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스포츠 매니지먼트 석사 학위 논문

# **The Effect of the Media on Public's Attitude towards Sport**

## **A Case of Live TV Broadcasting of Boxing in Iran**

스포츠에 대한 대중의 태도에 미디어가 미치는 영향:  
이란의 복싱 생중계 사례 중심으로

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## **Abstract**

# The Effect of the Media on Public's Attitude towards Sport A Case of Live TV Broadcasting of Boxing in Iran

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Boxing has not been broadcasted on TV since 1980 except for final competition of Asian Games 2006 until London Olympic Games that for the first time all Iranian boxing competitions were broadcasted. This study investigated the question of what the attitude of Iranian people who watched and never watched boxing on TV is towards this sport. To find out the answer, this study used survey research and a sample selection of eighty men in Tehran City divided to three Groups and used three hypotheses that each one is related to one Group and by the means of SPSS, this study compared three Groups on the basis of three main variables those are violence, art and popularity and one minor variable that is sport interest and according to received results, two hypotheses that the attitude of the people who watched boxing on TV for the first time got positive towards this sport and the attitude of the people who have never watched boxing is negative towards this sport were confirmed and

one of them that the current positive attitude of the people who watched boxing through other ways got stronger towards this sport after watching it on TV for the first time was not confirmed. Finally this study obtained the result that TV is the best media through it the reality of boxing can be introduced to people.

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**Keywords:** Media, Sport, Attitude, Television, Boxing

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## **I. Introduction**

### 1.1. Background

“In order to promote the consumption of sports and sporting events, television and other mass media are in a key position” (Nylund, 2009 , p.127).

It is discussed that “Most of what we know, or think we know, we have never personally experienced. We live in a world erected by the stories we hear and see and tell.” (Gerbner, 1998 , p.133).

“The youth are particularly vulnerable to outside influence from their television sets because their values and ideas have not yet fully developed” (Keyes, 2000 , p.1). So it seems likely that this generation wants to be changed by any negligible. TV has broadened & accelerated the procedure of connection and impact.

“This has created the possibility for direct efforts to influence the thought and opinions of the people, within and across nations, or what has come to be considered public opinion” (Kamalipour, 2002 , p.123).

“The media have been influential in the development of new competitions, events and leagues. New sport forms have appeared and old ones have become marginalized” (Stead, 2012 , p.189).

Media has a power to change the attitude of people (Hadeshian, 2006).

Boxing was banned in Iran for 10 years in 1980 and again started its work in 1990. The reason of banding was a negative vision and attitude of some powers towards this sport. Boxing was called a violent sport (Iranian boxing Federation, 2010) as was called and banned many times in different countries, so this issue could impact on people's attitude too. When there was not TV broadcasting of boxing, people could not judge about the nature of this sport. Maybe they just watched some movies in which some people hit each other, using their hand without any regulation or rules and they said this is boxing.in fact how many people can participate in a local tournament or international championships? Or how many people know the difference between boxing and similar sports in which there are many violent actions, how many people who are also interested in boxing and using internet and watching this sport are educated enough to obtain knowledge about this sport without an expert's comments, also they think this sport cannot be popular because there is not TV broadcasting consequently there is not sponsorship also there is not any chances for boxers to be famous in society and the fans should support their favorite sport in an isolated situation also how this sport can have a chance to be introduced to all people in society. How people can know this sport is a violent one or a sweet science.

## 1.2. Research objectives

The purpose of this research is to find out the effect of the media on Iranian people's attitude towards sport based on live TV broadcasting of boxing in Iran (London Olympic Games, 2012). This was the first time that TV has broadcasted all Iranian boxers' competitions since three recent decades. And boxing has never been shown since 1980 except for final competition of Asian Games 2006. It seems this research can discover what Iranian people think in a unique case about one of the Olympic Games (Boxing that has ten men weight categories medal opportunities), also this thesis is going to answer the following question;

What is the attitude of Iranian people who watched and never watched boxing on TV towards this sport?

## 1.3. Outline of the thesis

The remainder of this thesis is organized as follow; Chapter 2 reviews the literature on the Media, (Press, Radio, Internet, Television) and their effect on people, boxing in the world and Iran, also the attitude of people towards boxing on the basis of history, Chapter 3 shows the methods used in conducting the research (method) Chapter 4 analyzes the questionnaire and statistics. Chapter 5 will offer the conclusion and recommendation of this paper.

## **II. Literature review**

### **2.1. Media and its effects on people's attitude towards sport**

Media is the most potent device for making people's attitude in current times (Dwivedi and Pandey, 2013). "Media refers to the various means of communication. This can be television, radio and newspapers, internet and magazines" (Bwewusa, 2008 , p.3). "Talking about the media is like talking about a mission, a source of information and education that will shape the daily choices in people's life. That will shape the thinking, and the perception of things" (Hadeshian, 2006 , p.2).

"Mass media can affect knowledge, attitudes, opinions and behavior of individuals. These effects can be immediate or delayed, of short duration or long-lasting" (Lazarsfeld, 1948 , p.183).

So, the role of mass media and its effect on people and society is so obvious. Media can use the sport and its potential to obtain the mentioned issues. Sport has the capability to expand the attitude of people. It seems unavoidable that the path through it media try to show sports to the viewers will have a duty in making their attitudes. People may envelop affirmative lessons of sporting blood, reverence, collaboration, and devoting, regularity, roughness, and strain connection from sport. But, the saber cuts both ways. Children may deduce what some of us can notice being against society if sport

is showed to them in a wrong way. People who generate all shapes of sport media should be in charge to intently test the effect of their job (Wilson, 1999).

Nowadays, media disperses thoughts, and is an impressive instrument to transpire in cultures and attitudes. Media has significant share in dispersing social principle especially sport. Because of this, some countries in Europe and America use media to develop and advertise the sport and mobility, so a radio network for public sport has constituted (Azmoon, 2010). The outcomes of Salmon 2001 indicated that there is a connection between muscular force and mental health. Also, exercises and consequently enhanced muscular power positively influence people's mental health (Salmon, 2011).

A model which attempts to address the better understanding of informing attitude in sport was brought by Pyun and James (2011). They noticed that sport area in comparison with other areas, is the best field to carry out advertisement (Greenwood and Hinnigs, 1996). The opinion of Strelize (2005) is that the duty of television in attracting sponsors is outstanding. He also points out that the more the television shows of sport competitions in the national and world levels is to imbibe of financial supporters. To encourage people to physical activities and enhancing physical readiness is a significant and tough commitment since given the progress in technology, society increasingly is successful to decrease the need to mobility (Cairney, 2008).

Television and Radio channels want to get stabilized in diverse socio-economic parts of the society and usually apply sport resembling a tool of maximizing main viewers. The basic channels attempt to pay attention to the reputed sports (Andrews, 2005).

The press also is focus on sport. It is because of the answer to the interest in sport, that is joint to all community categories, and because the press recognizes the impact of TV on public's life style, it attempts for reverberating it in its cover. "Even those newspaper groups which do not have stake in television have been forced to pay greater attention to televised sport because their readers subscribe to satellite television channels and have come to expect that service" (Andrews, 2005 , p.6).

One of the media effect issues is timing, individuals contemplate that impacts of the media appear within its presentation or right away thereafter. For instance, when father and mother consider that their kids start to fight sharply after watching some TV programs, then mother and father perhaps contemplate that there is a link betwixt the TV programs and those kid's treatment .this is called parent's attitude. It is obvious, the media use prompt impacts, on the other hand it also handle impress public for consecutive time, for example in sport when a child try to imitate the acrobatic reaction of the soccer players after scoring a goal, the connection between media and that

child is obvious (Potter, 2013). As Lecherer (2010) believes detection of media impacts is not a modern opinion.

In nighty fifty one, Weiss & Hovland rendered their perusals on knowing impacts during time. The researchers detected, society desires to not remember the origin of a word and however the influence value of that word is still considerable even after some months. Similar to the impact on a sleeper in record involved a stable route of perusals in acquisition (Lecheler, 2010).

On the basis of media effect duration plays an important role to influence people's attitude. But it can be divided to two parts; short and permanent, some effects hang on a brief time after that they vanish, so long as alternative impacts are constant, in sport, watching the final soccer match in which some one's favorite team loses in this match. That person can remember it or totally forget. In each day life, people's attitude about the impacts of media generally may be nugatory, regarding to violence presentation will result in treatment against social rules. At the same time the media has affirmative impacts. Individuals are able acquire beneficial aspects via reading meanwhile it is possible to use narrative of media sorts to crystallize state & manage graceful sentimentality. Individuals are able via the media to have a bilateral relation with other and have a pleasant society. According to times a specific impact may be ineffective, effective on the basis of the theme. Desensitization may be effective since a psychotherapist assists his

valetudinarian dominate an illogical panic of traveling by plane via TV programs about individuals cheerfully use planes and reviling travel, this issue may be a nugatory impact insomuch individuals miss their essential tendency to perceive pity for those who are harmed by roughness (Potter, 2013). To bring out an example in sport to support the mention idea we can point to some athletes got injured and cannot play anymore or other got the world champions. This can have both negative and positive aspect.

