

Analysis of the content of the book with the theme of sport and physical education in the country, with emphasis on the sport component

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ABSTRACT

The purposive of this study was content analysis of the Iranian sport books. The methodology was descriptive and text analysis by coding sheet and it's instruction which made by researcher. The validity improved by some experts and the objectivity approved by P sqat(0.91). The population was all of the sport books from beginning till 2012 which introduce on national library and home book site. The sample was all of the population. The findings showed more books (69.3) had general topic. The books about recreational sport were in minimum (0.5). There were significant relationship between sport components and publishers and tirage. The football and footsall had most publish (11.4) between other sports. The most educational book published by non related sport publisher.

Keywords: sport books, Content analysis, sport component

INTRODUCTION

In mass communications, knowledge, Ideas, thoughts, desires and tendencies shall be sent to the General Group and the exchanged item. In General, a time of extensive communication in a wide gamut of people and messages will be moved [13].

In the science of communication book of the mass media is important and effective storage characteristics [22]. Now books and book reading culture as one of the known communities development indicators [19]. The book with the subject of sports, cultural, scientific, social, product, industrial and bother the author, Publisher and distributor that is ultimately aimed at the academic enrichment, to provide information and raise awareness on the reader. This type of book, as one of the most important media science and knowledge transfer exercise. Should be stressed that in spite of the growth of the mass media in a variety of media, has been so far no place the book in the growth and development of knowledge of sport ' [17], while other influential developments of this media, the expansion of electronic books [22].

Sport as a different discipline of science to develop their understanding and helping lift. The book of sports due to the various and extensive contacts in the academic and non-academic "dimensions", General and specialized ", and "category of different age" have a wide coverage, the level of lift. Several publishers are publishing books of sports, action, and each are trying to identify the needs of the markets and consumers, and on the basis of the needs, desires and demands, to publish books [18]. This approach has gone so far in advance that compete in sports can be seen fitted between publishers.

One of the areas of the country in the development of effective exercise of different dimensions, spread the culture of sport, especially in the field of study. In this respect the development planners and practitioners of scientific sports, need to study culture occurred in public, educative, sport-contacts-recreational, professional Championship. The improvement of the situation of the country to help improve the academic exercise. The development of book reading culture and improve the quality and quantity of sports books to academic and policy strategies for deliberate needs. To remove the obstacles for the field and the necessary platform to promote and develop a culture of family, schools, institutions, study and educational system, librarians and library, Government and mass media, publishers and book stores, should fix the existing problems are specific to the goal time and motion. Efforts to stabilize the position and dignity of cultural goods in the cart family book is the first step in the boom part of the sacred precinct of this [15].

Razavi and NazarAli (2000) with the analysis of the content of the book is the first primary school physical education concluded that the scope of the movement (displacement, rotation and balance) as well as the aesthetic dimension is not paid and childish pictures of boys over girls are emphasized and traditional games are by no means to be considered.

Similar research in non-educational books about sport some schools and universities need to pay attention and emphasis more authors and publishers to the formal, structural and content aspects of the books puts emphasis [26]. Ghafouri, Rahman Seresht, Ehsani and Koza Chiyan (2003) with the study of physical education specialist's attitude into the role of the mass media, including the mass media publications found no significant effect on the attitude of people towards the exercise. Of course, the mass media in general prefer to promote and publish sports Championship. The reason for this Issue is the economic benefit derived from this part of the exercise.

Ghasemi, kashkar[19]in the position of sports eBooks and Internet sites selling the book in between the audience greeted the publication of field sports, lack of Internet sites selling books. Customers believe to promote reading culture by selling books sites and believed that these sites sufficient and timely information about sports books do not provide sales and service delivery of these sites did not consent. But publishers and book sales are more than clients to appropriate services and performance of Internet sites selling books believed. Although still a small percentage of e-books, but it is believed that in the future of electronic books to the sports community for more than paper books will be biased and thus a serious crisis with the release of paper books will be facing and the nature of the book publishers sales career as a result of this growth to be risky. While publishers and book sales, though the growth of electronic books sports believe but it's a threat to sports books as well as the nature of their job.

