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THE IMPACT OF WATCHING TELEVISED 2014 ASIAN GAMES ON THE ATTITUDES OF LORESTAN PROVINCE'S ATHLETES

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ABSTRACT

The purpose of this study was to investigate the role of watching the 2014 Asian Games, Incheon, Korea in the attitudes of Lorestan province's athletes who watched the games on television. Their search is descriptive and the population concludes the athletes of Lorestan province. Kolmogorov-Smirnov test was used to examine the normal distribution of data, KMO was used for sampling adequacy, Bartlett sphere city test was took to determine the significance of variables' relationships, and the factor analysis test was took to identify the components. According to the scientific background and theoretical principles about the role of television in people's behaviors and attitudes, a questionnaire was developed, based on Morgan table, it was distributed randomly among 379 subjects. The results emphasized on the multidimensional role of watching the 2014 Asian Games in the attitudes of Lorestan province's athletes who watched the games on television. The exploratory factor analysis was used to identify the dimensions. The results showed that all variables in terms of bearing high factor load were categorized in 9 domains; attitude toward economic development and sports tourism was the first priority with Eigen value of (11.598) and attitude toward development and protection of cultural heritage was the last factor with the Eigen value of (5.994). The number of factors extracted were controlled by Eigen value (greater than 1) and these components determined 72.228% of the total variance.

Keywords: *Watching TV, Sporting Events, Attitude and Athletes*

INTRODUCTION

Nowadays the mass media have become a source for formation of social realities in societies. Media can exactly, accurately and timely, give information about sport events. Having a large influence on people, media, directly affects the values and norms of a society, and also plays a significant role in changing the awareness and attitudes of the society.

Also; it regulates people's behavior and causes them to have a quite deliberate behavior towards social phenomena. Human being is naturally a social creature that lives in a community, moves by the community and grows and flourishes in the community.

In the process of his/her life's evolution, he/she is subject to change, whether the change is tangible and concrete or not. This change is due to one's cognitive patterns of life. All the processes of socialization - science and education are a major part of it- consists of a continuous process of formation and changing of attitudes.

The central idea of all these activities is that; verbal and visual conversation is an optimized means of changing attitudes. Stimuli that are around us are sometimes obtained from nearby surroundings, and sometimes from the distant environment, after some changes took place in a stimulus, that certain stimulus becomes the personal perception of the individual, but people accept all stimuli and then process the accepted ones and change them into attitudes. These attitudes affect our understanding of the emotions and behaviors.

Sport as a social phenomenon can use the positive functions of media to create the desired results in the society. One of these special groups is TV viewers who followed the sport events of 2014 Asian games of Incheon.

This means that how close the attitude of the audience is to the different directions of the TV. By showing the effects of television in that area, managers plan and provide detailed plan to gain better results.

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MATERIALS AND METHODS

Methodology

Their search is descriptive and investigates the role of watching the 2014 Asian Games, Incheon, Korea in the attitudes of Lorestan province's athletes who watched the games on television. Cluster sampling method was used to determine the number of respondents in each city of the province and then simple random method was implemented. According to the statistics prepared by sports insurance's agent almost 30,000 people were selected by Morgan table, out of which 379 subjects were randomly selected. The data collection tool was a researcher-made questionnaire. This questionnaire is based on a 4-point Likert system (from point 1, strongly disagree to points 4, strongly agree). Participants could select 1, 2, 3, or 4. The questionnaire consisted of 37 attitudinal questions and 3 personal questions that measured athletes' attitudes after watching games. The validity of questions was established by experts and tutors of the field and the internal reliability of the questions were determined by Cronbach's alpha (0.87). The data were presented by descriptive statistics (frequency, mean and standard deviation), in the form of tables and diagrams. Kolmogorov-Smirnov test was used to examine the normal distribution of data, KMO was used for sampling adequacy, Bartlett sphere city test was used to determine the significance of variables' relationships, and the factor analysis test was used to identify the components.

