

# **Role of Media in Development of Iran's Sports from the Iranian Social Communication Science's Professors**

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## **Abstract**

*This article considers the role of mass media in development of Iran's sports from the standpoint of the professors of social communication sciences. The method of research is applied in nature and a survey-type. The population of the research is all professors of communications in the universities of Tehran. The tool used for measuring the impact was the researcher-made questionnaire. The outcome of research indicates statistically significant meaningful relation: Between the role of media information dissemination and promotion of the culture of public sports; Between role of media social contribution and promotion of culture of public sports; Between role of media education and promotion of culture of public sports; Between role of media culture-building and promotion of the culture of public sports; Between the role of media information dissemination and promotion of the culture of public sports; Between role of media social contribution and promotion of the culture of public sports; Between media educational role and promotion of the culture of public sports; Between the media's culture-building role and promotion of the culture of public sports; Between the media's information dissemination role and promotion of culture of championship sports; Between the social contribution role of the media and promotion of the culture of championship sports; Between the media's educational role and promotion of the culture of championship sports; Between the media's culture-building role and promotion of the culture of championship sports; Between factors influential in role of media information dissemination and promotion of the public culture; Between factors influential in the media's role of social contribution and promotion of public culture; Between factors influential in media's information dissemination role and promotion of the championship culture; Between factors influential in the media's social contribution role and promotion of the championship culture; Between factors influential in the media's educational role and promotion of the championship culture.*

**Keywords:** Role, mass media, development, sports

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## **Introduction**

The mass media is significant with regards to its influential role and significance in the world today and according to a sociologist, as a key to democracy which would give way to freedom or slavery of societies and people. (Barforush: 2002: P. 34).

However, this does not mean that content of the media plans would result in improvement of the behaviors, progress and elevation of human beings, their solidarity and growth of literature and culture. Vice-versa, it might lead to fall or degradation of intellect and social personality of people. On this basis, let's say the culture dominating the public is influenced by various social factors. The factors affect attitudes, beliefs and performances. In the meantime, the mass media serve as a

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basic tool for investigation of social issues, information, educational subjects, while being accounted for very effective factor for formation of social values.

It seems that the media, as the fourth pillar of democracy, can play an important role in enlightenment of people from various walks of life. In case of right performance, they would prevent them to get oriented towards unhealthy recreations. One of the social phenomenon, highly recurrent over recent years and influencing people from various social strata, is physical training and sports; because, mass media serve as a very effective factor in formation of social values. In the sports sector, content of related plans and materials can have leading role in promotion and betterment of the country's status. The most important role designated for the mass media are as follows: Dissemination of information and awareness; support for law and supervision over proper implementation of laws and regulations, providing a safe haven for interaction of various ideology, preparation of the ground for constant education and helping cultural and intellectual growth of the society; providing informative hobbies, encouraging spirit of cooperation and contribution into development projects. The most leading role the communicative devices have undertaken are the following: Culture building; education; information dissemination; and encouraging social partnership. On the whole, the most important objective of mass media that fall in line with national objectives of any country can be development of the sports, having various dimensions and axes; on most instances, the mass media can play a very effective role in this concern.

Regarding core concept of physical training, let's cite safely the claim that it stands for any sort of physical activity with an aim of physical or mental improvement through sports; it covers the public sports concept. In should be said in fact that physical training has always been parts and parcels of personal and family life, significantly invigorating family bonds and social activities.

Through recreational activities in spare time's family members get rejoiced and happy, subsequently provided with mental and social peace, security, health and sound life (that is one of the outstanding achievements of physical training). Let's maintain that public and recreational sports having something to do with such social foundations as economy, government, politics and mass media, which serve as proficient and driving social forces. Elaborating on literature of the research, let's make timely reference to "Farzad Ghafouri", the researcher who conducted a survey in 2003, entitled "Attitudes of the Physical Training Experts towards Role of Mass Media in Public Orientation towards Championship and Public Sports." The research concluded that the mass media are significant in change of attitude and behavior of the public towards sports. However, the effect does not correspond with social exigencies because it prefers to deal with promotion of championship sports on ground of its lucrative nature. (Ghafouri; 2003: 45)

"Amir Ghayami-Rad's research" (2003), entitled "A Study of Concordance of the Conduct of Sports Mass Media in Iran with Physical Training Objectives", comes to the conclusion that sports media conduct is not in symmetry with the goals of the physical training; however, it is in assonance with goals of the championship sports (Ghayami; 2008: P. 23)