Ghasemi, kashkr, Mousavi by examining the appropriateness of the scope of the publication of books of sports and physical education with the needs of the visitors of the exhibition and Pavilion of physical education were that the quality and price of books among customers with a string of physical education during physical education course does not have significant differences, but the amount of authors, publishers and the scientific reputation of books from the perspective of clients with non-physical education majors and disciplines of physical education. Both of the books feature customer group in desirable not know and expect to improve the quality of the books they are pirated books by the experts and appropriate standards of informed by publishing publishers produce books proper delivery and price according to its content and be the buyers said. Inform customers of the new fashions of sports books weren't satisfied with studies on release[17].

Popular in magazines and Journals, covering a variety of research discusses the unequal exercise component. For example, in scientific Journals more coverage on the sport education (Ghassemi, Nourbakhsh, Tape Rashi, [19] and the tendency of physical education with emphasis on exercise Physiology [11]. In the analysis of the content of the Journal of sports economics (GSE) is also the highest on the topics of employment and commerce was shown [32]. More coverage in the popular press on professional sports and it is also a specific string, such as football [19]. Even the President and Chairman of the review of the country's sports Chief myth of unequal emphasis either on the component (s) and sports [18].

A very small amount of academic library's digital reference table, and Iran has this number too, in terms of having the variations in the content of the status. Therefore, it is necessary in academic library with a commissioning of digital reference table in the alignment using user's extensive help library services supporting [27]. Research Mein, Kim, Von and Son revealed that Koreans read e-books with respect to public traffic vehicles with time prefer[29].in the Bibliometrics analysis of the four sports management magazine to conclude that the evaluation and ranking of Journals of sports management is essential[36].

Physical education and Sport Sciences degree specialists of importance and a special place for the production of appropriate educational content, information and culture in the sport under. Because the supply of one of the

scientific form of exercising its release for the book. Books that can assist the growth of the sport. The importance of sports in the development of health and fitness books and culture of sport in the community on the public is indisputable. However, not the culture of sports books based on the study of circulation to its optimum level is not reached [15]. The book shows that the market for books in the field of computer, Internet and software related to it are more about welcoming the audience. Because it is new and maybe this just science and align it with the modern world today is that of the charm of its own, and publishers are also naturally to print the topics show more interest. However the focus of publishing sports in our country to exercise specific strings or some Championship focus. Major sports books published include football, volleyball, fitness, land and ancient, Sports Hall, sports therapy, athletes, athletics, winter sports, and martial arts. These statistics represent the extreme poverty sports books is publishing the country speaks [15].

In this regard, a limited number of specialized publications that are athletic, of the General market situation and welcoming of sports books do not consent. Among these may be seen as identical with the subject of sports books and some content will be released closer to the time. Check the comments of those involved in the publication and distribution of books and trafficking in this release represent the undesirable situation sports a bunch of books due to the lack of community and prison personnel have shown and is currently the majority of sports books with only the number of copies of the print version of the 1000 and this would show the sport books from publishers concerned sales of *Acinetobacter*[14].

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Sports books with regard to the two consumers are production and distribution. the first group of consumers are learning that lesson books as a source of consumer use and sports book II are all that in order to learn to upgrade the level of health, wellbeing and sports disciplines to learn from these books. The second category of consumers with a wide range of different demographic characteristics with respect to society, such as age, sex, marital status, education, jobs, the economy, family etc. Divide that providing their needs requires effort and very aware of the book manufacturers. With these features the general question for the researcher created the status of sports books publishing is how and what's the communication between publishers and the author/translator of book publishing with the different dimensions of sport there?

MATERIALS AND METHODS

Materials and methods in this study in terms of the strategy implemented in terms of descriptive content analysis, path, in terms of data collection, documents. The statistical community this research all the books with the subject of physical education and sports, the national library registered in the Islamic Republic of Iran or the book House. The statistical sample this research for the total number and check all the books from the beginning to the end of the year 2012 was considered. Tools for data collection and coding instructions sheet, research it was that for every book a coding sheet was filled. The validity and content of the research done with the comment sheet 10 of teachers is the owner of the comment and the coefficient of objectivity (the equivalent of reliability) by calculating the coefficient of the second agreement 3 code (Scott 90%) Was actually approved.