RESULTS AND DISCUSSION

Research Findings

Table 1: Descriptive Statistics Pertaining to the Comparison of the Personal Components

Variable		Frequency	Frequency Percentage	Standard Deviation
Gender	Male	244	64.4	0.480
	Female	35.6	135	
Sport Activity	Individual	153	40.4	0.491
	Team	226	59.6	
The Way of Watching Sport Events	Active	251	66.5	0.491
	(Consistent)			
	Inactive	128	33.8	
	(Random)			

According to Table 1, 64.4 respondents were male, 35.6 % were female, 59.6% of them had participated in team sports out of which 66.2 % watched the games consistently and 33.8% randomly watched the games. This indicates that the sport events were important for the viewers and athletes consistently watched the games.

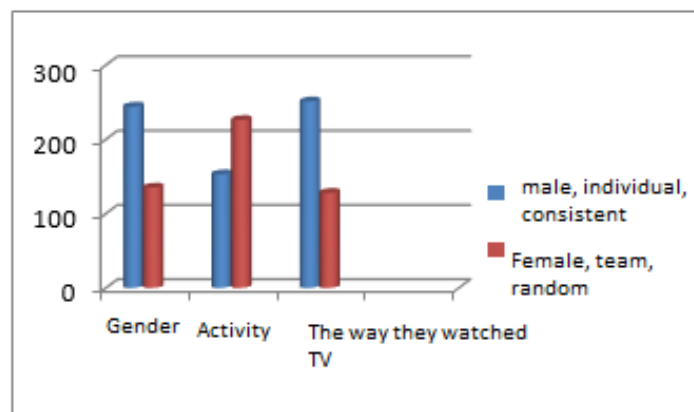


Figure 1: Descriptive Statistics of Demographic Factors

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In this study, before the implementation of factor analysis, KMO sampling adequacy test was used to determine whether the number of items are enough to predict each component. Also Bartlett sphere city test was used to determine the existence of a significant relationship between items and to provide a sound reason for the analysis of factors. Analysis of the test results emphasized on using exploratory analysis, also, in all aspects, the results of statistics $KMO = 0.836$ indicated that the data are suitable for factor analysis. In fact, a significant level ($\text{sig} = 0.001$) and more than 99 percent level of confidence assures that the elements used for each dimension have the explanatory power for the dependent variable. Table 3 shows describes the above issues:

Table

Statistics Test		Results
KMO		0.836
Bartlett Test	Chi	3.218E3
	Df	666
	Sig Level	0.001

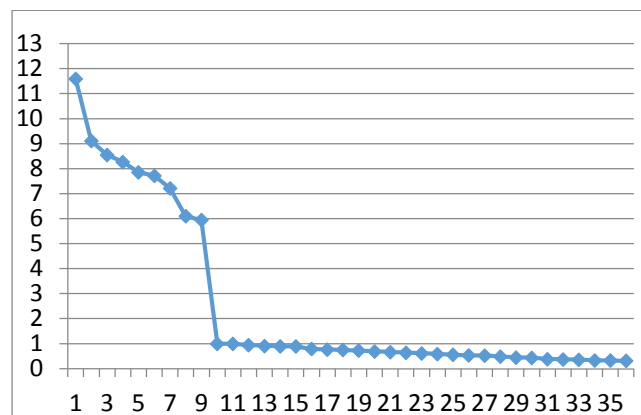


Chart 2 Scree plot (the Vertical Axis Indicates the Variance Participants -the Horizontal Axis Indicated Variable Incurred in Factor Analysis)

The Research Hypothesis

The role of watching the 2014 Asian Games, Incheon, Korea in the attitudes of Lorestan province's athletes who watched the games on television is a multi dimensional phenomenon that some of its aspects become even more important in our area of study.

