

# The Role of Mass Media in Development of Human Resources, Financial Resources and Facilities and Championship Sport Infrastructure

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## Abstract

This article aims to examine the role of mass media in the development of human resources, financial resources and facilities and championship sport infrastructure. Research is in applied research category, and is considered cross-correlation. 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 suggest that mass media play a role in the development of human resources, financial resources, the development of sports facilities, and championship sport infrastructure that each of these factors has nine, nine and eight indices.

**Key words:** Development, Financial and human resources, Legal environment, Cultural environment, Media, Championship sports

## INTRODUCTION

In the third millennium, championship sport went out of a sporting event and was used by countries as a competitive tool. So that many countries with long-term plans, large investments, financing, financial, political, economic and spiritual level are trying to improve their championship sport level and show their successes and capabilities of sport, economic and political to the world in addition to creating happiness among citizens, by hosting and competing in the Olympics, Asian Games, World Championships, Asian and international games. In this context, the Chinese leader's speeches can be noted in the

opening ceremony of the 2008 Olympic Games who stated that opening ceremony of the Olympic Games was part of the power of China (Keshavarz et al., 2014). Based on this success in the championship sport and its development in any country requires a detailed understanding of the strengths, weaknesses, opportunities and threats to the country's championship sport, because the championship sport of any country is connected with economic, political, social and cultural life of the country. Championship sport, like any other system needs to develop goals, strategies and action plans so in addition to being aware of the path avoid any rework, going wrong and wasting financial, human, physical and informational resources (Mozaffari et al., 2009). Mass media is considered one of the basic tools for social media, information, education and a significant factor in shaping social values. It seems that the media as the fourth estate of democracy can play an important role in enlightening the people, especially adolescents and young adults and in case of the proper functioning of prevent their attraction to unhealthy entertainment. The social

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culture is influenced by various factors. These factors may be beliefs and attitudes of their influence. These factors may influence people's beliefs and attitudes. One of the social phenomena that has grown in recent years and impressed a lot of people is physical education and sports. Mass media are a significant factor in shaping social values that in the sports section, the programming content inserted in it can have a great impact on the progress and improvement of the country (Quoting Moradi et al., 2012). In this regard, the media is the most powerful tool for the design and spreading ideas and the most efficient means to influence the culture and attitudes to the heart of communities (Ghasemi, 2007) and has become the dominant source of the formation of social communities (Scott, 2002). In fact, a major part of our attitude to the world is rooted in media messages that have been precast. They have a direct impact on the values and norms of society due to having vast influence (Minaghian and Sullivan 2002). In fact, it can be said that the relationship between the media and sports has pros and cons. Although exercise is a significant contribution to the media audience, it is still being debated in the case of the media promoting sport and sports culture. Therefore, since both the sports and media, highly influential institutions are in the modern world today and in direct interaction with the majority of the population (young people), macro policy foundation that will lead to profitability and develop sports programs for the community is very necessary. Policies that should be implemented as planned to reach profound results sports in the economy and a rise in the country's economy. As Hanstyd & Ezequiel (2010) stated exercise is managed by the media and the 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 use of direct and indirect benefits of it without planning and policy making is impossible (Mozaffari et al., 2012). One of the factors that can play an important role the rapid and continuous development and in order to reach the target growth economy is development of the financial sector of the country. The financial sector is made up of various markets, including money market and investment. The importance of the country's financial development is derived from efficient financial sector plays a key role in mobilizing financial resources for investment, encouraging the inflow of foreign investment, equipping and optimizing resource allocation with regard to the implementation of plans and programs need sports financing, it is of utmost importance (Al-nuralKhuli, 2002). It also said that manpower is the most important reason for the development of advanced countries (Karimi, 2003). Sports need manpower to develop appropriately. Some of the topics that are discussed in this area are eligible system, choosing the best, the culture