The research method of information collection for the use of the national library reference site or go in person to the book House and national library and the book House of the Fill tab and encoding related to coding guidelines based on the book by any person arise as transition code.

RESULTS

Table 1 status of the sports books titles based on the component of the exercise (universal education, recreational, professional, spurs, and combined).

Table 1: frequency distribution table for the percentage of sports books titles based on the status of the sport component

| The exercise component | frequency | Percent |
|------------------------|-----------|---------|
| Education | 532 | 14.7 |
| Entertainment-General | 19 | .5 |
| Championship | 13 | .4 |
| Professional | 20 | .6 |
| Combination | 2919 | 80.4 |
| Uncertain | 128 | 3.5 |
| Total | 3631 | 100.0 |

According to the above table more sports books titles combined (80/4%) and less Championship (0.4%). Educational books (cultured) 14.7%, professional books 0.6% and books entertainment-public 0.5%.

Table 2 status of sports books titles based on sports (volleyball, football, General, etc)

| Branch Sports | frequency | Percent | Branch Sports | frequency | Percent |
|---------------------------------|-----------|---------|---|-----------|---------|
| Soccer/Futsal | 414 | 11.4 | Shooting | 1 | .0 |
| Volleyball | 36 | 1.0 | Archery | 0 | 0 |
| Basketball | 46 | 1.3 | Chess | 4 | .1 |
| wrestling | 97 | 2.7 | Horseback riding | 3 | .1 |
| WTF | 81 | 2.2 | Judo | 31 | .9 |
| Handball | 6 | .2 | Riding a bike | 13 | .4 |
| Karate | 175 | 4.8 | Fencing | 3 | .1 |
| Wushu/Kun-Fu | 145 | 4.0 | Sailing | 7 | .2 |
| Gymnastics | 23 | .6 | Weightlifting | 15 | .4 |
| athletics | 28 | .8 | Bodybuilding | 59 | 1.6 |
| Swimming/diving/water polo | 16 | .4 | Triple | 1 | .0 |
| Cars for racing and Motorsports | 1 | .0 | Hockey | 7 | .2 |
| Table tennis | 2 | .1 | Polo | 0 | 0 |
| Tennis | 33 | .9 | Mountaineering | 90 | 2.5 |
| Badminton | 24 | .7 | Disabled/deaf/blind | 12 | .3 |
| Ski | 0 | 0 | Golf | 5 | .1 |
| Fitness | 94 | 2.6 | The liver | 0 | 0 |
| Skate | 2 | .1 | Bowling and q sport | 0 | 0 |
| Squash | 3 | .1 | Universal sports | 208 | 5.7 |
| Force home sports | 15 | .4 | Other sports | 528 | 14.5 |
| Boxing | 19 | .5 | Without reference to the specific sport | 1384 | 38.1 |

According to the above table more sports books without titles refers to as sport (38.1%), the sports books with the title football/sports books with 11.4%, Futsal as a sport and sports books with universal 5.7% and 4.8% as karate and sports books with titles for skiing, Polo, The liver, bowling and sport shooting and unpublished q.Sport.

Table 3 of the findings of the review of the relationship between the books in line with the components of the exercise and the relevant publications.

Table 3. The table over the components of the sport and publishing

| The exercise component | Sports specialization | Non-sports | Uncertain |
|------------------------|-----------------------|-------------|-----------|
| Education | 12.1% | 16.3% | 18.7% |
| Entertainment-General | .3% | .7% | .3% |
| Championship | 0 | .5% | .5% |
| Professional | .4% | .7% | .3% |
| Combination | 87.2% | 81.7% | 80.3% |
| χ^2 | Df | significant | |
| 26.30 | 8 | 0.001 | |

The results in the table above shows, in line with the component between the book and publishing relationship is there. Test χ^2 showed that this relationship is significant ($\chi^2 = 26.30$, $P=0.001$) and the intensity of this relationship on the basis of the test v Cramer's r 8.7 percent. More specialized sports publications books combined. Educational books (cultured) unknown publications.