As noted, the role of watching the 2014 Asian Games, Incheon, Korea in the attitudes of Lorestan province's athletes who watched the games on television is a multidimensional phenomenon. In this study, exploratory factor analysis was used to identify the dimensions of the role of 2014 Asian Games and in the attitudes of Lorestan province's athletes who watched the games on TV (based on the subjective indicators of athletes). In general, factor analysis, as a statistical technique that is commonly used to extract subsets of non-correlated indicators was implemented to determine the observed variances in the original data set. The results showed that the questions of the study (on the role of watching the 2014 Asian Games, Incheon, Korea in the attitudes of Lorestan province's athletes who watched the games on television), were categorized into 9 domains (Attitude towards the development of leisure sports, attitude towards the development of sport management, attitude towards the attraction and promotion of sports, attitude towards economic development and tourism, attitude towards voluntary sports, attitude towards social development, attitude towards development of professional and technical skills of sports, attitude towards the development and protection of cultural heritage, attitude towards the development of the political dimension). The number of factors extracted was controlled by Eigen value (greater than 1 one) and these nine components determined 72.228% of the total variance.

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Table 3 Items and naming of the Extracted Factor

Factors	Variables
Attitude towards Economic Development and Tourism	Increases revenues through advertising and the introduction of products. It encourages tourism. It creates new facilities in the cities that sport vents are held in. It is effective in the identification and introduction of cities that sport vents are held in It cause the identification and introduction of sporting brands and goods
Attitude towards the Development of the Political Dimension	Raises political awareness about the participating countries. Sports and sporting events are used to expand and consolidate political power. Sports and sporting event play a role in the conduct of the foreign policy objectives. It provides opportunities to get rid of tensions and political crises. It plays an important role in the reduction of the political pressures exerted on the country participated in these events.
Attitude towards the Attraction and promotion of the Sport	Improves the quality of the championship sport. Attracts more people to the sport. It provides reputation and fame for the stadiums of host cities.
Attitude towards Development of Professional and Technical Skills of Sports	These events provide coordinated training and technical development in sports. It provides opportunities for addressing researches and studies in the field of sport. Creates the opportunity to identify the strengths and weaknesses of the host cities Shapes public opinion sports issues. Enhances the scientific and executive level of sports fans.
Attitude towards the Development of Leisure Sports	I watch games in my free time. Watching games on TV decreases my stress of daily work. I prefer watching games on TV than participating directly in the stadiums. Optimum use of my free time.
Attitude towards the Development of Sport Management	It creates an opportunity for the audience to comment on the problems so that sports facilities are improved and upgraded. It encourages people to succeed in managerial tasks and delegated responsibilities. Watching these events motivates people to create physical heritages (construction of facilities and services, health and gyms) in the future events.
Attitude towards social development	Establishes friendship and collectivism in of society. It provides an opportunity for the family members to watch TV as a group. When the flag of my country is hoist I feel proud. Watching games on TV makes the audience feel balanced and reasonable in case of watching the games directly in the fields.
Attitude towards Voluntary Sports	It creates unity, solidarity and harmony between viewers Causes economic and occupational activities in the group of TV viewers. Provides voluntary actions
Attitude towards the Development and Protection of Cultural Heritage	When the sporting events are setting up, certain policies should be made to protect and introduce cultural heritages. Results in the transfer of cultural norms and values and facilitate collective acculturation. Creates similar feelings about the morality of sports at these events. Creates an opportunity to become familiar with other countries' cultures.

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Discussion

Media has different functions of social, recreational, cultural, economic, and educational; the development of visual media is so extensive that we may call the modern man as a media man. We believe that a new culture is the product of the advertisements of the mass media. On the other hand sport is a cultural, social, and public phenomenon which is of particular importance in human communities; watching sport events impacts the sport viewers and also the sport events. According to the results, the mass media (including television), is like an information highway and bridges that influences public opinion. It plays an important role in the process of fulfilling sport's functions, and the act of showing them on TV, includes: role modeling of champions, social development, enriching the leisure time, solidarity, economic development, sports tourism, the intercultural relationships, and the development of political aspects, social participation and volunteerism.

Investigations showed that 36 factors out of 37 extracted by the factor analysis were accepted because their load factor was higher than or equal to 0.36; these 36 factors indicate the role of watching television in the sport events of 2014 Asian games, Incheon, Korea.