“The vast majority of research examining emotional responses to media has relied on self-reports of emotional experience as the primary operationalization of emotional experience” (Bolls & Langand & Potter, 2001 , p.632).

Changing is another issue of media effect that we can study and obtain some results if an effect cannot change an attitude it means there is no changing effect or not, when people speculate about impacts, generically ideate change as a change in behavior as well as in attitude. If it does not happen, public ratiocinate that no impact happened. Meanwhile sometimes there is no change also for some effects although they are significant from the media aspects. Many announcements have the aim of reinforcing about present temperament for users. Admen do not ask their common clients to change; in fact they tend to reinforce present habits of buying. In the case of rejecting the impacts of reinforcement and denying that there is no change in attitude so the

outlook of media impacts would be to limited, broadcasting of Europe soccer championship league is a kind of this matter that uses reinforcement and Intention is another part of media effect issue, at the time that the media crafts are blamed for nugatory impacts, one advocacy tactic is to signalize that their purpose was not to make a nugatory impact. While TV are blamed for broadcasting so much roughness in films, or many fighting sport as a show, producers of that kind of films mention that they just attempt to amuse individuals and the aim is not to indoctrinate them to have a violent behavior or change their attitude to negative. although, many impacts that happen and the constructor of those media words, also the individuals who pay attention to them, did not want them to happen (Potter, 2013), although many fighting sports (cage fighting) broadcasted by media as a show but the media believes that this kind of show is just for entertainment and the negative aspect of that is not considered.it means that the viewers are responsible for the negative or positive results of watching this kind of media programs.

Another issue of media effect is called level. When we talk about levels we can divide it in to two parts; micro and macro although their analysis is not new. Linking macro-levels and micro-levels of search is not modern & adjusted as an idea in other orders such as, social psychology and political psychology. For mass relationship, polyhedral researches can be applied via using a meta-theoretical method for betwixt-level analyses (Dietram, 1999).

According to some other researchers media can have an effect on individuals or society that refers to micro and macro levels.

Many researches focus on persons as the media impacts objectives. Experts have generated huge researches about a broad discipline of influences on individuals. Media also uses impacts on macro-level such as the public, institutions & community. The research investigates that assay single person-level impacts is difference basically from the researches that test impacts in macro-level. These diversities are not just in methods required to assay the impacts but also in the sorts of questions and the results offered. Usually, studies in the level of individuals apply an experience or a survey and they concentrate on how persons reply to diverse announcement of media. On the other hand, studies in the level of micro collect congregated information from organizations, such as the bureaus, Education, Politics, when we talk about effect; it can be called direct or indirect. As we mentioned effect levels refers to person and community, and including straight or devious ways. The media apply a direct effect on people, so long as other way, impact is not direct, such as through corporations, a direct impact happens when an individual watches advertising related to politics then wants to select a special nominee. An effect in the indirect way happens while media continuously increase the expenses for advertising related to politics, so that nominee must expend more time increasing costs, that makes them more indebted to formation that submit them

the most money, that influences the diplomacy they backup most, which impact on what the organs related to government supply, and has an impact on society people. and those who have never been involved in advertising related to politics are influenced by them, in sport example, the person who watches a kind of sport may got interested in it that called direct effect and as same as politics mentioned above other issues related to indirect one and when we talk about manifestation we can mention it as the action or fact of showing something, also we can describe manifestation as follow; Some effects are simple to perceive, such as when a person changes his behavior easily after special message exposed to him or her via media, Jack might watch advertising on TV for a sandwich. He takes his mobile, orders a sandwich. On the other hand some other impacts are hard to be perceived; it does not certainly mean those impacts are not happening or that the media are not applying an effect (Potter, 2013). In an example related to sport and media, we can see a child after watching a soccer match takes his ball and going to play with his friend outside.

When we talk about types of media effect we can focus on effects on people's attitude, it is a settled way of thinking or feeling about something (Oxford dictionary).

An attitude is a standpoint, either negative or positive, about a thought, situation, or person. We expand desirable attitudes of concept, status, or

individuals that are affiliated with positive remuneration and benefits and inadequate attitudes toward those that are associated with retribution or dislikes. An attitude is also a perspective on life or a mind-set about something. An attitude has three ingredients: what you think, what you do, and what you feel. To modify your attitudes you can modify the procedure you think, act, or feel. But changing the method you think and act is easier than changing how you feel, because attitudes have a powerful emotional component despite being supported by varying degrees of reality. So, by correcting misconceptions or adding facts, you can modify your attitude and those of others. For instance, you can learn to like someone about whom you had a negative first feeling by thinking about a positive attribute or characteristic and acting amicable at the next meeting, despite lingering negative feelings. Also, acting and thinking positively assists you to change the feelings part of your attitude (Warner, 2009).

Attitudes can be changed and controlled, but you must have the will power and discipline to practice relentlessly. Making any changes within ourselves takes self-discipline and practice (Warner, 2009).

As Potter (2013) believes we can divide the media functions to four main parts. Media-influenced functions are acquiring, triggering, altering, and reinforcing.

Acquiring means to Learn or developing a skill, habit, or quality (Oxford dictionary).

Each media message is consist of factors, and during exposures to these messages people obtain and maintain these factors including things like reality, sounds, illustration, attitude, the image of a consecution of matches, and etc. During a media presentation, an individual can focus on determined factors and hold those factors in memory. This is an instant influence due to the factor is consigned to memory (Potter, 2013). For example, watching the final soccer match of Europe championships, this recollection might take a few minutes or a few months, but it is not how long the recollection takes that specifies if the impact is a prompt one or not it is the effect first happens.

Triggering means cause a device to function (Oxford dictionary). At the time of media presentation, the media can lead something that already is available in the people. A media can propel the recall of formerly obtained information, the recall of a current attitude. The media is able to trigger a procedure, while individuals read some news about a sports man that they do not know; they do not have any attitude about that man. After reading this data, individuals may get the data via the news and make a comparison to their scales for athletes and make new attitude. It is distinguished from smooth attainment, due to the individual is not note another one's opinion showed via media and in lieu of making method of constructing his own attitude;

according to mentioned statement the media foundation of a recent piece of data triggered in the individual the structure of an updated attitude (Potter, 2013)

Altering means a change in characteristics or combination, generally in a inductively little but considerable way (Oxford dictionary). Within a presentation, the media can alter what exist in a person's thought. Media messages can alter a person's science formation with the increase of new actualities. The media has the ability to alter individuals' criterion to be used in making attitudes.

Reinforcing means strengthen an existing feeling, attitude, idea, or habit (Oxford dictionary). Via frequent exposures, [broadcasting of soccer matches of championships] the media piecemeal and continuously add enormous weight to something that erenow was available in an individual and bringing that issue more stable & more difficult to be changed. While the media continuously show the identical individuals and matches in the news again & again, people's science base about those individuals and matches get stiffer and is not likely to be changed later. so long as the media make the identical attitudes, people's convenience measure with those attitudes get too vigorous that it is very hard them to change (Potter, 2013).

The following table 1 shows the functions of media influence on attitude:

**Table 1. Media Influence Functions**

Category	Media Influence Functions			
Type of effect	Acquiring	Triggering	Altering	Reinforcing
Attitudes	Accept attitude	Recalling attitude	Changing attitude	Strengthening assessment Constructing a new attitude Reinforcing attitudes

Media Effects: Individual-Level Effects (Potter, 2013) p.45

The Press is the earliest medium orderly announcing individuals of sports. At first, sports teams got interested in printed media. Magazines & newspapers made the original tools of transferring news of matches & outcomes of previous one. Reports about competitions make spectators for sports matches & with the consequences of previous competitions, assisted to sell newspaper (Lever & Wheeler, 1993).

“In 1733 the Boston Gazette described a local boxing match between the athletes John Faulcomer and Bob Russel. Such reports about sporting events originally formed a part of the newspapers local section” (Beck & Bosshart, 2003 , p.6). Magazines & newspapers got useful for individuals. Many readers of the newspapers got interested in boxing. This is a kind of effects of press on people’s attitude towards popular sports and makes them

eager to pursue sports news and information. This is a kind of acquiring and result in triggering.

After the manifestation of TV, the duty of the sports pages changed. Other media had the ability to inform the outcomes & the period of matches much sooner than the newspapers. However, the newspapers did not get wasteful. Although live broadcasting on radio and TV increased the public interest among people in sports, because of shortage of time, TV and radio were not able to give enough precedent data, so it was the newspaper duty to do the following; analyses, interpretation and ingeminating from match field. The significant duty for them was not about who could win, but the reason that how and what that athlete and his team performed. Sports reports in newspapers look to be completely successful today and they apply reinforcement. Whiles TV is the sports outstanding medium, the diurnal sports parts are so popular, and the youth get new information about sport (Beck & Bosshart, 2003).

