

An Investigation on the Role of Modern Media on Developing Zurkhaneh Sport

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Received: May 31, 2020; **Accepted:** August 24, 2020

doi: 10.22054/nass.2020.52711.1060

Abstract

Purpose: This research aims to investigate the quadruplet role of modern media (education, informing, making social participation, and culturing) on the development of Zurkhaneh sport. **Method:** This research is applicable in terms of objectives and is descriptive research in terms of data gathering methods. The statistical society of this research includes the athletes, experts, and activists of sports media in the context of the Zurkhaneh sport. Because the exact number of this society was not clear, the number of 384 persons were selected by random sampling. Its measuring tool was the researcher-made questionnaire that 12 professors and experts approved its content validity and its reliability was calculated using the compound reliability (Dillon – Goldstein) and was about 0.82. In addition, the SPSS software was used to analyze the data and PLS software was used to preset the model. **Results:** The results show that the “informing” factor had the maximum role in developing the Zurkhaneh sport with the factor loading of about 0.93. The other factor that had many roles in developing the Zurkhaneh sport was the “social participation” with the factor loading of about 0.91. The “education” factor with the factor loading of about 0.90 was in third place and the last factor was the “culturing” with the factor loading of about 0.90. **Conclusions:** According to the results of this research, it could be stated that modern media have obtained such power in the communication era that could affect public opinion. Therefore, the potentials of the modern media and their infinite capacity can be used by proper and correct operational planning to make great movements in developing various aspects of Zurkhaneh sport inside and outside of the country.

Keywords: Modern media, Sports development, Zurkhaneh sport

INTRODUCTION

The sport has a great role in human life as the biggest worldwide social phenomenon (Ioana et al. 2008). The sport is considered a part of the culture and identity of nations (Buch, 2006). Nowadays, the position of sport is stabilized in countries in such a way that few countries can be found that do not have sports organizations (Ghafouri, 2003). Sports development is a study context that has attracted much scientific attention since the 1970s until now. Many writers in this context believe that sports have three objectives: 1. The general health that includes the cooperation for personal health, 2. An educational goal that points out the excellence of the participant with personal objectives like improving the best personal time, and 3. An elite performance goal that excellence is considered as international prosperity (Coakley & Holt, 2016). The sports development, as a general policy, has taken excellency over other political topics of governments and most of the advanced countries of the world are competing with other countries in planning and organizing the public and recreational sports and are regularly presenting the creative programs for developing this sport (Ramezani Nejad et al. 2010). The relationships of sports with cultural, social, political, and economic phenomena imply the importance of this phenomenon and its role in the national development programs of countries.

In a general look, development, and improvement of the sport in each country has close relation with the power and strength of that country (Manafi, 2015). One of the sports that the attention to its development is very serious and is among the sports that our country can show his competency to other countries relying on it, is the Zurkhaneh sport. During the history, the Zurkhaneh sport was among the most effective social and cultural entities of Iran. The Zurkhaneh sport had a great role in educating and training the people during in the history of Iran is leading the liberal entities and promotion of culture, generosity, and chivalry. The Ministry of Culture and Islamic Guidance has approved the regulations of promoting the championship culture by developing the Zurkhaneh sport in the country with the aim of promoting and expanding the Zurkhaneh sport to develop the championship virtue in the cultural space of the country, especially the youth and has stated the reasons for developing the championship culture as follows: 1- A few thousand years cultural-historical antiquity and the Iranian originality of

this sport and its role in consolidation of Iranian entity inside and outside of the country, 2- Attractiveness, popularity, and acceptance of appearance and interior aspects of this sport in different nationalities and thinking, especially among the youth and its positive effect on creating religious-national unity and empathy, 3- The moral, value, and educational effect of this sport in the society – especially, among the youth and development and improvement of the championship culture against the cultural invasion, 4- Supporting the talented people for championship sport for taking part in global arenas as a cultural advantage of Iran outside the country (Ministry of Culture and Islamic Guidance, 2014).