The determinant rate of the factors, in order of priority, are: sport's development and tourism attractions (11.598), the development of the political dimension (9.105), attraction and promotion of sport (8.544), the development of professional and technical skills in sports (8.267), the development of leisure sports (7.850), the development of sport's management, (7.716), the development of social dimensions (7.214), the development of voluntary sports (6.001), the development and protection of cultural heritage (5.994). The first factor was named economic development and sports tourism, there pendants considered it as the most important factor. Culture promotion and the encouragement of spectator's and supporters use sponsor companies' goods. Loyalty towards the consumption of sponsor's products, as well as accepting the financial sponsor as a charitable organ in the sport, are some effective factors in attracting private-sector investment. With regard to the findings of the study it can be concluded that media coverage is of great importance in attracting the private sector's investments in championship sport, and the media's attention to advertising signs of sponsors and covering events before and after the viewing of an event; these factors are some effective factors in the attraction of sponsors and increasing of incomes. According to the research findings it can be realized that the implementation of dramatic gestures and rhythmic movements with music are so effective in attracting tourists and sponsors; and also providing safe places and stadiums with standards as well as designing the elegant exterior and interiors for them are some effective steps to be taken to attract viewers and economic prosperity. The findings also showed that TV affects the field of sport; the results of Gong (2010), and Sjostrand (2007), are incompatible with our results in that; television is the most influential median attracting financial sponsors, Capital and economic resources; this phenomena result in new job creation and attracting more investors and visitors to the host city (Daniel *et al.*, 2002).

The second factor is the development of political dimension, the results indicated that sport and sporting event had an impact on political dimension as well. The results of this research showed that sport events were useful tool to reduce tensions, conflicts and political enmity between the countries, athletes, coaches. Athletic directors were like political diplomats who had an important role in the political issue soothe countries participating in sports events or the political conditions of the countries that watched games on TV. The results of the study were consistent with the research of Chahabi (2001) entitling 'the sports diplomacy between the United States and Iran', both studies emphasized on the impact of sports and watching games by viewers. According to the research of Malakoutian (2007) which is on politics and sports, we may conclude that politics and sports have different dimensions, and on this basis of their bilateral relationship sport influences policy through sporting strategies and on the other hand sport values and consolidates national unity and assures political participation. In this it way influences policy, also at the time of international sports events, Sports is used by global powers. Thus, sport is far from a leisure, public activity of youth and teenagers, it is more likely, associated with commercial and political purposes; championships and competitions are in line with the interests of governments and nations. Financial, ideological and ethnic protests exist in sports, there is a Cold War between global powers.

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Modern Olympics are contrary to the original ones, they are a microcosm of the larger world and reflect the turbulent current classes of world. The primary role of sporting international relations, is the role of public diplomacy. This means that, strictly speaking, sports determine the secondary national interests (such as visibility, the manifestation of ideology, growth status, legitimacy), test the initiative in foreign relations (i.e. "ping pong diplomacy between the US and China), grow and improve exchanges of cultural understanding and reduce the potential conflicts and control the hostilities from the onset (Reich, 1974). Thus, sport is a motivation for international cooperation and a mean to achieve acceptance in the international community and convert the current situation of the countries into a political advantage, in addition it should be noted that sport is not limited to developing countries. Based on an analysis, the results of the study can be considered appropriate in the similar situations.

The third factor extracted from factor analysis is related to the development and attraction to sports. Mass media, especially–television- have a key role in changing attitudes towards sports. The more the needs, effective communication and psychological approaches reconsidered, the more effective the methods will be. TV can be used in the development or dissemination of new ideas, it plays an important role in the education. Nowadays, a lot of people are watching TV to follow sporting event so sports tournaments. Sport is transferred and developed through television and is injected into the public culture. Watching sports on TV makes the audience become acquainted with new skills and sports and creates a long-term public interest towards sports, particularly public sports. Because television plays an important role in the lives of some very high classes of the society, it is so important in the development and attraction of people to this phenomenon. These results are in line with the results of Bell and Ditmar (2012), they stated that by watching sports on TV, the viewer try to follow the athletes and develop their own fitness level. Roshandel Arbatani believed that sports media and watching sporting events will attract people to sports and institutionalize sports in people's lives which is consistent with our results. Based on the modern functionalism theory sport introduces new physical recreation, results in creative thinking, creates new positive and fun physical activities and also leads to an increase in women's participation in recreational activities; therefore, watching such events can be important in the field of sport development and attraction.