Until the twentieth century the method to divide the instant sports matches was to play or to participate in fields, then radio created. The supereminence of the radio in comparison to the papers was the chance of direct announcing. At first the radio obtained benefit of this property. Radio broadcasting gave the sense of participation, and being a spectator of something full of passion. Announcers learned how to transfer the feeling of

matches to audience. Fast speed is its advantage. Outcomes and scores can be outspreaded immediately. And the radio can reach individuals anytime and anywhere. Boxing through live broadcasting on radio, made it and itself popular in the United States. The radio broadcasted for the first time a boxing competition in nighty twenty one, the same year two New York radio broadcasted the heavyweight boxing world championship fight in New York and about forty million from United States listened to the live radio of boxing match in nighty twenty seven (Beck and Bosshart, 2003).

The fight between two boxers in nighty thirties obtained a 58% rating among families in united states, radio and boxers, together, moving forwards on their way through the business, made people interested in boxing sport” (Beck and Bosshart, 2003).

The sports media set was altered ad infinitum by modern digital media, but has the duty of the sports audience. At the present time, the society is given the chance to make its own sports add-up and spread it on the web, the new media technologies give the occasion to the community to handle their private blogs to inform and remark their special vision on matches. They can upload their texts with pictures or videos, images of the game or images of the area, for example, taken at the match fields (Werkers, 2008).

Nowadays Internet proposes many amazing choices for fans of sports. Schedule, plans, and history data can be advised without any difficulties due to

the infinite memory valence. The Internet permits a quick world transfer of information, thus it is appropriate to the transfer of brief news related to sport. Some sites majored in sports and the formal sites well-kept by founders of sports matches incessantly release the newest news. These are very beloved, specifically during major sports matches. The sites of the Sydney Olympic Games in summer 2000, the Salt Lake City 2002 Winter Olympics, and the Japan and Korea Soccer World Cup 2002 in registered a lot of page views in a few weeks, thus, the sites are an optimal field for sports data, effect on point of view and for those sports to which there is not enough attention in other media (Beck and Bosshart, 2003).

## 2.2. Effect of TV on the public's attitude towards sport

Television has an outstanding role in the daily life of individuals; it is able to be on in the context, or plural consideration. Whereas the family have their evening meal, television is obviously important to people, both as a source of amusement and data and as a site for social interaction and entertainment (Gauntlett and Annette Hill, 1999).

Many researches are available those believe that TV has a significant influence on public's attitudes, merely it is the influence of TV on public's attitudes considering sport, learning new knowledge, violence and different social groupings (Gerbner, Gross, Morgan, and Signorelli, 1980). According to

George Gerbner (1980) and his colleagues, TV promotes a joint result or world perspective among its viewers. A person watches the more TV program, the more presumably that person is to admit the facts of TV as if they were reality of the world of daily life. Williams (1981) has proposed a limen theory on the basis of that, TV may use its impact just in a specific limited area of watching experience. Under this area, no or little impact may happen, and beyond this area TV may do not have any supernumerary influences. Television is rich in both real and fake data. “Television, a medium designed to convey information, has an effect on people’s knowledge base. It has been proposed that television can have an impact on both the formation and organization of viewers’ concepts” (Moeller, 1996 , p.5).

Impacts of TV have been extensively investigated in sport studies and in inquiry about the influence of TV on attitude. The graft between TV and attitude is sometimes hard to be created (Williams, 1981).

For instance nutrition advertising have been shown to influence the knowledge of children on the specifications of particular foods and their notions of what forms good alimentation (Moeller, 1996) or sports TV program about introducing a kind of sport and its rules.

“Cultural beliefs affect attitudes to sport and the types of sports we play” (Hede, 2010 , p.300). TV looks at the same time to back up, generalize sports. It has chipped in to the sports globalization. By the universal

broadcasting of sports customarily beloved just in specific countries, baseball was beloved in United States, cycling for French people. TV has increased new sports fashions in other countries, and direct announcements from global matches have globally introduced new sports to viewers (Barnett, 1995).

“Some sports owe their popularity in any part of the world almost entirely to television exposure. But some countries think that by this development, glamorous television sports could obliterate indigenous sporting traditions” (Barnett, 1995 , p.149).

Entirely alike is the thought that the chance to watch specific or global sports matches on TV results in stopping sports fans from participating in regional games. Sometimes the media is able to make people have a negative point of view towards a sport by the means of using negative images of some champions for example The fight that aroused the most controversy was Muhammad Ali's defeat against Larry Holmes in 1980.

It was shown around the world and it was widely believed that Ali took too much punishment. Ali was later diagnosed with Parkinson's disease. Similarly, the former World heavyweight champion, Joe Louis, was portrayed by television as a ‘shambling hulk’ in his declining years (Carter, 2012), also as many Federations presidents believe TV can make people interested in a sport and the most part of achievement in that is due to people's interest and positive attitude towards that sport (Iranian student news agency, 2010).

The desire to watch live sports events is universal: a study was done by Spectrum, a British consulting firm, finds that live games attract 30% of the audience while recordings get less than 5% (Toru, 2001).

Without doubt, sport is a zone of people's activity that by a considerable amount makes citizens interested, and many people are crazy about sport and participating in sports proceedings on a orderly foundation. Sports remind people do not only enjoy sport actively, but also passively. As a result, going to the stadium to see their favorite team play is often seen as the perfect pastime. Appreciate the media, the treatment of the sportsmen and the sentimental experience in the sport match center and also brought to the public at home, who is given the feeling that they are live viewers in the stadium. Also, extra features, such as replays, close-ups, diverse camera, etc., make spectators feel part of the competition, because it assists them to see things that stadium spectators usually missed (Whitson, 1998).

Media system affiliation is specified as a notion related to ecology tries to seek and describe duty of media in community by testing affiliation connection. This means that there is a probability that the home shopping viewer get so related to the show host they are viewing the dependency generated enables the viewer to admit anything the show host demonstrates because Gudelunas (2006) thinks that the show host is talking straight to the viewer almost as if it was their best friend speaking to them.

Another view that is presented by Gudelunas (2006) is Para public interaction. The idea was created back in the 1950s as an illusion that certain media create between the viewer and what is on the media of being face-to-face action. The continual presence of live shows is because that the liveness of television connects us to individuals and areas in actual time and helps us as a society discover things that would never be thought of. In other words, there is a feeling of authenticity and reality in live television. With all the options that are found with live television, it is significant that people believe what they are seeing. Excitement is stronger with live because of the composition of improvisation and repeated work involved (Craig Novak, 2012).

The believability of live broadcast is also enhanced by the presence of unplanned events or even accidents (Bourdon, 2006).

### 2.3. Boxing in world and people's attitude towards this sport

In this part we are going to describe about boxing and people's attitude towards this sport and obtain some results about the different attitudes among people.

Substantiation of slugging was detected in Egypt around 3000 BC. The sluggers were nude and part of the King's celebration. Many years, boxing incessantly was given out and was admitted as a sport of Olympic at the 23rd Olympiad in Olympia. Over two thousand six hundred years, boxing

stays on the program of Olympic Games. The first boxing match at the Games of Olympic of modern times was in 1904 with bouts in seven weight divisions. Boxing evolved from sixteenth and eighteenth-century, largely in England, to the precursor of modern boxing in the nineteenth century, again at first in England and then in the United States. Boxing had been an illegal sport since the 1700s and its history of the sport has been bound up with its unstable legal condition over the last 250 years. Generally, boxing match had been prohibited largely on the grounds of public order and from 1800 nearly all fights took place in the countryside to frustrate attempts by local magistrates to suppress them (Brailsford, 1988).

In the nineteenth century, prizefighting (violent boxing) had been continued largely by the Fancy that was a group of rich gentlemen who regularly placed wagers on sporting matches, especially in prizefighting and pedestrianism. However, their impact, along with the sport's reputation because of its association with gambling and corruption, stepped down from the 1820s with the immediacy of the ethical reform stir and the sport only survived at a subterranean level. Significantly, for its future survival during the nineteenth and for most of the twentieth century, boxing was part of the curriculum at schools. Students were indoctrinated with a feeling that boxing was the noble art that had character-building qualities. It was biotic to the virility of the British male race and supposedly imbued the rule of fair play.

Boxing was inscribed with English piety. In 1864 it was explained as a manly sport in which fists were called as natural weapons. It was said that Englishmen, and, all English boys, are proud of their natural weapon and compare it with the other weapons such as knife or stick, the knuckleduster and guns of other countries. In comparison with the French system of fighting, Savate was explained as degraded as it was the detestable French custom of striking upwards with the knee when at close quarters. Instead, affirmation was placed on the rule of fair play and justice that is strongly expanded in an English breast and where no unfair advantage is allowed to either side, no striking upon the biotic parts of the body is permitted (Carter, 2012).