improvement, employing complimentary and training volunteers (Al-nuralKhuli, 2002). Sport places and spaces are locations of activities and sport programs and proper management and principles directly affect the quantity and quality of programs and sporting events. Despite the long history of sports and physical education in our country, but there are still many sport places and spaces using traditional methods and unscientific design, construction, management and maintenance and although in recent years major changes have occurred in the development of sport facilities management, but it is a long way to achieve international standards. At the present time the most increasingly necessary thing is that the directors, officials and planners sport had to use specialists and experts, committed to using the latest scientific findings and knowledge and new techniques in the field of management of sport places and then proceed to preliminary studies and design and manufacturing centers of the gymnasium (Farahmandian, 2006). So the media can influence the development of these because mass media plays an important role in communication studies. Media organizations broadcast messages that affected the culture of the society that mass media has become an institutional part of the society (Littlejohn, 2005). This is the uprising Rad (2008) concluded that the performance of media in sport is not consistent with the objectives of physical education but is consistent in the championship section. Saini (2015) in a qualitative study entitles as the relationship between Media and Sport stated that Sports and media are interacting openly with each other and sport has become a factor affecting directly or indirectly the media income. In a way that sport has filled pages of newspapers and television and radio and media activities. Also Strelize (2005) stated that TV shows play a crucial role in attracting sponsors and suggests that satellite TV shows and sporting events in the national and international levels will attract more sponsors. Now coordination among various units and organizations responsible for sport cannot be seen in order to utilize the full capacity and potential. In some cases the effective role of collaboration to develop sports is not clear even to stakeholders. It seems in some important aspects of sport performance including health and hygiene has not used the maximum capacity of the TV to suit the needs of the country. Now despite the plans to develop a comprehensive system of sport information-based programs and comprehensive coordinated system are necessary to achieve the goals of the project and fulfill the missions (Physical Education Organization, 2003). Championship sport has various stakeholders. Each of the relevant institutions in order to do the right things needs specific goals and written plans. Federations, sports associations, clubs, National Olympic Committees and the Physical Education Organization of Iran, each deal with

Iran's championship sport. Systematic and organized planning in these institutions is of considerable importance. Considering that physical education annually incurred enormous costs in order to train athletes for the sport community, qualified people should be trained to fulfill the goals of the sports community (Master Plan for Physical Education and Sport of the Country, 2003). Studies show that in many countries even in Iran considering this sport and give priority to it has become law and act. Therefore there's no doubt in the necessity of the sports especially championship sport whether it is on behalf of the government for sport planning and development and whether it is on behalf of the people to participate in a variety of sports. Now, given the undeniable role of sports media in shaping and directing community opinion and the role of physical activity and championship sport in physical and mental health of the population we intended to examine the role of mass media in the development of human resources, financial resources and championship sport facilities and infrastructure.

## RESEARCH METHODOLOGY

The research is considered a descriptive research based on the method of data collection. Also according to the method of data analysis it is correlation especially structural equation. 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 of which 400 questionnaires have been distributed randomly. In this study in the first part qualitative data were collected to determine the questionnaire through the interviews with experts and specialists with targeted non-randomized design. In the second part of quantitative data was gathered through questionnaires of all sports professionals and media management. The content validity of the questionnaire in the present study was approved by the sports management. Exploratory and confirmatory factor analysis was used for construct validity, Cronbach's alpha coefficient for reliability, Kolmogorov-Smirnov test for normality of distribution, Means comparison test was used to examine the differences in various media, Friedman test was used for ranking model based on ratings. Statistical operations were carried out using SPSS version 22 and EXCEL software version 2013. LISREL software was used to provide a research model.

## Research Findings

According to Table 1, 45.9% of the sample w females and 54.1 % was male. Maximum education frequency has a bachelor's degree and rate 46.2 percent. 35.0% education field of the sample was related to sports science and 26.6% was related to Media Sciences.

## Factor analysis and validity of structured questionnaire

Each research tool is designed to measure a particular variable, that this variable is considered, as target structures or target variable. The more the measurement tool can measure the target variable the more that it is designed for, the higher the validity. One of the methods for measuring the scientific validity is confirmatory factor analysis method which is used to estimate the load factor and the relationships between a set of indicators and factors. Factor load represent the correlation between the relevant factors and is interpreted like any other relationship. In this part of the indices related to study variables are being examined based on the results of factor analysis. In order to evaluate the research model a first it is necessary to examine validity using confirmatory factor analysis to identify indicators (statements) to measure the study variables (latent variables) and put them in the research model. Factor analysis showed that "Indicators of financial resources", "human resources", "the development of facilities and infrastructure", "and the mass media in the development of championship sport" that have acceptable t and factor load value and are appropriate indicators to evaluate the role of mass media in the development of

