CONTENT ANALYSIS ON THE SPORT MATERIALS IN JAM-E-JAM NEWSPAPER 
WITH APPROACH TO FEMALE SPORT IN 1ST QUARTER OF ONGOING IRANIAN CALENDAR YEAR 1392 (21ST MARCH - 21ST JUNE 2013) 

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ABSTRACT

The present paper is mainly aimed at review on sport content of Jam-E-Jam newspaper with approach to women's sport in the first quarter of Iranian calendar year 1392 (21st March - 21st June 2013). Sport newspapers, as the channel of communication, play important role in social motivations. The methodology of the current research is descriptive in terms of strategy, content analysis in terms of the execution path, documentary regarding data collection, and present-oriented in respect of time perspective. Statistical Population of this research is the printed volumes of sport contents of Jam-E-Jam newspaper during first quarter of 1392 (21st March - 21st June 2013) including 63 volumes, which were analyzed from 06/04/2013 to 20/06/2013. In this study, census method was used for sampling. The findings suggest that among components relating to women's sports, variables of championship 55.55% and professionals 40% had the highest frequency during the given trimester of publishing the sport materials in Jam-E-Jam newspaper. Educational components possessed 4.44% frequency while public- related components of female sports had no frequency.

KEYWORDS: Female Sport - Content Analysis – Jam-E-Jam Newspaper

Mass media, as an integral part of the sport, has played an effective role on its development. Strengthening the sport press as a mass media is considered as one of important issues in sport to show championships, women's sports, sports industry, culture of sport fans and spectators’ behavior and the like (Fathinia; 2005).

In fact, the paramount task for which the sports media are responsible is sports development. Governments are investing in public sports because sport plays an important role in national development (Sadeghi and Rahmanian; 2003).

And it is possible to train athletes to become champions and to make athletic competitions as social events (Nichols and et al; 2002).

Sport Press, as a path of communication, may play an important role in creating of social motivations (Rowe and Sport; 2004).

Like sport newspapers, printed media are bought by people who want to read them, so readers of this type of media are more willing to receive the information that media provide (West myer and Dicioccio; 2007).

Factor that can lead press towards achieving goals of sports development includes real recognition of sport phenomena and events, and correct, on time and proper interpretation of them as well as paying attention to sports components separately based on gender. Today, an essential condition for the development of sports press is proper analysis and recognition of the environmental and surrounded situations. Their achievement in developing sport and not the personal interests is subjected to reliance on appropriate efficient and effective investigations. Sports media are dynamic systems, which should constantly learn so that to interact constantly with the society all the times and naturally with surrounding environment by their various functions in society. Today, intense competition has emerged for attracting of audience toward sport media. Paying attention merely to the needs without considering knowledge of sport and interests of the community is not only unhelpful, but also it may be
harmful. The more sports newspaper is purposeful and provides content and massage regarding its role with respect to audience’s requirement, sport knowledge, interest of community with evaluation and planning, the further it can succeed to play its due role (Pitts and Stotlar; 2002).

Necessity of investigating sport content of press originates from describing events, examining beliefs, diversity of contents, a historical document, potentiality of being a reference and impact on culture of society. Press play an essential role in the development of women's sports and through coverage of sport news may have significant effect on publicizing of sports (Ghasemi; 2007).

Mass Media can play a major role in filling leisure and women's reluctance to unhealthy recreational activities. Some experts and practitioners of sports suggest that many sport-related hue-and-cry and challenges are the result of sport daily newspapers measures, especially Yellow Press (sensational news reporting). With respect to public demand and lack of adequate time for training expert manpower, the speed of growing quantity of sport newspapers may be one of the possible reasons for this issue while in many countries of the world the maximum number of sport newspapers does not exceed three. Sport journals deal with new release and sport discussions; the foremost role of a medium is to help for developing the sport in that country. Due to many and various comments about the functions and the role of sport newspapers in promoting female sports, this general question may be raised that how the condition of contents in sport newspapers is in terms of covering the female sports related components.

For this reason it necessitates that the transmitted messages from the printed media to be evaluated so that Regulatory agencies in Iran, such as the Ministry of Islamic Guidance, to be able to monitor and direct them toward goals of sport development.

**Research Objectives**

1-1. *The general goal:*

Identification and assessment of rate of attention to women's sports content of Jam-E-Jam in the first quarter of Iranian calendar year 1392 (21<sup>st</sup> March-21<sup>st</sup> June2013).

*The secondary objectives:*

1 - Identification of attention to component professionalism variable in women's sports in content of Jam-E-Jam newspaper;
2 - Identification of championship variable among female athletes in content Jam-E-Jam
3 – Identification of the public aspect of women component in women's sports content of Jam-E-Jam
4 – Identification of the educational variable of attention women's sports content of Jam-E-Jam.

**Determination of Analysis Classes**

It is required determining three concepts to conduct content analysis.

