

# Investigating the Role of Sport Media in Development and Promotion of Components of Physical Readiness Sport

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## **Abstract**

Given the undeniable role of sport media in shaping and giving direction to the beliefs, attitudes and thought of society and also the important role of physical activities and physical readiness in the physical and mental health of society and reducing therapeutic costs, the issue that rose is that sport media to what extent partake in development and promotion the components of physical readiness? The research methodology is descriptive-comparative, the type of the research was applied, the method of accomplishment was survey, and data collection was field study. Research Population was the sports and media experts. Research sample included 140 people and the sampling method was non-random. Descriptive statistics was used to describe the personal specifications of examinees. Kolmogorov-Smirnov test was used to investigate if the data is normal and Wilcoxon's test was used to determine the significance of hypotheses. A researcher-made questionnaire including 60 items in 10 dimensions and 5-points Likert spectrum was used to collect data. The validity of the questionnaire was determined by 15 academics and experts in the field of communications, physical education and sport. Its reliability is also determined through Cronbach's Alpha ( $\alpha=0.84$ ). From the viewpoint of sport and media experts, there is significant difference between status quo and desired status of the role of sport media in developing and promoting the components of physical readiness in level  $P=0.05$ . From the viewpoints of examinees, the lack of universality in sport media's programs and the lack of recognition in media people about the various dimensions of athletic sports are the main reasons for the difference between status quo and desired status.

**Keywords:** Sport Media, Physical Activities, Physical Readiness

## Introduction

Physical readiness is effective to provide health in society and its important in health is so that it affects human's mental dimension and improves one's self-confidence. Today, it is seen that physical activity and exercise play an important role in hygiene and enhancing health, and it prevents from diseases and sometimes has therapeutic role (Moradi, 2010). Physical readiness is considered as a key issue in sport physiology and also is considered as vital pillar for each field of sport and for personal health. In past years, physical readiness generally has been defined as the capacity to perform daily physical activities without exhaustion. However, nowadays it is defined as ability of having effective performance in job and recreation activities to remain healthy and prevent from diseases (Ahmadizad, 2010). According to statistics published by Sanitary Ministry in 1379, the reason for more than 41 percent of fatalities relates to five diseases which three of them are due to immobility. So, investment on physical readiness results in reduced costs in sanitary and therapeutic organizations and social corruption-fighting centers and lowered level of social and individual abnormalities. Meanwhile, it seems that the role of advertisement and promotion of physical readiness sport is highlighted. Today, media is the most powerful tool to disperse thoughts, and is an efficient tool to penetrate in cultures and attitudes. Media -including TV, radio and press- has important share in dispersing social norms especially sport. For this reason, some European and North American countries apply media to promote and advertise the sport and mobility, so that EU have established a radio network for public sport (Azmoon, 2010). The studies of Cairney (2009), Drista (2009), Thorsen (2005) showed that taking part in physical activities can reduce or remove mental problems such as anxiety and depression, and people who perform physical activities less be afflicted by mental problems such as depression (Drista et al, 2009., Ghassemi, 2007 and Mull, 1997). Sui et al. (2008) state that participating in aerobic activities results in reduced depression (Ghiami Rad, 2009). The results of Uemura (2005) and Salmon (2001) showed that there is relationship between muscular power and mental health. Also, powerful exercises and consequently enhanced muscular power positively affect individual's mental health (Pyun and James, 2011, Salmon, 2011).

Moradi (2010) found that four-fold roles of sport media impact the development of public sport culture, but these roles are not implemented in some reasons (Azmoon, 2010). Ghiami Rad (2009) in his research on "advertisement plans about sports provided by public media" concluded that such programs have high impact (80 percent) on development and promotion of sport in athletic dimension, while it have inconsiderable impact (20 percent) on public dimension of sports (Cairney et al, 2009). In his study, Mahdavian Mashhadi (2008) stated that public media plays an important role to activate the public, athletic, and professional dimensions of women's sport (Khodayari and Jafari, 2011). Ghasemi (2007) examined the role of public media in development of country's sport and proposed a pattern and found that there is significant difference between status quo and desired status (Kordi, 2007). Kordi (2007) in his study found that there is significant difference between status quo and desired status of sport media in development of country's sport in groups such as public sport, student sport, labor sport, handicapped sport, and women sport (Mahdavian and Mashhadi, 2008). Pyun and James