**Table 1: Demographic characteristics of the research samples**

Statistical indicator	Frequency	Frequency (%)
Gender		
Female	181	Sep-45
Male	213	Jan-54
Education		
Diploma or under diploma	25	6-Mar
Associate degree	58	14-Jul
BA	182	Feb-46
MA	103	26-Jan
P.H.D	15	3-Aug
No reply	11	2-Aug
Field of study		
Related to sports science	138	0/35
Related to media science	105	26-Jun
Other fields	132	May-33
No reply	19	4-Aug
Job Title		
Federation	21	5-Mar
Club Manager	67	0/17
Experts and specialist	101	25-Jun
Academic staff	12	0/3
Reporter	96	24-Apr
Managers, experts and producers of TV and radio	72	18-Mar
No reply	17	6-Mar

championship sport. After identifying indicators and factors related to the development of the sport based on the functions of the mass media, then the most important indicator of each segment will be determined using factor analysis. Confirmatory factor analysis was used in order to study the most important functions of the mass media in the development of human resources, finance and development facilities and infrastructure of championship sport.

The results in Table 2 and Figure 1 show the obtained t value and Factor load are acceptable, this means that in terms of research samples the mass media are influential on the championship sport human resources development. According to the obtained values of the factor load effective programs in development of attitudes towards sport for citizens in order of priority are:

Development of sports talent (0.794), recruiting capable staff in clubs (0.787), Discover and retaining sports talent (0.753), recruiting volunteers, especially in sports coaching (0.745), improving the distribution of human resources (0.74), employing young athletes in professional teams (0.728), Promoting meritocracy in the field of championship sport management (0.721), special care for injured or disabled athletes (0.701), and paying attention to specialists in professional clubs (0.634).

The results obtained in Table 3. (T value and factor loads) showed that in terms of samples mass media is effective on the development of championship sport financial resources. Based on the values obtained, it can be said that the load factor “Encourage bank loan to invest in championship sport” with the load factor of 0.78 and “Marketing and attracting financial supporter” with the load factor of 0.777, respectively in terms of samples can have the greatest impact on the development of championship sport financial resources. Also “social participation and

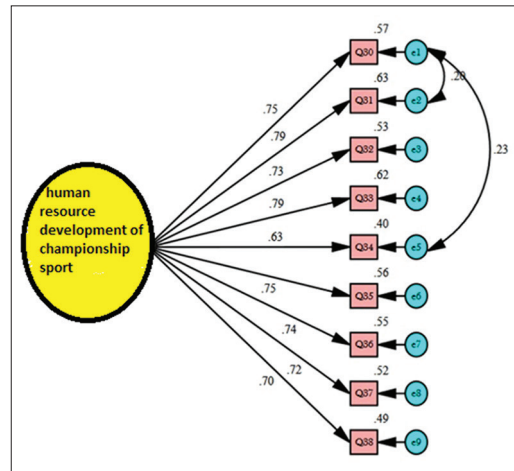


Figure1: The model of mass media impact on championship sport human resource development

Table 2: Effect of media on human resource development of championship sport

Factor	No.	Mass media factors affecting human resource development of championship sport	Load factor	T value	P value
Human resource development of championship sport	Q30	Discover and retaining sports talent	0/753	-	-
	Q31	Development of sports talent	0/794	25/568	0/001
	Q32	Employing young athletes in professional teams	0/728	25/26	0/001
	Q33	Recruiting capable staff in clubs	0/787	27/462	0/001
	Q34	Paying attention to specialists in professional clubs	0/634	24/715	0/001
	Q35	Recruiting volunteers, especially in sports coaching	0/745	25/895	0/001
	Q36	Improving the distribution of human resources	0/74	25/678	0/001
	Q37	Promote meritocracy in the field of championship sport management	0/721	24/973	0/001
	Q38	Special care for injured or disabled athletes	0/701	24/248	0/001

Table 3: The effect of mass media on the development of championship sport financial resources

Factor	No.	The effect of mass media on the development of championship sport financial resources	Load factor	T value	P value
Development of financial resources in championship sport	Q1	Diversify the sources of championship sport income	0/757	-	-
	Q2	Promote the development of the private sector for investment	0/704	24/362	0/001
	Q3	Encourage bank loan to invest in championship sport	0/78	27/273	0/001
	Q4	Marketing and attracting financial supporter	0/777	27/147	0/001
	Q5	Raise money and reduce Federation dependence on the state budget	0/766	26/725	0/001
	Q6	Improve economic perspective and income from activities of federations and trade marketing programs	0/721	23/399	0/001
	Q7	Increased television rights and its financial resources	0/661	22/763	0/001
	Q8	Promotion of sport facilities on religious occasions and celebrations	0/578	19/669	0/001
	Q9	Social participation and attracting public donations	0/611	20/891	0/001



attracting public donations” with load factor of 0.611 and “promotion of sport facilities on religious occasions and celebrations” with the load factor of 0.578, respectively in terms of samples can have the least impact on the development of championship sport financial resources.

