



## Identifying and studying the roles of the National Media in professional sports in Iran

### Poster Presentation

1Mahdi Dastgerdi; 2Rahim Khosromanesh\* ; 3Ameneh Asadolahi

1Department of Sport Management, Faculty of Physical Education and Sports Science, Technical and Vocational University, Iran, Tehran

2Department of Sport Management, Farabi Campus School of Management and Accounting, University of Tehran, Qom, Iran(rahimkhosromanesh@yahoo.com)

3Department of Sport Management, Faculty of Physical Education and Sports Science, Islamic Azad University, Central Tehran Branch, Tehran, Iran

### Abstract

**Introduction:** The media are in the support section of the sports industry in Iran and Iranian sports trustees need the media to achieve their goals (Khosromanesh et al., 2019). Because the National Media is the most important mass media in Iran, therefore, the aim of the present research was to identify and study the roles of the National Media in professional sports in Iran.

**Methods:** The research method was Grounded-Theory, systematic approach. Sampling was theoretical sampling and in order to reach theoretical saturation; In addition to reviewing specialized texts; Semi-structured interviews were conducted with 17 expert professors and senior managers of the Ministry of Sports and Youth of Iran in 2016. The data analysis method was continuous "question" and "comparison". The validity of the findings was confirmed by the interviewees.

**Results:** The findings showed that the National Media has four important and vital roles in Iranian professional sports, which are: (1) promoting sports, (2) public relations, (3) broadcasting sporting events, and (4) paying TV right. Each of these categories has numerous and very important subcategories and concepts.

**Conclusion:** Findings showed that the promotion of sports is one of the important roles of the Iranian National Media, which is in contradiction with the research results of the Arabnarmi (2016). However, the payment of TV right by the Iranian National Media is problematic (Ebrahimi et al., 2020), but television broadcasting of sports events plays an important role in attracting sports sponsors (Khosromanesh et al., 2018). In general, professional sports managers in Iran should pay attention to the types of important roles that the National Media has in supporting the sports industry and take advantage of its vital benefits by emphasizing cooperation with the National Media at the local and national levels. At the same time, by influencing important sovereignty institutions, they seek to realize the TV right.

### Keywords

TV Right; Promoting Sports; Broadcasting Sport-events

### Reference:

- 1.Arabnarmi, B. (2016). TV and Sport in Daily Life (An Analysis of Linking Media and Sport in Iran). *Journal of Sport Management*, 8(4): 589-603.
- 2.Ebrahimi, M., Azadfada, S., Mahdavi, S., Khabirirad, K., Ghadimi, B. (2020). Sociological analysis of the role of income generation in the sport industry of Iran. *Strategic Management Studies of National Defence Studies*, 10(40): 32-7.
- 3.Khosromanesh, R., Khabiri, M., Alidoust Ghahfarokhi, E., Asadolahi, A. (2018). Conceptual Model Design of Sports Sponsorship in Iran. *Contemporary Studies on Sport Management*, 8(16): 1-11.
- 4.Khosromanesh, R., Khabiri, M., Khanifar, H., Alidoust Ghahfarokhi, E., Zarei Matin, H. (2019). Designing the Conceptual Model of Iran's Sports Industry. *Sport Management Studies*, 11(57): 17-38.