The “modern media” is a term that has been common for many decades and points to various types of electronic communication that have become possible using computer technology and especially the internet. The internet is an important commercial factor that has grown faster than any other communication technology and has evolved the global markets more than any other media technologies (Zakerian et al. 2017). Being interactive is the key element of modern media and being connected to others, produce, and publish their self-contained content (Pour Mohammadi, 2017). The importance of communication and communication equipment and their significant effect on the people of the society is not a secret and is undeniable. Nowadays, the media are among the most powerful tools for presenting and promoting thoughts and is the most effective tool for making cultural and attitudinal influence over societies (Zaraki, 2013). In this way, the media can have a great role in sports development of the country and fact, the sport and media have common specifications: first, both of them have become as the global phenomena and issues, second, both of them are considered as the growing and profitable industries, third, considering the sport and media with the current meaning, both of them are related to the present century and finally, both of them have vast and diverse social, cultural, political and technological dimensions (Tolouei Ashlaghi et al. 2010). The media has a vital role in many fields, especially in media sports. The importance and value of media in sports is in such a way that various and important organizations have designed a section called “the media” in their organizations. A clear example of these actions could be observed in global federations and international Olympics committee with this

explanation that today, most of the sports try to become media (Ghasemi et al. 2008). It seems that the media, as the fourth pillar of the democracy, can have an important role in the enlightenment of people, especially the adolescence and youth and in case of correct performance, can prevent them from being oriented towards the unhealthy entertainments (Moradi, 2011). The Zurkhaneh sport has been exposed to the invasion of modern and international sports in the past decade. With the entrance of new sports that their origin and essence were mostly from the western countries, they benefited from the vast media coverage, especially in the Olympics, and overshadowed the traditional sports (Rashid Lamir et al. 2018).

Nikpour Malati (2019) in research named “An investigation on the effect of mass media on culturing the sport and social participation of the youth” states that “there is a meaningful relationship between the mass media and culture in the area of sport and social participation of the youth. There is a meaningful relationship between the mass media and culture in the area of sports. In addition, the mass media are a suitable prediction for social participation of the youth and culture in the area of sports”. Izad Khah (2018) in his research that was about the role of basic factors of virtual social media on the intention to spend the sports leisure time showed that “there is a meaningful difference between the basic virtual social media and its all elements with the hypothetical average. In addition, there is no meaningful priority between the basic virtual social media. Since the “participation” and “informing” have the maximum effect on the intention for sports between the basic virtual social media, it could be said that the social media should have more activities for informing in the society. In addition, they have to develop the participation and activities of the people in these media”. Gorgani (2017) in research investigated the role of mass media on the development of public sports in Semnan province. The findings of this research show that “there is a meaningful relationship between the informing, education, culturing, and social participation of mass media with the development of sports in Semnan province. From the quadruplet rope of mass media on the development of sports in Semnan province, the rope of informing has the first rank, the education has the second rank, social participation has the third rank, and the culturing has the fourth rank.” Aboutalebi Taft (2017) has investigated the role of mass media on the development

of public sports from the viewpoint of experts and public sports trainers in Yazd. The results obtained from this research showed that “the effect of mass media in the society has the proper condition and there is no meaningful relationship between the averages of ranking priorities of the elements of mass media. Therefore, according to these results, the life of public sports in Yazd can utilize the maximum capacity of media in developing the public sports by making connections and creative interaction with the media of Yazd city”. Kumari (2019) in research titled as the role of media on the development of sports showed that in the present time, the close interaction between the media and sport is necessary. Both feed on each other, the sport needs advertisement and mass approach for most of the people the media does that, while the media feed on the sport news provided from different sports activities. The relationships between the sport, media, and advertisement industry are like coexistence – a mutual relationship. Sport and media have this capability to affect the ideology of society by presenting key values. Molero et al. (2019) in a research named “The systematic investigation of the effect of sports mass media on the behavior and health of the population of Spain” has resulted that “according to the improvement of healthy habits using the sports media, the present findings would highlight the positive effect of motivation on the change in lifestyle. The sports follow the representation and information pattern that affect the values of the society”. Gulam (2016) investigated the role of mass media on sports communications. The results of this research showed that “the role of mass media on the reinforcement of any sports activity is very important. The sports and media have both global and local activities and are in a complicated network. The media have a significant capacity for affecting the personality and advancement of sports. In addition, the results of the research about the content analysis of mass media showed that about the sports elements, the most emphasis is on the professional and championships values, especially in some limited values”. Edim et al. (2016) in research titled as “The role of media on the development of routine values in Nigeria” resulted that “The media in Nigeria affect increasingly the development of sports events and athletes and have an effective role in exceptional talents, amusement, and commercial values of the values”.