"Hamid Ghassemi's" (2007) Ph.D. thesis focuses on the role of mass media in development of sports. Setting forth a model, he touched the conclusion that the current and favorable status of the media is meaningfully significant. "Taher Roshandel Arbtani" (2007) in his research, entitled "Defining Position of Mass Media in Institutionalization of Public Sports in the Country", concludes that mass media remarkably defines institutionalization of public sports in the country (Roshandel Arbatani; 2007: P. 98)

"Mohammad-Reza Kordi" (2007) in a research, entitled "The Study and Qualitative and Quantitative Evaluation of Manpower Resources in the Sports Branch of Country's Mass Media", found out that current and favorable status of the mass media in development of country's sports

in the public, student, worker, disabled and women sports are meaningfully significant. (Kordi; 2006: P. 77)

“Mehrddad Moharramzadeh” (2007) in a research, entitled "Mental and Social Fundamentals of Physical Training", holds that mass media both internally and externally play a supportive, emotional, sensational role, being influential in balancing mental energy of professional sportspersons and meeting their desire for success and giving way to positive reinforcement of the amateur sportspersons alongside development of the public sports branches. (Moharramzadeh; 2007: P. 34)

“Maryam Mahdavian Mashhadi” (2008) comes in her thesis, entitled " the Role of Mass Media in Women Sports", to the following conclusion: "The mass media play a significant role in more activation of public, training, championship and professional sports of women; So, regarding the ongoing weak standpoint, the mass media are suggested to include and afford equal due share to any type of sports in their schedule. The mass media can play a grave role in upgrading of women sports performance. Presently they are much behind the favorable status. So, the mass media can adopt a series of plans for promotion of the level of awareness and knowledge of women on sports; growth of skills and sports performance of women;

Identification of sports talents of women, growing presence of women in the sports events overseas and their winning medals and promotion and better function of female coaches and referees in a bid to narrow down the gap. The mass media can play a very effective role in upgrading the level of the country's sports directors' awareness on women sports, policy making and determination of strategies in women sports, fair availability of sports facilities to both men and women and more study and research on female sports; the highest amount of difference between the current and favorable status is observed in this variable. So it is suggested to get aware of one's role in the section and try to narrow down the gap and improve current situation while taking proper programs into consideration. (Mahdavian; 2008: P. 219)

“Mehdi Moradi” et al (2010) in a research, entitled "the Role of Country's Sports Mass Media in Development of Sports Events", conclude that sports media play an influential role in development of the sports branches; however, there is a meaningful significance between the current and favorable status. Moreover, all the groups involved in the research, especially the members of the board of instructors in universities, consider the mass media playing yet higher role than the championship sports in promotion of public sports. (Moradi; 2009: P. 168) The Physical Training Organization of the Islamic Republic of Iran (2010) in a report, regarding Content Analysis of Sports Journals by the Content Analysis Section of the Public Relations Department, summed up the following conclusions:

As far as scientific and cultural materials printed in the sports newspapers are concerned, 2,622 news lacked any value in terms of science and culture, whereas 12 ones were rich in content both scientifically and culturally.

The media serve as a main tool in institutionalization of morals in country's sports. Out of 2,367 news printed in the sports dailies, 2,028 news dealt with technical issues (Reasons for win or loss, composition of teams, game results and so on) of sports, with football technical issues having the lion's share in the collection. A total of 229 news concerned managerial issues, 81 ones regarded marginal subjects and only 29 focused on referee relevant topics. (The Physical Training Organization; 2010: 234)

“Summers” and “Morgan” (2008) in a research support the view that public relations and media managers' planning are influential in the creation of both sports celebrity and the fan expectations associated with that celebrity.

“Ballard” and colleagues (2009) found out that mass media play a leading role in guiding exercises. In fact, the use and regular watch of the media would provide the best type of guideline for exercises. (Ballard, 2009: 161)

“Drayer” et al (2009) concluded in a research that qualitative methods set forth a series of information on different types of media, especially internet, TV and diversified print media serving football. (Drayer, 2009: 45)

### Methodology

The method of this research is a survey type. To collect data, the researcher-made 41-item questionnaire, featuring the Likert Scale, was used. The population of the researcher consisted professors of social communications sciences in the universities of Tehran. They were 130 in total. 15 out of the total questionnaires distributed among the group were answered clearly and precisely. So, the out-of-point responses were excluded. To gauge internal validity and consistency of the responses, the alpha Chronbach coefficient was used.

