

The Role of Mass Media in the Development of Champion Sport and Model Presentation

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Abstract

This article aims to examine the role of mass media in the development of athletics and providing a model. The population of this study consisted of all heads of sports federations, managers of sport clubs, experts and university professors experienced with activities and research in the field of champion sport and the association, administrators and reporters and producers of radio and television sports network, sports reporters of mass media, member of the sports journalists, that are totally 1227 people. Sample of 384 subjects were selected using disproportionate stratified random sampling method the measuring tool of questionnaire is gathered through the interview. In order to check the validity of the study and to investigate research questions confirmatory factor analysis was used and also an exploratory factor analysis was used in order to determine the development of the champion sport. Statistical operations were carried out using SPSS version 22 and EXCEL software version 2013. LISREL software was used to provide a research model. The results showed that 6 factors like "functioning of mass media in the development of human resources of championship", "functioning of mass media in development of financial resources for championship", "functioning of mass media in the development of scientific championship environment", "functioning of mass media in the development of legal championship environment", "functioning mass media in the development of cultural championship environment", can play a role in the development of championship that each of these factors have nine, nine, eight, seven, six and six were indices.

Key words: Development, Media, Sports championship

INTRODUCTION

Our time is the era of planning. Planning is a golden key to solve problems and the most effective way to avoid social, economic, cultural and educational irregularities. Because the speed of various social changes and many people involved in these changes, different specialties, brief opportunities and possibilities will not allow pre-pondered experiences to disturb people's lives. Among these chance has the highest share (Zamani kokhalo and Norouzi, 2011: 84). One important reason to have planning tendency in all human actions is limited resources on the one hand

and effective constraints on the other hand (Fethi Ph. D., 2005: 27). One of the social and cultural issues in recent years that have considerable growth and have affected people's lives is physical education and sport; Exercise habits and behavior of people, their attitudes and beliefs in sports, sports development and publicity, all affected by mutual trends in society and the media. One of the ways to support the development of sports and the beliefs and attitudes, is the mass media (Kurdi, 2007). Sports development is a step towards the country's development due to the impact on individual and social life; people and the country paid a lot of attention to it (Physical Education Organization, 2003). Mass media one of the basic tools for the study of social, informational, educational and is a significant factor in the formation of social value. It seems that media as the fourth pillar of democracy can play an important role in enlightening the people, especially adolescents and young adults and in the case of proper functioning prevent them from unhealthy recreations. The social culture is influenced by various factors. These

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factors can influence their beliefs and attitudes. Physical Education and Sport is a social phenomenon that has grown in recent years and almost everyone were highly affected by it. Mass media is a significant factor in forming social values that the posted content can have great impact in improving the situation in the country (according to the Moradi et al., 2011). IRIB as the national media, in the decade that amazing transformation in communications has transformed all human relations, it needs to have a new management tools and approaches that reconcile traditional assessment methods to modern methods for managing which looks more to the future than to the past. Therefore, IRIB in the Fourth Development Plan took a bigger step in the planning and outlining. They charted their moves in next five years with a strategic, forward-looking and focused on the challenges of the external and internal environment analysis. The result of this effort is the preparation, approval and publication of a document called the media horizon (Malek et al., 2007). In this regard, it is the most powerful media for designing and the spreading of ideas and the most efficient means to penetrate into the heart of communities, cultures and attitudes (Ghasemi, 2007). And it became social realities in the communities and a source of mold formation (Scott, 2001). In fact, a major part of our attitude to the world is rooted in media messages that have been built. They are having vast influence and a direct impact on the values and norms of society (Minaghian & Sullivan, 2002). In fact, it can be said that the relationship between the media and sports have pros and cons. Despite the fact that sports have a significant contribution to the media, there is no doubt in the case of the media that promote sports and promote sports culture. Therefore, since both the sports and media institutions are very influential in the modern world and also interact directly with the majority of the population (young people) the beginning of the macro policy that will lead to profitability and development of sports programming is very necessary for the community. Policies that should be implemented as planned to reach conclusions on the economy of sports and the country. So that Hanstyd & Ezequiel (2010) argued that sports is managed by the media and media play an undeniable role in the success of sports teams (Zare, 2014). Recently, countries have found that the development of sports in different dimensions and taking advantage of its direct and indirect benefits is not possible without appropriate planning and policy (Mozaffari, 2012). In Rynsen (2002) study Subjects have emphasized on the role of sport and its development on the development of championship sport and it was considered as a support for professional sports and championship. Bonari et al (2016) in a study of analysis of media influence on the development of college sports indicated that there is a significant difference between

current and desired status. Factor analysis results showed that variables mass media affect the technical performance of judges, technical performance of coaches and managers promoting awareness of college sports.