Doctors were often split on the dangers of boxing, partly on cultural grounds. While those who disliked the sport were part of a tradition of self-improvement and rational recreation, other doctors became supporters of the sport after enjoying a public school education in which boxing was part of the curriculum (Carter, 2012). During the nineteenth century, like other sports, boxing gain new regulations. The modernization of sport has exhibited a number of features such as bylaws, local and world competitions and the establishment of a governing body. The rules' main purpose was to essentially create a new sport: amateur boxing. As a result, amateur boxing took place in the public schools, the universities, the armed forces as well as the medical schools (Brailsford, 1988). Nevertheless, following the deaths of some boxers

during fights, boxing in other countries was also under threat from the law. In 1912, the regulations for future boxing matches in France were mandatory to be submitted to the Police before the sport could continue. Boxing on the other side of the Atlantic was continually under legal scrutiny. In 1881 prizefighting had been banned by Canadian government, although boxing clubs continued (Wamsley & Whitson, 1998).

Boxing in America, was validated and then criminalized on an arranged foundation until 1920. In 1896, for instance, the sport was validated in the state under the Horton Law just to be repealed four years later. Boxing was again legalized in 1911 but in 1917 afresh declared illegal. Finally in 1920, because of the Walker Law decision, the sport's legality was tightly appointed and as an outcome laid the foundations for New York's position as the heart of world boxing for the subsequent fifty years. Medical relevance over boxing was not hidden at this step. Doctors came and gave the boxers a pre-fight examination. Gloves had to be a minimum of six ounces, a measure planned to make the sport more secure while some types of punches were prohibited including the punch on, elbow hitting and a butt with head. Boxers also had to hit with the phalanx part of the glove. Not only was this the only way from which to score points but hitting with an open glove was prohibited. They did not have the permission to wear rings or earrings on their fingers and ear or no

permission to were necklace and the floor of the ring were padded (Carter, 2012).

The duty of the referee was also significant. His authority in the ring was so important, also at medical advice, because the affirmation was initially placed on the sporting aspect of the competition rather than the comfort of the boxers, the referee's task lay with the viewer to affirm that boxers were not only fighting fairly but also not pretending injury. In comparison with the bloody roughness of prizefighting, boxing was now, to use a medical assimilation, more clinical. Instead of fights, the modern boxing competition ask boxers focus on targeting specific areas of the body, such as parts of the sides or front of the head or body over the belt (Clark, 1926). Boxing had come under further discussion following the deaths of a number of high-profile boxers and criticism of the sport in the media.

The boxing authorities' attitude changed from refutation to a necessity to administer the dangers of sport. The medical occupation got more earnest in its public vision via its new connection with the media, and in 1982 the Medical community of Britain finally asked for the sport's elimination (Carter, 2012).

While boxing and its dangers were now a frequent topic in the mainstream medical journals, it is interesting that the subject was hardly broached in sports medicine's main journals (Carter, 2012). During the 1980s

the IOC continued to closely monitor the debates over boxing and set up medical commissions in 1983 and 1990. In 1984 the AIBA (International Boxing Association) made head guards compulsory at the Olympics tournament. The English amateur boxing authorities also tightened up their regulations. From 1990 all amateur boxers more than thirty years old was medically re-examined annually until he was thirty-five when he had to retire; before thirty he only had to be examined at every five-year. A boxer knocked out or where the referee had stopped the competition, the remaining period was at least 28 days. In the case of being knocked-out again, he wouldn't be permitted to fight for at least another 84 days (Adams, 1990). Nowadays the word of amateur is not applied, provided the type of boxing all over the world is modifying its illustration via a new logo and revolutionary competition principles. AIBA believes that, during this time of change it is significant to work steadily to make a secure sport for the advantage of all fans of our fantastic sport. Goals; to boost and generate three important parts under the AIBA control as core development and advertising assets: 1. AIBA Amateur Olympic Boxing (AOB) 2. World Series of Boxing (WSB) 3. AIBA Professional boxing (APB). To define again all diverse rules into a unique and united system controlled by one headquarter. To launch a Boxing Marketing Arm (BMA) to guide and handle all commercial properties, to develop a massive grassroots basis to maintain a steady high level of production of

boxers and upgrading the universal image and glory of boxing, also to enhance and manage Boxing as one of the most beloved and demanded commercial sport products. To integrate all Boxing organizations and bodies worldwide: Work under the supervision of AIBA for the protection and security for the best interests of the boxers and of the Boxing family. To be respected as one of the most popularly supported sports around the world for addressing the social development problems of young men and women, especially in developing countries. To create an environment in which the boxers can enjoy boxing with some transparent and fair judging in competitions. To modify the illustration of the sport of Boxing as: Genuine human competitive sport – no violence, a sport for all regardless of background and social status, a sport that provides all young people with hopes and dreams. AIBA is going to completely separate the AIBA boxing from professional non-AIBA one that made a negative image of violence and un-safety of boxing in people's attitude (International boxing association, 2011). Violence is the use of excessive body force that results in or has clear capacity to make harm. We usually consider that violence is an operation that is unlawful, on the other hand there are conditions in which applying violence is accepted & confirmed in most communities. For example, while violence involves perverse under conformity to standards of society, it is usually categorized as unlawful. While violence happens for enforcing norms, to protect individuals and their own wealth, or over following to broadly

approved regulations, it may be confirmed and even enhanced as essential to keep order, or amuse viewers. Hence, violence may be tolerated, or even praised, when military, and athletes are noticed to protect people, or to reproduce approved idea, or obtaining success in the name of others. In sports, hitting a referee who penalizes you or a coach who reprimands you with fist is violence based on a rejection of standards. These performances are named as wrongful and there is a severe punishment by teams and sport bodies, even if the injury is not heavy. However, we can distinguish when a soccer player does a punishing tackle, breaking the ankle of an opponent after his coach's order to be aggressive and put his body on the line for the team. Such violence involves over conformity to standards and is noticed as amusing, outstanding on replays, and applied by many other players as a point of one's situation in soccer essence (Coakley, 2009). Public category diversities in attitudes towards violence were discussed to determine identified category diversities in sport related to violence. Dunning (1983) has discussed that males from some working category societies are distinguished by a stress on toughness and capability of fighting, a huge patience of violence with joy taken in severe sports, and an aggressive manhood which indicates itself in physical roughness to competitor male communities (Tulloch, 1993).

Individuals answer to illustrations of roughness is noticed as an act both of the televised text and of the comprehension, values and attitudes are

brought to the program. Cognitive issue of a viewer influences what they achieve from TV, although TV also helps in the shape of these concepts (Tulloch, 1993).

“In addition to the obvious messages, such as the results of a game, they also subtly convey cultural attitudes and beliefs” (Hede, 2010 , p.300).

“In 1996 USA National Safety Council accident report, ranked amateur boxing 23rd on its list of injury-producing sports and rated it the safest of all contact sports and safer than football, wrestling, gymnastics and in-line skating” (Keller, 2013 , p.3).

**Table 2. National Electronic Injury Surveillance System United States, 2001–2009 (Center of disease control and prevention, 2011)**

Activity	TBI	All visits for sports And recreation-related injuries	% of all visits for injuries (Those were TBIs)
Bicycling	26212	323571	8.1
Football	25376	351562	7.2
Playground	16706	210979	7.9
Basketball	13987	375601	3.7
Soccer	10436	135988	7.7
Baseball	9634	121309	7.9
All-terrain vehicle riding	6337	59533	10.6
Skateboarding	6004	101577	5.9
Swimming	4557	62745	7.3
Hockey†	4427	45450	9.7
Miscellaneous ball games§	4065	66543	6.1
Combative sports††	2981	50639	5.9
Horseback riding	3638	23842	15.3

Moped/Dirt bike riding	3370	39363	8.6
Scooter riding	3336	54561	6.1
Gymnastics**	3319	71248	4.7
Exercising	2406	77069	3.1
Tobogganing/Sledding	2377	23306	10.2
Trampolining	2323	86584	2.7
Ice skating	1673	14608	11.4
Volleyball	1396	34513	4
Amusement attractions¶¶	1266	15781	8
Roller skating/Unspecified skating	1126	34717	3.2
Go-cart riding	875	11078	7.9
In-line skating	853	25350	3.4
Track and field	449	15553	2.9
Bowling	153	6574	2.3
Softball	2735	49345	5.5

\* Estimates might not sum to totals because of rounding.

† Includes ice hockey, field hockey, roller hockey, and street hockey.

§ Includes lacrosse, rugby, handball, and tetherball.

¶ Includes other two-wheeled, powered, off-road vehicles and dune buggies.

\*\* Includes cheerleading and dancing.

†† Includes boxing, wrestling, martial arts, and fencing.

¶¶ Includes rides and water slides (not swimming pool slides).