The fourth factor is the development of professional and technical skills of sports. According to the spiral of silence theory proposed by Neumann, there are three features in mass media (TV is a mass media); density, popular it and unity. These features are combined to play an important role in sport-specific skills. It can be stated in this way; media creates motivation to increase skill's levels and improves athletic performances. Based on the idea of highlighting, some particular attitudes of people hatch television are changed more than other attitudes. Viewing sport events can besides attaining program based on the tips and knowledge essential in improving technical skills of sport. Also based on the gap theory (Severin and Tankard, 2007) with an increase in the dissemination of information by the mass median a social system, parts of the population who have higher socio-economic status, acquire knowledge faster than parts of the society who have altostratus, so the knowledge gap among these two groups increases. Dennis Mac Coil believes that knowledge gap theory has two aspects, one of them distributes asset of information among different social classes, the other one states the specific information about which some people are more informed than others. It is likely that the first gap is rooted in fundamental inequality aspects of the society and media alone cannot eliminate it. But for the second aspect, there are many possibilities to create and fill in the gaps. It is quite possible that the media could fill some gaps and to create others. In which direction the media acts, it depends on several factors. According to the results of their search one of the factors that cause his gapes the class of athletes, because athletes are more knowledgeable in the sports field and technical skills than other people of the society. Technoratial (1975) emphasized on the fact that the media helps fill the knowledge gaping small communities (especially in situations of conflict increases learning). Based on the cognitive functions of TV, it is needed to analyze the contents of TV programs, analyze the audience expectations and free the community and its people from the grip of superstition and incorrect thoughts. Sometimes these wrong kind so think in turn into rigid stereo types which prevent the development of any community dynamics; thus, TV can become a medium that

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changes the society positively (and of course negatively). The theory of pattern formation is a process that takes place through observation. The behavior of a person or a group affects the thoughts, attitudes or behavior of another person who witnessed the operation of the pattern, and each person is affected according to his/her growth and ability to interact with others. Among the affecting people, those who influenced him/her more, become more "important" and the person tries to be "like" them. The results of this research suggest that watching sport on TV provides an opportunity for people to select their role models selection and make their choice, the results of this research is consistent with results of Ghasemi (2007) and Mahdavian Mashhadi in the that the sports' media has contributed do the development of championship sport.

The fifth factor is the development of leisure sports. Reflecting on the history of the TV in our country, it is realized that with the advent of this mysterious box not only family members but also neighbors and friends get together to enjoy watching sports. According to the results, watching sports on TV in leisure time is one of the most important hobbies of people. The results of our study is similar to the results of researches conducted by Latifian (1994), Harold Lasswell and Churls Rite (2004), however, in this study leisure sport was placed in the fifth place, the item was placed after the transfer of cultural heritage in the two studies mentioned above.

The sixth factor is the development of sport management. This approach means that viewers who watch televised sports events can apply changes to the management and infrastructures of sports. This factor helps to maximize sports facilities and encourages public managers and officials to gain experience by watching televised sporting events. The factor is in consistent with the results of some other studies on identifying and managing the effects of sporting events on the population and the improvement of in restructure and facilities (Turku *et al.*, 2002 and Spilling, 2000). In terms of ranking priorities, the results of this study contradict with previous researches in that this factor is the sixth one here but is the first and second priority in the mentioned researches. This factor is important because it provides an opportunity to experience in holding such events on one side and increase their level of management and meanwhile, also other officials and managers learn about facilities required for holding such these events, and address measures to resolve the shortfalls and possible problems.

