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THE RELATION BETWEEN PERSONALITY CHARACTERISTICS WITH COMMUNICATION SKILLS (WRITING AND SPEAKING) IN MANAGERS AND DIRECTORS OF SPORT COMMITTEES OF ARDEBIL'S SPORT AND YOUTH OFFICES

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ABSTRACT

The present study aimed to consider relation between personality characteristics with communication skills (writing and speaking) in managers and directors of sport committees of Sport and Youth Offices in Ardebil. The research is descriptive and correlational. Statistical society consisted of 76 managers and directors of sport committees of Sport and Youth Offices in Ardebil. To gather data, two questionnaires were applied, including five factor model of personality of Mc Cree and Paul Costa and also communication skills. Reliability of questionnaires was 87% and 85%. Face and content validity of questionnaires were approved by ten professors of sport management. To analyze data, descriptive and inferential methods were used. According to results, there is a meaningful difference between current and optimal status of communication skills of managers. Moreover, there is a positive and significant relation between personality of managers with writing and speaking of variables. Presence of effective and accurate relations in organization is always an important part of successful management. Therefore, managers should be aware of communication process. At end, some recommendations are presented.

Keywords: *Communication Skills, Personality Characteristics, Physical Education Managers*

INTRODUCTION

In today's world, organizations and featured prominent place in the cultural and social structure have found. With the increasing complexity of modern societies is certainly the role of organizations in order to meet the expectations of society will be more sensitive and more important (Ferdowsi, 2013). Manpower is one of the main pillars of the organization and activities organized in an organization requires human communication (Jiang Lu, 2005).

Sports organizations as the custodians of the implementation of communication with employees One of the most important and influential organizational engagement on production and service organization that is strongly critical dependence of the relationship a good fit between levels of management.

Obviously, in the field of communication and how to orient them towards the organizational goals of the basic things of interest to managers) theoretical *et al.*, 2013). Communication is very important in the life of modern man so that man cannot live without. In the evolution of the relationship between human societies, the relationship between hand gestures and facial and particular sounds began, and led to the creation of script and language (Sajjad, 2012).

Communication is meant to convey meaning. If there is no data or intellectual, communication does not occur. That his words not heard the speaker or writer who does not read his writing not communicate (Robbins, 1999). Management skills in the realm of communications have been divided into four categories: skills as update information, listening skills), listening (skills, verbal and written skills (Ahanchian and Mnydry, 2005). Talking to "use oral language to interact directly with others "is defined as academic discourse (Ham Golden, 1998).

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In summary, in academia speaking skills skilled in the discussion as well as an oral presentation (informal and formal) is (Donna gray, 2012).

Another communication skill is writing skill. The writing is a clear and effective writing style and tone appropriate for formal and informal communication tasks (Ahanchian and Mnydry, 2005). Although written communication, messages than other modes of communication, passed slower, but more accurate than other communication is the exchange of information. A written statement that the pen is not eroded over time, while a word, subject to the passage of time (Donna Gray, 2012).

Development of communications and new communication tools, has caused a greater role than ever in communication management functions (planning, organizing, leadership, control). In these circumstances, the proper relationship to the message your target consisted of inquiry had correctly or that, to understand the speaker's message, is more important. Create a human relationship requires give and receive messages by individuals, and to create an effective communication should be carried messages in the best way.

The role of a manager in such a way that it is necessary to be associated with all staff employees, as a result, the relationship between the manager and staff will be better, the result of activities can be better (Jiang Lu, 2005). Managers can consider effective communication network and improve human skills such as communication skills to facilitate the management of effective organizational goals (Goudarzi *et al.*, 2013).

The more misunderstandings that arise between managers and employees, the lack of knowledge and understanding person please please no messages comes as a transmitter. The human organism has different characteristics from other species, and the differences in the study of personality, becomes important. Human behavior is often different reasons and can vary from person to person, even if the behavior is observed, people can enjoy the same treatment, have a different understanding of the behavior could be due to different causes people to come by.

