



Examining the relationship between the media and the mass communication in the prosperity of national and international sports events

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Abstract

Targets: The purpose of this article is to examine the relationship between media and mass communication in promoting national and international sporting events.

Method: The method of this research is case study and review of sites and social networks as well as translation of various articles in the field of media and sporting events.

Findings: Television has important features and characteristics such as: the role of entertainment, the role of news and information, the role of homogenization, the role of sense of belonging and social participation, the role of other mass media in sports, expressing problems related to sports, through critique and analysis of these problems and its reflection To various executive departments and people and provide some basic solutions to solve existing problems that can increase public sensitivity and motivation to develop sports.

Conclusion: The media has played a key role in this area. The media usually deals with events in three parts and helps events thrive. We have the pre-event stage, the in-stage stage and the post-event stage, which the media promotes by attending these three stages; it helps to draw more attention to it and find more value for that event. Sometimes the media pays a fee for attending and covering events.

Keywords: Media, Sports event, Event boom, Sports media, Mass media

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1. Introduction

Regarding the development of sports and the media, Real (1998) stated that "the world of sports in the age of mass media has evolved from amateur entertainment of the nineteenth century to the late twentieth and early twenty-first century to spectator-centric technology. Work". In the past, exercise was defined only as a competitive and organized physical activity. In addition, most of the participants were sports enthusiasts and their goal was to have more fun than sports. However, after more than a century of reform and change, the current concept of sport now refers to other

industries such as media, economics and culture. In these industries, sports and the media have a clear "marriage" relationship in world sports. According to the media, it can be considered as a collective name of various types of media (What is media, 2015). This includes many communication channels in various fields, such as television, radio, newspapers and the Internet. However, with the rapid growth of sports and popularity, most people are focusing on sporting events and related industries. . Due to the increasing number of spectators, the media has become an essential route for the services of the sports industry, while it is a good combination between the media and sports. In

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fact, Schirato (2007: 82) stated that "the 1936 Berlin Olympics marked a turning point that is now very familiar to us about the integration of sport in the media" through the media advocate, this sporting event around the world Promotes and has more types of new populations (19). Sports media, especially the press, create patterns in modern culture that enhance shared social perceptions. The press realizes the public consciousness of the society. The press makes heroes. Patterns are presented in society as moral and sports models, and sometimes these myths are transformed from a cultural concept into a popular understanding (2). Nowadays, technologies play an effective role as an auxiliary tool in sports because they can play a role in holding competitions and also help coaches in analyzing sports movements. The use of technology is expanding daily, these days you rarely see authentic sporting events that do not have news or television coverage. The height of sensitivity in sporting events as well as the demand to watch these events has caused the world's major television, Internet and press networks have a huge investment in this sector, also, the competition between these media and networks has led to a variety of exciting services for the audience. The press builds heroes, promotes role models in society as moral and sporting models, and sometimes immortalizes them like Ghulam Reza Tahiti. Nowadays, technologies play an effective role as an auxiliary tool in sports because they can play a role in holding competitions and also help coaches in analyzing sports movements. The use of technology is expanding daily, these days you rarely see credible sporting events that do not have news or television coverage. Have a huge investment in this area an important part of the sports economy is through television and advertising coverage of sporting events, and the demand for coverage of these events raises the level of competition, as well as commercial companies that try to make their brand one of the main sources of income for owners. Introduce clubs and sporting event organizers (17).

Most people consider the media as the main source of information and influential factor in life and social affairs. Undoubtedly, watching sports events as well as knowing about sports activities are among the things that make sports fans more interested in the media (17).

The media have security, social, political, cultural and transnational functions, and the expansion and development of the mass media is such that today's man can be considered a media man, and the new culture can be considered the product of mass media propaganda. Cultural, social, public and public issues are of particular importance in societies, religions and denominations where the

mass media play an important role in popularizing the unity and development of sports. (17).

With more and more professional sporting events and international mega-sports competitions internationally, the growing trend of sports and media is becoming global. A typical example is the modern Olympic Games. With the establishment of the Main Press Center (MPC) and the International Broadcasting Center (IBC), it attracts the attention of sports spectators around the world. Of course, this game can also increase many modes of media transfer development, such as newspaper sales, communication technology development, radio enhancement, TV ratings, and advertising revenue (20).