Therefore, due to the importance and value of Zurkhaneh sport on the public culture of the country, the presence of research gap in this context, and due to empathic recommendations of the leader based on firstly, the Zurkhaneh sport is not a sport for a history, but a culture and us. Secondly, The championships have been with us accompanied with forgiveness, sacrifice, and chivalry and for reviving these specifications, we have to improve the culture thirdly, for developing the traditions and special specifications of championships that are the religion and chivalry, the cultural space of the Zurkhaneh sport should be reinforced, the importance and necessity of researching about the identification of effective factors on the development of Zurkhaneh sport would become more clear. Because it is hoped by performing the present research, we could identify the existing problems and the reasons for failure to achieve the predetermined goals in mentioned programs and documents and present applicable solutions for the realization of it and finally, present some approaches for developing and improving these sports via modern media.

METHOD

The present research is applicative in terms of objectives, is quantitative in terms of strategy, and is descriptive in terms of data gathering method. The statistical society of this research includes the athletes and media activists in this context. Because the exact number of the research society was not specified and this society and the defined specifications were specialized, 384 persons were selected using a random sampling method. The research tool was the researcher-made questionnaire that was prepared according to the conditions of Iran's sport society and the opinions of related professionals in this context. The questionnaire including 35 questions and a five-degree Likert scale was used. The validity of the questionnaire was confirmed by 12 professors and experts and its reliability was calculated using Dillon – Goldstein's complex reliability. In addition, the data being natural was confirmed using the Kolmogorov–Smirnov test. The SPSS software was used to determine the abundance and abundance percent. In addition, the model was designed and explained using PLS software.

RESULTS

The results of the descriptive statistics showing the demographic information of the participants in this research are shown in Table 1.

Table 1: The demographic information of the statistical sample

Component	Indices	Number	Percent
Sex	Female	180	46.9
	Male	204	53.1
Education	Diploma	34	8.8
	BSc.	151	39.3
	MSc.	158	41.2
	Ph.D.	41	10.7
Age	15 – 30	208	54.1
	30 – 50	152	39.6
	50 – 75	24	6.3
The number of hours using modern media	Less than 1 hour	33	8.7
	1 – 3 hours	128	33.4
	3 – 5 hours	121	31.5
	5 – 8 hours	64	16.7
	More than 8 hours	38	9.7

According to Table 1, 180 persons were female and 204 persons were male from the 384 participants. The maximum abundance in the educational degree was related to MSc. With 41.2 percent, ad minimum of it was attributed to Diploma. In addition, most of the participants have spent between 1 – 3 daily hours on modern media.

Table 2 shows the effect of modern media on the development of Zurkhaneh sport at the level of 0.01. It could be said that the “informing” component has the maximum positive and meaningful effect on the development of Zurkhaneh sport ($t = \beta, 98.74 = 0.93$). In addition, other components have a positive and meaningful effect on Zurkhaneh sport and explain the development of the sport well.

Table 2: The effect of the brand of modern media on the main variable

Direction	t Statistics	β Statistics
Education → Modern media	56.69	0.90
Informing → Modern media	74.98	0.93
Culturing → Modern media	43.60	0.90
Social communication → Modern media	60.48	0.91
Modern media → Sports development	8.67	0.55

To investigate the quality or fitness of the measurement model, the construct cross-validated commonality index was used. The positive values of this index show the proper quality of the measurement.

Table 3: The results of construct cross-validated commonality index of the research

Component	SSO	SSE	1-SSE/SSO
Modern media	675	503.23	0.25
Development of Zurkhaneh sport	540	183.1	0.66

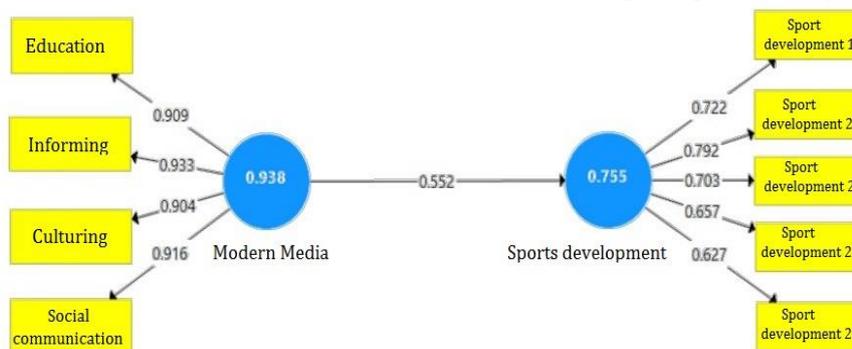
To investigate the reliability of the components, the Goldstein coefficient or the complex reliability (internal compatibility of the measurement model) was used that its value should not be higher than 0.7 and the obtained values for this index show the acceptance of these components. For the internal stability of the components, the average extracted variance (AVE) was investigated. The values higher than 0.5 are acceptable for these criteria and according to Table 4, the components have obtained acceptable values that show the reliability of the research tool.

