

# **The role of audio and video media in the development of Wushu and health**

**Mohammad FerozHaqmal**

Department of Sport Coaching, Physical education faculty, Kabul Education University  
Kabul Afghanistan

Email: [haqmalferoz@gmail.com](mailto:haqmalferoz@gmail.com)

**Mohammad Younus Ajmiri**

Department of Physical Education Physical education faculty Kabul Education University  
Kabul Afghanistan

Student at Beijing sport university, Beijing China  
[ajmiri18@hotmail.com](mailto:ajmiri18@hotmail.com).

## **Abstract**

Today is the electronic age in which communication between offices, organizations, and individuals is very fast and easy, including audio and video media, the media is a tool that has made it possible for us to be aware of the situation in the world. The purpose of this study was to investigate the role of audio and video media in the development of sport of Wushu and healthy in Afghanistan. To achieve this goal for this study, a quantitative research method was used since no research has been done in this area in Afghanistan so far, this research will prove to be very useful for the faculty of physical education and athletes. The present study concluded that 65% of video media and 35% of audio media have a significant impact on the development of wushu and health. There is also the intermingling of cultures between different ethnic groups in Afghanistan and the attraction of the country's adolescents to the sport of wushu. In the future, any researcher who conducts research in this field should choose the social media of the research area, in order to get the documented information from the study management department.

## **Subject Areas**

Sports Science

**Keywords:** Visual media; Sports; Wushu; the health

## **1. Introduction**

As the popularity of sports in the community increased, the mass media also paid more attention to it and helped to increase this popularity. In today's world, almost everyone is affected by the phenomenon of sport. People are either athletes or sports fans who follow sports news and materials in the media, such as radio, television, and newspapers. As a result, there has been a lot of progress in the field of sport and media research. Among these examples is an increase in reporting and research in sports media, particularly about the audience and content in various sports media. Mass media are a function

of increasing audience interest in sport, and this increase in audience interest develops the attention of mass media such as newspapers, magazines, radio, television, and, more recently, the Internet, and their extensive sport coverage. Given the impact of sport on various aspects of personal and social life, the importance of its development on a national scale, and the role of media as a facilitator in this regard, it is critical to identify the role of media in sport development and develop appropriate plans for it. The growing interest in audio, video and group media in sports has led to their increasing efforts to cover sports through newspapers, magazines, radio, television, and, more recently, the Internet. The media, especially television today, is part of the physical life of the people. Also, the media, as part of the new structure of society and one of the most comprehensive devices available to all in all countries, plays a critical role in various sports, economic, social, and political fields. Therefore, it is said that it is one of the living and well-known examples in this field. These days, we rarely see TVs that do not have a sports event. What keeps them away is because the development and strengthening of a real verbal relationship with the media are one of the main priorities and needs of a sports organization or national federation - overall the success of sports organizations, institutions, and social groups to achieve their goals cannot be imagined without access to the necessary information at the right time. Sports managers need to develop the knowledge and skills needed to build such a relationship and work with the media [1]. All the efforts, principles, and values of the people in the sports organization are necessary for effective communication and each of them helps to motivate the managers and employees of the organization to coordinate their efforts in order to achieve success. Maintaining a person's physical health is one of his great responsibilities. . In order for everyone to be able to enjoy full health and vivacity in general, he must exercise regularly throughout his life.

### **1.2. Research Initiative**

Research Innovation: At present, the study of the effects of audio and video media on the development of Wushu and health to the scientific community of physical education in Afghanistan is not clear, so there is no research and documentation in this area, so this research is headed by the Department of Physical Education and the Afghan National Olympic Committee. Physical and sports science explains the new ways, the development of wushu sports suggests relevant measures and recommendations. Explain the ways of popularizing the sport of wushu through special audio and video media systems for professors, coaches, administrators, physical education students, and the new youth of the Afghan society, as well as gaining the collective conscience of the society in the field of Wushu.

### **1.3. Research objective**

- The role of audio and video media in the development of wushu and health sports.
- Explaining the role of the media in institutionalizing the sport of wushu and health.

### **1.4. Research questions**

- Do audio and video media play a role in the development of wushu and health?

- Do audio and video media play a role in institutionalizing the sport of wushu and health?