The present age has been called (the age of communication), that is, in this age, due to the use of mass media, whose scope, influence and effects are very high, mass communication has taken a new form and has overshadowed the developments of human society. The media, as part of the new structure of society and one of the most comprehensive and widely available devices in all countries, play a sensitive and important role in various political, cultural, social, economic and other fields (3).

Cultural and social issues in any society are affected by various factors, these factors can affect beliefs, attitudes and practices. Meanwhile, mass media is one of the basic tools for studying social issues, information, education and a very effective factor in the formation of social and cultural values. Quantitative and qualitative development of "mass media" seems to have profoundly and irreversibly changed the nature of symbolic exchange and production in the contemporary world. The present age has been called the "age of communication"; That is, at present, due to the use of mass media, the extent, influence and effects of which are very large, mass communication has taken on a new form and has overshadowed the evolution of human societies, so that today mass media to stabilize, maintain and Consolidation of cultural and political domination of colonial powers is superior even to military forces and are considered as effective and powerful tools for conquering the identity, thoughts and minds of the public (4). One of the social and cultural issues that has grown significantly in recent years and has affected individuals is physical education and sports; Sports habits and behavior of people in society, their attitudes and beliefs in sports issues, popularization and development of sports, have all been mutually influenced by the tendencies of society and the media. Is the mass media (5).

At present, sport and media can be called a perfect combination in today's society. They go beyond a simple reporting relationship between sports and the media, and constitute a mutual mutual

promotion and joint development of the situation. Sports and media now belong to a sunrise industry. In the field of industrial cooperation, this is inevitable and the prospects will be very good. It can be said that the relationship between sports and the media is long. When the ancient Greeks of Feilibisi had a long experience from the city of Marathon to Athens and proclaimed the message of peace, it meant that sport and the dissemination of information were inextricably linked. In addition, the report entered the media stage, with sports news being one of the main topics of the media. As far back as 100 years ago, Pulitzer, the American sports journalist, led the media to attract the audience as one of the three magic weapons. The other two were scandal and sin (21).

2. Method

In the present study, in order to investigate the relationship between mass media in promoting national and international sporting events, a review of research on the role of social media in the development of sporting events was used. The research method is a review of studies. In the field of sports media and its challenges and search for articles in the authoritative database PubMed, and science Direct as well as Scopus and search for keywords in the field of mass media, social media, internet strategy, sports event based on the researcher's experiences and asking questions People specializing in event and sports media. The researcher in this study by reviewing previous research and studying foreign research and numerous articles in the field of sports social media and the impact of the Internet and social networks and comparing them with each other and also with questions and answers from experts in the field of event And experts in sports events and examining different aspects of the event for the host city and examining how to attract tourists to the sports event have achieved favorable results for the development of social media in the sports event.

3. Findings

Today, local media and publications, while expanding the global communication network and the formation of a networked society, have maintained and increased their position and importance in developed and developed countries. The sense of globalization, the increase of global interests and dependencies of individuals, the sense of localism and individual affiliation and the spatial and local dependencies of individuals, indicate the importance of the role of local media and publications in the new conditions of globalization. Professional manpower and the use of scientific principles of journalism can have a favorable and positive impact on economic, social and cultural development (22).

Media: The age we are in is facing the great revolution that human life has ever seen, the "age of communication and the age of domination of the media phenomenon" over human life (6). Mass media means that the flow of information from a public relations source can reach millions efficiently and quickly (7). Mass media are those devices that have been created and used in new civilizations, and Their main characteristic is the power and radius of action, the reform of mass communication determines the type of communication that aims to establish a relationship with the masses (8). Mass communication is the process by which an organization produces and transmits messages to many people through an organization; Or it is a process by which these messages are searched, used and understood by the audience and are also affected (9). What is undeniable; The decisive role and influence of the local media approach in the process of modernization and development of a country. Needless to say, if we generalize communication studies, especially to developing societies, we come to the conclusion that the media is both a driver of development and a result of it. In other words, the media can be both a cause of underdevelopment and a result of underdevelopment; That is, the underdeveloped social and political structure also has underdeveloped connections, and these underdeveloped connections again intensify the underdeveloped social structure and political structure (23).