Results show that all cases of Table 4, has acceptable t values and load factors  $P \leq 0.05$ . All values show that mass media programs in terms of research samples have positive effect on the development of championship sport facilities and infrastructure. According to the obtained values of load factors, “establishment of comprehensive and integrated planning system in sport facilities” and “Development and support of clubs and sport facilities” with load factors of 0.782 and 0.802, respectively will have the greatest impact on the development of facilities and championship sport infrastructure. Also “Increase the per capita sports areas” and “Organization of sport in the body of education organizations, universities, and municipalities” with load factors of 0.604 and 0.458 respectively will have the least impact on the development of facilities and championship sport infrastructure.

concluded that sports broadcasting had potential effects on the active participation of immigrants and non-immigrants of Turkish origin in recreational and competitive sports in Germany. In order to promote sports appropriate staffing is required. Some of the topics that are discussed in this area are

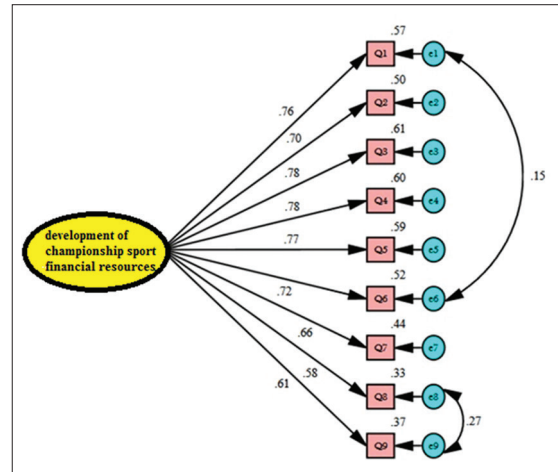


Figure2: A model of the impact of mass media on the development of championship sport financial resources

## DISCUSSION AND CONCLUSION

The result of the study confirmed “functioning of mass media in the development of championship sport human resources”, “functioning of mass media in development championship sport financial resources”, and “function of mass media in the development of championship sport facilities and infrastructure”. The results showed that the most important functions of the mass media in the development of championship sport human resources, includes “The growth of sport talent”, “recruiting formidable staff in the clubs “ and “discovery of talent sport” and other indicators were the next priorities. The research results were in line with the obtained results by Mark and Thomas (2013). Mark and Thomas (2013)

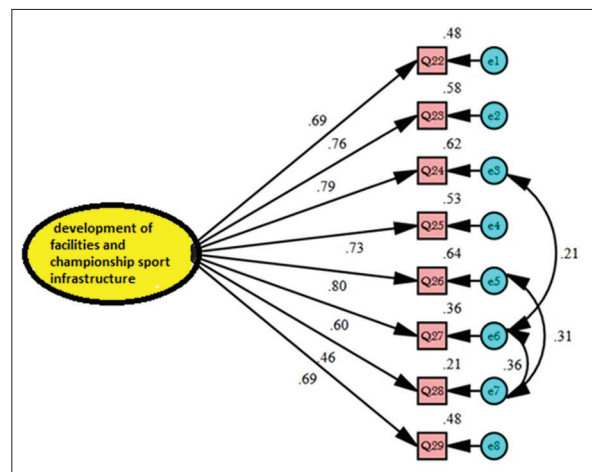


Figure3: A model of the impact of mass media on the development of facilities and championship sport infrastructure

Table 4: The effect of mass media on the development of facilities and championship sport infrastructure

