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**THE RELATIONSHIP BETWEEN SPORT FOR ALL AND CULTURAL CAPITAL,
MEDIA ADVERTISING, EDUCATION AND BODY MANAGEMENT IN YOUTH**

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ABSTRACT

The purpose of this study was to investigate the relationship between Sport for all and cultural capital, media advertising, education and body management in youth. The study population comprised Babolsar 15-29 years old youth. Among statistical population, 380 subjects were selected. The raw data for this study was obtained through a standardized cultural capital questionnaire. SPSS software and structural equation modeling with Amos graphics application were used for data analysis and the relationship between sport and cultural capital was investigated using Pearson correlation coefficient test. The results showed that there was a meaningful relationship between Sport for all and cultural capital ($p=0.004$), media advertising ($p=0.002$), education ($p=0.009$) and body management ($p=0.05$). According to the results it can be concluded that Sport for all among young people is affected by cultural capital, media advertising, education and body management.

**Keywords: Sport for all, Cultural capital, Media advertising, Body management,
Education, youth**

INTRODUCTION

Sport as a social phenomenon is one of the most fascinating topics in the world in recent years. This phenomenon plays an important role in social, cultural, economic and political aspects of life and is considered as an important human activity so that no society could be found where there is no sport activity [14, 23].

Sport for all reduces the costs of health care by creating a happy and healthy feeling in society and leads to increased empathy and solidarity, strengthened socio-cultural ties, and also facilitated socialization process [5, 13]. Iran's athletic structure is so that the sport macro management tends to professional sport and most of the management activities and athletic financial credits are concentrated on this portion [13]. So people pay more attention to professional sport because of its attractiveness accompanied by media advertisements and little success has been achieved in Sport for all culturalization [15].

While culture has a long history, cultural capital is a new concept and there is not much knowledge about its various aspects. Cultural capital was widely used in mid-twentieth century in west sociological fields and refers to the individuals' ability to know and use cultural goods [3]. The term "capital" emphasizes that it is productive and enables the person to create worth,

achieve a goal, accomplish a task or mission and play a role in the world [1]. Cultural capital refers to the specific cultural practices stabilized in individuals through formal and family education and includes people's capacity to recognize the application of cultural means [6]. Various aspects of cultural capital have caused different lifestyles and tastes and have accordingly lead to differences in reaching the top positions of society and using various facilities such as books, newspapers, movies, and certain upper-class sports such as horse riding, golf etc [3]. There are many reasons for planning for and investing on sport and healthy recreation. First, exercise is an important part of social life which develops leadership skills and creates opportunities to express creativity and helps to build closeness and friendship in society. Second participating in sport activities increases the level of public health, prevents disease, and inhibits individuals' engagement in stirring community life [13, 17].

Advertising is one of the important factors in developing public sport. It can play an important role by changing people's opinion about sport. Widespread use of posters and banners warning dangers of inactivity is a kind of sport-development methods among people [9, 2].

body management and paying attention to its composition, appearance and external decorating is a tool which allows people to keep certain personal identity and expose it [11, 8], so the body culture represents the increasing importance that the body has reached as the focus of interaction and rethinking about oneself [8, 19, 19].

As we know people need to spend their free time in correct and appropriate ways. Because of their critical role in making social, cultural and economic constructions of a country, young people need be to paid closer attention [16]. Certainly today sport has become a global phenomenon and in the early years of twentieth century it has been considered as an art and of course a way of making a healthy society [5]. The increase in people's tendency toward athletic activities because of their positive physical, mental, social and economical effects has made governments plan and invest in the field of sport and entertainments [10]. This study seeks to make the importance of Sport for all clear for young people by presenting the relationship between cultural capital and youth tendency toward Sport for all. So the main purpose of the article is to investigate the relationship between Sport for all and cultural capital, media advertising, education and body management in youth.

METHODOLOGY

Based on objectives and nature of the subject and its executive facilities, the structure and the implementation of this study are of a survey type.

