

# **ABSTRACT OF THE DOCTORAL THESIS**

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**TITLE THESIS:**

## **THE MASS-MEDIA IMPACT ON GROWTH QUALITY OF LIFE THROUGH THE PROMOTION OF SPORTS ACTIVITIES AMONG ADULTS**

Sports phenomenon became a social activity, economic and recreation with special meanings. There are numerous studies that show that movement, the practice of sport improves the human condition, implicit the quality of life, and the probationist of sport acquire a body of knowledge and beneficial skills both for himself and for the society of which it takes part.

Over time, the concerning subject to the influence of mass-media on sports phenomenon was often mentioned by those who are interested in a lesser or greater extent of this area, the research regarding the role of radio in the formation of sports education. The paper is structured in three parts showing scientific theoretical foundation of the theme, preliminary study and personal contributions on the impact of the mass-media on increasing the quality of life by promoting sports education among adults.

### *Research objectives*

Through the undertaken research we proposed the following objectives:

- Development of general motor ability of subjects through practicing sports;
- Encouraging practitioners to express their opinions and moods through movement and for their motivation;
- Learning the rules of behavior that encourages a positive relationship, that promote positive strategies for overcome the conflicts and which develop self-esteem;
- Development of specific feelings and the desire to practice sport;

- Promote health maintenance and improvement under age peculiarities of the subjects;
- Stimulation for an independent practice of physical exercises and attractive body activities;
- Creating a sense of wellbeing, mental tone, positive emotions;
- The practice of a systematic and a continuous exercise, prerequisite for ensuring longevity and an active life;
- Improving self-image and implicit confidence through body shaping, developing harmonious proportions;

In the preliminary research, was organized a public radio debate entitled *"Sport supports the book, the book supports sport"*, program conducted in the lobby of the National Theatre of Craiova, in the Gaudeamus Book Fair. The purpose of this action was to give listeners a first contact on theoretical issues which can be debated in the radio broadcasts of the project "Movement is life, enjoy the movement!".

### **Organization of research**

In the final research, the casuistry was composed of 20 female subjects, aged between 35 and 50 years, listeners of Radio Oltenia Craiova and which gave their consent about their inclusion in the research through participation in work programs designed to improve the quality of life through movement, due to the impact of the project "Movement is life, enjoy the movement."

The option of majority of female subjects was oriented to the practice of aerobic gymnastics as it emerged from sociological survey undertaken in the preliminary study.

Because the motor experience of the participants was not the same, were formed three work programs of different difficulty, according to the teaching principles known (from easy to difficult, from simple to complex, from the known to the unknown). Thus, the first work program (accommodation with effort) lasted 30 minutes, with low intensity and was conducted over 6 sessions, following then the program of 50 minutes with high intensity be conducted throughout the research.

Work programs were implemented during the period October 2012-June 2013, each week, with a break at the end of 2012, they were resumed in mid-January 2013-June 2013, aerobics classes being conducted by specialists of the gymnastics of the Faculty of Physical Education and Sport in Craiova.

Thus, under the project "Movement is life, enjoy movement", the 20th subjects who gave their consent to participate in aerobics sessions in order to improve the quality of their life, received information provided by specialists, about the exercises indicated to the practice of motor activities and independently, outside the program offered by us.

### **The topic discussed in the project "Movement is life, enjoy movement"**

*The project "Movement is life, enjoy movement"* had as main objective the persuasion of the population for the practice of sport activities and the role of emotional training of public in the reception of the message to make movement, to engage in sports activities, either community or institutional environment, either as a single practice.

Thus, for the widest possible knowledge of this phenomenon, were invited domain specialists or specialists from related fields who have built a number of issues related to the quality of life by acquiring an active lifestyle through movement.

Among them were the specialists in various branches of sports, theorists and practitioners, health professionals, of psychology, physiotherapists, who within a year and a half responded to questions about ways of spending free time, the opportunities encountered in Craiova to practice sport activities.

Subjects were tested before and after the proposed programs, as follows:

1. **Tap plates**
2. **Raising the trunk of lying**
3. **Long jump from place**
4. **Mobility anteroposterior**
5. **Weight**
6. **Waist**
7. **Body Mass Index (BMI = kg/m<sup>2</sup>)**
8. **Perimeter of hips is measured with a metric tape**
9. **The heart rate at rest**
10. **The heart rate after exercise**

Statistical analysis of samples targeted qualitative and quantitative study of the issues highlighted at subjects in the two tests (initial and final). Involving a large number of data recorded, their ordering and processing was performed statistical and mathematical with Office programs Microsoft Excel for Windows and IBM SPSS, version 21.

