysis of IRIB sports news of 19:45” which examined 242 news and realized that half of them are related to football sport. In this item, abroad football news is covered the most and news about women’s sports is neglected and there is no predication to news sources.

Meanwhile, “Ghasemi” and et al. (2011), in a research titled “Content analysis of IRIB’s 3rd channel conductor programs with emphasis on sports programs” coined the result that: there is a significant difference between the method of live broadcasting and producing sports programs and also between amount of time for individual and group exercises in a day, and there were no program related to women’s sports. Altogether it could be said that Analysis of broadcasting table Content of the media especially Sports radio can be quite helpful in identifying the

amount of attention of planners to exercise because this media has a substantial role in developing exercise and its subsets in society.

Hence, the purpose for this survey is to examine the status of broadcasting table of Sports radio to specify the status of program titles to cover women's sports, Group sports, disabled people exercise, component of sports, health as a result of exercise, exercise fields, program time length, science and exercise, sports and recreations, sports news, economy and sports and so on.

Methods

The method used for this research descriptive strategy, running path of content analysis, practical purpose, gathering the predicative data, study period and under study time is current-oriented.

Statistical population and statistical sample

Statistical population in this survey is all of the programs introduced in Sports radio's broadcasting table. Statistical sample is all of the programs introduced in Sports radio's broadcasting table in May, 2012, and sampling is performed using enumeration method.

Data gathering method

Coding sheets used to collect the data and its reliability based on coding instructions acknowledged by a number of masters in sports management and communication. Coding consistency coefficient 3 by calculating Chi-square used to realization of durability and confirmed by 95%. The method for data gathering was referring to official IRIB website (www.IRIB.ir). The intended radio channel programs were inserted in coding sheets on determined times.

Statistical analysis and decomposition methods

Gathered data from coding sheets analyzed to show the value of variables. Through descriptive statistics in the form of frequency table, bar and pie diagrams.

Also SPSS software and Chi-square test of deductive statistics deployed to analyze the data.

Results

After analyzing the data, it found that only 13% of Sports radio's program titles deal with public-recreate exercises and other programs do not intend to a specified topic. 1.5% of programs were related to women's sports and the rest did not point to gender. Also, less than 5% of titles were bound to the disabled people and the others belonged to public. The emphasis on health in program titles was 1.7% and the rest were public. Considering the program titles: 2.4% belonged to group sports, 2.2% individual and 95.4% composite ones.

Among the sports branches, football placed at the top with 1.5% and volleyball, basketball, wrestling, handball, gymnastics, track & field, swimming, diving, horse-riding, cycling, sword-fighting, weight-lifting, shooting, gymnasium in the further ranks. The blinds, the deaf and disabled people sports were less than 1%. About 90.7% of programs broadcasted in the form of multi-branched sports or without pointing to a specific one.

18.3% of program titles were composed of one word, 58.2% two words, 7.1% more than three words.

In the case of program time length, 6.66% were about 10 or less, 39.5% 11-20, 13.9% 21-30, 4.2% 41-50, 11.8% 51-60 and 24% more than 61 minutes. 7.2% of programs broadcasted between 00:00 to 05:59, 26% between 6:00 to 11:59, 27% between 12:00 to 17:59 and 29.8% between 18:00 to 23:59.

Also, 4.3% of program titles implied to sports-scientific and 95% were noscientific ones. 1.3% of program titles pointed to sports-recreation and remaining 98% were public ones. 15.8% of programs were dedicated to sports news and the rest 84.2% were public ones. About 6.5% of program titles implied to economy role in sports and 93.5% were public ones.

Table 1. Statistics from Chi-square test resulted by research variables

Under study variables	Average square	Degree of freedom	Level of significance
Coverage of sports components	7.621	1	0.001
Coverage of women's sports	1.445	2	0.001
Disabled sports	8.471	1	0.001
Group and individual sports	1494.350	2	0.001
Health	8.040	1	0.001
Sports trends	1.049	16	0.001
Economy and sports	681.679	1	0.001
Science and sports	7.213	1	0.001
Sports and recreation	8.196	1	0.001

Sports news	4.047	1	0.001
Sports word	4.599	1	0.032
Number of title words	5.315	3	0.001
Program time length	447.399	5	0.001
Item per program	1.609	3	0.001

Based on the findings resulted from mentioned variables, there is a meaningful difference between observed and expected frequency distribution in all the variables.