Factor	No.	Indices of mass media on the development of championship sport infrastructure facilities	Load factor	T value	P value
Development of sport facilities	Q22	Cultural development of joint exploitation	0/695	-	-
	Q23	Commissioning and mechanization of information systems in sports	0/76		0/001
	Q24	Development and support of clubs and sport facilities	0/789		0/001
	Q25	Supply per capita and the equitable distribution of spaces and sport facilities	0/73		0/001
	Q26	The establishment of comprehensive and integrated planning system in sport facilities	0/802		0/001
	Q27	Increase the per capita sports areas	0/604		0/001
	Q28	Organization of sport in the body of education organization Universities and Municipalities	0/458		0/001
	Q29	Using the capacity of endowments and donors for championship sports clubs	0/693		0/001

qualitative system conditions, choosing the best, improving cultural and expertise of volunteers (honorary and training). Given the importance of human resources in a new organization, creating an integration of human resource strategies with the overall strategy of the organization is one of the challenges of modern management. In modern management, manpower is considered the main source of process efficiency and for this reason human resources should be considered as a system of human resources collection and be coordinated with the overall strategy of the organization. In more clear words, manpower how to provide, maintain, guide and engage is considered part of the strategy of the organization. Sport management, like other manufacturing and service organizations like other manufacturing and service organizations is responsible for planning, organizing, allocating resources, leadership and control. In the field of sports and fitness, certainly human resources, outstanding athletes, coaches and technical staff and support of the profession, are the most important asset of the organization. So sports organizations, including sports clubs recruiting capable manpower, keeping, guiding, and using them should be of the first priorities and improve their performance day by day by proper training and knowledge. Because under the supervision of experts in sports organizations we can hope to explore and find sport talent as potential future champions and develop championship sport of the country by the development of sports talent and activating their capabilities. The mass media can have a key role to help develop and promote the championship sport human resources such as Information and education. The results also showed that the most important functions of the mass media in the development of championship sport financial resources are “Encouraging bank facilities to invest in sport”, “Marketing and attracting sponsors”, and “Raise money and reduce Federation dependence on the state budget” and other indicators were the next priorities. The result of the investigation was in line with the results obtained by Abdavi (2016), Khaledian et al (2013), Zahrabi and Sabounchi (2012) and Zhang et al. (2010). Khaledian et al (1392) found that the mass media play an important role in the development and strengthening of Sports Economics. Also, Banar et al (2013) stated that one of the obstacles to the development of championship sports for women in Gilan is insufficient attention of media they also expressed that we can provide the ability to attract sponsors and reduce the economic problems of athletes by improving media coverage of women’s sport. Zahrabi and Sabounchi (2012) stated that mass media are an integral role in attracting financial resources. Implementation of plans and sports programs need financial resources, so financing is of utmost importance. In the systematic development document of the championship sports in the

country, financing strategies will be obtained as follows; 49% of financial resources for the development of sports in the country from government sources (state budget, the cost of governmental agencies in the sports), and 16% by the private sector (including the income of private clubs, etc.). On the other hand, looking at major sporting events financial income like the Olympics, it is observed that the most important financial resources in sports are sponsors, television broadcasting rights and tickets. In fact, one of the media namely television is directly second largest source of investment and financing for sporting events but indirectly is the financial resources of many sports industry’s revenue. It is no secret that the most important factor in attracting first source of sport’s income is television broadcasting and media because in the absence of media attention, sponsors and their product or service will not meet great success and possibly companies willingness will reduce to sponsor sports. With this interpretation it appears that the mass media, especially television has a key role in providing financial resources for sports. With a little thought and mathematical calculations of the income from media broadcasting of sport events it can be found that if there are laws and regulations relating to television rights and its implementation process, we can hope that money will be raised and Federation dependence on the state budget so the government’s financial burden will reduce. This can be seen in advanced countries such as England and Spain. For example in these countries football industry is so profitable that besides the avoiding the use of government funding, it can provide financial resources for many country clubs and the Football Associations and bear a portion of GDP. Finally, with this interpretation it appears that mass media can play an important role in the development of championship sport financial resources. The results showed that the most important functions of the mass media in the development of sport facilities and infrastructure includes “The establishment of a comprehensive and integrated planning system in sport”, “Development and support of clubs and sport facilities”, “Setup and mechanize information systems in sports” and other indicators were the next priorities. Results were in line with the results obtained by Zahrabi and Sabounchi (2012). Zahrabi and Sabounchi (2012) stated that mass media plays an integral role in attracting private funds through attracting sports sponsors, encouraging individuals and companies to participate in the privatization of sport that these resources can be one of the main sources for the development of championship sport facilities and infrastructure. It is essential that many activities take place to develop and support the clubs and sport facilities including construction and various media broadcasting, especially on TV. So that, there will be more support for sports facilities and encourage sponsors to build and equip sporting venues. Government regulations such as

tax exemptions for companies investing in sport can be useful which is beyond the scope of research and will not be addressed further.

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