## **2. Research Method**

- This study investigated the role of audio and video media in the development of Wushu and health. For this study, a quantitative research method was used. According to Aliaga and Gunderson [2]. A quantitative research method was used for this study, the researcher describes a topic by collecting data in numerical form and analyzing it using a mathematical method. This study was based on the case study strategy because most scholars agree that it is a strategy, not a specific method [3]. Furthermore, in a case study, the researcher(s) tries/tries to find answers to the questions "what," "why," and "which," and it refers to research that investigates a few cases in considerable depth, which is known as a case study [4]. This research, the published works of books, scientific journals, and brochures of the departments of physical education and sports sciences have been used.

- Population and Sampling:- The participants in this study were from the Faculty of Physical Education. Similarly, the sample size was (55) teachers and learners, who came from all two educational levels (Master's and bachelor's) degree and were chosen using a random sampling method. The participants in a random sample are representative of a larger group.

- The data for this study was gathered using a questionnaire, which consisted of four sections: the respondents' demographic information, the role of media in disseminating wushu, the effects of introducing athletes from the media and To attract public attention to sports of wushu through media and to promote culture. The data was analyzed using the IBM 25 version of the Statistical Package for the Social Sciences (SPSS), and the frequency and percentage were calculated and reported in tables

## **3. Research Background**

The role of mass media as an opportunity for sustainable development of sports was significant for experts according to the significant differences between the views of media managers with sports managers, media managers with sports experts, media sports experts with sports managers and media experts with sports [5]. The media, especially television, which is a priority, should pay special attention to student sports, especially in the field of culture, so that they can fulfill their duty to promote student sports [6] [7] [8]. The results of the research from the perspective of company managers, the quantity and type of attitude of spectators to sponsors, is effective in companies investing in championship sports. Therefore, creating a safe and entertaining environment for sports spectators by the Physical Education Organization and sports managers will attract more spectators. It is also useful to cover events with longer duration (before, during and after the event). And with more variety in attracting investment from industry and private sector owners in championship sports [9] [10] [11]. Print media has played the greatest role in the development of women's sports and modern visual media (Internet) ... has played the greatest role in the development of marketing, scientific development of sports, hosting international competitions and attracting foreign investment. Visual media have also played the most important role in

meritocracy and specialization, attracting domestic investment and privatization. On the other hand, the media can play the most important role in attracting foreign investment and then in hosting international competitions and sports marketing, respectively[12]. The results showed that the role of mass media culture, first place and educational roles, information and social participation, respectively, gained the next ranks[13]. In addition to providing information, the media is one of the most accessible and cost-effective resources that provide all the details to the public in a desirable way. They can improve sports ethics and advertising in the country's sports[14] [15]. Mass media has a significant effect on changing people's attitudes and behaviors towards sports. Of course, this effect was more about tendencies (just believing in physical activity) [16] [17][18] [19] . The most important role of the media is to inform the people about the benefits of public sports and the least role of the media is to promote and inform about public sports and its [20].Sport as one of the general socio-cultural issues has gained special importance in different societies that the mass media has played an important role in the popularization and development of [21]. The results obtained from the qualitative and quantitative examination of the categories include three cases. First, the diverse and different beliefs of the audience about the concept of exercise in everyday life. Second, different readings of the concept of sport in television sports programs. Third, the temporal and content alignment of TV sports programs with the time situation and tastes of the audience [22]. The purpose of this study was to investigate the four roles of new media (education, information, social participation and culture) in the development of zurkhaneh sport. This research is descriptive in terms of practical purpose and in terms of how to collect information. The statistical population of this study included athletes, experts and sports media activists in the field of zurkhaneh sports. According to the results of the research, it can be said that the new media in the age of communication have gained such power that they influence public opinion; Therefore, with proper and operational planning in order to use the potentials of new media and their infinite capacity, an effective step can be taken in the development of zurkhaneh sport in various dimensions of this sport inside and outside the country [23]. The research method was exploratory hybrid type. The data collection tool was a researcher-made five-point Likert questionnaire. The validity of the questionnaire was confirmed by ten sports management experts. Cronbach's alpha results with 0.878 showed that the reliability of the questionnaire is acceptable. The statistical population was people who were involved in creating various sports activities in Iran. 604 questionnaires (604 people) were answered. Data analysis was performed using SPSS22 and Smart-PLS software. The confidence level was 95%. The findings showed that currently families, friends and social institutions, the medical community, the Ministry of Sports and the national media have a significant role in promoting the culture of sports in society. But government officials and politicians, religious leaders and scholars, artists, elite athletes and celebrities are passive in promoting sports culture. According to the findings, it is necessary for sports managers to use the potential of different cultures to promote sports culture by identifying and implementing strategies[24].Behzad Ahadi, Mir Hassan Seyed Ameri, Mohammad Rasoul Khodadadi (2021) Designing a model for sustainable cultural development of Iranian public sports. The aim of this research was to design a model for sustainable cultural development of Iranian public sports. The research was applied in terms of purpose and descriptive (quantitative and qualitative). Structural equation modeling (SEM) based survey method was performed. The study population was all employees of sports and youth