The complexity of the reasons is that the behavior not only of individuals but of situations and characters may fit the personality traits associated with these situations, the strengths and weaknesses of entail (Gem Front, 2009). The definitions of the characters), Guildford and Wilkinson, 1985) character model's unique personality traits. Overview of contemporary cognitive psychologists, special method to search for the meaning of life each person knows his personality. (Terms and Stephen Robbins, 1993), personality, or a combination of psychological characteristics that set that way, we classify our people.

5 factor model of personality McCrae general approach of psychologists to study personality in five main factors. These factors include: 1) Neuroticism: refers to those characteristics are concerned, insecure, nervous, very they rush. 2) Extraversion: refers to people who have the characteristics of successful people, talkative, fun atmosphere, are loving. 3) Openness: refers to people who have innovative features, independent, productive, be brave. 4) Welcome to apply those which have the characteristics of good-hearted, compassionate, simple-hearted, be courteous. 5) Conscientiousness: refers to those characteristics with precision, reliable, hard-working, regular (Costa and McCrae, 1992).

Personality assessment managers of the area, before and after taking, in the selection process and during the service, the countless problems in the workplace and reduces the effectiveness of their activities adds. Stress and problems of disappointments, failures, depression, anxiety and personality disorders sometimes dangerous, including the complications associated with the management of abnormal behavior in their work environments, are exposed.

According to investigations made, communicative skills of their emotions and attitudes, personality traits (Carpet Grossi, 1999). Therefore, sports organizations and sports managers and heads of delegations to improve the quality of their organizational interaction, the need for effective communication with senior managers, colleagues and staff.

Rvf born (2009) in his doctoral dissertation entitled "The relationship between personality traits and skills of effective communication and influence faculty members of the Faculty of Physical Education and Iran", following the results obtained between personality traits and skills Communication faculty of physical education, a significant relationship exists personality characteristics can predict their

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communication skills. Friedman (2003) says: extroversion and neuroticism can predict the communication technology.

Chao and Luke in Pzhvshy showed that human relations skills, management skills essential for efficiency and effectiveness (usury, 2001). Levi (2007) describe a study on "skills required for managers California in 2020" to describe and identify the characteristics and skills needed by managers was conducted. Studies show that the reliability of the most important features required of secondary importance, and the highest ranking of skills for managers in 2020, first establishing, second and third having good communication skills realization of the objectives of the assessment is.

Cynthia (2001) in a study on "the perspective of male and female managers on communication skills and training needs of women in management" showed that both women and men, three skills of listening, writing and other linguistic skills to promote women's leadership You know the expression. Studies show that there is a relationship between personality traits and communication skills and personality traits can predict the level of their communication skills.

The relationship between the ability to create effective communication and the ability to think there is a coach. It should also be noted that the role of individual differences in communication skills (Rvf born, 2009) looks at the communication managers of the skills of speaking, listening, and feedback are better able to communicate will be effective.

The research follows the various Hazrahdaf, one of the goals of this study was to determine the components of communication skills (speaking and writing) the various sources of internal and external components through the eyes of management experts found. This is followed by a detailed discussion of the specific topic of communication skills in the future more and do more research on this important topic can be provided.

The effort is a measure of the status quo and good communication skills to be managers. The measure according to personal characteristics and communication skills of managers carried out. Finally, what is the main purpose of the survey is to assess the relationship between two variables, communication skills and personality traits, to determine the type and intensity of the relationship between the two.

MATERIALS AND METHODS

Methodology

The purpose of this study was to investigate the relationship between personality traits and communication skills (speaking and writing) managers and heads of delegations of Youth and Sports Department of Ardabil. To achieve this target, the method used descriptive and correlational relationship between variables were analyzed according to research objectives.

The statistical population includes managers and heads of delegations of Youth and Sports Department of Ardabil province in which 76 of them were selected as sample. To collect this information, including two types of questionnaire: the questionnaire Costa personality and McGraw (1992), this questionnaire tool to assess personality traits, including neuroticism, extraversion, openness, agreeableness and conscientiousness to call a Each question has five choices based on answers from zero to 4 to be included. To measure each of the characters has been 48 points.