So, the early version of questionnaire was prepared and compiled and having got the approvals of the advisor and supervisor professors, it was distributed among a miniature sample of 20 out of the population both randomly and tentatively. The data thus gained were put into the computer and analyzed through the SPSS software and the alpha Chronbach coefficient.

### Results and Discussions

In this section, the most important findings of the research, including results of testing hypothesizes and theoretical analysis of them is provided.

**H1: It seems that there is statistically significant relation between role of information dissemination by the media and development of culture of public sports.**

Regarding degree of freedom that equals 8 and the  $X^2=17.932$  with the level of significance standing at .034, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and development of the culture of sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.632	.034	8	17.932

**H2: It seems that there is statistically significant relation between role of social contribution of the media and development of the culture of public sports.**

Regarding degree of freedom that equals 8 and the  $X^2=21.342$  with the level of significance standing at .041, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and development of the culture of public sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.543	.041	8	21.342

**H3: It seems that there is statistically significant relation between role of media education and promotion of the culture of public sports.**

Regarding degree of freedom that equals 8 and the  $X^2=23.829$  with the level of significance standing at .041, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of public sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.323	.041	8	23.829

**H4: It seems that there is statistically significant relation between role of culture building by the media and promotion of the culture of public sports.**

Regarding degree of freedom that equals 8 and the  $X^2=15.823$  with the level of significance standing at .076, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of public sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.781	.076	8	15.823

**H5: It seems that there is statistically significant relation between role of information dissemination by the media and promotion of the culture of championship sports.**

Regarding degree of freedom that equals 8 and the  $X^2=14.222$  with the level of significance standing at .002, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of championship sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.745	.002	8	14.222

**H6: It seems that there is statistically significant relation between role of media social contribution and promotion of the culture of championship sports.**

Regarding degree of freedom that equals 8 and the  $X^2=12.884$  with the level of significance standing at .002, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of championship sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.543	.002	8	12.884

**H7: It seems that there is statistically significant relation between the educational role of the media and promotion of the culture of championship sports.**

Regarding degree of freedom that equals 6 and the  $X^2=18.123$  with the level of significance standing at .272, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of championship sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used.

Cramer Coefficient	Sig.	df	X2
0.423	.272	8	18.123

**H8: It seems that there is statistically significant relation between the role of culture-building by the media and promotion of the culture of championship sports.**

Regarding degree of freedom that equals 8 and the  $X^2=12.774$  with the level of significance standing at .003, the research hypothesis, that there is statistically significant relation between the role of information dissemination by the media and promotion of the culture of championship sports, is approved. So, the  $H_0$  is rejected. To decide strength of relation among the variables, the Cramer test was used. The data brought about in the following table indicate the higher than the average relationship between the two variables. ( $c=0.632$ )

Cramer Coefficient	Sig.	df	X2
0.632	.003	8	12.774

**H9: It seems that there is statistically significant relation between the factors influential in the role of information dissemination by the media and promotion of the culture of public sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=17.932$  with the level of significance standing at .034, the research hypothesis is approved and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the role of information dissemination by the sports media in promotion of the culture of public sports.

Sig	df	X2
.008	8	13.759

**H10: It seems that there is statistically significant relation between factors influential in the media role of social contribution and development of the culture of public sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=14.137$  with the level of significance standing at .004, the research hypothesis is approved and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the role of information dissemination by the sports media in promotion of the culture of public sports. To investigate the factors, the questions five, six, seven, 15, 25, 31 and 33 were set forth.

Sig	df	X2
.004	8	14.137

**H11: It seems that there is statistically significant relation between factors influential in the education role of the media and promotion of the culture of public sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=15.560$  with the level of significance standing at .816, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the educational role of the sports media in promotion of the culture of public sports. To investigate the factors, the questions five, 11, 29, 30, and 36 were posed.

Sig	df	X2
.816	8	15.560

**H12: It seems that there is statistically significant relation between factors influential in the culture-building role of the media and promotion of the culture of public sports.**

Regarding results of the test included in the following table, i.e. the  $X^2=11.259$  with the level of significance standing at .024, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the factors effective in the culture-building role for the sports media in promotion of the culture of public sports. To investigate the factors, the questions seven, 10, 20, 24, 37 and 40 were posed.