Table 4: The indices for investigating the reliability of the research components

Component	CR	AVE
Modern media	0.95	0.83
Development of Zurkhaneh sport	0.82	0.75

In the following and Figure 1, the model obtained from the research findings using the PLS software shows that both the statistics and

components simultaneously satisfy the development of Zurkhaneh sport and it could be said that the research model has high explainability.



DISCUSSION

The present research was performed to investigate the role of modern media on the development of Zurkhaneh sport in Iran. For this purpose, after literature review, four factors of “Education”, “Informing”, “Culturing”, and “Social communication” were investigated as the effective factors in the development of Zurkhaneh sport. The population of this research included the people that whether were the athletes of this field or the expert or activists of this area. This shows that the intended people had sufficient awareness and information in the scientific and practical context of these sports and in this context; they have high reliabilities in answering.

The results showed that the “Informing” factor had the maximum effect of the development of Zurkhaneh sport with a factor loading of about 0.93. The media authorities of Zurkhaneh sport should use modern media as a useful tool for better and more extensive informing the different members of society. In addition, the media experts must have sufficient knowledge and cognition about the topics of the day and Zurkhaneh sport issues Kumari (2019). The research of Gorgani (2017) had also accommodations with the present research.

The other factor that had the maximum effect on the development of Zurkhaneh sport was social communication with a factor loading of about 0.91. The objectives of modern media were to increase the audiences and reflect their opinions, investigate the problems and viewpoints of people about the Zurkhaneh sport, and the effort of non-sport organizations in the development of Zurkhaneh sport. One of the

items that can have a significant effect on the maximum participation of people is the entrance of Zurkhaneh sport to schools and university schedules. In this context, modern media like social networks can make their rapid effect on introducing these sports among the students, and due to their mutuality, people can discuss their different viewpoints about various issues.

The “Education” factor with a factor loading of about 0.90 was ranked as the third. The sport and media authorities should look into the “Education” as an effective weapon in extending and developing the Zurkhaneh sport culture. For this purpose, some plans should be prepared, established, and presented that is in line with the improvement of information and general knowledge of the people in the context of Zurkhaneh sport and show its effect on the health correctly. One of the items that can make the correct utilization of modern media more tangible is the preparation of educational content for these sports and publishing them via modern media like social networks, applications, etc.

The last effective factor in developing the Zurkhaneh sport is the “Culturing” with the factor loading of about 0.90. In terms of anthropology, the culture of chivalry is considered as the fundamental pillars of Iranian culture that being a champion had always evocated the Zurkhaneh sport (Rashid Lamir et al., 2018). The modern media have obtained such a power in the communications era that intentionally or unintentionally affect public opinion. Therefore, knowing this issue by the media expert can be a great help for the culturing of the Zurkhaneh sport. In this context, the sports media should have special attention to morals that include the promotion and advertising the genuine values and moralities, besides the national and cultural look to the Zurkhaneh sport. The culturing in sports needs comprehensive cooperation of the sports authorized entities including education, universities, ministry of education, and Islamic culture and guidance, etc. that could develop the culture of Zurkhaneh sport in the society.

CONCLUSIONS

The results of the present research show that there is a direct relationship between the quadruplet roles of modern media (Informing, Social communication, Education, and Culturing) with the development of Zurkhaneh sport. Therefore, modern media can play a significant role in this context. The federation of Zurkhaneh sport should make a

fundamental review in its plans so it could utilize its media position very well and help the elevation of the Zurkhaneh sport position. The media experts, by investigating the quadruplet roles infer that modern media are effective in various sections related to Zurkhaneh sport. Therefore, we have to be searching for realities and its plans content should be based on the real needs of Zurkhaneh sport. The development of Zurkhaneh sport is not possible without the comprehensive cooperation of an expert and obligated media.

Finally, it is suggested that the manager Zurkhaneh sport focus more on social networks (Instagram, Telegram, etc.) and produce content. Because they have weaknesses in this area until now. This would result in more cooperation of other agencies with the federation of Zurkhaneh sport.

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