departments and the sports organization of the municipalities of the province. The sample size was selected based on Cochran's formula from 384 people from five provinces using stratified-cluster sampling method. The components of sustainable cultural development of Iranian public sports were determined using library studies and expert opinion in five scales and 58 subscales (qualitative method) and the model was designed using the opinions of the samples (quantitative method). The results of confirmatory factor analysis (CFA) showed a good fit of the model of sustainable cultural development of Iranian public sports in five scales of attitude, management and workforce, media technology and advertising, optimization[25]. The role of mass media in the tendency of women in Kermanshah province to study sports. The present study seeks to investigate the role of mass media in the tendency of women in Kermanshah province to sports. The samples included 1500 women from Kermanshah. Morgan table and class Using random sampling method, 306 students were selected as the sample. The research method was descriptive-survey and the data collection tool was Sadeghian (2011) questionnaire with a reliability of 0.84. To analyze the data, t-test was used with the help of SPSS software. The results showed that the role of the media in informing the public about the benefits of sports, physical and mental health, awareness of sports, informing suitable places for sports, changing positive attitudes and positive attitudes of good sports for women in Kermanshah[26]. Teaching audio-visual learning media. The aim of this research is the development of audio learning media. *This research aims to develop learning media audio visual tutorial for swim lessons in Sports Coaching Education at the Faculty of Sport Science, Medan State University.* Audio visual in question is in the form of VCD is an audio visual media that is able to convey information clearly through images and sound. The implementation of learning using media audio visual tutorial requires students to be able to carry out swimming learning activities independently and maximally by viewing and observing breaststroke learning videos that have been made and arranged systematically as demands in meeting the development of science and technology and the existing curriculum. This study uses Research and Development (R&D) that adapts the 4D model. The instruments used were assessment sheets or learning media assessment questionnaires for material experts, media experts, lecturers / teachers, and students. Qualitative analysis data in the form of criticism and advice from media experts, material experts, trainers and students. The results showed four 4D steps namely Define, Design, Development, and Disseminate. The results of the analysis of the research are developing tutorial learning media using audio visual tutorials on swimming subjects. The assessment of material experts is 3.8 in good category, and the assessment of media experts is 3.1 in good category

Most of the previous research that has been done in this area is not clear, except that it is limited to a specific region, ie not every country can be represented, so it is necessary that each country has its own culture, traditions, customs, And conduct well-thought-out research on ideas as needed.

1. With the completion of this research, the attention of the young people of our society will be focused on sports which will enable them to be healthy and address all the problems of life.
2. Upon completion of this research, a highly accepted culture of sports will prevail.

3. By doing this research, a collective conscience will be created in our society and it will be effective in developing the culture of sports.

**4. Research findings**

Few would argue that the media cannot have a positive impact on sports. The media can influence sport's popularity, provide free publicity for local teams, present player personalities, and build fan allegiance to teams and individual players, and pay for the rights to show a sporting event. Also, sports shown on TV generate more sponsorship; people learn the rules of the sport by watching it on TV; and seeing good athletes on TV and in newspapers makes them role models for others to look up to. Sport is brought to people who would not normally get to experience it otherwise, which can encourage people to participate. Watching professionals on TV can help us see how a technique should be performed, which can improve your performance. The participants in this study were from the Faculty of Physical Education. Similarly, the sample size was (55) Respondent. The participants in a random sample are representative of a larger group.

**Table 1.** Table A describes the most important individual characteristics of the subjects

Demographic data of the respondents			
	<i>characteristics</i>	frequency	percentage
Gender	Male	45	81.8
	Female	10	18.2
Leaval of education	Bacahelor	50	90.9
	Master	5	9.1
Age	20-25	35	68.6
	26-30	15	27.3
	31-35	3	5.5
	36-40	1	1.8
	40uper	1	1.8

Table 1 explains the general information of the respondents, that in this study, the highest number of male respondents, in terms of degree, the highest number of people are bachelors, and in terms of age, the largest number are young people.