Table 4 of the review of the relationship between the subjects of the books with the relevant publications.

Table 4: table of agreement is the subject of books and publishing

| Issue books | Sports specialization | Non-sports | Uncertain |
|---------------|-----------------------|-------------|-----------|
| Curriculum | 14.1% | 32.6% | 64.8% |
| Tuition | 2.1% | .7% | - |
| Non-specified | 83.8% | 66.7% | 35.2% |
| χ^2 | Df | significant | |
| 56.70 | 4 | 0.001 | |

The results in the table above shows, the book titled between the curriculum, tuition, General or specific, and there are non-related publishing. Test χ^2 showed that this relationship is significant ($\chi^2 = 56.70$, $P=0.001$) and the intensity of this relationship on the basis of the test χ^2 it was Cramer's 23.1%. The publishing textbooks more uncertain. Non-specific book publishing Sports specialization.

Table 5-findings of the evaluation of the relationship between sports and the number of component coverage shows.

Table 5: table sports component and number agreement coverage

| Circulation numbers | Education | Entertainment-General | Championship | Professional | Combination |
|---------------------|-----------|-----------------------|--------------|--------------|-------------|
| 500 and less | 5.6% | - | 7.7% | 10.0% | 3.5% |
| 501-1100 | 25.4% | 10.5% | 15.4% | 15.0% | 13.3% |
| 1101-2000 | 28.6% | 15.8% | 30.8% | 15.0% | 20.2% |
| 2001 – 3000 | 18.2% | 31.6% | 23.1% | 25.0% | 26.7% |
| 3000 – 4000 | 2.4% | 26.3% | - | - | 6.0% |
| 40001 – 5000 | 6.0% | 5.3% | 15.4% | 20.0% | 19.0% |
| 5001-up | 10.0% | 10.5% | 7.7% | 5.0% | 8.2% |
| Uncertain | 3.8% | - | - | 10.0% | 3.1% |
| χ^2 | Df | significant | | | |
| 101.80 | 28 | 0.001 | | | |

The results in the table above shows, between sports and circulation component of the coverage there is a relationship. Test χ^2 showed that this relationship is significant ($\chi^2 = 101.80$, $P=0.001$) and the intensity of this relationship on the basis of the test χ^2 it was Cramer's 23.1%. The maximum circulation of educative books (cultured) up to 2000, the highest circulation General-Entertainment Books 2000-4000, maximum number of copies of the book Championship 1000 – 3000, most professional book circulation of 500 to 3,000, most of book circulation is a combination of 1000 to 4000.

DISCUSSION AND CONCLUSION

29.6 sports books, textbooks, 1.1 percent in the form of tuition, in fact, 30.7 percent for tutoring and tuition and 69.3% to the public. Public more books devoted to his percentage and of the reasons for it could be the greatest public contacts and non-students. Iran book House Institute data show in the recent 10 years less than 2,000 book titles with the subject of sport in the country and has been published in the past decade the total books published the field sports of the country only 53 as related to children and adolescents and 14 as related to training books. This total regardless of the print titles.

More sports books titles combined (80.4%) and less Championship (0.4%). Educational books (cultured) (14.7%), professional books (0.6 percent) and General books-leisure (0.5). According to categories that have taken place in this area, a group of academic and physical education majors to the cortex, the other group in the field of physical education for students and educators, the third category includes special sports athletes and sports enthusiasts to learn the techniques and eventually people's contact group in the field of health and wellbeing. It seems in this study, the lowest percentage of books dedicated to public recreation. Here the question arises that why General Exercise that most need the general public to provide the lowest hit the publication? Probably because it is more about Championship professional sports and media attention is actually less than advertising for the sport and to the public. It might be all these areas are consideration to a ratio. On the other hand seems to like publishing, which includes the economic benefit to be had them to the publishing of books can propel a combination if it might be pay more attention to public recreational and educative-sports. The results of this research with the research [18].

