

## **The Relationship between Media and Sports from the Point of view University Professors and Physical Education Teachers**

Mahmoud Hesar Koushki \*<sup>1</sup>, Azam Mollanovruzi <sup>2</sup>, Kolsum chamani<sup>1</sup>, Amir Rashidlamir<sup>3</sup>

1. Master of Science in Exercise Physiology 2. PhD students in Exercise Physiology 3. Department of Exercise physiology, Faculty of Physical Education and Sport Sciences, Ferdowsi University of Mashhad, Mashhad, Iran

### **Abstract**

**Introduction:** Media have direct effect on the values and norms of society. The effect of mass media on all aspects of human life is clearly understandable. Sports for all are one of the factors affecting in the social developments of the 21st century and as a tool for promoting the well-being and comfort. It is a way to reduce stress and the health risk factors among the community and its positive effects are vital in all stages of life from childhood upon the elderly. Nowadays TV is the dominant media in globalizing the sports. Accordingly, the present study examines the relationship between media and sports from the point of view university professors and physical education teachers.

**Materials and Methods:** Design of the study was descriptive with a field method. Fifty three university professors and 100 physical education teachers were randomly chosen, whom random sampling as statistical samples were completed questionnaire related to the relationship between media and sport. This questionnaire includes questions in the field of communication media with sports. A Likert scale with five domain was used to record the comments of participants.

**Results:** Based on the results obtained, 92% of teachers and 96/2% university professors believed in to change the attitude of people towards sports under the influence of mass media 84% and 92.5% of teachers and professors believed that the mass media makes the biased people to sports, respectively.

**Conclusion:** The more obvious role of mass media in changing the attitude and tendency of individuals to sports is critical.

**Keywords:** Media, Sports for all, Professors, Tendency to sports