Sig	df	X2
.024	8	11.259

**H13: It seems that there is statistically significant relation between factors effective in the media's role of information dissemination and promotion of the culture of championship sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=23.059$  with the level of significance standing at .001, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the information dissemination role of the sports media in promotion of the culture of championship sports. To investigate the factors, the questions five, six, 14, 19, 39 and 41 were posed.

Sig	df	X2
.001	8	23.059

**H15: It seems that there is statistically significant relation between factors influential in the social contribution role of the media and promotion of the culture of championship sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=15.807$  with the level of significance standing at .015, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the social contribution role of the sports media in promotion of the culture of championship sports. To investigate the factors, the questions five, six, eight, 26, 32 and 33 were posed.

Sig	df	X2
.015	8	15.807

**H15: It seems that there is statistically significant relation between factors effective in the educational role of the media and promotion of the culture of championship sports.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=10.114$  with the level of significance standing at .012, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the factors influential in the educational role of the sports media in promotion of the culture of championship sports. To investigate the factors, the questions seven, nine, 11, 12, 18, 23 and 26 were presented.

Sig	df	X2
.012	8	10.114

**H16: It seems that there is statistically significant relation between the role of the media and internal promotion.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=13.432$  with the level of significance standing at .002, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the the media in terms of internal promotion in sports. To investigate the factors, the questions 28, 30, 31, 33 and 36 were posed.

Sig	df	X2
.002	8	13.432

**H17: It seems that there is statistically significant relation between the role of the media and extrinsic development.**

Regarding results of the test brought about in the following table, i.e. the  $X^2=14.823$  with the level of significance standing at .000, the research hypothesis is confirmed and the  $H_0$  is rejected. So, there is statistically significant relation between the media in terms of extrinsic development of sports. To investigate the factors, the questions 14, 18, 19, 38, 39, 40 and 41 were posed.

Sig	Df	X2
.000	8	14.823

## Conclusion

Communications and communication devices have remarkable and undeniable effect in society. Sports is a social phenomenon, getting overwhelming majority of social strata engaged. It is distinguished as an influential section of the culture and social behaviors. So, it can be claimed that new developments in the mass media have growingly raised status of sports in the social life. This research is to show the role of mass media in development of sports in Iran. Speaking on the research outcome, based on the data obtained from the table of gender of respondents, about 79 percent or 91 people in the group of participants were men, while about 21.0 percent or 24 people were women. So it can be concluded that that men held the majority in the population of questionnaire respondents. Moreover, about 41.7 percent or 48 individuals held Mse, about 58.2

percent or 67 people held Ph.D. So it can be said that about 60 percent of the respondents held Ph.D.

In terms of age, about 20.8 percent or 24 people fell in the age range of 20 to 30, about 30.4 percent or 35 people in the range of 30 to 40 years of age, about 42.6 percent (49 respondents) between 50 and 40 years of age and about 6.7 percent (seven people) were more than 50. So it can be concluded that people in the age group of 40 to 50 held the majority, lodging the strong evidence of their rich experience in the field. As for job experience of the respondents, 8.7 percent or 10 of the participants served in the media for one to five years; 13 percent or 15 of them for five to 10 years; 18.3 percent or 21 members of the group for 10 to 15 years; 23 percent or 20 of them for 15 to 20 years; 18.3 percent or 21 of the group for 20 to 25 years; and 21.7 percent or 25 of them for more than 25 years.

With respect to the Table (on the question) regarding "The Media Success in Reflecting Various Sports Events," it can be said that 58 people or 49.56 percent of the total population of respondents ticked the choice of "Very much", 28 people or 24.34 percent the choice of "Much", 14 people or 12.17 percent of the people the choice of "So-So", nine people or 7.82 percent the choice of "Little" and seven people or 6.08 percent the choice of "Very Little".

Considering the Table (relating to the question) on "Degree of Media Success in Dissemination of Information on Public Sports," it should be said 24 (20.86 percent) of the respondents marked the choice "Very much", 18 (15.62 percent) crossed the choice "Much", 25 (21.73%) opted the "So-So" choice, 20 (17.39%) the "Little" option and 28 (24.34%) the "Very Little" option.

Regarding the Table (relating to the question) on "The Degree of Media Success in Dissemination of Information on the Championship Sports," it can be said that 57 (49.56%) of the respondents marked the choice "Very much", 38 (33.04%) ones chose the option "Much", 10 (8.69%) others selected the choice "So-So", 6 (5.21%) people did the choice "Little", and four (3.47%) ones went to the option "Very Little".