Radio and television: The most important means of communication that can penetrate between sections of society is radio and television. Considering the percentage of the world's population who are illiterate as well as the world's children who can only use radio and television, we realize the importance of these mass media. Meanwhile, the role of radio is more important than television due to the less technical facilities it needs. The influence and position of television in today's world is obvious and its role in educating, guiding, directing and strengthening the public opinion of the society is undeniable. Western politicians and ideologues view television not only as an important means of shaping the public opinion of their people, but also as the most effective medium for propagating their foreign policy.

TV has important features and characteristics, including:

A- Recreational role: Recreation and entertainment of human beings to increase their ability and creativity; The means of mass communication fertilize leisure time, create cultural habits in human beings, cause the excellence of the level of leisure and the leveling of human knowledge and culture.

1. The role of news and information broadcasting news and information that is accompanied by fast, impartial transmission and awareness of news and events.

2. The role of homogenization: brings closer the tastes, desires and expectations of people in society.

3. The role of awareness: with an in-depth look at the root causes of events and news analysis and explanation.

4. The role of a sense of belonging and social participation: a bridge between members of society that makes them aware of their belonging to a whole.

Various studies have shown that as the reading of newspapers or listening to radio and television decreases, so does social participation as an indicator of a sense of belonging to society (10).

Analysis of different theories about the relationship between media and sports:

Theorists such as Innis, McLuhan, Perry Bram, George Greenberg, Miquel, and others, in a positive view of the media, believe that mass media, including satellite, television and radio networks, the press, and cyberspace, play an important role in promoting social relations. They play community. According to LaSalle, Charles Wright, Hobbes, and Pascal, the dominance of the media over the visible and hidden angles of society, their importance and influence on public opinion, is fundamental. Harold Adams Innis and Marshall McLuhan recognize the media as a cane and a civilization, and both believe that history is guided by the dominant media in every age. With the age of television, oral culture is increasing and participation is expanding instead of seeking isolation, cooperation and global thinking are replacing personal and local tendencies (11).

Magic bullet theory (powerful media influence):

Bullet theory is the name that researchers have given to one of the first concepts of mass communication effects. This crude, simplistic view, also known as injection needle theory or transmission belt theory, predicts that mass communication messages have more or less the same effect on all the audiences they are exposed to. This view is influenced by the power of propaganda in World War I; which many researchers still believe (12). According to this theory, encouraging and encouraging the public to participate in sports and public activities, modeling successful athletes by highlighting and introducing their personality, ethics and success to the young generation has important effects on the behavior and culture of society (12).

Highlighting Theory:

Highlighting represents one of the powerful influences of the media. The ability of the media to tell us what is important and significant. Since 1922, newspaper columnist Walter Lippmann has warned the public about the power of the media to

present and shape mental images. In order to examine the function of media highlighting, they sought to establish the relationship between what voters in a community posed as an important issue and the actual content of the media messages used in the election campaign. One of the most important and fundamental aspects of the existing role of mass media in the concept of highlighting is the time frame that is considered for this phenomenon. In addition, different media have different highlighting potentials. Emphasis theory seems to be a very good theory for understanding the pervasive role of the media. Increasing the number of spectators and creating excitement and social vitality during important national and international competitions, highlighting the benefits and positive individual and social effects of sports in society, extensive coverage of sports news and information, public encouragement and popularization of sports are significant issues. Which can be examined in relation to the media and sports. Another role of mass media in sports is to express the problems related to sports, by criticizing and analyzing these problems and reflecting them to different executive departments and people and providing some basic solutions to solve existing problems that can increase public sensitivity and motivation for Enhance the development of sport (13).

Types of sports media:

Television: From the 1950s onwards, due to features such as easy access, speed of operation and credibility, and obvious authenticity, it was able to gain a serious presence among the people, and this led to greater popularity and expansion of large audiences for sports. Popular. Of course, television chooses certain sports and gives us a special look at them (14). Brian Stoddert (1997) argued that in the 1990s, the role of the mass media in the globalization of sport was due both to the way in which sports were consumed by the public and to the benefits of sport itself (15).