, most of the respondents in terms of gender are men (2.81). In terms of age, the majority of respondents are in the age range of 20-25 (59.6)percentage.

Table 2.the rule of media in disseminating wushu.

item	Analysis of the role of media in the development of wushu		
	<i>sections</i>	freque ncy	percenta ge
The media can play a significant role in the development of wushu and health by reflecting on programs and plays.	mostly	16	29.1
	sometim es	6	10.9
	Never	3	5.5
	Always	30	54.5
	Total	55	100.0
Holding wushu competitions through audio and video media is effective in the development of this sport and health.	mostly	10	18.2
	sometim es	8	14.5
	Never	3	5.5
	Always	34	61.8
	Total	55	100.0
The media will help increase the popularity of the sport and health by teaching the general methods of Wushu.	mostly	12	21.8
	sometim es	3	5.4
	Never	11	20.0
	Always	29	52.7
	Total	55	100.0
Celebrating special days such as Health Week and the birth or death of sports heroes by the media is an effectiv promotion for the development of wushu and health.	mostly	12	21.8
	sometim es	17	30.9
	Never	8	14.5
	Always	18	32.7
	Total	55	100.0
epetition of theatrical formats and films in which the pattern of sports and health is included, over time, creates a series of fundamental changes in the culture of wushu and the health of society.	mostly	18	32.7
	sometim es	6	11
	Never	16	29.1
	Always	15	27.3
	Total	55	100.0

Table (2) shows the first part. The media can play an important role in the development of wushu and health by reflecting on programs and plays. Out of a total of 55 respondents, 54.5% agreed with the fourth option, which is always, and in the second part, holding wushu competitions through audio and video media is effective in the development of this sport and health, 34 respondents with a percentage of

8 / 61 agreed with the fourth option which is always, the media continues to help increase the popularity of this sport and health by teaching the general methods of correct wushu, 29 respondents with a percentage of 52.7 with the fourth option which is always It was successful, in the glorious question of special days such as the week of health and the birthday of the death of sports heroes by the media, is an effective promotion for the development of wushu and health, 12 respondents with a percentage of 21.8 agreed with the fourth option, which is always the phrase , option, which is always the phrase , And in the fifth question, the repetition of theatrical formats and films in which the pattern of sports and health is included, over time, creates a series of fundamental changes in the culture of wushu sports and health of the community, 18 respondents with a percentage of 32.7 Agreed, the analysis of the five sections concluded that in these five categories with a higher percentage is always in the development of sports Audio and video are very effective.

**Table 3.**The effects of introducing athletes from the media and publishing sports of wushu books on the internet.

item	Introductory impact Analysis of Sports Books		
	<i>sections</i>	frequency	percent
The media can play a significant role in the development of wushu and health by reflecting on programs and plays.	mostly	13	23.6
	sometimes	8	14.5
	Never	12	12.7
	Always	22	49.1
	Total	55	100.0
Holding wushu competitions through audio and video media is effective in the development of this sport and health.	mostly	15	27.3
	sometimes	4	7.3
	Never	3	5.5
	Always	33	60.0
	Total	55	100.0
The media will help increase the popularity of the sport and health by teaching the general methods of Wushu.	mostly	12	21.8
	sometimes	1	1.8
	Never	8	14.5
	Always	34	61.8
	Total	55	100.0
The media can have a significant impact on the development of wushu and health through the establishment of various programs, including expert roundtables to introduce appropriate and appropriate sports for any age	mostly	15	27.3
	sometimes	11	20.0
	Never	7	12.7
	Always	22	40
	Total	55	100.0



item	Introductory impact Analysis of Sports Books		
	<i>sections</i>	frequency	percent
group			
The online publication of e-books and related scientific resources on believing in wushu, physical education and sports science is an effective step in promoting the sport of wushu and health.	mostly	8	14.5
	sometimes	2	3.6
	Never	11	20.0
	Always	34	61.9
	Total	55	100.0