(2011) proposed a model which tries to address the better understanding the informing attitude in sport. They found that sport arena compared to other areas, is the best field to perform advertisement (Greenwood and Hinnigs, 1996). Ballard (2009) concluded that using public media undertake levels of directing exercise. In fact, regularly using the media (TV, DVD) is the best director of exercise (10). Strelize (2005) believes that the role of television shows in attracting sponsors is salient. He also states that the more the television shows of sport matches in the national and international levels, the more is the attracting of sponsors (Strelize, 2005). Mull (1997) examined the attitudes of physical education experts on the role of public media on propensity to public and athletic sport. He discovered the relationship between media and development of public and athletic sport (Sui et al, 2008). Encourage people to physical activities and enhancing physical readiness is an important and tough obligation since given the progress in technology, society increasingly is successful to reduce the need to mobility (Cairney, 2008). Specialists believe sport and physical educations have mutual relationship with culture and social educations through cultural-sport structures and cultural-sport behaviors. To realize the cultural attitude towards sport and physical education, the structures, behaviors, and objectives of at least four organizations including High Education Ministry, Instruction & Nurture Ministry, media, and Physical Education Organization should be coordinated and cooperated (Daley and Parfitt, 1996). Now, given the manifest role of sport media on shaping and directing the beliefs, attitudes, and thoughts of society and given the role of physical activities and physical readiness on physical and mental health of society and reduced therapeutic costs, this study tries to investigate sport media to what extent partake in development and promotion of components of physical readiness in the country level? How is the status quo of sport media in development of components of physical readiness sport compared to its desired status?

## **Research Methodology**

The research methodology was descriptive, the method of accomplishment was survey, and data collection was field study. Research Population included the sports and media experts. Media experts included 70 staffers and redactors of sport journals, sport news services, and sport specialist in national TV. Sport experts included 70 people including university professors in the field of physical education, staff managers in Physical Education Organization, presidents and vice presidents and staffers of sport federations. The sampling method was non-random. Descriptive statistics was used to describe the personal specifications of examinees. Kolmogorov-Smirnov test was used to investigate if the data is normal and Wilcoxon's test was used to determine the significance of hypotheses.

Due to lack of an accurate and valid tool to measure the role of sport media in development and promotion of components of physical readiness sport, a researcher-made questionnaire was provided to collect data. The validity of the questionnaire was determined by 15 academics and experts. The role of sport media on development and promotion of components of physical readiness including the dimensions of equipments and facilities, competitions and events, scientific researches, finding talents, athlete-related issues, instructor-related issues, sponsorship, public sports, the structure of sport programs, management and planning were

measured using the questionnaire. It included 60 items in 10 dimensions and 5-points Likert spectrum. Its reliability was also determined through Cronbach's Alpha ( $\alpha=0.84$ ).

## Findings

Table 1 shows the frequency distribution and frequency percent of variables "gender" and "education level" of specialists.

Table1. Frequency distribution and frequency percent of gender and education of specialists

Statistic Group	Gender			Education				
	Male	Female	Total	Bachelor	Master	PhD	Total	
Media experts	frequency	47	23	70	56	10	4	70
	Percent	67.15	32.85	100	80	14.28	5.72	100
Sport experts	Frequency	52	18	70	33	23	14	70
	Percent	74.38	25.62	100	47.15	32.85	20	100

The table shows that the majority of examinees (%70.76) were male and %63.57 of sample had bachelor license.

Table 2 shows the results of hypotheses tests.

Table 2. Difference between status quo and desired status of sport media in development and promotion of components of physical readiness sport.