As for the Table (relating to the question) on "The Media Success in Diversification of the Content of Programs," it should be said that 11 (9.56%) of the respondents marked the choice "Very Much", eight (6.59%) ones did the choice "Much", 55 (47.82%) ones did the choice "So-So", 22 (19.13%) ones selected the choice "Little", while 19 (16.52%) ones went for the choice "Very Little".

As for the ratio of respondents in connection with the Table (on the question) regarding "The Media Success in Presenting Top Quality Programs Rather Than Merely Amusing Programs," it should be said that 27 individuals (23.47%) marked the "Very much" choice, 22 (19.13%) ones did the "Much" choice, 35 (30.43%) ones did the "So-So" choice, 17 (14.78%) individuals ticked the "Little" choice and 14 (12.17%) others did the "Very Little" option.

Regarding the Table (on the question) considering "The Media Success in ConCORDING Programs with Interests of the Addressees", it should be said that 31 (26.95%) people ticked the "Very much" choice, 22 (19.13%) ones did the "Much" choice, 35 (30.43%) ones did the "So-So" choice, 19 (16.52%) individuals did the "Little" choice and 8 (6.59%) others did the "Very Little" option.

As for the Table (on the question) regarding "The Media's Success in Meeting Needs of the Addressees", it should be said that 38 (33.04%) ticked "Very much", 21 (18.26%) people went for the "Much" choice, 29 (25.21%) others favored the "So-So" choice and 16 (13.91%) ones crossed the "Little" choice, while 11 (9.56%) ones opted for the "Very Little" option.

As for the Table (on the question) relating to "The Media Success in Challenging Sports Institutions and Organizations", it should be said that 15 (13.04%) people chose the "Very Much" choice, 11 (9.56%) ones the "Much" choice, 31 (26.95%) people favored the "So-So" choice and 36 (31.30%) others the "Little", while 22 (19.13%) ones chose the "Very Little" choice.

About the Table (relating to the question) on "The Extent of Media Success in Observing Ban on Censorship and Self-Censorship", it should be said that 36 (49.56%) individuals ticked the "Very Much" choice, 33 (28.69%) people chose the "Much" choice, 24 (20.86%) others did the "So-So" choice, 15 (13.04%) ones did the "Little" choice, while seven (6.08%) others did the "Very Little" choice.

As for the Table (on the question) regarding "The Extent of Media Success in Strengthening Social Values", it should be said that 19 (16.52%) people crossed the "Very Much" choice, 13 (11.30%) people the "Much" choice, 35 (30.43%) ones the "So-So" choice, 26 (22.60%) individuals the "Little" choice and 22 (19.13%) others the "Very Little" choice.

Switching to the Table (regarding the question) on "The Extent of the Media Success in Promotion of Criticism and Constructive Criticism", it should be said that 35 (30.43%) people marked the "Very Much" choice, 31 (26.95%) others the "Much" choice, 22 (19.13%) individuals the "So-So" choice, 14 (12.17%) guys the "Little" choice and 13 (11.30%) others the "Very Little" choice.

As about the Table (regarding the question) about "The Amount of Media Success in Observing Ban on Violation of Privacy," it should be said that 38 (33.04%) of the respondents marked the choice "Very Much", 31 (26.95%) ones did the choice "Much", 22 (19.13%) ones did the choice "So-So", 14 (12.17%) ones ticked the choice "Little", while 10 (8.69%) ones opted the choice "Very Little".

As for the Table (regarding the question) on "The Extent of Media Success in Raising Factors of Strengthening the Authority of Teams at the National Level", it should be said that 25 (21.73%) of the respondents marked the choice "Very Much", 23 (20.00%) ones did the choice "Much", 39 (33.91%) ones did the choice "So-So", 16 (13.91%) ones did the choice "Little", 12 (10.43%) ones did the choice "Very Little".

Regarding the Table (regarding the question) on "The Degree of Media Success in Pointing to Factors of Strengthening the Authority of National Teams Internationally", it should be said that 27 (23.47%) of the respondents marked the choice "Very Much", 25 (21.73%) of them did the choice "Much", 36 (31.30%) ones did the choice "So-So", 16 (13.91%) others did the choice "Little", and 11 (9.56%) ones went for the choice "Very Little".