In Iran there are various stakeholders in championship sport. Each of the relevant institutions need identified and codified goals in order to do the right things. Federations, sports associations, clubs, National Olympic Committees and the Physical Education Organization kind of deal with Iran's athletics. Systematic and organized planning in this institution has a significant importance. Considering that physical education required sport community to train athletes every year, will incur enormous costs, is trying to train qualified people to achieve the objectives of the sports community. Evaluation of community participation in sport of champions during the years 2001 and 2002 show a downward trend, the decline rate is faster than the increase rate which is a threat for the championship sports. Statistics show that the percentage of participation in the championships of Iran is a striking difference with the percentage of other countries and this issue is considered one of the weaknesses of championships and should be carefully considered by authorities (comprehensive plan of physical education and sport, 2003). Studies show that even in many countries, including Iran considering these sports and prioritizing them is in the law and legislation.

Therefore, there will not be any doubt in the need for considering sports, especially championships, whether by the government for planning and development or by people for participating in a variety of sports. However, given the undeniable role of sports media in shaping and directing public opinion and the role of physical activity and sport in physical and mental health of the people we intended to examine that to what extent have the mass media contributed in the development of championship in Tehran?

RESEARCH METHODOLOGY

This study is considered a descriptive research based on the method of data collection. Also according to the method of data analysis, the data in this study is gathered using correlational and structural equation model. The population of this study consisted of all heads of sports federations, managers of sport clubs, experts and university professors experienced with activities and research in the field of champion sport and the association, administrators and reporters and producers of radio and television sports network, sports reporters of mass media, member of the sports journalists, that are totally 1227 people. According to Morgan table, the sample size in this study

was 375 and in this study 400 questionnaires have been distributed randomly. In this study the first part of the qualitative data was related to determining the questions of the questionnaire through interviews with experts and specialists in a non-randomized way. In order to compile a questionnaire and identify the components of the role of mass media in the development of championship first of all interviews with experts and theoretical saturation and then a questionnaire and focus groups were used. The content validity of the questionnaire was approved by the sports management. Exploratory function analysis is used for construct validity of the questionnaire, Cronbach's alpha coefficient for reliability, Kolmogorov-Smirnov test for normality of distribution, Means comparison test for examining the differences in various media, Friedman test for ranking model based on ratings) and in the quality section: qualitative data analysis for an interview through encryption and coding for the focused group and an interview for the final approval of the proposed model by the group.

Research Findings

According to Table 1, 45.9% of the sample was female and 54.1% was male. 27.7% of the sample was aged between 36 to 40 years old, while 9.9% were above 50 years. 0.35% of the sample was educated in sports related fields and 26.6 percent was related to media sciences.

Factor analysis and construct validity of the study:

In order to evaluate the research model at first it is necessary to investigate the construct validity, using confirmatory factor analysis to identify measuring indicator of research variables and to put in the research model.

Factor analysis results in Table 2 show that all indicators about "The role of mass media in the development of the sport of champions" have t value and acceptable hidden variables which are appropriate indicators to investigate the role of mass media in the development of the sport of champions. In continuation of the exploratory factor analysis was used to determine and identify the characteristics of the mass media in the development of various aspects of the sport of champions. As a result before factor analysis, Kaiser- Meyer-Oklin measure of sampling adequacy (KMO) in order to ensure criteria and Bartlett's test was used to determine correlations between variables (items).

According to the findings of Table 3 KMO value obtained is 0.877. This amount suggests that the number of samples is sufficient for factor analysis and factor analysis for the desired data is possible and data can be reduced to a series of hidden variables. The Bartlett test results ($\chi^2=28055.7$, Sig=0.001) indicates that there is a high correlation between

Table 1: Demographic characteristics of the study sample

Statistical indicators	Frequency	Frequency %
Gender		
Female	181	45.9
Male	213	54.1
Age		
Under 30	22	5.6
31 to 35	88	22.3
36 to 40	109	27.7
41 to 45	82	20.8
46 to 50	54	13.7
Over 50 years	39	9.9
Education		
Diploma or under diploma	25	6.3
Associate Degree	58	14.7
BA	182	46.2
MA	103	26.1
P.H.D	15	3.8
No reply	11	2.8
Field of study		
Related to sports science	138	35
Related to media science	105	26.6
Other fields	132	33.5
No reply	19	4.8
Job Title		
Federation	21	5.3
Club Manager	67	17
Experts and specialist	101	25.6
Academic staff	12	3
Reporter	96	24.4
Managers, experts and producers of TV and radio	72	18.3

the items. Therefore, it is permitted to continue using other factor analysis. In the following the results of the factor analysis is provided that is obtained by the hidden variables for each factor.