The above table 2 shows that combative sports including boxing in comparison with many other sports are safer and even in their category according to Keller (2013) boxing rated in the safest of all contact sports in 1996 when new rules for making it much safer were not made.

### 2.3.1. Boxing in IRAN and TV broadcasting of this sport

Boxing was welcomed in Iran at the beginning of Second World War. In the south wharfs, crews of foreign ships practiced this sport, and Iranian youth got interested in it. After progress of cinema industry in Iran, the youth watched boxing on the cinema screen and practiced it.

In 1935, an engineer from Czechoslovakia who was one of the famous boxing heavy weight champions of Europe entered to Iran and some youth who were interested in boxing practiced it under his supervision. In 1939 internal championships in various sports fields started, but boxing was not one of them, because there were not required rules and equipment and coaches. Finally in 1944 this sport was accepted by physical education organization and for the first time selected as curriculum of schools and universities. In 1945 after providing required facilities, internal boxing championship was held. Iranian boxers participated In London Olympic games in 1948, although did not achieve any medals. Boxing was banned in Iran for 10 years in 1980 and again started its work in 1990. The reason of banding was a negative vision and attitude of some powers towards this sport. Boxing was called a violent sport and has never been shown since 1980 except for final competition of Asian Games 2006. In spite of not world outstanding achievement in boxing before 1980, after reopening of Federation, boxers reached achievements in world, continental, university levels. Also some of

them called world stars. But Federation always complained about no TV broadcasting of competitions because sponsors never invest in a sport for that there is no TV broadcasting. Also attracting young generation to this sport seems hard without TV broadcasting. Sport channels are a state TV station, owned by Iran Broadcasting. These channels broadcast their programs via terrestrial transmission where airwave signals are sent from a broadcasting channel transmitter to receivers owned by viewers; also through internet it is possible to watch the national championships such as internal soccer league. Also when national teams compete in international level it is possible to watch the games through internet and TV free, but if some matches like English premier league that has its own TV right, watching through internet is impossible it means these channels block it during the match time and watching these matches is possible just via TV. The sport channels are often referred to as the youth channels, due to its large amounts of programming dedicated to sports. The channels broadcast Major Iranian and foreign sport events. In comparison to pay-TV system in Europe those outbid free-to-air channels Iranian TV system uses free-to-air model and is called a commercial channel it means use advertising benefits. After efforts of Federation finally TV showed all Iranian boxers' competitions for the first time since three recent decades. And Federation hopes this process will continue until the popularity of boxing (Iranian boxing Federation, 2014). The role of live TV broadcasting

in progress of a sport is so obvious, for example as the President of Iranian basketball Federation believes the most part of achievement in basketball and people's interest in it is due to live TV broadcasting of this sport. Also the President of handball Federation mentioned that nowadays live TV broadcasting of handball resulted in attracting sponsors to invest in this sport (Iranian student news agency, 2014). Boxers get so glad, when their competitions are showed on television. TV did not pay attention to boxing before. But when a boxer knows that his competition is going to be televised, the motivation goes up and its reason is that, the family, friends can watch the matches (Iranian boxing Federation, 2012). The President of boxing federation believes if TV pays attention to this sport as it does to other sports, boxing will be one of the most popular sports in Iran. And people's attitude to this sport will be positive (Iranian boxing federation, 2014).

#### 2.4. Hypotheses

This thesis is going to study the following three hypotheses to have a better understanding of effect of live TV broadcasting on Iranian people's attitude towards boxing.

H1. The attitude of the people who watched boxing on TV for the first

Time got positive towards this sport

H2. The attitude of the people who have never watched boxing is

Negative towards this sport

H3. The current positive attitude of the people who watched boxing through other ways got stronger towards this sport after watching it on TV for the first time

### **III. Method**

#### 3.1. Research overview

Quantitative method was used in this thesis. SPSS (Statistical Package for Social Science) was used as a tool for inputting data and analysis.

#### 3.2. Data collection procedure

A questionnaire was chosen as data collection instrument and survey research was used. Questions were asked from participants through survey research.

#### 3.3. Sample selection

Location: Tehran-Iran. Time: Spring 2014. Gender: male. Age 15-60)

We selected just male for our survey because we do not have national or clubs teams for female in boxing in Iran. Also the reason for selecting ages 15-60 is the opportunity for playing boxing in world championships in 15-40 age categories and the attitude of 40-60 to encourage or prevent others to/from playing boxing. Boxer and boxing family cannot participate in this survey because their attitude towards this sport is totally different.

Questionnaire was distributed to 90 male citizens in Tehran. This people divided to 3 Groups. G1, 30 people who watched boxing of London Olympic Games and had the experience of watching it through internet or participating in local or international tournaments. G2, 30 people who only

watched London Olympic Boxing competitions.G3, 30 people who never watch boxing, Boxers and all people related to this sport such as coaches, referees and National Federation, clubs Members were excluded from this survey because totally their attitudes are different to boxing.

### 3.4. Validity and reliability

For testing the validity of questionnaire, some experts in physical education studied the questions and confirmed it. For testing the reliability of questionnaire, Cronbach's coefficient alpha was used after gathering the answers of participants (30 people).

### 3.5. Data analysis

The data was organized and analyzed by Statistical Package for Social Science (SPSS) software. Also the analysis of variance (ANOVA) statistical model, Levean's Test, Tukey and Duncan T3 that compare 3 groups were used. In this survey there are three variables; violence, art and popularity. The questionnaire is as follow and for majority of questions we used Likert Scale.

It is an ordered scale from that respondents select one choice which is equal with their opinion. It is usually applied to measure respondents' attitudes by asking the extent to which they agree or disagree with a specific statement or question. A usual scale is as following order; strongly disagree, Disagree, Neutral, Agree & strongly agree. For obtaining better results we use 7 scales instead of 5. This scale can be applied when a researcher has attitude, belief, or

behavior items. It means, this scale cannot be used to specify attributes, such as race, age & income, but you may use it to measure someone's attitude about a specific topic (Losby, 2012).

## IV. Results

### 4.1. Demographic information

**Table 3. Demographic information**

Category	Sub Category	G1	G2	G3
Age	Under 20	0(0%)	0(0%)	3(10%)
	21-30	17(56.7%)	12(44.4%)	21(70%)
	31-40	10(33.3%)	14(51.9%)	4(13.3%)
	41-50	3(10%)	1(3.7%)	0(0%)
	51-60	0(0%)	0(0%)	2(6.7%)
	Over 60	0(0%)	0(0%)	0(0%)
	Total	30(100%)	27(100%) (No answer 3)	30(100%)
Education	High School	0(0%)	2(7.4%)	4(13.8%)
	Bachelor	17(60.7%)	21(77.8%)	16(55.2%)
	Mater or higher	11(39.3%)	4(14.8%)	9(31.0%)
	Total	28(100%) (No answer 2)	27(100%) (No answer 3)	29(100%) (No answer 1)

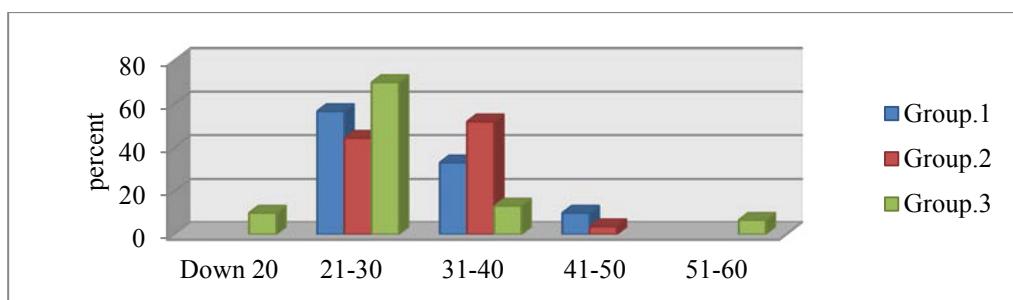
G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

Table 3 shows that in Group 1, the age of 56.7% (17 persons) is between 21-30 and 33.3% (10 persons) between 31-40 and the other 10% (3 persons) between 41-50. But in Group 2, the age of 51.9% (14 persons) was between 31-40 and 44.4% (12 persons) 21-30 and just 3.7% (1 person) 41-50. Finally in Group 3, the age of 70% (21 persons) 21-30 and 13.3% (4 persons) 31-40 and 10% (3 persons) less than 20 and 2.3% (2 persons) 51-60.