Considering the Table (regarding the question) on "The Extent of Media Success in Observation of Ethics of Reporting ", it should be mentioned that 17 (14.78%) of the respondents marked the choice "Very Much", 16 (13.91%) ones did the choice "Much", 34 (29.56%) ones did the choice "So-So", 29 (25.21%) ones did the choice "Little", and 19 (16.52%) ones did the choice "Very Little".

As for the Table (relating to the question) regarding "The Extent of Media Success in Interacting with the Sports Directors", it should be said that 23 (20.00%) of the respondents marked the choice "Very Much", 19 (16.52%) ones did that of "Much", 35 (30.43%) ones did that of "So-So", 24 (20.86%) ones did that of "Little", and 15 (13.04%) others did that of "Very Little".

Shifting to the Table (relating to the question) on "The Extent of Media Success in the Creative Reporting", it should be said that 20 (17.39%) of the respondents marked the choice "Very Much", 15 (13.04%) ones turned to the choice "Much", 26 (22.60%) individuals did the choice "So-So", 29 (25.21%) of the samples went for the choice "Little", and 25 (21.73%) others picked the choice "Very Little".

Turning to the Table (regarding the question) on "The Degree of Media Financing Success", it should be said that 17 (14.78%) of the respondents marked the choice "Very Much", 14 (12.17%) ones did the choice "Much", 38 (33.04%) ones did the choice "So-So", 25 (21.73%) ones did the option "Little", and 21 (18.26%) people chose the "Very Little" choice.

With regards to the Table (considering the question) on "The Extent of Media Success in Covering Political and Sports Issues", it should be said that 38 (33.04%) of the respondents marked the choice "Very Much", 25 (21.73%) ones favored the choice "Much", 21 (18.26%) others did the choice "So-So", and 17 (14.78%) samples ticked the choice "Little", while 14 (12.17%) people opted the choice "Very Little".

As for the Table (regarding the question) on "The Degree of Media Success in Covering Social and Sports Events", it should be said that 37 (32.17%) of the respondents marked the choice "Very Much", 26 (22.60%) ones crossed the choice "Much", 21 (18.26%) others did the choice "So-So", 17 (14.78%) ones picked the choice "Little", and 14 (12.17%) ones colored the choice "Very Little".

As for the Table (regarding the question) on "The Extent of Media Success in Covering Public Sports Events", it should be said that 14 (12.17%) of the respondents marked the choice "Very Much", 17 (14.78%) ones ticked the choice "Much", 21 (18.26%) people did the choice "So-So", 38 (33.04%) ones chose the choice "Little", while 25 (21.73%) others turned to the choice "Very Little".

As for the Table (regarding the question) on "The Extent of Media Success in Covering Championship Sports Events ", it should be said that 40 (34.78%) of the respondents marked the choice "Very Much", 27 (23.47%) ones did the choice "Much", 19 (16.52%) ones did the option "So-So", 15 (13.04%) ones did the choice "Little", and 14 (12.17%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Extent of Media Dealing with Early-Return Political Attitudes Towards Public Sports", it should be said that 34 (29.56%) of the respondents marked the choice "Very Much", 27 (23.47%) ones did that of "Much", 29 (25.21%) ones did that of "So-So", 15 (13.04%) ones did that of "Little", and 10 (8.69%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Extent of Media Success in Covering Early-Return Political Attitude Towards Championship Sports", it should be said that 39 (33.91%) of the respondents marked the choice "Very Much", 33 (28.69%) ones did that of "Much", 21 (18.26%) ones did that of "So-So", 13 (11.30%) ones did that of "Little", and nine (7.82%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Extent of Media Success in Budget Channeling to the Public Sports", it should be said that 19 (16.52%) of the respondents marked the choice "Very Much", 14 (12.17%) ones did that of "Much", 32 (27.82%) ones did that of "So-So", 27 (23.47%) ones did that of "Little", and 23 (20.00%) ones did that of "Very Little".

As for the Table (regarding the question) on "The Degree of Media Success in Budget Allocation to the Championship Sports", it should be said that 42 (36.52%) of the respondents marked the choice "Very Much", 29 (25.21%) ones did that of "Much", 18 (15.65%) ones did that of "So-So", 15 (13.04%) ones did that of "Little", and 11 (9.56%) ones did that of "Very Little".

As for the Table (considering the question) on "The Extent of Media Success in Observation of the Principle of Unbiased Reporting", it should be said that 21 (18.26%) of the respondents marked the choice "Very Much", 16 (13.91%) ones did that of "Much", 23 (20.00%) ones did that of "So-So", 31 (26.95%) ones did that of "Little", and 24 (20.86%) others did that of "Very Little".