More sports books without titles refers to Wii Sports (38.1 percent), sports books with the title football/Futsal sports books, 11.4 universal sports as sports books with the title of 5.7% and 4.8%, karate and sports books with titles for skiing, Polo, The liver, bowling and sport and shooting was not released q. While each of these strands has been a Federation and a large number are owner, coach and athlete, and in some of them to international officials on hand. There was a lack of books in the fields of educational resources from a serious gap in the fable, inform and even

entertain in this important field. In this study, most sports books sports football title and you're dedicated to futsal. Football seems to be a culture of friendship between the people and the media and advertising cost too much to the writers and publishers to print books in the field, WA. Research on the sports-friendly publications turban also show similar results, in this way that the biggest share (about 90%) Sports Football publications content and most of it (about 80%) dedicated to professional sports and clubs [19]. This broad approach and public orientation to their football field can be caused by the mass media and the taste is one of the effective ways to change the taste and the use of mass media to display the appropriate information and other fields, and books in this field can have a decent share. Combat sports in between the maximum percentage of your assigned to karate. Our athletes in karate world always has been the owner of the title. Perhaps this Issue and a number of top athletes and families this is the sport of the written reasons for the printing and publishing in the field.

More mass media prefer to further promote and publish a professional sports Championship. The reason for this Issue is the economic benefit derived from this part of the exercise. While the results of the research, the nature, Rahman Ghafoori Ehsani and Koza Chian (2003) on the significant effects of mass media on the attitude of the people towards sport emphasized and so to grow the sport, especially sports and general public needs to pay more attention in the mass media, particularly books published.

The results showed that between the book and in line with the components of the sport (recreational, educational, universal, professional Championship, and combined) and publishing relationship is there. More specialized sports publications combined Books publishes educational books. (Cultured) Publishing publish unclear. In fact, more hybrid sports publications books published, perhaps because the lack of specialized content of books purchased from different economic strata will need and prepare for your release of the sales market. On the other hand perhaps Publishing publish books in circulation have a stronger sports combined, compared to non-sports publications. Educational books (cultured) because they have more customers and make college courses may also be rated more sales and marketing for various print publications, the books are economical.

As well as the relationship between the book entitled curriculum, tuition, public or non-specified and approved publications. Most of the textbooks publishing uncertain. May be expected specialized textbooks published by the Publisher. Probably one of the reasons it can be non-recourse instructors specialized academic publications, perhaps unknown and non-sports publications has a strong circulation are more appropriate than the standard or the production of the book. In the field of sports exercise speak only from the constraints of universities, places and buildings but the sport as a category of important social and public health require comprehensive research and promote the science associated with it is up to the individual and society are always dynamic. On this basis the importance of sports in the development of health and fitness books and culture of sport in the community on the public is indisputable. Sports and exercise in today's society we are located not only in poverty but also at the level of sports books. Maybe professional athletes, students of physical education and sport trainers can be the main audience for sports books. This group of society with regard to the growth of places and clubs, universities and the Academy and ultimately sports is by no means a small number are not, but because the book titles and circulation of this area is still down? The research with research based on compilation of books by the experts and publication by editors knowledgeable of the proper standards of production and supply the appropriate price according to its content and belong to be buyers[17].

Between circulation and its sports coverage as well as the component relationship is there. The maximum circulation of educative books (cultured) up to 2000, the highest circulation General-Entertainment Books 2000-4000, maximum number of copies of the book Championship 1000-3000, the largest professional circulation books 5000-3000, the largest combined circulation was 1,000 to 4,000 books. Statistical Institute of book report books published in the first 9 months of the year 2012 the number of 43 thousand and 125 book title has mentioned that most of the books in order on the subject: a practical science (6859 title), the child and adolescent (6684 title), religion (6819 title), literature (4943 title), social sciences (862 title) and training & tuition (4034 as) have been, but was not available in the field of sport specific statistics. The statistics show that the number of copies to print and the sports books unfortunately compared to other threads or have other titles, is not a perfect place.

According to the results of the research will offer Cultural Affairs of the Ministry of sport and youth sport as a trustee, pay more attention to the field of advertising and publishing and have a greater chance of for translators and authors. Also, the Ministry, in cooperation with the Ministry of culture and Islamic guidance or the Faculty of physical education can be compared to holding workshops in conjunction with the marketing and communications strategy for guiding authors and publishers based on consumer needs, and community action.

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