Table (3) shows construction between programs, subtitles and programs to effectively promote the sport of wushu and health from a total of 55 respondents 22 respondents with a percentage of 49.1 agreed with the fourth option, , which is always, about the second question , One of the effective ways to promote wushu and health in the community is to introduce the top athletes and heroes of the year in audio and video media. It is effective. The establishment of various programs, including expert roundtables in order to introduce appropriate and appropriate sports for each age group, have a significant impact on the development of wushu sports and health. The creators promote the wushu sport and health by adapting the personality patterns of the athletes to desirable and socially acceptable jobs and positions. It was relatively effective. The second table is the online publication of e-books and related scientific sources Belief in wushu, physical education and sports science is an effective step in promoting the sport of wushu and health. These five categories with a higher percentage of audio and video media have an impact on the development of wushu.

**Table 4.**the media attracts people’s attention to wuahu and promotes cultures

item	Analysis of the attention peoples of wuahu through the media		
	<i>sections</i>	frequency	percent
Due to the millions of audiences of audio and video media, these media have a very high potential in promoting different cultures,	mostly	17	30.9
	sometimes	5	9.1
	Never	8	14.5
	Always	25	45.4

item	Analysis of the attention peoples of wuahu through the media		
	<i>sections</i>	frequency	percent
especially the culture of correct models of wushu and health	Total	55	100.0
Audio and video media play an effective role in creating a desire for wushu sports and health by broadcasting animations and short advertising slogans.	mostly	13	23.6
	sometimes	1	1.8
	Never	10	18.2
	Always	31	56.3
Existence of Internet sites and libraries can facilitate access to various sports and health information in the community by facilitating access to various books.	Total	55	100.0
	mostly	14	25.5
	sometimes	3	5.5
	Never	5	9.1
The media constitute a large part of the nature of public opinion and have a direct impact on the development of sports and the norms of society.	Always	33	60.0
	Total	55	100.0
	mostly	10	18.2
	sometimes	4	7.3
Does the media work to promote proper sports and promote sports culture?	Never	7	12.7
	Always	34	61.8
	Total	55	100.0
	mostly	11	20.0
	sometimes	11	20.0
	Never	17	30.9
	Always	16	29.1
	Total	55	100.0

Table (4) shows the third part, because of the millions of audiences of audio and video media, these media have a very high potential in promoting different cultures, especially the culture of correct patterns of wushu and health, out of 55 respondents, 25 respondents With a percentage of 45.4 with the fourth option, which is always, they said that audio and video media has a very high potential in promoting the culture of wushu sports and health, the second part of audio and video media with animation and short advertising slogans to create people's desire They play an important role in the sport of wushu and health . 31 respondents with a percentage of 56.3 agreed with the fourth option, which is always. 33 respondents with a percentage of 60 agreed with the fourth option, which is always, in the question of the media is a large part of the nature of public opinion and has a direct impact on the development of sports and norms of society, 34 respondents with a percentage 61.8 agreed with the fourth option, which is always, and in question: Does the media work to spread the right sport and promote the culture of sports? 17 respondents with a percentage of 30.9 agreed with the third option,

which is occasional. From the analysis of the five questions of the third part, it was concluded that a large number of respondents with a higher percentage of the media always agreed with the development of wushu and health, and in the fifth question of the third table, only 17 respondents with a percentage of 30.9 they agreed.

## 5. Discussion and conclusion

Regarding the role of mass media in the theoretical year in 1392 as an opportunity for sustainable development in sports, according to experts, there is a significant difference between the views of media managers with sports managers, media managers with sports experts, media sports experts with sports managers and media experts with experts. It was sport, but all experts believed that the media had a profound effect on the development of sport. The results of research by TolooAshlaghi, Abbas, Pashaei, Mahmoud, ModbariKeliai and Rahim in 2010 under the title of the role of mass media in the development of civic sports concluded that the media in addition to informing one of the available and cost-effective sources that all the details. In addition to providing other important roles such as expressing the problems of citizenship sports, scientific analysis to help the growth of sports, creating a culture to improve sports ethics and advertising in the country's sports can play. The present study concluded that 65% of video media and 35% of audio media have a significant impact on the development of wushu and health. There is also the intermingling of cultures between different ethnic groups in Afghanistan and the attraction of the country's adolescents to the sport of wushu. Audio and video media have a very important and valuable role in institutionalizing sports and health of individuals and are one of the basic tools for social issues of information, education, sports and health and an effective factor in the formation of social and cultural values.

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