The interesting point is that none of men's age in Group1 and 2 was less than 20 or between 21- 30. Among 87 persons in this survey 57.5% (50 persons' age) was between 21-30, 32.2% (28 persons) between 31-40, 4.6%(4 persons) between41-50 and 3.4% (3 persons) less than 20 and 2.3% (2persons) 51-60. By the way 3 persons in Group 2 did not mention their own age also this table indicates that in Group 1, 60.7% (17 persons) had bachelor's degree and 39.3% (11 persons) had master or higher. In group 2, 77.8% (21 persons) had bachelor's degree and 14.8% (4 persons) had master or higher and 7.4% (2 persons) had a high school degree. In group 3, 55.2% (16 persons) had bachelor's degree and 31% (9 persons) had master or higher and 13.8% (4 persons) had high school degree. Totally among 84 persons 64.3% (54 persons) had bachelor's degree, 28.6% (24 persons) had master or higher and 7.1% (6 persons) had high school degree. 2 persons in Group 1, 3 persons in Group 2 and 1 person in Group 3 did not mention their education level.

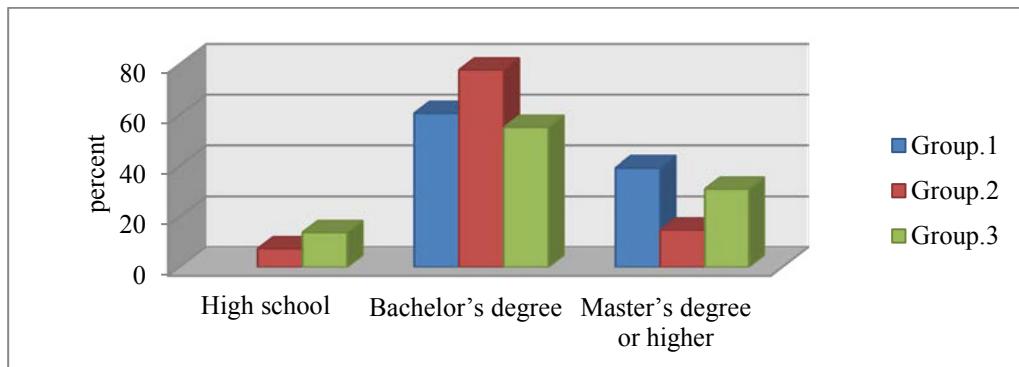


**Figure 1. Age of survey respondents**

G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing



**Figure 2. Education of survey respondents**

G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

**Table 4. Percent of using mass media for sport**

Type	Category	Group			Total
		1	2	3	
TV	Count	10	25	21	56
	% within group	34.5%	89.3%	70.0%	64.4%
	% of Total	11.5%	28.7%	24.1%	64.4%
Newspaper & Magazines	Count	0	1	2	3
	% within group	0.0%	3.6%	6.7%	3.4%
	% of Total	0.0%	1.1%	2.3%	3.4%
Internet	Count	19	2	7	28
	% within group	65.5%	7.1%	23.3%	32.2%
	% of Total	21.8%	2.3%	8.0%	32.2%
Total	Count	29	28	30	87
	% within group	100.0%	100.0%	100.0%	100.0%
	% of Total	33.3%	32.2%	34.5%	100.0%

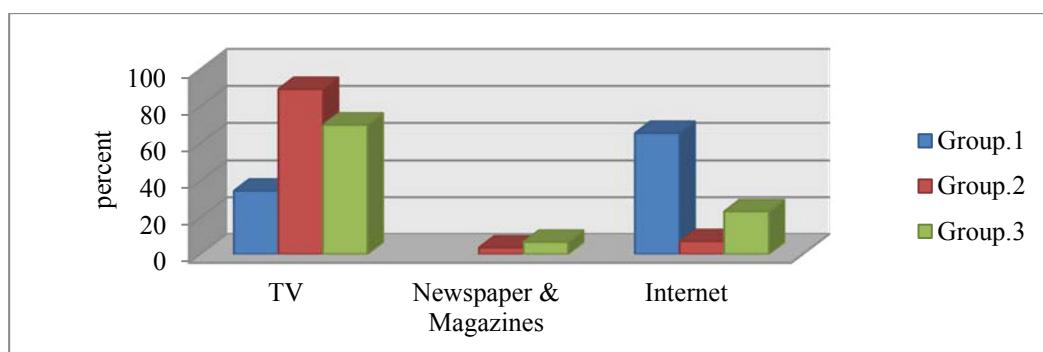
G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

The results of table 4 indicate that among 29 men in Group 1, 65.5% (19 persons) reported that they usually use internet for sport and the remaining

34.5% (10 persons) indicates that they use TV. Among 28 men in Group 2, 89.3% (25 persons) reported use TV for sport and 7.1% (2 persons) use internet and 3.6% (1 person) uses magazines and newspaper. Finally among 30 men in Group 3, 70% (21 persons) reported usually use TV and 23.3% (7 persons) use internet, 6.7% (2 persons) use magazines and newspaper. In total among 87 men 64.4% (56 persons) reported that usually use TV for sport, 32.2% (28 persons) use internet and finally 3.4% (3 persons) use magazines & newspaper. Meanwhile 2 persons in Group 1 and 2 persons in Group 2 did not answer to the related question to this issue.



**Figure 3. Percent of using mass media for sport**

G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

Table 5. The most effective media in general

Type	Category	Group			Total
		1	2	3	
TV	Count	8	19	12	39
	% within group	26.7%	67.9%	40.0%	44.3%
	% of Total	9.1%	21.6%	13.6%	44.3%
Newspaper & Magazines	Count	0	0	3	3
	% within group	0.0%	0.0%	10.0%	3.4%
	% of Total	0.0%	0.0%	3.4%	3.4%
Internet	Count	22	9	15	46
	% within group	73.3%	32.1%	50.0%	52.3%
	% of Total	25.0%	10.2%	17.0%	52.3%
Total	Count	30	28	30	88
	% within group	100.0%	100.0%	100.0%	100.0%
	% of Total	34.1%	31.8%	34.1%	100.0%

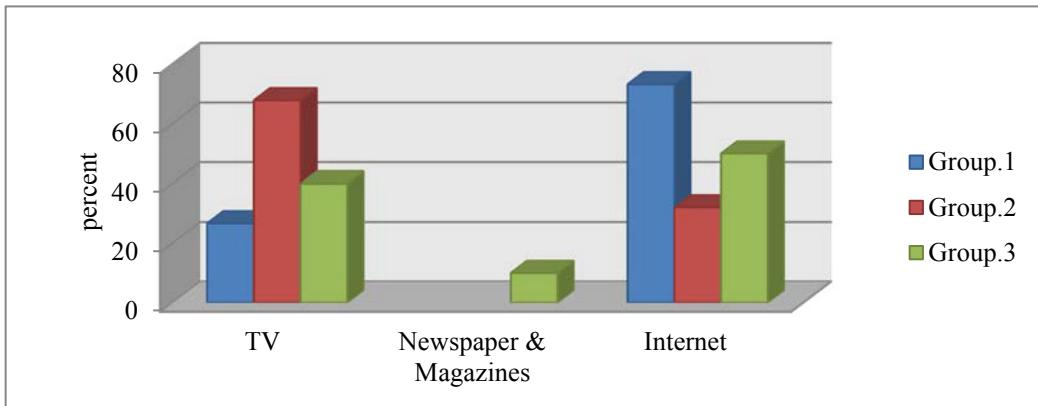
G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

The results of table 5 indicate that among 30 men in Group 1. 73.3% (22 persons) reported that internet has the most effect on them and 26.7% (8 persons) reported that TV had the most effect. In Group 2 among 28 men 67.9% (19 persons) reported that TV has the most effect and 32.1% (9 persons) reported that internet has the most effect. And finally among 30 men in Group 3, 50 % (15 persons) reported that internet has the most effect and 40% (12 persons) reported TV and 10% (3 persons) magazines and newspaper. In total among 88 men 52.3% (46 persons) reported that internet has the most effect on them, 44.3% (39 persons) reported that TV has the most effect and finally 3.4% (3 persons) reported that magazines and newspaper has the most effect.

Meanwhile 2 men in Group 2 did not answer to the question related to this issue.



**Figure 4. The most effective media in general**

G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2. Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

#### 4.2. Measurement reliability

Table 6. Descriptive analysis result and examine reliability

Variable	# of Item	Cronbach's Alpha
Violence	5	.93
Art	3	.67
Popularity	5	.84

After checking the validity of questionnaire, we used Cronbach's Alpha to check its reliability. "A commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows; if  $\alpha \geq 0.9$  it is

excellent,  $0.7 \leq \alpha < 0.9$  is good and  $0.6 \leq \alpha < 0.7$  is acceptable" (Kline, 2000, George & Mallory, 2003 , p.13).