As for the Table (relating to the question) on "The Degree of Media Success in Reflection of Sports Realities", it should be said that 15 (13.04%) of the respondents marked the choice "Very Much", 11 (9.56%) ones did that of "Much", 34 (29.56%) ones did that of "So-So", 29 (25.21%) ones did that of "Little", and 24 (20.86%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Degree of Media Success in Recruiting Qualified Critics ", it should be said that 13 (11.30%) of the respondents marked the choice "Very

Much", nine (7.82%) ones did that of "Much", 31 (26.95%) ones did that of "So-So", 34 (29.56%) ones did that of "Little", and 28 (24.34%) others did that of "Very Little".

As for the Table (considering the question) on "The Extent of Media Success in Elaborating on the Strong Points of Sports", it should be said that 24 (20.86%) of the respondents marked the choice "Very Much", 23 (20.00%) others did that of "Much", 35 (30.43%) people did that of "So-So", 18 (15.65%) individuals did that of "Little", while 15 (13.04%) people did that of "Very Little".

As for the Table (regarding the question) on "The Degree of Media Success in Effective Elaboration on the Weak Points of Sports", it should be said that 42 (36.52%) of the respondents marked the choice "Very Much", 27 (23.47%) ones did that of "Much", 19 (16.52%) ones did that of "So-So", 15 (13.04%) ones did that of "Little", and 12 (10.43%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Degree of Media Success in Identification of Sports Talents", it should be said that 24 (20.86%) of the respondents marked the choice "Very Much", 21 (18.26%) ones did that of "Much", 31 (26.95%) ones did that of "So-So", 19 (16.52%) ones did that of "Little", while 20 (17.39%) others did that of "Very Little".

As for the Table (relating to the question) on "The Degree of the Media Success in Public Opinion Enlighten on Sports", it should be said that 21 (18.26%) of the respondents marked the choice "Very Much", 13 (11.30%) ones did that of "Much", 35 (30.43%) ones did that of "So-So", 26 (22.60%) ones did that of "Little", and 20 (17.39%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Extent of the Media Success in Using Proper Images", it should be said that 36 (31.30%) of the respondents marked the choice "Very Much", 27 (23.47%) ones did that of "Much", 25 (21.73%) ones did that of "So-So", 14 (12.17%) ones did that of "Little", and 13 (11.03%) ones did that of "Very Little".

As for the Table (relating to the question) on "The Degree of Media Success in Motivating Sports for Promotion of Performance", it should be said that 24 (20.86%) of the respondents marked the choice "Very Much", 17 (14.78%) others did that of "Much", 33 (28.69%) ones did that of "So-So", 14 (12.17%) ones did that of "Little", while 27 (23.47%) others did that of "Very Little".

As for the Table (relating to the question) on "The Extent of Media Role in Encouraging Growth in the Sports Research", it should be said that 14 (12.17%) of the respondents marked the choice "Very Much", 17 (14.78%) others did that of "Much", 24 (20.86%) ones did that of "So-So", 27 (23.47%) ones did that of "Little", while 33 (28.69%) others did that of "Very Little".

As for the Table (relating to the question) on "The Extent of Media Success in Building Up Culture of Sports in the Society", it should be said that 22 (19.13%) of the respondents marked the choice "Very Much", 16 (13.91%) ones did that of "Much", 35 (30.43%) ones did that of "So-So", 22 (19.13%) ones did that of "Little", and 20 (17.39%) ones did that of "Very Little".

With regards to the hypotheses of the research, the following results were gained: As for the H1: It seems that there is relationship of significance between the role of media information dissemination and development of the culture of public sports. Regarding the statistical values of degree of freedom ( $df=6$ ) and the chi square ( $X^2=17.932$ ) as well as level of significance ( $Sig=.034$ ), the research hypothesis that there is significant relation between role of information dissemination by the media and development of the culture of public sports is confirmed. So the  $H_0$  is rejected.

To determine the degree of relationship between variables the Cramer test is used. The data in the following table revealed the upper intermediate relationship between two variables ( $C=0.632$ ). As for the H2 it seems there is relationship of significance between the role of media social contribution and development of the culture of public sports. Regarding degree of freedom ( $df=6$ ) and the Chi Square ( $X^2=21.342$ ) and level of significance ( $Sig=.041$ ), the research hypothesis on existence of significant relation between the role of information dissemination by the media

and development of the culture of public sports is confirmed. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.543$ ).

