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European Journal of Sports and Exercise Science, 2014, 3 (4):19-22
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Study of Quadripartite Roles of 90 TV Program

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ABSTRACT

The purpose of this study was to evaluate the role of 90 TV program from the perspective of the Isfahan people. The population of this study is Isfahan people according to Morgan table and by random sampling, 384 residents of Isfahan were selected as sample. In this study we use of Researcher-made questionnaire for quadripartite role of 90 TV program. This questionnaire include 42 questions in 4 components: Informational, educational, cultural and social participation and was in based on Likert 5 point scales. Face and content validity were confirmed and its reliability was measured by Cronbach alpha 0.90 in preliminary study on 30 cases of population in authorities' idea. In this study, it is used of both descriptive and inferential statistics (Cronbach alpha, T single-instance, T-test and Pearson) and a significant level of $P \leq 0.05$. Results program that the highest average among the variables related to the role of improving the culture and then role of education, informing and social participation respectively and there is significant positive correlation between quadripartite roles of 90 TV program. Also, there are significant difference between observed quadripartite role of 90 TV program and expected situation and this indicated 90 TV program is able to do self- contribution to society very well and attract viewers consent. In addition, in based on gender, there is significant differences between the role of social participation, the role of education and the role of improving the culture however there is no significant difference between the role of informing based on gender.

Keywords: 90 TV program, of quadripartite role of media, informing, social participation, education, improving the culture.

INTRODUCTION

In communication and information era, media are one of the most important tools to achieve the objectives. Today, media is the most powerful tool for plan and provide ideas and it is efficient tools for penetrate of cultures and attitudes into heart of societies [5]. Researchers mentioned various categories on the role of media in society which one of them is the role of the media in the framework of improving the culture, educate, inform and create a community participation [2]. Although these four areas are about all of media and television programs, it is necessary to mention these quartet roles more applicable to media and programs that are more accessible to people. In this area, sport as a popular program between people, attract many people that is, variety of sports programs intended by the media for all of people.

Influence of sports media on society is important and it should be noted to possibility of exist of obnoxious malformations by broadcasting undesirable sport values and beliefs, advertising false heroes, aggression, violence, unfair competition and their cultural effects on adolescents and young [11].

Different researches investigated the role of media and their impact on society. For example, Ershadi Far (2013) showed that 90 TV Program was not emphasized on respect for coaches, rules and regulations, ethical behavior and referees also this don't show focus on respect to professional ethics in social media and promoting illogical and even ridiculous dialogue about issues also, there isn't ideal mechanism to promote legal dialogue in 90 TV program [3].

Nasir (2013) argues that the media plays a prominent role in the community. The basic purpose of the media including informing, educating, entertaining and public comment Tribune. Media have Strong social and cultural impact on society and can play a positive role into positive change in the community [7]. Moreover, in a research, Tuncel and Tuncel (2012) stated that the newspapers reports sport fields as a harsh environment (hard), controversial (belligerent), animal (bestial) and automated by detailed and subtle metaphor [12]. They noted in their proposal refer to this concern these concepts are sport reports with more intensity. Recently, sports journalist reports move into the admissible ethics and unknown as sensible violence that follow improving the Sport Professional Development. The study also states that journalists exercise their own moral principles which are owned which refer to the norm of professional journalism.

Moradi et al (2011) in a study showed there is significant difference among the effective subsections of quadripartite role in the sport national media and none of components were better than the other. The study noted that the media can be effective by use of committed and professional people to promote communal sport and also increase awareness of society [9]. Ramezani Nejad et al (2011) also reported that 90 TV program reached to entertainment purposes, increase audience awareness, monitoring Football League, professionalize football and cultural target respectively. According to 90 TV program goals, it seem to we should be given more attention to any 90 TV program goals, particularly the goal of cultural and professionalize football [10]. Also, Neelamalar and Chitra (2009) in a study entitled "Study of affect social media on Hindi young" claim that use of social media has increased among Hindi young and students in Hindi colleges connect to the Internet simply. Hindi youth can be more socialize, communicate more easily and reach to the social consciousness through these networks [8].