Inventory and other communication skills (speaking and writing), which contains 25 questions, which were collected and distributed to the field. After collecting the data, descriptive statistical methods to describe, summarize and classify the raw data to determine measures of central tendency and dispersion, as well as graphs and tables were used. Cronbach alpha reliability of the questionnaire and to analyze the assumptions about the relationships between variables Spearman's correlation coefficient was used.

Evaluation of data normally using Kolmogorov - Smirnov test was carried out which showed that normal distribution of data and can be used for parametric tests, the results according to the type of scale and type of data distribution to examine the current situation and Optimal independent t-test was used. All analyzes were performed using spss software and hypotheses were examined at the $05/0 \geq p$.

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RESULTS AND DISCUSSION

Findings

Descriptive Statistics of Data

As can be seen in Table 1. The mean age of participants is 36 years. The youngest of them 21 years old and the oldest 57 years. The average total work experience of 10 years.

Table 1: Age Features and Records of Experimental Group

Statistical Indices				
Standard Deviation	Mean	Maximum	Minimum	
8	36	57	21	Age
7	10	27	2	Records

In Table 2, the level of education in five school subjects: Diploma, Advanced Diploma, Bachelor, Master and PhD seen the lowest number of doctors and most are related to the license.

Table 2: Personal Characteristics of Testees Based on Level of Education

Education Level	Frequency	Percentage	Cumulative Percentage
Diploma	6	7/6	7/6
Higher Diploma	17	22/9	30/1
BA	36	46/8	76/9
MA	14	19/3	96/2
PHD	3	3/8	100
Total	76	100	

Table 3 shows the degree of Physical Education 61/1 percents, 38/9 percents were from unrelated fields.

Table 3: Major of Managers in Sport and Youth Offices of Ardebil

	Frequency	Percentage	Cumulative Percent
Physical Education	48	61/1	61/1
Unrelated	28	38/9	100
Total	76	100	

According to Table 4, the results of independent t-test showed that the status quo and good communication skills for managers of Physical Education Organization of Iran, there is a significant difference ($19/215 = t$).

Table 4: Comparison of Mean of Current and Optimal Status in Terms of Communication Skills of Managers Based on Independent T- Test

Status of Organization	Number of Observations	Mean	Standard Deviation	Standard Error	T Index	Degree of Freedom	Mutual Significance
Current	76	3/1862	43131%	4402%	19/215	75	0/001
Optimal	76	4/2600	46853%	4782%			

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Results Table 5 shows the relationship between personality characteristics and components of the communication skills of managers and there is a significant positive relationship. Total indices character of the relationship between measures of openness and conscientiousness with strong communication skills writing relationship, the relationship between extraversion and writing communication skills and the strong relationship between average and good relationship between the index and average relationship between neuroticism and writing communication skills the poor. The relationship between indicators of openness and conscientiousness with strong communication skills to talk about the relationship eccentric speech communication skills and the strong relationship between average and good relationship between the index and average relationship between neuroticism and speaking communication skills the result was poor.

Table 5: Correlation Coefficient Between Communication Skills and Personality Characteristics of Managers

Personality Components		Communication Skills of Managers	
		Speaking	Writing
Neurosis	<i>rS</i>	482/0	543/0
	<i>Sig</i>	0/001	0/001
	<i>N</i>	76	76
	<i>p</i>	0/05	0/05
Extrovert	<i>rS</i>	0/617	0/652
	<i>Sig</i>	0/001	0/001
	<i>N</i>	76	76
	<i>p</i>	0/05	0/05
Openness	<i>rS</i>	0/752	0/763
	<i>Sig</i>	0/001	0/001
	<i>N</i>	76	76
	<i>p</i>	0/05	0/05
Acceptance	<i>rS</i>	0/586	0/565
	<i>Sig</i>	0/001	0/001
	<i>N</i>	76	76
	<i>p</i>	0/05	0/05
Conscientious	<i>rS</i>	8240/	0/797
	<i>Sig</i>	0/001	0/001
	<i>N</i>	76	76
	<i>p</i>	0/05	0/05