All 15 to 29 years old youth of Babolsar formed the population of this study which according to the information obtained from the plan management organization includes 17,492 people. 380 subjects were selected as the study sample according to Cochran formula. Stratified random sampling method was used for selection. Standardized questionnaire of cultural capital including media, education and body management was used to analyze raw data. The SPSS software version 18, structural equation modeling with Amos graphics and Pearson correlation coefficient test were used for data analysis.

RESULTS

Since interval scale was used for indicators, Pearson correlation coefficient was used to investigate the relationship between cultural capital, media advertising, education and body management among young people. The results showed that there were significant correlation between Sport for all and cultural capital ($p=0.004$), media advertising ($p=0.002$), education ($p=0.009$) and body management ($p=0.05$); and the stronger these variables are the more successful Sport for all will be.

Structural equation modeling with Amos graphics applications

The structural part indicates that the media variable (with advertisement, culture and information as indicators) with (0.47) -the maximum amount of variance in public sport- , education with (0.33) and body management (with health, fitness, weight control and slimming as indicators) with (0.27) has explained the model. Also the media variable (0.42) explained the variance of the body management (the dependent variable), and education variable (0.31) explained the variance of the body management. Parameters of the model, goodness of fit test proposed theoretical structure of the observed data and construct

validity of a measurement tool to discuss. All adjusted model parameters also show indices higher than 0.90 which indicates that the model is away from an independent model and closer to a saturated model based on the defined criteria. Measures of GFI=0.97, TLI=0.98 and IFI=0.99 are close to one and suggest a large fitness of the model and measure of RMSEA=0.05, indicates poor performance of the remaining in the model. (Of course, since the statistic of χ^2 is completely under the influence of the sample, and the sample is large in this study, meaningfulness or meaninglessness of χ^2 is not an appropriate criterion for judging the models).

DF	P	Chi-square	AGFI	RMSEA	GFI	IFI	NFI	TLI	CMIN/DF
17	0.002	38.4	0.94	0.05	0.97	0.99	0.98	0.98	2.25

Table 1: The relationship between cultural capital and Sport for all among youth

Variable	public sport			
	Cultural capital	Media and advertising	Education	Body management
Pearson's r values	0.235	0.237	0.224	0.132
Significant level	0.004	0.002	0.009	0.050

DISCUSSION

Today, there are few sources of information and research that directly investigates the relationship between the components of sport and cultural capital. Therefore, in this study it was attempted to examine the relationship between Sport for all and cultural capital, media advertising,

education and body management in youth. According to the Pearson's correlation test, there was positive and significant relationship between the independent variable -the cultural capital - and Sport for all among youth. Also according to findings of Amos graphics there is a relationship between cultural capital, advertising, media,

education and body management and the young people tendency toward Sport for all. When these variables are stronger, young people will be more interested in Sport for all. Of course, the media defines this variable more than education and body management. There is a close relationship between cultural capital and Sport for all among young people. Sport for all can contribute to the development of Sport for all. Neglecting the role culture plays in Sport for all results in irreparable consequences.

Spending the leisure time with sport activities as an enjoyable recreation is a vital part of the process of life balance and satisfaction in individuals. Sport for all based on previous research presented in this paper is one of the most important factors of personal and social hygiene [21, 12].

Media as an important entertaining instrument can have a decisive impact on young people by broadcasting educational programs for their leisure time. Media as a social institution has a mutual relationship with individuals and is considered as an important factor in social changes and sport culturalization. In addition to informing, media is an available and economical resource that puts all the desired details in possess of people [9]. Overall, with regard to the people's increased leisure time, especially young people, officials should

pay attention to Sport for all beside professional sport as an important factor in filling leisure time and adopt ways to make people aware of the importance of sport and physical activity more than before [17]. The hope for having a healthy body and mind has been a dream for man which he has made much effort to reach it so far. Sport for all can bring this health and well-being for young people in a quite easy way [15].

CONCLUSIONS

According to the results, the Ministry of Youth and Sport should design a comprehensive plan by considering the long-term outlook to develop Sport for all with the help of experts and sociology and physical education professors. It should perform this plan by forming planning committees, creating a favorable environment, encouraging group and discouraging individual activities, leading and guiding media's main missions through advertising and education and informing and creating Sport for all culture.

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