1. Identifying analysis levels
2. Unit of content analysis
3. Analysis counting technique

In this research, the class of analysis was defined by means of toolkit method based on which content’s unit has been counted in specified classes.

**Classes of Analysis**

Classes are spaces in which content units are placed and these spaces are determined based on hypotheses of the research; and the given media is analyzed and it components are placed in their appropriate class.

It should also be noted that each class represents a variable. Experience showed that only studies in which their classes have been regulated clearly and adapted well to study content have been effective. Each of classification is done based on a certain criterion. In the content analysis, these criteria depend on assumptions and research questions.

Four categories of research have been conducted to answer the questions as follow:

1 – Classification of contents based on professional variable
1-1. Addressing the national clubs competitions;
1-2. Holding professional league contests;
1-3. Reflecting news from national athletes
2 – Classification of contents according to Championship variable
2-1. Implication of sport overseas events
2-2. Reflecting news from honorable champions
2-3. Reflecting Olympic events.
3 – Classification of contents based on public variable
3-1. Promotion for Publicizing sports
3-2. The morning exercises news
3-3. Promotion of sport tourism
4 – Categorization of contents according to educational variable
4-1. School Sports
2-4. Academic sport

**Unit of Content:** After definition of the classes based on which content elements should be classified, analyst determines units that must be encoded. The units are called "units of content". The unit of content is of the two types: registering unit and contextual unit.

**Registration Unit:** Registration unit denotes a significant and codified part of content that is encoded in implementing the analysis on registration unit and placed in the given class and then counted (Home; 2005).

In this study, sentence and content are considered as registration unit.

**Contextual Unit:** Contextual unit is considered as sport section of newspaper in this study. The reason for choosing sports section as the contextual unit is that in every part deals with only to one piece of information and any publishable content comprises of writing text. Written passage includes Persian words, sentences, clauses and paragraphs.

**Counting method of analysis:** the counting method of analysis comprises of "presence and absence".

**Counting method:** Counting method is counting frequency of registration unit in this research. Frequencies were recorded in the standardized checklists, and then were placed in the standardized tables.

**Data collection tool:** In this study, content analysis method was employed for data collection. Criterion for contents in the Jam-E-Jam newspaper is variables of women's sports. For this purpose, some checklists were prepared based on the variables of women's sport and standard tables were designed based on checklists.

**Tree diagram**
Population of this study comprises of the printed volumes of sport content of Jam-E-Jam newspaper in first quarter of 1392 (21st March- 21st June 2013) including 63 volumes, which were analyzed from 06/04/2013 to 20/06/2013.

**Sampling methods:** In this study the census method has been utilized for sampling. Whereas it was characterized the preliminary study that the quantity of newspaper coverage for women's sports was limited; therefore, the total number of Jam-E-Jam newspapers in the first quarter of 1392 (2013) was analyzed according to contents, including 63 volumes.

**METHODOLOGY**

The research method is descriptive in terms of strategy, content analysis in terms of the execution path, documentary regarding data collection, present-oriented in respect of the approach.

Content analysis is to identify and highlight the core or main lines of communication content and it is a methodology for making content of the message objective, systematic and quantitative. What the researcher accepts to measure is called unit. Researchers classifies these units in categories which their elements have some commonalities.

**CONCLUSION**

**Findings:** As it is seen in table 1, during analysis on sport matters in Jam-E-Jam newspaper public during a quarter of year 1392 (2013), the results suggest that areas of educational component, championship component with the highest content 55.55% and public component with the least materials during the three months had the highest and lowest component among the sports content of Jam-E-Jam newspaper, respectively.

<table>
<thead>
<tr>
<th>Women's sport components</th>
<th>frequency</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>professional</td>
<td>18</td>
<td>40%</td>
</tr>
<tr>
<td>championship</td>
<td>25</td>
<td>55.55%</td>
</tr>
<tr>
<td>public</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>educational</td>
<td>2</td>
<td>4.44%</td>
</tr>
</tbody>
</table>

As it shown in the above diagram, Championship component 55.55%, component of professional 40%, educational components 4.44% and public component 0%, had the most sports content during three months, respectively.

Components of women's' sports as division of classes:

the variables of female sports are separately given based on classes in the following tables. Any class denotes a variable and any classification is done based a certain criterion.
Table 2 - Frequency and percentage of the professional component

<table>
<thead>
<tr>
<th>professional component</th>
<th>frequency</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing the country club competitions</td>
<td>5</td>
<td>27.78%</td>
</tr>
<tr>
<td>holding Professional league competitions</td>
<td>5</td>
<td>27.78%</td>
</tr>
<tr>
<td>Reflection of national sports news</td>
<td>8</td>
<td>44.44%</td>
</tr>
</tbody>
</table>

As it can be seen in the table above, the approach to national clubs competitions 27.78% holding professional league 27.78% and reflection of national sports news 44.44% included the percentages during three months in sport section of Jam-E-Jam newspaper from the components professional women's sports. Meanwhile, the class of reflecting of sport news about national athletes, with 8 pieces of sports news, had the maximum number of headlines in sport news.