Conclusion

Most time management face to face or on the phone with subordinates, colleagues or clients passed. When the manager does not negotiate with others, you may write or dictate notes, letters, or reports, and perhaps to read publications that have been sent to be busy. Even at a distance of only a few that managers may be due to the associations, the string is broken minds. Thus, the root of many problems of individual, organizational and community can be found in the lack of effective communication, the communication system or totally misunderstood and related interpretations to be sought.

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The results showed that the status quo and good communication skills of managers in the departments of Youth and Sports Ardabil province there is a significant difference ($19/215 = t$). The issues mentioned in the introduction to the importance of communication skills of managers and their personality characteristics and achieve the goals mentioned briefly, so there is a significant gap between current and desired situation shows the inadequacy of the current situation in terms of organization skills communication with subordinates and can provide staff with numerous challenges faced. In this study, the correlation between personality types of managers (neuroticism, extraversion, openness, agreeableness and conscientiousness) with components written communication skills, respectively (0/543, 0/652, 0/797, 0/565, 0/763), respectively. The correlation between personality types of managers (neuroticism, extraversion, openness, agreeableness and conscientiousness) and component communication skills of speaking, respectively (0/482, 0/617, 0/824, 0/586, 0/752), respectively. These results indicate a significant relationship between personality traits and communication skills for managers and heads of sports departments, sports and youth Ardebil province.

The overall result showed a significant positive correlation between personality types and communication skills (writing and speaking) people's sports organization. So, the people in the different types of personality (neuroticism, agreeableness, extraversion, openness to experience and conscientiousness) pre-process communication skills (writing and speaking) are increasing. Different people and the different personality types in light of several factors such as education, family, social class, and culture. . . Comes. Of all the personality types that were investigated in this study, we can conclude that the best type of personality for managers and heads of sports departments of Youth and Sports Ardabil province is of special importance to a personality type is a manager or a duty Chairman of the athlete who is dutiful personality, values and ethics, is very committed and tries to work without any errors and sliding do and why, in its communication with the audience, very principled and in dialogue with others, calmly listens to what the other side does not attempt to argue in vain, his letter to the seat, but the reason the decision. The second type of personality is important for managers and heads of sports departments of Youth and Sports Ardabil province of personality type is openness, openness characteristics such as innovative, independent, constructive and courageous, in each of the different communication skills. In other words, the election of directors, the accuracy of the essential features of openness and the quality of the components of each opening is a significant component of communication skills and can be a criterion for selection. Obviously if managers with different communication skills, with the above features is in the open despite the weaknesses and vicissitudes that his work will be in the field for a variety of reactions, the possibility emerges. Other personality types in order of priority are: extraversion, agreeableness and neuroticism.

According to the said effective communication can be useful in synergy chief administrative officer of Youth and Sport and the message efficient transmission method in preventing possible tensions in the organization to prevent. Knowledge management communication process and its components, ways of communication and its types, forms of communication in the organization, ways to improve communications and to identify and eliminate barriers to communication, managers contribute to organizational goals and employee satisfaction, and increase awareness. They are effective and reduce tensions. Effective and accurate communication in organizations has always been a key component in the success of management. Therefore, managers should be aware of the quality and quantity of the communication process and know how to communicate effectively (Alvani, 2010).

According to managers of vital communication skills, taking advantage of methods, techniques and patterns can be leaders in understanding people's behavior, predict future behavior, guidance, control and change the behavior of those who work with him, helped and the worker.

Based on the results and experience gained from the research process, the following recommendations are as follows:

1. For all managers and heads of sports departments, sports and youth service training course Introduction to communication skills forecast.

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2. In a briefing seminar for senior executives explained the importance of communication skills.
3. The implementation of such research is not limited to the management of sports organizations, it is recommended that similar studies in other government agencies and non-governmental organizations and carried out.

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