On the  $H_3$  it should be said that there is statistically significant relation between the educational role of the media and promotion of the culture of public sports. Regarding the degree of freedom that equals 6 and  $X^2=23.829$  and level of significance standing at .041 (Sig=.041), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.323$ ).

Regarding the  $H_4$  it should be said that there is statistically significant relation between the culture-building role of the media and promotion of the culture of public sports. Regarding the degree of freedom that equals 6 and  $X^2=15.823$  and level of significance standing at .076 (Sig=.076), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.781$ ).

Considering the  $H_5$  it should be mentioned that there is statistically significant relation between the information dissemination role of the media and promotion of the culture of championship sports. Regarding the degree of freedom that equals 6 and  $X^2=14.222$  and level of significance standing at .002 (Sig=.002), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.745$ ).

On the  $H_6$  it should be safely claimed that there is statistically significant relation between the social contribution role of the media and promotion of the culture of championship sports. Regarding the degree of freedom that equals 6 and  $X^2=12.884$  and level of significance standing at .002 (Sig=.002), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.543$ ).

Speaking on the  $H_7$ , let's say there is statistically significant relation between the educational role of the media and promotion of the culture of championship sports. Regarding the degree of freedom that equals 6 and  $X^2=18.123$  and level of significance standing at .272 (Sig=.272), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.423$ ).

As for the  $H_8$ , let's opine that there is statistically significant relationship between the culture-building role of the media and promotion of the culture of championship sports. Regarding the degree of freedom that equals 6 and  $X^2=12.774$  and level of significance standing at .003 (Sig=.003), the research hypothesis on statistically significant relation between the media role of information dissemination and development of the culture of public sports is approved. So the  $H_0$  is rejected. To decide intensity of relation among variables the Cramer test is used. The data put on the table signify higher than the average relationship between the two variables ( $c=0.632$ ).

Regarding the H9, it should be claimed that there is statistically significant relation between the information dissemination role of the media and promotion of the culture of public sports. Regarding  $X^2=13.759$  and level of significance standing at .008 (Sig=.008), the research hypothesis is approved and the H0 is rejected. Consequently, there is statistically significant relation between factors effective in sports media role of information dissemination in promotion of public sports culture.

On the H10, let's maintain that it seems there is statistically significant relation between the social contribution roles of the media in promotion of the culture of public sports. Regarding  $X^2=14.137$  and level of significance standing at .007 (Sig=.007), the research hypothesis is approved and the H0 is rejected. Consequently, there is statistically significant relation between factors effective in sports media role of information dissemination in promotion of public sports culture.

As for the H13, let's safely claim that there is statistically significant relationship between factors effective in the media information dissemination role and promotion of the culture of championship sports. Regarding  $X^2=23.059$  and level of significance standing at .001 (Sig=.001), the research hypothesis is approved and the H0 is rejected. So, there is statistically significant relationship between factors effective in sports media role of information dissemination in promotion of the championship sports culture.

Regarding the H14, it should be said that it seems there is statistically significant relation between the media social contribution role and promotion of the championship culture. Regarding  $X^2=15.807$  and level of significance standing at .015 (Sig=.015), the research hypothesis is approved and the H0 is rejected. Subsequently, there is statistically significant relationship between factors effective in the sports media role of social contribution and promotion of the culture of championship sports.

As for the H15, let's write that it seems there is statistically significant relationship between the media educational role and promotion of the championship culture. Regarding  $X^2=10.114$  and level of significance standing at .012 (Sig=.012), the research hypothesis is approved and the H0 is rejected. So, there is statistically significant relation between factors effective in the sports media educational role in promotion of the championship sports culture.

Regarding the H16, let's safely claim that it seems there is statistically significant relationship between the media role of sports intrinsic development. Regarding  $X^2=13.432$  and level of significance standing at .002 (Sig=.002), the research hypothesis is approved and the H0 is rejected. So, there is statistically significant relationship between media role of sports intrinsic development.

And finally, considering the H17, the researcher should claim that there is statistically significant relation between the media role of media in external development. Regarding  $X^2=14.823$  and level of significance standing at .000 (Sig=.000), the research hypothesis is approved and the H0 is rejected. Consequently, there is statistically significant relation between factors effective in the media role of sports extrinsic development.

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