The seventh factor is the social development. Results of this study confirm the study of Getz (1997), because the establishment and watching sporting events results in participation and social cohesion, also develops social contributions. Watching sports on TV makes the athletes to be aware of inappropriate behavior and become aware of the consequences of deviant sport teams, this issue plays an important role in social behavior. The results pertain to the functionalist theories in that; TV plays an important role in strengthening the collective values of sport and physical education, socialization and social adjustment of children and young people through watching sport and promotes the spirit of national and human solidarity, and discharges the aggression. This view emphasized on social skills and job opportunities, access to professional, personal and social identity formation, release of tension and crises, social control, physical health, promotion of national reconciliation and economic and political development, socialization and empowerment of age, gender, race and family through watching sports.

The eighth factor is the voluntary sports. The title chosen for this factor suggests that the audiences get volunteer in the fields of economic, managerial and financial support and attract other volunteers too. This factor represents the unity unsociable longing, commitment and responsibility. It strengthens the relationship between the audiences and the organizations holding the events. It leads to friendship and volunteer activism in this area. This factor is in line with the results of some researchers such as; Brown and Messi (2001), and Fredlin *et al.*, (2003). Watching such events creates an intimate atmosphere, friendly advice and support for volunteering in sport.

The ninth factor was towards the development and protection of cultural heritage. This factor causes an increase in social and cultural status of television viewers, and makes the host society proud, develops cultural dimensions. Considering that the visual media (television) is immediately available, public and makes peopled buildup clear picture of the culture of the host community, is important in culture transference to the rest of the world. Thus, cultural heritage and social values can be portrayed before and

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after sport events; this fact affects the cultural role modelling and its promotion. This factor is consistent with Getz (1997) and Ritchie (1984). The Cultivation theory is a social theory which examines the long-term effects of television. The primary proposition of cultivation theory states that the more time people spend 'living' in the television world, the more likely they are to believe social reality portrayed on television (Mac Coil, 2006). George Grabner (1969) believed that this theory was cognitive. He wanted to indicate that to what extent, the media exposure can shape the public perception of external reality and beliefs? Cultivation or spreading theory provide as model of analysis, to represent the long-term impact of the media, mainly on the social perception. Grabner believes that TV has a powerful cultural strength. He states that the television is a tool in hands of established social industry that instead of change, threaten run demine the traditional system of beliefs, it strengthens the values and behaviors of the society. The main effect of TV is the promotion of stability, socialization and acceptance of the situation. He believes that TV cannot reduce the changes alone, but it coordinates with other major cultural institutions (the researcher believes that the media and sporting events' researches are among such these institutions that can help television) (Gounter, 2005). Lugar says the concentration of the population in large cities as well as the uniform levels of culture end incontinent early success, has helped the television. In fact, he believes that the work of mass media such as television is important in public integration and the avoidance of dangers: this is a positive aspect of the mass media. Individualized culture, is coordinate with the risks of disintegrative erosion of collective spirit. Reciprocity and media culture is rooted in the history of human life and the media, and the emergence of dual society. Throughout history, humans' have used the mediator convey their message and their culture. Media has been an integral part of human society and culture; the contemporary media is linked with culture. Undoubtedly, in the future developments, the technology of new phenomena would associate media and culture.

Sporting events and sports are socio cultural phenomena that investigate the values and cultural norms of a society and take into account the interactional and effective relationships of human behavior. This phenomenon affects large part of the population of each country through ceremonies and sports events, so the managers and the relevant authorities should use the opportunities to exercise their goals and develop culture in all fields, especially the host culture.

Viewing sporting events and sports activities are filled with opportunities for dealing with the problems and adopting appropriate methods to address those situations. Showing sporting events on TV is one of the main objectives of the original developers and stakeholders of the organization, in fact, is one of the ways that can educate people to provide training in the subjects such as: political, social, cultural, economic and educational.

As a result, directors of these type of programs and sporting events should pay more attention and energy use the resources efficiently and directly and finally reach their goals. The authorities of the organizations should regularly poll the audience and respect their opinions, so that the desired business confidence and subsequently is attained. Also directors ask the opinions of sponsors and donors; asking the opinions of stakeholders attract investment and their financial support. Finally, the need to communicate more with managers of physical education, sport federations and sports media, holding periodic meeting store portion the activities, actions and exchange ideas with experts from these organizations is necessary to develop strategies for the mentioned factors.

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