Also, Ballard et al (2009) concluded that the use of communal media including levels of for the conduct of the exercise, in fact watch and use of media (television, DVD) regularly is the best guidance [1]. Fathiniya (2010) found that about the issue of improving culture on the suit behavior of spectators in the stadium, television sport programs not only has not enough attend, but in some cases by attend to marginal issues including referee mistakes in past games of current team have scuffle and provoke interviews with player and team coaches, predicting final score in favor of one of the teams, projects and spreading rumors and sent spectators at the stadium by negative attitude, and then report their violent behaviors during the games [5]. As it said recently, the role of the media was include informing, education, social participation and improving culture. Society expects the media and television programs fulfill these tasks. Now we shall see 90 TV program which is the most popular sport's television programs is responsible for their functions and roles or, as may be seen in some studies [6] deals with the marginal issues and forgot its mission to the community. Therefore, the present study examines the role of informing, community participation, education and improving culture of 90 TV program from the perspective of Isfahan people.

MATERIALS AND METHODS

Methodology in the research is descriptive, its route is survey and the target is applied. Population in this study was Isfahan people who watching 90 TV program. According to Morgan table and through a simple random sampling, 384 residents of Isfahan were selected as statistical sample. In this study we used of researcher-made questionnaire to measure the effect of quadripartite role of 90 TV program that was developed after studying various sources and researches. The questionnaire included 42 questions about these 4 components i.e. informing (8 questions), education (12 questions), improving culture (14 items), social participation (8 items), which is in the 5 range of values (completely disagree = 1, disagree = 2, no idea = 3, agree = 4, completely agree = 5). To make this questionnaire, researcher with the study of the theoretical and research background bases, identified Questions in the different components. Then a (10-members) group of experts in fields of physical education and media was selected so content and simulate validity of the questionnaire was approved. In primary research, the questionnaire was distributed to 30 patients from the statistical population and by Cronbach alpha 0.90 its reliability was calculated. In this study both methods of descriptive statistics (mean, frequency, frequency percentage tables and figures) and inferential statistics (Cronbach alpha, T single-instance, T-test and Pearson) were used. Also, in significant level of $P \leq 0.05$ version 19 SPSS software was used.

RESULTS

Table 1. Describing quadripartite roles of 90 TV program from Isfahan people's viewpoint

Rank	Variable	Average	Standard deviance	Minimum rate	Maximum rate
1	Informing role	31.77	3.77	21	40
2	Social participation role	27.92	4.95	12	40
3	Education role	43.86	6.51	29	59
4	Improving culture role	50.71	8.24	29	70

Results in Table 1 shows that the highest average among the variables related to the role of improving culture, education, information and social participation respectively.

As can be seen in Table 2, there is significance difference between expected and observed situation of quadripartite role in 90 TV program and it is noted this program could deal with its roles to society and attract viewers well.

Table 2. Quadripartite roles of 90 TV program place in Isfahan people's viewpoint

Role	t	df	Significance level
Informing	40.341	383	0.001
Social participation	15.576	283	0.001
Education	23.659	383	0.001
Improving culture	20.720	383	0.001

The results in Table 3 indicate that in based on gender there is no significant difference between the role of social participation, the role of education and the role of improving culture. However, there is no significant difference between the roles of informing based on gender.

Table 3. Study of quadripartite role's differences

	t	df	Significance level
Informing role	-1.515	382	0.131
Social participation	-3.993	378.763	0.001
Education role	-2.924	382	0.004
Improving culture	-3.939	382	0.001

Results Table 4 shows there is a significant positive correlation among Quadripartite roles of 90 TV program.

