

THE ROLE OF MEDIA ON ATHLETE'S PERFORMANCE AND STRESS CREATION

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according to random stratified sampling. Data gathering tools was stress questionnaire and athlete's performance quality. We used a questionnaire which had been confirmed by a group of experts. In addition we examined the reliability of the questionnaire (Chronbach's Alpha =0/85). The findings of the study showed that there is significant difference between media performance and stress and also stress and athlete's performance. According to the research findings, 75 percent of respondents believed that media have significant role in creating stress pressures because of following reasons: too much attention to competition's sensational margins, dissemination of false news , augmenting excitement and stress levels among athletes and others, magnifying sports insignificant events and cause athletes' loss of attention and focus, resulting in athletes' performance drop.

Several previous studies have asserted that the media in general facilitate corruption of modern sports (Hargreaves, 1982; Lasch, 1977; Whannel, 2003) and that they therefore reinforce immoral and unethical forms of social behavior. These studies considered the role of the media within a wider process of sports professionalization, commercialization, and spectacularization (Dino Numerato 2009)

Abstract

The present research aimed at exploring the role of media in stress creation and athlete's performance from the athlete's views. Based on the present research purposes, media include journals, newspapers, television and sport reporters which each of them are effective on athletes' behaviors. Stress is defined as a state that results from the demands that are placed on the individual which require that person to engage in some coping behavior. Stress is a known cause of many psychological diseases and disorders, as well as many social and behavioral changes, such as: Depression, feelings of apathy and low selfworth, crying spells. Anxiety, increased tension, fearfulness .Changes in eating habits. Sleep disorders, insomnia, and fatigue (Landsbergis, P.A. 2003). Lane and Terry (2000) defined mood as "a set of feelings, ephemeral in nature, varying in intensity and duration, and usually involving more than one emotion". They proposed a conceptual framework for predicting performance from mood states assessed by the Profile of Mood States or its derivatives. The conceptual model indicated that depressed mood influences the intensity of other mood states, and determines the functional impact of anger and tension on performance. In the field of Sport Psychology, many models have been created to explore arousal and anxiety levels as they relate to athletic performance. The Multidimensional Anxiety Theory by Martens et al (1990), for instance, focuses on the anxiety response that accompanies high levels of stress. It takes into consideration two different elements: cognitive anxiety and somatic anxiety. Cognitive anxiety signifies distractions which involve inability to concentrate, disruptions in attention, and negative performance expectations (Kyle Ott, 2006). In general, The Multidimensional Anxiety Theory hypothesizes that as cognitive anxiety increases, athletic performance decreases. The research tried to address following questions: What are the role of media in stress creation? What is the role of stress in athlete's performance? The population universe consisted of 800 athletes who participated in Iran's football league. In the research, 200 athletes were selected as samples

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