Based on the results of exploratory factor analysis extraction of six factors functions of mass media in the development of different aspects of the champion sports is specified considering the index of each section In accordance with the table in order of the variance percent of each factor:

DISCUSSION AND CONCLUSION

The results showed that the most important functions of the mass media in the development of human resources, championship sport includes "The growth of sports talent", "recruiting capable employees for sport clubs" and "sport talent discovery" and other indicators were the next priorities. The obtained results thus were in line with Mark and Thomas (3013) findings. In their study Mark and Thomas (2013) reached the conclusion that sports' broadcasting has potential effects on the active participation of immigrants and non-immigrants of Turkish origin in

Table 2: Results of confirmatory factor analysis (validity) questionnaire, the role of mass media in the development of the sport of champions

Questionnaire	Q	Hidden variable	T	Questionnaire	Q	Hidden variable	T	Questionnaire	Q	Hidden variable	T
The role of mass media in the development of the sport of champions	Q1	0.52	-	The role of mass media in the development of the sport of champions	Q16	0.778	10.76	The role of mass media in the development of the sport of champions	Q31	0.629	9.576
	Q2	0.614	9.442		Q17	0.722	10.35		Q32	0.684	10.053
	Q3	0.603	9.338		Q18	0.679	10.02		Q33	0.595	9.262
	Q4	0.61	9.403		Q19	0.692	10.12		Q34	0.518	8.286
	Q5	0.61	9.408		Q20	0.649	9.755		Q35	0.533	8.618
	Q6	0.641	9.685		Q21	0.769	10.69		Q36	0.555	8.86
	Q7	0.655	9.814		Q22	0.721	10.34		Q37	0.557	8.862
	Q8	0.501	8.269		Q23	0.78	10.77		Q38	0.668	9.919
	Q9	0.67	9.938		Q24	0.721	10.35		Q39	0.635	9.633
	Q10	0.659	9.847		Q25	0.71	10.26		Q40	0.682	10.04
	Q11	0.716	10.31		Q26	0.687	10.08		Q41	0.7	10.19
	Q12	0.679	10.01		Q27	0.682	10.04		Q42	0.676	9.988
	Q13	0.66	9.875		Q28	0.677	9.993		Q43	0.686	10.07
	Q14	0.82	11.03		Q29	0.679	10.01		Q44	0.699	10.18
	Q15	0.717	10.32		Q30	0.671	9.947		Q45	0.513	8.399

Table3: Bartlett and KMO test results

Kaiser- Meyer-Oklin (KMO) (Adequacy of the sample size)		0.877
Bartlett's test of sphericity	(χ^2) Chi-square value	28055.7
	Release degree	990
	Significance level	0.001

recreational and competitive sports of Germany. In order to develop sports need appropriate manpower. Some of the topics that are discussed in this matter are system of qualifying conditions, choosing the best, and improving cultural and professional volunteers (complimentarily and educationally). The results showed that the most important functions of the mass media in the development of sport and financial resources includes “Encouraging banking facilities to invest in sport”, “Marketing and attracting sponsors”, and “Raising money and reducing Federation dependence to the state budget” and other indicators were the next priorities. The obtained results of the investigation were in line with the findings of Abdavi (2016), Khaledian et al (2013), Zahrabi and Sabouni (2012) and Zhang et al. (2010). Abdavi (2016) concluded that there is a strong positive relationship between the role of media marketing variable and the development of championship sport variable. Khaledian et al (2013) also found that the mass media play an important role in the development and strengthening of Sports Economics. Also, Banar et al (2012) stated that one of the obstacles to the development of women’s professional sport in Gilan Province is insufficient media attention. They argue that by improving media coverage of women’s sport attracting sponsors and athletes and reducing the economic problems can partly be provided. Zahrabi and Sabouni (2012) stated that mass