Table 3 - Frequency and percentage of Championship variable

<table>
<thead>
<tr>
<th>Championship component</th>
<th>number</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implication of overseas sport events</td>
<td>15</td>
<td>60%</td>
</tr>
<tr>
<td>news reflection of honorable Champions</td>
<td>8</td>
<td>32%</td>
</tr>
<tr>
<td>Reflection of Olympic events</td>
<td>2</td>
<td>8%</td>
</tr>
</tbody>
</table>

As can be seen in the table above, Implication of overseas sport events 60%, reflecting honorable champions 32% and reflecting Olympic events 8% have made up these percentages in championship component during three months of the sports section of Jam-E-Jam newspaper. Implication of overseas sport events, with 15 pieces of news material has the highest quantity of headlines.

Table 4 - Frequency and percentage of the educational variable

<table>
<thead>
<tr>
<th>educational component</th>
<th>number</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport in schools</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Sport in universities</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

In educational variable that has two classes of high school sports and college sports, school sports includes 2 titles more than class of the college sport and generally 11% of news material in the educational field of female sport is related to sports in schools.

Public component in women's sport section has been ignored in Jam-E-Jam newspaper and no other news was found the field of public variable in three classes of publicizing promotion of the sport, news of morning exercises and the promotion of sport tourism.

Classified Orientation Based On Style

Some styles such as news, interviews, and reports, invitation for essays and commentaries and reports may determine various orientations of Jam-
E-Jam newspaper sports section in relation to styles.

Table 5 – Classified orientation separately based on style

<table>
<thead>
<tr>
<th>Style orientation</th>
<th>positive</th>
<th>neutral</th>
<th>negative</th>
<th>sum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>frequenc y</td>
<td>percent</td>
<td>frequenc y</td>
<td>percent</td>
</tr>
<tr>
<td>news</td>
<td>11</td>
<td>44.24%</td>
<td>2</td>
<td>44.4%</td>
</tr>
<tr>
<td>Article and interpretation</td>
<td>4</td>
<td>89.8%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>interview</td>
<td>5</td>
<td>11.11%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>report</td>
<td>14</td>
<td>11.31%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>total</td>
<td>34</td>
<td>56.75%</td>
<td>2</td>
<td>44.4%</td>
</tr>
</tbody>
</table>

The above table shows classified orientation with the separated styles (news, article, interpretation, interviews and reports). Generally, the highest category with 11.31% percent belongs to the report with positive orientation, and the second category of news with the positive orientation is 44.24% percent. The third rank belongs to interviews with the positive orientation that is 11.11%.

CONCLUSION

The analysis and evaluation of findings in any research is crucially important and it may contribute other researchers in acquiring information.

Figure 1- frequency and percentage of women's sport components

According to research findings during three months analysis on sport section in Jam-E-Jam newspaper, among female sport components, variables of championship (55.55%) and professional (40%) variables possess the highest frequency rates. The public component of women's sports did not have any frequency. This is due to the recent attention to the championship components paid by the Ministry of Sports. Research findings in this field are not consistent with results of the studies done by Alirezaei (2004) and Karami et al (2012). In their investigations,
Alirezaei (2004) and Karami et al. (2012) concluded that due to religious restrictions on the existing coverage of foreign events of women's sports, the mass media mainly focus their coverage of sporting programs on domestic sport-related events and or from regarding female athletes from Islamic nations.

Results obtained from the three months investigation in sport desk at Jam-E-Jam newspaper showed that the public and educational variables had small amount of new coverage compared to championship and professional components and they are at bottom of ranking. Results of the studies conducted by Barforoosh (2007), Saididi (2009), Alizadeh (2010), Karami and et al (2012) and Final & Faulkner (2004) confirm this point that there is minimal attention that paid to public and educational sports in media as well as remarks of the related officials while promotion for sports by aiming at improvement of public health is one of the main tasks, which the media are responsible for.

In the Component of professional sports, many news headlines are concerned with reflection of national sport news about national athletes with frequency of 55.55%. With respect to the presence of veiled female athletes in the internal sports leagues in the country, it is expected to reflect more news on this component. It is because of this point that all news, which allocated to this component, has been 5 totally and its proportion is low compared to the Championship component of Women's sport that was reflected in international competitions.

Results on the field of orientation, also including news style, interviews, reports, articles and, interpretation and reports had positive orientation with 56.75% in which it was reported about the achievements and efficient activities of women; and the first rank with 11.31% was allocated to reports. Negative orientation in news coverage included 20% of the headlines in turn where it had been discussed about the deficiency of facilities in the area of women's sports. Research findings in this area are consistent with studies done by Barforoosh (2005) and Rezaei and Bai (2008).

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