Table 4. Correlations between the quadripartite roles of 90 TV program

	Informing role	Social participation	Education role	Improving culture role
Informing role	1			
Participation	* 0.456	1		
Education role	* 0.589	*0.447	1	
Improving culture role	*0.547	*0.570	*0.534	1

* $P \leq 0.01$

DISCUSSION AND CONCLUSION

Results shows there is significant difference between observed situations in 90 TV program's quadripartite roles and expected situation but this program can deal with society roles and attract viewers consent well. Through variables, improving culture had the greatest average and then education role, informing and social participation has noted. These findings indicate that most focus of 90 TV program was on the role of improving culture and this program try to spread acceptable socially cultures between people. Research results is in contrasts with Ershadifar research (2013), Tuncel and Tuncel (2012), Ramezani Nejad et al (2011) and Fathinia (2010). In these studies, it was reported that television programs and 90 Program did not help to improving culture and even make a negative cultures at the community level. TV sports programs, particularly 90 TV program focused on the margins and somehow highlight some negatives and empty half of glass, and don't consider positive points. Albeit the more respondents of this researches are elites and researcher (content analysis researches) whereas current research population is the people. Maybe it's an embedded habit in society that they know dealing with the margins as a positive thing while experts do not agree. Although the facts may show better situation, but it is not always true and sometimes negative points should be less spread in the society, approved cultures within the community should be promoted. Also, this program has a good performance in the education sector. This finding is consistent with results Nasir (2013) and Ballard et al (2009) and suggest that television programs may play a role as a training tool for the community. In 90 TV program there are two types of football experts and judgment that argument on referee performance and team tactics. Many these comments can be as training session for other coaches and referees, as well as younger and less experienced and improve their performance. On the other hand we have people who are watching 90 TV program and known self as a football expert and remark about coach and referee in friendly groups and even criticize their performance.

This program could be attracted their audience satisfaction in informing level. In this program (past) week's football results and upcoming matches and almost all news and football issues, especially in Iran are available for football viewers. The results of the study is consistent with results of Nasir (2013) and Ramazani Nejad et al (2011). In all three studies, it is emphasized on the importance of informing role of the media and television. The last role that

make viewers satisfied was role of community participation and 90 TV program could be effective in this area. The results of study is consistent with Nasir (2013) and Neelamalar and Chitra (2009). Also, there are significant differences based on gender between the role of social participation, the role of education and the role of culture. This suggests that the role of education, improving culture and role of social participation viewpoints in men and women were difference, and they haven't same viewpoint in this area. This could be due to a greater focus on the men's football and the lack of media equality coverage for men and women in field of sport by this program in Iran and all of word. This could influence the views of women about 90 TV program and its role playing. However, there is no significant difference based on gender in the role of informing. The reason for this issue is not clear, because 90 TV program has less coverage of news and issues in women's football and almost focused on men's football completely. The only reason that can be cited for this is that women are interested in following men's football, because women's football level in Iran is low. (Women's) Coverage limitations also don't create chance for this program that attend to women football and viewers may don't blame 90 TV program and do not expect it. Other findings from the survey show there is significant and positive correlation among the four roles of this program. This reflects, in audience viewpoint, role of informing, society participation, education and improving culture in more low or high level, other roles also are same placed at a lower and higher level.

Overall, the results indicate that 90 TV deal with satisfaction of viewers in field of informing, social participation, education and culture roles and viewer believe this program succeed in all of roles and has done its duty to society. However, it seems that some of the roles, especially the role of improving culture has differences with the findings of other research and felt authorities and experts believe the role of the 90 TV program's informing is not well, and overall it seems viewers and scholars viewpoint in field of improving culture is different and this refer to centric-audience and centric-media schools which in centric-media school, elite viewpoint transferred to people and people should watch what the elite think is correct for them and the media should play what the people want in centric-audience. It seem 90 TV program follow centric-audience viewpoint in field of improving culture while because of lack of centric-media, elites don't confirmed improving culture role for this program.

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