



Iranian women football referees' view points towards the broadcast of women's sports media

Oral Presentation

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Abstract

Introduction: Gender is a view of news publishing that is manifested in different aspects of life and its intensity in sports is more than other fields. The presence of women as half of the body in the sports activities of physical education, as an undeniable necessity, plays a vital role in ensuring the health and well-being of the body and mind it reduces medical costs and increases production and productivity. A survey by Reuters, the BBC and the Media Center found that most people, especially in developing countries, trust the media more than governments. Television is more attractive than radio because of its image presentation, and it is a very powerful and effective medium for controlling and dominating public opinion.

Methods: In this qualitative study, 12 international referees and national activists were interviewed using snowball sampling method.

Results: Broadcast media has a wide range of dimensions that we examined according to the research done in three dimensions, which were:

The first dimension: the impact of media coverage on the development of women's sports.

The second dimension: the opportunities and strengths of women's sports media coverage.

Third dimension: Appropriate infrastructure for broadcasting women's sports media.

Conclusion: According to the results obtained in the first part, it was found that the broadcast of women's sports media caused:

1. Improving economic conditions and hosting
2. Increasing the performance of human resources
3. Creating a competitive atmosphere between men and women.

In the second part, the opportunities and strengths that come with broadcasting media for women are:

1. Improving the economic, technical, and psychological conditions of female athletes
2. Providing the ground for them to become legionnaires with cultural and technical exchanges.
3. Promoting sports among women.

In the third part, the shortcomings and challenges faced by women's sports media broadcasting are as follows:

1. Lack of culture and policymaking
2. Lack of economic efficiency

Keywords

Women's sports; media broadcasting; people's views of society

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