Radio: Radio programs arise from a combination of the three elements of speech, music, and sound, and constitute a special expressive and communicative force that is distinct from written press and cinematic or television visual expression. In addition to the speed and continuity of radio message transmission, the wide capability of using radio receivers also plays an important role. The mobility of radio transmitters is another important advantage. The producers of the radio program can easily broadcast the actual stream at the same time with the help of mobile transmitters, and at the same time, by interviewing the people who participate in these events, attract the attention of the listeners to them. (16).

Press and news agencies: Among the mass media, the press as a factor influencing the culture of society, is of particular importance, because they

are more lasting effects and on the other hand, the possibility of re-access to them for a relatively long time for people to exist. Has it. The preservation of some works of magazines in the form of archives and albums and even the installation of some pictures of athletes and actors by teenagers and young people in their rooms is a proof of this (5). Local bulletins to national and international sports magazines are the mainstays of the mass media, which act as a bridge between sports fields and public opinion. Today, the sports press has such amazing power that it can only be a few hours away. From the closing ceremony of an international sporting event, produce special issues full of photos, news, commentary and analysis, in the best possible quality, and make them available to millions of readers. This show of strength is due to the numerous and efficient factors in which journalists, photographers, news agencies, communication technology, the new and expanding printing industry, distribution network and other stakeholders can be seen. For example, with the use of computers and video communication technology, the pages of magazines and newspapers can be set up anywhere in the world and after the image is transmitted, it can be printed (5).

The role of media in promoting and developing sports:

Communication plays an effective role in the transfer of knowledge, skills, attitudes and information at the community level, and in recent years, advertising has become part of the body of public communication.

Considering the effect of sport in various aspects of individual and social life and the importance of its development at the national level and the mediating role of the media in this important issue, recognizing the role of media in the development of sport and appropriate planning for it has become necessary (15). And the development of sports we need to promote and encourage. Expanding and participating in the development of sport is not possible without motivation. To achieve this, the media must identify the correct and rational motives of the audience. Media audiences often get the information they need from sources that align with their thoughts and beliefs. That is, messengers and audiences watch a program and do not read anything unless they like it (18).

4. Conclusion

A sporting event is considered a product. Today, various components of sports, such as educational sports related to education and universities, as well as public sports, championships and professional sports, show their products in the form of an event. According to many experts, if sport has found its current status and as a pervasive phenomenon in all families, Korea plays a very important role both

between the government of men and the people of society (1). The media has played a key role in this area. The media is usually on the side of events in three parts and helps the events to flourish more. We have the pre-event stage, the in-stage stage and the post-event stage, which the media promotes by attending these three stages; It helps to draw more attention to it and find more value for that event.

Sometimes the media pays a fee for attending and covering events. In an inter-media competition, different media outlets try to make more money to cover the event.

As a result, before the event, the media's job is to reflect the events before the event, and during the event, the unpredictable story of various matches is reflected. Each result can have its own charm on the field. An important part of the issue is in the aftermath. When the event is over, the media tries for a long time to keep the event and its side events fresh and to respond to the needs of the audience from different dimensions and angles. It is safe to say that the first and most important factor in the prosperity of any sporting event is the media. The media have various political, security, social, cultural, transnational functions, and the expansion and development of the mass media is such that modern man can be considered the media human and the new culture can be the product of mass media propaganda; On the other hand, sport as one of the general socio-cultural issues has a special importance in different societies that the mass media have played an important role in popularizing and developing sports. According to various theories of emphasis, injection needle, Frankfurt School, discourse, silence spiral, and cultural studies, mass media as information highways and communication bridges influencing public opinion play an important role in the process of realizing sports functions, including modeling heroes. Creating social vitality and public excitement and enriching leisure time, strengthening solidarity or social belonging, laying the groundwork for the development of sports and cultural tourism, expanding social ties and intercultural relations, strengthening the sports economy, strengthening public morality, social participation and sports culture in society And the promotion of sports by countries through information and awareness-raising, culture-building, generalization of sports, education, providing opportunities for criticism and discussion, transparency of institutions in charge of sports, attracting social participation and play. Sports and the media are all based on the economics of attention and are called the sunrise industry. Not only do they have a common platform for cooperation, but they also have the same market for future development. As a result, consider

everything in terms of your own investment or development.

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