media play a major role in attracting financial resources in championship sports by attracting sport sponsors. Zhang et al (2010) also confirmed that mass media plays an important and effective role in attracting customers and fans for the Women’s Professional Basketball League of America. One of the factors in order to achieve rapid and continuous economic growth is the country’s financial development which can play an important role. On a smaller scale it can be stated that organizations cannot survive without access to adequate financial resources. The situation is the same in sports organizations. Implementing plans and sport programs needs financial resources, so financial resource is of utmost importance. The results showed that the most important functions of the mass media in the development of championship sport facilities and infrastructure includes “The establishment of a comprehensive and integrated planning system in sports”, “Development and support of clubs and sport facilities”, “Setting up and mechanizing information systems in sports” and other indicators were the next priorities. Obtained results were in line with the results obtained by Zahrabi and Sabouni (2012). Zahrabi and Sabouni (2012) stated that mass media play a vital role in attracting private sources of finance for championship sports by attracting sport sponsors, encourage individuals and companies to participate in the privatization of sports. These resources can be the main sources for the development of sports facilities and infrastructure. It is necessary to develop and support the clubs and sport facilities such as making and broadcasting programs on various media, especially on TV in order to have more support in the construction and equipping of sports facilities and encouraging sponsors to build and equip sporting venues. Government regulations,

Table 4: Functions of the mass media in the development of the champion sport

Item	Question number	Factors
Discovering and employing sports talent	Q30	Function media in the development of human resource champion sport
Development of sports talent	Q31	
Employing young athletes in professional teams	Q32	
Recruiting capable staff in clubs	Q33	
Paying attention to specialists in professional clubs	Q34	
Employing volunteers, especially in the field of sports coaching	Q35	
Improving the distribution of human resources	Q36	
Promote meritocracy in the field of sport management	Q37	
Special support of injured or disabled athletes	Q38	The function of the media in development financial resource for championship sport
Diversify the sources of income of championship	Q1	
Promote the development of the private sector for investment	Q2	
Encourage bank loan to invest in sport	Q3	
Marketing and attracting financial supporter	Q4	
Raise money and reduce Federation dependence to the state budget	Q5	
Improved economic and monetize perspective of federation activities with marketing and business plans	Q6	
Increase in television rights and its financial resources	Q7	
Promotion of sport facilities on religious occasions and celebrations	Q8	
Attracting the participation of community and public donations	Q9	
Cultural development joint exploitation	Q22	
Commissioning and mechanization of information systems in sports	Q23	
Development and support of clubs and sport facilities	Q24	
Supply per capita and fair distribution of spaces and sport facilities	Q25	
Establishing a comprehensive and integrated planning in sport facilities	Q26	
Increasing the per capita of sports area	Q27	
Sports institutions in education organizations, universities, and municipalities	Q28	
Using capability of devotees and donors for championship sport clubs	Q29	
Increase research and development in the field of sport	Q39	
Professional and scientific innovation in the field of sport	Q40	Function of mass media in the development of championship
Increase knowledge and understanding of championship sport	Q41	
The use of new technologies in education and promoting the championship sport	Q42	
Providing modern scientific methods of training and improve training and workout at the gym	Q43	
Promote academic and research programs in sport development	Q44	
Science and Sports TV programs	Q45	
Publish ethics news	Q10	
Considering fair play and promote it	Q11	Functioning of mass media in the development of legal environment in championship
Prevent the spread of social disorder and unwanted behavior in sport environments	Q12	
Refrain from violating legal norms in championship sport	Q13	
Familiarizing coaches, athletes and referees in the field of sports law	Q14	
Respect the environment and green marketing rights	Q15	
Develop effective new approaches and key organizations in the country to promote championship sport	Q16	
Promote volunteerism in championship sport	Q17	
Special attention to creating a culture in children and adolescents	Q18	Functioning of mass media in the development of athletic sports
Sense of responsibility for big and small events according to the culture and interests of the community	Q19	
Interest and positive attitude of families for their children's activities in championship sports	Q20	
Eliminate social and cultural barriers for women to participate in championship sports	Q21	

in this regard can be useful such as tax exemptions for companies investing in sport that was beyond this research

and will not be discussed. The results showed that the most important functions of the mass media in the development