Discussion and Conclusion

By coding 863 coding sheet and analyzing data in SPSS software, it turn out that there is a significant difference in coverage of sports components in Sports radio and this corresponds with the results of a research performed by "Taperashi" (2010) titled "Analysis of scientific-research journals of Physical Education with emphasis on sports management", a M.S thesis derived by "Alizadeh" (2010) titled "Content analysis of performed researches in Physical Education organization from 1990 till 2009" and "Peter & Pederson" (2005) titled "Content analysis of sports management magazine". The research mentioned above, realized that coverage of sports components in some of the media is unequal and it is probably due to lack of attention of planners to the importance of components.

In Sports radio, the lack of related program for all sports components is due to classifying these components as parts of a special program.

There was remarkable difference in the coverage of women's sports too. In fact, it could be said that there is a little care about women's sports in Sports radio. These findings are on par with those found in "Rahnama" (2003) and "Ghasemi" (2011) researches. "Rahnama" (2003) in a research titled "Content analysis of IRIB sports news of 19:45" found that there is slight attention to women's sports. Also "Ghasemi" and et al. (2011) performed a research titled "Content analysis of IRIB's 3rd channel conductor programs with emphasis on sports programs" and stated that no sports match related to women's sports has been seen. According to meaningful difference in Sports radio programs and additionally mentioned results of previous researches it is obvious that the importance of women's sport as a huge share of any society has been ignored. The coverage of women's sports in TV faces limitation due to preserving Islamic hijab, nevertheless in radio it is very easy to expand it therefore it should be considered with more attention there. Also based on the findings regarded to disabled sports coverage, it seems a great difference in Sports radio programs.

This may indicate inadequate understanding of society of the disabled people and consequently result in poor consideration to this layer of society which needs a special regard from radio programmers. Also it may be due to unfamiliarity of them with international event for disabled people. To identify disabled people as members of society who have equal rights with non-disabled ones all the facilities should be deployed (Jalali, 2010). There should be more attention to disabled sports because the exercise is more essential for them.

In general, it could be noted that there is a significant difference in all of the variables examined in Sports radio. These results correspond with "Rahnama" (2003) and "Ghasemi" (2011) researches which found that there are differences in coverage of diverse aspects of sports. The reason for this alignment probably is the attraction of some aspect of sports like football that cause the programmers to tend to these areas in order to attract more audiences. Other reasons to address this alignment especially meaningful difference in Sports radio programs can be the unfamiliarity of programmers with different aspects of sports and lack of paying attention to necessity of care for them.

Also existence of programs dedicated to many sports at the same time is another reason for unequal coverage of programs in Sports radio that should be hinted. It requires a great attention to develop the exercise because it has significant impact on individuals and society. Sports radio as the first exclusive sports channel in Iran has the commitment to care more about planning for sports and to utilize more fair plans for it because in a society there are people with diverse styles and interests whom should be regarded in producing programs so that the media would perform their real functions.

It is suggested that educational courses about different aspects of radio to be considered for radio programmers in order to include all the aspects of sports in Sports radio broadcasting table and therefore the importance and necessity of these topics be fully understood by producers. Also it is suggested that to remark all the aspects of sports when we are doing time segmentation for programs and divide the time more equitable between the programs. In Sports radio the number of programs which dealt with the relation of economy and sports were below the

expectations where it is strongly recommended that Sports radio as a sports channel consider more programs to reflect this criterion. Finally, it should be noted that according to Katz theory of uses and gratification (Deh'ghan, 2002) in Sports radio as a media belonged to all the people, planning to accomplish the programs such that the audiences could be able to choose the program that leads to their satisfaction.

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