According to data from the literature and those published by O.M.S., a body mass index equal to or greater than 25 reflect an overweight of that person.

Body mass index recorded an arithmetic mean of 25 ( $\pm$  2.3) at initial testing, result which indicates a degree of overweight subjects, following the final testing to record a value of 22.37 ( $\pm$  1.82), which places the group to a value of a normal weight.

It is observed in final testing, a decrease in body mass index with 2.63, which is an improvement of 10.52% from baseline of the start of the project. Work programs implemented mainly focused a decrease in body mass index, aerobic gymnastics means applied leading to this result.

The perimeter of the hip has a value of 99.93 ( $\pm$  8.24) cm at initial testing, while at the final test value is 96.45 ( $\pm$  5.68) cm, applied exercises acting on this segment.

Exercises applied to the subjects made the progress of the two tests to be 3.48%, the difference of perimeter hip being -3.47 cm. The value of t (4.84), degrees of freedom (19) and the bi-directional significance ( $p < 0.001$ ). As the significance level is 0.000, this difference is significant. Confidence interval ranges between 1.97 and 4.97, because it does not pass through 0, the difference between initial and final testing is statistically significant at the bidirectional level of significance about 5%.

The work program proposed and applied to the subjects has shown its efficacy and has been validated by the results achieved in the final test, the differences in average of the two tests being statistically significant at a threshold of  $p < 0.001$ .

The questionnaire applied at the end of our program highlighted the following: The first question referred to the grade satisfaction of the subjects about the informations received through the mass-media regarding to the life style, at which 75% of respondents answered that they are satisfied. Three of the subjects are often satisfied but there are situations that are not satisfied with the information received. None, however, is not entirely dissatisfied about this aspect.

Following the test ( $\chi^2 = 5$ ,  $p < 0.05$ ), it is noted that the difference is statistically significant, and the results null hypothesis ( $H_0$ ) are rejected, while the alternative hypothesis ( $H_1$ ) is accepted. The test confirms that the subjects are satisfied with the information received from the media, through the value of the threshold of significance  $p < 0.05$ , under which the statistical hypothesis is rejected.

The second question referred to the assessment of the current health, 85% (17 subjects) rating as being good, 15% (3) stating that it is satisfactory and none has a health condition of which not to be dissatisfied.

Applying test ( $\chi^2 = 9.8$ ,  $p < 0.001$ ), it is seen that the difference is statistically significant, and the results null hypothesis (H0) are rejected, while the alternative hypothesis (H1) is accepted. The test confirms that the subjects are satisfied with the current state of health, through the threshold of significance  $p < 0.001$ , under which the statistical hypothesis is rejected.

The subjects said they were more satisfied with the way they look at the completion of the project up to 90%, instead 5% who consider that they look the same and one person considers it looks less good.

Applying test ( $\chi^2 = 24.1$ ,  $p < 0.001$ ), it is seen that the difference is statistically significant, and the results null hypothesis (H0) are rejected, while the alternative hypothesis (H1) is accepted. The test confirms that subjects consider that looks better compared to the start of the project, through the threshold of significance  $p < 0.001$ , under which the statistical hypothesis is rejected.

85% of respondents believe that lifestyle is largely changed for the better, 15% think it is changed to a lesser extent and none say it is identical, result which confirm us that our research has positively influenced the lifestyle of the subjects.

All subjects stated that the project attended contributed significantly to shape an active lifestyle through movement.

Following the test ( $\chi^2 = 40$ ,  $p < 0.001$ ), it is noted that the difference is statistically significant, the results of null hypothesis (H0) are rejected, while the alternative hypothesis (H1) is accepted. The test confirms that subjects deemed that the project "Movement is life, enjoy movement" helped shape an active lifestyle through movement, through the threshold of significance  $p < 0.001$ , unde which the statistical hypothesis is rejected.

Respondents, in proportion of 90%, assess the impact of radio programs offered by Radio Oltenia Craiova, in promoting sports education as being very high, 10% consider it high, none saying "not found".

Subjects' responses at the last question of the questionnaire indicates that the information received through the mass-media have influenced them to continue sport activities after project completion in proportion of 100%.