Groups Comparison Variables	Media experts		Sport experts	
	Wilcoxon's test (Z)	Level significant (sig)	of Wilcoxon's test (Z)	Level significant (sig) of
Equipments and facilities	-8.382	0.001	-8.95	0.001
Competitions and events	-8.264	0.001	-8.34	0.001
Scientific researches	-8.205	0.001	-8.465	0.001
Talent-finding	-8.425	0.001	-8.053	0.001
Athlete-related issues	-8.248	0.001	-8.237	0.001
Instructor-related issues	-8.115	0.001	-8.269	0.001
Sponsorship	-8.263	0.001	-8.035	0.001
Public sports	-8.419	0.001	-8.31	0.001
The structure of sport programs	-8.119	0.001	-8.821	0.001
Management and planning	-8.340	0.001	-8.349	0.001
<b>Total</b>	<b>-8.271</b>	<b>0.001</b>	<b>-8.419</b>	<b>0.001</b>

Given the results of wilcoxon's test and results presented in able 2, the null hypotheses are not accepted in both 1<sup>st</sup> and 2<sup>nd</sup> hypotheses. So, from the viewpoints of sport and media experts, there are significant difference between status quo and desired status of the role of sport media in development and promotion of components (investigated variables) of physical readiness sport.

## **Discussion and Conclusion**

Since there are not any similar researches in this field and with similar methodology, we cannot perform an accurate comparison between current study and previous ones. So, in discussion and conclusion, it was tried to perform comparisons generally. The results showed that there is significant difference between status quo and desired status of the role of sport media in developing and promoting the components of physical readiness sport in level of  $P=0.05$ . The values were  $Z= -8.645$  from the viewpoint of media experts and  $Z= -8.664$  from the viewpoint of sport experts. In general, the results of this study are in line with the results of the Ghasemi (2007); Kordi (2007); Mahdavian Mashhadi (2008); Ghiami Rad (2008); Moradi (2010); Jackson (1991); Greenwood (1996); Mull (1997); Ballard et al. (2009) and Pyan & James (2011).

The examinees stated that despite the impact of sport media (TV, radio, press) on development and promotion of physical readiness sport, there is significant difference between status quo and desired status since sport media does not pay attention to various dimensions of physical readiness sport such as equipments and facilities, scientific researches, talent-finding, athlete-related issues, instructor-related issues, sponsorship, public sports, and management and planning that result in growth and promotion of the sport. It seems that authorities of sport media have not enough understanding about the effective components and different functionalities of physical readiness sport because they are negligible in stating the problems of this sport as a basic sport. The cause of this negligence maybe is the lack of experienced and skilled experts and specialists in sport media. However, sport media needs basic changes in their performance and human resources so that they could appropriately play their role in sport development especially in promotion of physical readiness sport. Sport media were delinquent about the appropriate preparing of conditions to active participation of different groups in development of physical readiness sport since it is observed that sponsors and private sector consider it as a risk and rarely invest in such sport. On the other hand, sport media plays a scant role in the field of talent-finding in athletic sports. The reason probably is that sport programs are limited and the most time of programs is dedicated to broadcasting the other sports' events and competitions. Another reason may be the negligence of sport and media authorities on sports in general and physical readiness as a basic sport in specific, as well as exploiting it as a tool. Generally, it can be said that sport media have a potential role in development and promotion of physical readiness sport in all fields especially financial resources and sponsorship, however because of the fact that sport media is governmental in Iran, this role is rarely comes to practice.

It seems that active interaction and relationship between authorities of Physical Readiness Federation and sport media through establishing a Media Committee in the federation, periodic meetings on reporting the performed activities and acts, and interlocution with media specialists about the physical readiness sport development initiatives could be very helpful. Also, the attention of sport media especially National TV and other governmental media to dedicate more time and space to basic issues in the field of physical readiness sport as a basic sport and to make sport programs to promote the various dimensions of physical readiness sport could play a prominent role in dispersion and promotion of this sport. Sport media can use the ideas of media and sport experts and specialists to procure programs on each component and use recent innovativeness to direct, companion, and cooperate the managers, coaches, and all people related to physical readiness sport and other sports.

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