#### 4.3. One-way ANOVA analysis

Table 7. One-way ANOVA analysis, Descriptive analysis result

Variable	Group	N	Mean	Std. Deviation	F(df)	Sig.
Violence	1	30	2.94	1.36	59.552 (2, 87)	<.01
	2		2.73	.85		
	3		5.27	1.49		
Art	1	30	4.70	1.23	35.357 (2, 87)	<.01
	2		5.1	1.28		
	3		3.07	1.13		
Popularity	1	30	5.74	.93	23.532 (2, 87)	<.01
	2		5.69	1.05		
	3		4.18	1.40		

G1: Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2: Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

Data of table 7 indicate that in variable of violence the mean of Group 3 ( $x\bar{ }=5.27$ ) in comparison to two other Groups is more and the least mean of this variable is related to Group 2 ( $x\bar{ }=2.73$ ). But in variable of Art, results showed that the mean of Group 2 ( $x\bar{ }=5.1$ ) was more than two other Groups and the least mean was related to Group 3 ( $x\bar{ }=3.07$ ). Finally the variable of popularity the mean of Group 1 ( $x\bar{ }=5.74$ ) in comparison to other Groups was more and the least mean was related to Group 3 ( $x\bar{ }=4.18$ ). Generally speaking the results indicated that in total the most effect of TV live

broadcasting is on Group 2 and the least one is related to Group 3. Also The results indicate that the difference among 3 Groups in 3 variables, Violence ( $F=59.552$ ,  $P<0/01$ ), Art ( $F=35.357$ ,  $P<0/01$ ) and Popularity ( $F=23.532$ ,  $P<0/01$ ) is significant, so this study uses Levene's test of equality of error variances to notice Tukey or Duncan should be used for the rest of statistics process in details.

Table 8. Post-Hoc analysis result

Variable (Method)	Group(I)	Group(J)	Mean Difference(I-J)	Std. Error	Sig.	Levene Value (Sig.)
Violence (Duncan T3)	1	2	.21	.29	.85	3.86 (.025)
		3	-2.33*	.37	<.01	
	2	1	-.21	.29	.85	
		3	-2.54*	.31	<.01	
	3	1	2.33*	.37	<.01	
		2	2.54*	.31	<.01	
Art (Tukey)	1	2	-.42	.31	.374	.30 (.75)
		3	1.63*	.31	<.01	
	2	1	.42	.31	.374	
		3	2.06*	.31	<.01	
	3	1	-1.63*	.31	<.01	
		2	-2.06*	.31	<.01	
Popularity (Tukey)	1	2	.053	.30	.982	1.44 (.24)
		3	1.56*	.30	<.01	
	2	1	-.053	.30	.982	
		3	1.51*	.30	<.01	
	3	1	-1.56*	.30	<.01	
		2	-1.51*	.30	<.01	

- G1: Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic  
G2: Only watched boxing of Olympic Games on TV  
G3. Have never watched boxing

According to Levene's test of equality for testing the violence variable this study uses Duncan T3 method because Levene's P value of violence is under 0.05 and it is significant. There is no independent and identically distributed.

However, this study uses Tukey method for Art and Popularity, because Levene's P value of Art and Popularity is over 0.05 and there is independent and identically distributed.

The results of table 8 indicate that in the variable of violence, the mean of group 3 in comparison to Group 1 and Group 2 is significant, because P value is under 0.01. In variable of Art, the mean of Group2 and Group 1 in comparison to group 3 is significant because P value is under 0.01 and finally in variable of Popularity the mean of Group 1 and Group2 in comparison to Group 3 is significant because P value is under 0.01. According to mentioned details the men who have never watched boxing on TV in comparison to two other Groups indicated that boxing is so violent, but the other results showed that the men who watched boxing of London Olympic Games on TV and were acquainted with this sport before and the men who watched boxing for the first time in comparison to men who have never watched it announced that boxing needs high skill and art and can be popular.

#### 4.4. Examine sport interest difference

Table 9. Descriptive analysis result and examine reliability

Variable	# of Item	Cronbach's Alpha
Sport Interest	5	.63

Cronbach's Alpha for sport interest items is .63 and according a commonly accepted rule for describing internal consistency using Cronbach's alpha is as follows; if  $\alpha \geq 0.9$  it is excellent,  $0.7 \leq \alpha < 0.9$  is good and  $0.6 \leq \alpha < 0.7$  is acceptable (Kline, 2000, George & Mallery, 2003).

Table 10. One-way ANOVA descriptive analysis result

Variable	Group	N	Mean	Std. Deviation	F(df)	Sig.
Sport Interest	1	30	5.68	.78	3.774 (2, 87)	.01
	2	30	5.09	.88		
	3	30	5.05	1.02		

G1: Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2: Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

As table10 indicates the mean of Group 1 ( $x\bar{ }=5.68$ ) in comparison to Group 2( $x\bar{ }=5.09$ ) and Group3 ( $x\bar{ }=5.05$ ) is more. And there is a significant difference among 3 Groups, so we should use Levene's test of equality of error

variances to notice Tukey or Duncan T3 should be used for the rest of statistics process in details.

Table 11. Post-Hoc Analysis Result

Variable (Method)	Group(I)	Group(J)	Mean Difference(I- J)	Std. Error	Sig.	Levene Value (Sig.)
Sport Interest (Tukey)	1	2	.59*	.23	.03	.59 (.55)
		3	.63*	.23	.02	
	2	1	-.59*	.23	.03	
		3	.04	.23	.98	
	3	1	-.63*	.23	.02	
		2	-.04	.23	.98	

G1: Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic

G2: Only watched boxing of Olympic Games on TV

G3. Have never watched boxing

The results of table 11, Levene statistic indicates that P value is over 0.05, so it is not significant ( $F=.59$ ,  $P=.55$ ). So the consumption of homogeneity of variance about interest measure in sport among 3 Groups is confirmed and we should use Tukey test for results in details. The results of Tukey test indicate that the interest measure in sport in Group 1 in comparison to Group 2 and Group 3) is significant, because P value is under .05. According to this result the men in Group 1 in comparison to Group2 and 3 are more interested in sport.

According to our results and analysis we can report that the first hypothesis that mentioned the attitude of the people who watched boxing on

TV for the first time (Group2) got positive is accepted because in comparison to Group 3 who has never watched boxing there is a significant difference also in comparison to Group 1 the mean of violence in Group 2 is less and the mean of Art is more and on the basis of 3 variables of violence, art and popularity the attitude of people in Group2 got positive. The second hypothesis that is the attitude of the people who have never watched boxing is negative towards this sport is accepted because it is the opposite side of first one in received results and there is a significant difference among results of Group 3, 2&1 and on the basis of 3 variables of violence, art and popularity those results shows the negative attitude of Group3. But the third hypothesis cannot be confirmed because there is not a significant different in none of 3 variables between Group 1 and 2 although in comparison to Group 3 in all variables there is a significant difference and in Group 1 they are more interested in sport but still the mean of violence is higher than Group 2 also the mean of art is less than Group 2 and live TV broadcasting for the first time could not make their current positive attitude stronger although the popularity of this sport still remaining in their attitude because of previous experiences of watching.

## **V. Discussion and Conclusion**

### **5.1. Discussion, Conclusion**

The purpose of this research is to answer the following question; what is the attitude of Iranian people who watched and never watched boxing on TV towards this sport?

According to previous researches, media especially television has the power to change the attitude of people and sport is a product that if is broadcasted live can attract the more fans to this industry. On the basis of researches, media can popularize and contribute to the globalization of sports.

According to Gerbner (1998) and his colleagues Many researches are available those believe that TV has an significant influence on public's attitudes, merely it is the influence of TV on public's attitudes about sport, learning new knowledge and different social groupings, The findings of our research prove this claim that television as the outstanding medium in the arena of sports can make the attitude of Iranian people who watched boxing on TV (Group2) positive. For instance, tables 7&8 shows that the Group which watched boxing on TV for the first time in comparison to the Group which has never watched this sport on TV, reported that television influences on people's attitude toward boxing and this attitude includes three variables those are called violence, art and popularity are positive.

By the means of ANOVA test, the difference between the Group which watched boxing and never watches it on TV was discovered and indicated that attitude about violence of boxing in Group 3 in comparison to Group 1 and 2 is much stronger and the attitude about art and popularity of boxing in Group 2 and 1 is more than Group 3.

According to Potter (2013), We can learn all kinds of beneficial things as positive effects of media, our results agree with this theory because the Group 1 and 2 confirmed that boxing needs skills and they accept it as an art and a sport that has the capacity of popularity.

When people speculate about impacts, generically ideate change as a change in behavior as well as in attitude. If it does not happen, public ratiocinate that no impact happened. Meanwhile sometimes there is no change also for some effects although they are significant from the media aspects. This effect is called reinforcing, our result indicated that the effect of media especially television is not so obvious on Group 1 which had the experience of watching boxing before in comparison to Group 2 that the effect of television is completely noticeable, but the effect of media is a kind of reinforcing and can keep the attitude of Group 1 still positive towards this sport from aspects of all three variables.

On the basis of direct effect of media we can notice that our results prove this claim because Group 2 which watch boxing for first time get

acquainted with this sport and mentioned this sport needs skill and is a kind of art also its violence mean in comparison to Groups 3&1 is lower also the results of this Group (2) mentioned boxing can be popular in Iran.