Following the test ( $\chi^2 = 40$ ,  $p < 0.001$ ), it is noted that the difference is statistically significant, and the results of null hypothesis (H0) are rejected, while the alternative hypothesis (H1) is accepted. The test confirms that subjects

frequently participated in the project, through the threshold of significance  $p < 0.001$ , under which the statistical hypothesis is rejected.

### **Conclusions detached of experiment**

1. Public Radio has a key role in highlighting the potential use of sport related to matters that involve facilitating social inclusion, efficient economic activities, relieve psychological stress and health, practicing motor activities contributing directly to the structure of a healthy society giving equal opportunities to their members.
2. Research conducted showed positive echo that our approach had among the adult population, appreciating the thematic content of broadcasts, through which they understood the importance of physical exercise on achieving and maintaining optimal health, means which offers to the practitioners possibility to spend their free time in an active mode, forming in this way a lifestyle that will lead to a significant improvement in the quality of everyone's life.
3. Respondents who have joined our approach appreciate the contribution that media has decisively to the management's budget of time of individuals.
4. It is noted that the way of spending free time is largely influenced by the individual cultural level and sets of information which it receives in different ways, one of them being the direct influence and public radio.
5. The project "Movement is life, enjoy movement", through which were presented negative effects that physical inactivity has on the human body, has led some listeners Radio Oltenia Craiova to organize their free time, they expressed their desire to participate in programs for practicing the physical exercise proposed by us, respectively aerobics maintenance.
6. Coverage effects which the practice exercise has on individual, in bio-psycho-social plan has determined some auditors to participate in our program, structured according to their choices and their inclusion in the research conducted increased their level of interest.
7. Work programs that include specific means aerobic gymnastics maintenance have demonstrated their effectiveness on improving the physical condition of the subjects, tests showing changes statistically significant comparative with the start of the project, confirming the hypothesis of our research.

8. The questionnaire applied at the end of the research certifies that by promoting sport for all and by offering a program in accordance with the preferences of subjects, they appreciate an improvement in quality of life.
9. Edifying influence that our approach has had on included subjects in the project undertaken, is distinguished by the fact that their lifestyle recorded positive changes during its start, they expressing a desire to continue their activity after project completion.
10. Following the final data, we can affirm that competent coverage of the multiple effects that practicing motor activities have on individuals, leads to the formation of beliefs targeting their importance for each of them and of society as a whole to have a healthy lifestyle, to promote human relations, to spend free time in an active mode. Thus, our approach has contributed to an improvement in sports education at the level of the radio listeners Oltenia Craiova Romania.
11. This type of project can increase the number of practitioners of sport can form oriented behavior to the constant and independent of the physical exercise.

### **General conclusions**

1. Included in scholar programs, currently heavily in the mass-media and practiced with passion by some followers, sport, as a social phenomenon in contemporary, gained particular importance imposed by the modern lifestyle. Increasingly more people aware of its positive effects on quality of life, really established itself as a fashion formula.
2. Societies that promote the values of sport realizing its multiple benefits for the life of each individual, are those which secures a solid component of welfare and social optimism.
3. To achieve a proper understanding of the concept of free time and improve the organization of its, is necessary for each person to develop "self-esteem" and self-confidence, acquired through movement an active and healthy lifestyle.
4. It is necessary at the macro-social level, besides promoting a reduced caloric intake and increase of the energy consumption, offering alternatives to physical exercise to be viable, interesting, emulative, agonistic, to provide the necessary replacement of sedentary activities by resizing environment, especially urban and by increasing the number of hours allocated to physical education in the educational formative system.

5. Sports journalism that has expanded in recent years is now an important tool for marketing activities of mass-media organizations which confers certain categories of cultural significance.
6. Public Radio is a viable and persuasive, through which can be promoted physical exercise, motivating listeners to this effect based on relevant information provided by the guests, brand specialists of the field.
7. Escaped from the kingdom of necessity included in the area of working time, subject is "consuming" leisure interacting with those issues through direct participation and at which his being answers as a pitched instrument, fusion between the activity and the individual being almost full. Included in the scholar programs, with a massive presence in the mass-media and assiduously practiced by some, sports activity is a contemporary phenomenon which can not be neglected in any view. This is because more people are aware that to ensure a high quality of their lives involves the practice of physical exercise, and because it is really a formula (but healthy) of fashion all media channels appealing to celebrities to convey this message.

This research, through the originality of the approached theme succeeded to reveal the fact that the media means, in this case the public radio, can be with success a powerful instrument of information on a healthy lifestyle.

A personal contribution is the first project of this radio at a regional level which can be taken by national and international audition online.