of scientific and research environment in championship sport is contains “Taking advantage of new technologies in education to promote championship sport”, “Providing modern and scientific training methods and improving the educational process in the clubs”, “scientific and sports TV programs “and other indicators were the next priorities. Obtained results were in line with the findings of Keshavarz (2002), Khaledian et al (2013) and Ballard et al (2009). Keshavarz (2002) concluded that using the media and through distance learning can lead to students learning. In this regard, Ballard et al (2009) also stated that the use of mass media is responsible for a certain level of training. In fact, regular media use and watch (TV-DVD) is really the best director for training. Khaledian et al (2013) also found that mass media is important in promoting education and providing criticism and dialogue. Usually modeling process in people is created through broadcasting sports events through the mass media, and the possibility of encouraging a child to exercise increased and creates motivations that will turn him into a national and international champion. Also, with the development and upgrading technology on mass media the latest news and scientific information in all fields such as sports can be accessed and coaches can promote their academic level in relation to many cases like different technical and tactical methods in sports. Therefore, it seems logical that mass media plays an important role in promoting scientific and research environment to develop championship sport. The results showed that the most important functions of the mass media in the development of the legal environment of championship sport including “Green marketing and the environment rights “, “Considering the principles of fair play and promoting them “, “The publication of ethics news” and other indicators were the next priorities. Obtained Results were in line with the result achieved by Khaledian et al (2013). Khaledian et al (2013) found that mass media plays an important role in alerting, notifying, and clarifying responsible sports institutions. Organizations cannot be assumed in an indoor environment because they interact with their environment and are affected by it, so qualified managers are aware and studied its importance and spare no effort to provide the environment in the course of organizational goals and the opportunities within it and also to reduce or eliminate all the environmental threats. Considering the association of mass media it can be seen that this media can affect the legal environment for the development of championship sports through affecting and being affected because it will be possible only by the role of informing and training of the mass media. Media can easily provide improved and developed legal environment for championships and build a culture and good morals among the public only by promoting news of ethical principles and the principle of fair play. Also,

due to the popularity of professional athletes, the media can attempt to do appropriate advertisements in various fields like protecting the environment, fighting poverty and injustice, fight against racism, etc. The obtained result is about the impact of mass media on the development of sports legal environment, which seems logical and acceptable. The results showed that the most important functions of the mass media in the development of championship sports environment includes “The sense of responsibility for events small and large scale events in accordance with the culture and interests of the community”,” special attention to creating a culture in children and adolescents “, “the interest and positive attitude of families for their children’s activities in championship level” and other indicators were the next priorities. The result of the investigation was in line with Abdavi (2016), Rastegar (2015), Khaledian et al (2013), Rajabi (2013), Honary et al. (2011), Moradi (2010) and Simon and Maeda (2014) and was not in line with the results obtained by Hematinezhad et al (2016). Abdavi (2016) concluded that there is a strong positive relationship between the educational role variables and the role of media informing and also championship sport development variables. Rastegar (2015) also found that there is a relationship between the role of information and IRIB building a culture with the development of public sport. In the results obtained by Khaledian et al (2013) it was concluded that mass media influence public opinion, and plays an important role in the realization process of sports functions, including modeling of athletes, laying the groundwork in order to development sports culture, developing social cohesion and intercultural communication, development of sports culture, and publicizing it in society. Rajabi (2013) found that there is a significant relationship between the roles of notifying, community involvement and educational media to promote a culture of championship sport. The media discourse is another important function in the field of sport which can be apparent in a sense of responsibility of the media for small and large events appropriate to the culture and interests of the community. The dialogue around topics were sports and social cohesion, sport and health, sports and world peace, the role of sport in promoting social communication and etc. Sports functions including role modeling of sport heroes, creating a lively social and public excitement and leisure time, strengthening social solidarity or building infrastructure for the development of sports and cultural relations, social and intercultural communication, strengthen the economy, sports, strengthening public ethics, social participation and sport culture in society and the promotion of sports in the country through information and awareness, culture, sports generalization, education, preparing the ground for criticism and dialogue, transparency institutions in charge of sports, social participation can help to develop the

effects of sports and publicizing it. Also TV is known as the biggest and most comprehensive media group in the country, has penetrated in lives of almost all members of society and intentionally or unintentionally affect the lives of people. Many people are inspired the characters that are displayed on the TV. TV influence is to an extent that even people`s lifestyle is also affected. Exercising culture is also one of the models that have been spread by television. Many people, especially teenagers and young elite athletes emulate from their heroes. This in turn can be a healthy culture spread among the individuals and families that encourage different people to exercise and do lots of sports activities at championship level. With this interpretation, it seems that the mass media play an active role in the development of cultural environment in championship sport.

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