According to Warner (2009) an attitude is a standpoint, either negative or positive, about a thought, situation, or person. To modify your attitudes you can modify the procedure you think, act, or feel. Attitudes can be changed and controlled, but you must have the will power and discipline to practice relentlessly. Our result indicated that Group 2 which did not watch boxing before wanted to know what is the reality of that and try to have a correct attitude towards this sport and let television as a mass media help them to notice it but Group 3 which has never watched still remaining in their own cave because this Group did not let TV have an effect on it.

Potter (2013) mentioned that each media message is consist of factors, and during exposures to these messages people obtain and maintain some of these factors as Acquiring, our results indicated that people who watched boxing for the first time learned that boxing needs skills and also noticed what the violence level of this sport is also on the basis altering theory the attitude of Group 2 who watched boxing got positive.

According to triggering theory of Potter (2013) People may get the data from the media and compare it to their standards create an attitude, in this case the media message factor of a new part of data triggered in the person for

making a new attitude and the results of this study confirmed this theory because the Group 2 members after getting the information from TV about the reality of boxing could make their own attitude towards this sport.

Reinforcing means strengthen an existing feeling, attitude, idea, or habit, according to reinforcing theory of Potter (2013) when the media bring out the same attitudes, people's convenience levels with those beliefs and attitudes become so vigorous, the main reason that live TV broadcasting of boxing could not effect on Group 1 considerably was because of the first time of broadcasting via TV. The members of this Group although had an experience of watching boxing through other ways, it was the first time they had this experience so for the effect of TV on them it should be repeated again and again also because they watched it before maybe they could not distinguish between the AIBA boxing and other kind of fighting sports so the mean of violence variable of this Group is more than Group 2 who watch boxing through right way but still less than Group 3 which has never watch. So for the effect of TV on them to make their current positive attitude stronger broadcasting should be repeated again and again until the third hypothesis may be accepted in this group.

According to Barnett (1995) popularity of some sports in any part of the world almost fully is because of TV broadcasting, on the basis of our results, Group 1 and 2 who watched boxing on TV indicated that live

broadcasting of boxing can help the popularity of this sport in Iran. As many Federations Presidents believe live TV broadcasting can make people interested in a sport and the most part of achievement in that is due to people's interest and positive attitude towards that sport, on the basis of our result this opinion is true because the people who watched boxing for the first time got interested and obtain positive attitude towards boxing in comparison to Group which has never watched it. As Toru (2001) mentioned the desire to watch live sports events is universal and a British consulting firm, finds that live games attract 30% of the audience while recordings get less than 5%. So on the basis of above issue, live TV broadcasting give an opportunity to people to watch sport and our results indicated that when TV show boxing for the first time it could attract the eyes of group 2 that results in positive attitude.

According to Craig (2012), it is significant that people believe what they are seeing. Excitement is stronger with live because of the composition of improvisation and repeated work involved, our results confirmed this idea because the Group which watched boxing through live TV broadcasting in comparison to Group which did not watch, believed that boxing is not violent and it needs skills also has a capacity to become popular in society.

According to boxing history, this sport sometimes was part of the curriculum at schools and was named a noble art also other times was banned and prohibited and called violent. Nowadays the international boxing

association tries to modify the illustration of the sport of Boxing as genuine human competitive sport, no violence and to be respected as one of the most popularly supported sports around the world, the role of live TV broadcasting is so obvious, as our results showed the illustration of boxing can become positive if it has an opportunity to be shown. Although the mean of Group 1 in violence variable is more than Group 2 it is not because the effect of TV, it can be because wrong way of watching and not enough educational comments about this sport it means maybe they did not know what is the difference among all kinds of combat fights. And the attitude needs reinforcing via right way such as live TV broadcasting that introduce the reality of this sport.

Finally on the basis of this research we suggest that if TV continues broadcasting boxing not just Olympic Games or world championships but also internal league, the reinforcing will help people who watch this sport to have a permanent positive attitude even if something happens to an athlete accidentally because injury is the essence of sport.

## 5.2. Suggestions for further researches

To figure out more about the effects of live TV broadcasting on Iranian public's attitude, this study suggests that next researches can

investigate about the effects of boxing live TV broadcasting of Asian Games, Incheon- Korea 2014 on Iranian people's attitude towards boxing.

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## Appendix

### Appendix A

#### Questionnaire

ID	NO		
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Please answer the following questions truly. This questionnaire is just for research about people's attitude towards boxing. By the means of this research we can notice the effect of live TV broadcasting on people's attitude towards boxing. Your collaboration is so appreciated.

If you have any questions, Please do not hesitate to contact us!

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**Please select one of the following groups;**

**G1. Watched boxing of Olympic Games on TV+ other boxing competitions before Olympic**

**G2. Only watched boxing of Olympic Games on TV**

**G3. Have never watched boxing**

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**1. Age (                  ) years old**

---

**2. Education**

- 1. Finished Middle school or lower
- 2. Finished high school
- 3. Bachelor's degree
  
- 4. Master's degree or higher

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**❖ Media preference**

**3. Which mass media does have the most effect on you in general?**

- 1. TV
- 2. Radio
- 3. Newspaper and Magazines
- 4. Internet

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**4. Which mass media do you usually use for sport?**

- 1. TV
- 2. Radio
- 3. Newspaper & Magazines
- 4. Internet

Violence; 1-5, Art;6,7,8, Popularity9-13	Strongly disagree							Strongly agree						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. I think boxing is a violent sport	1	2	3	4	5	6	7							
2. I think boxing hurts physical health	1	2	3	4	5	6	7							
3. I think boxing hurts mental health	1	2	3	4	5	6	7							
4. Boxing increases violence in society	1	2	3	4	5	6	7							
5. Boxing increase aggression morale in society	1	2	3	4	5	6	7							
6/Just Group 1&2(if you ever watched boxing)														
6. After watching boxing on TV, I noticed the differences between it and other similar combat sports(types of boxing)	1	2	3	4	5	6	7							
Boxing is an art														
6. Just group 3( never watched boxing)	1	2	3	4	5	6	7							
there is no difference between boxing and other similar combats sports( types of boxing)														
There is no art in them														
7. I want to learn boxing as an art	1	2	3	4	5	6	7							
8. I will recommend my children or friends to learn boxing as a defense art	1	2	3	4	5	6	7							
9. If TV shows boxing, I will watch it	1	2	3	4	5	6	7							
10. Live TV broadcasting may makes you acquainted with the reality of boxing	1	2	3	4	5	6	7							
11. If TV shows boxing, economic conditions of boxers will improve	1	2	3	4	5	6	7							

12. If TV shows boxing it motivate boxers to practice harder	1    2    3    4    5    6    7
13. I think boxing which never showed during three recent decades except for final of Asian Games after being shown on TV also may be popular in society	1    2    3    4    5    6    7
<b>Additional questions for richness of results</b>	
1. I like sport	1    2    3    4    5    6    7
2. I watch sport on TV	1    2    3    4    5    6    7
3. I watch martial art sports on TV	1    2    3    4    5    6    7
4. I am interested in martial art sports	1    2    3    4    5    6    7
5. I play sport in my free time	1    2    3    4    5    6    7



## 국 문 초 록

# 스포츠에 대한 대중의 태도에 미디어가 미치는 영향: 이란의 복싱 생중계 사례 중심으로

Shamloo Mohammad Iman

서울대학교 대학원

체 육 교 육 과

2006년 아시안 게임을 제외하고 1980년 부터 복싱은 미디어를 통해 중계되지 않았으며 런던 올림픽에서 비로서 이란 선수의 복싱 경기가 미디어를 통해 중계되었다. 본 연구를 TV에서 스포츠를 시청한 이란 사람과 그렇지 않은 사람의 스포츠에 대한 태도를 파악하는 것에 목적을 두고 있다. 이러한 연구의 목적을 달성하기 위하여 90명의 테헤란에 거주하는 이란 남성을 대상으로 설문조사를 실시하였다. 설문대상은 폭력, 예술 그리고 인기를 기반으로 세 가지 집단으로 구분하였으며 이에 따라 세 가지의 가설을 제시하였다. 결과를 살펴보면 TV를 통해 복싱을 처음 시청한 사람은 스포츠에 대해서 긍정적인 태도를 지니는 것으로 나타났으며 시청하지 않은 사람은 부정적인 태도를 지니고 있다는 결과가 나타났다. 하지만 기존에 복싱을 TV가 아닌 다른 미디어 채널을 통해 경험하였으며 스

포츠에 대한 긍정적인 태도를 지니고 있는 사람들의 경우 TV를 통해 처  
음으로 복싱 시청 시에 특별한 변화는 나타나지 않았다. 마지막으로 본 연  
구를 통해 TV가 복싱을 이란 사람들에게 소개하는데 가장 이상적인 미디  
어 채널이라는 것을 알 수 있었다.

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**주요어:** 미디어, 스포츠, 태도, TV, 복싱

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