

## THE ROLE OF THE RADIO IN PROMOTING A HEALTHY LIFESTYLE

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**Abstract:** The aim of the study was to identify whether the media can play a significant role in promoting physical activities (or exercises) with significant influence over the quality of life of the adult population. The debates conducted under the project entitled "Movement is Life, Enjoy the Movement", provided information on theoretical issues that can be debated within the radio programs, being suggested terms relating to the quality of life, ways of spending the spare time by movement, the effort physiology, the physical education adapted to the relationship between movement and the state of the health or known sports that can be practiced during the spare time. Following an investigation, there were selected 20 subjects who participated in a weekly physical exercise program. At the end of the project, they were applied a questionnaire to identify the impact of the subjects' involvement in the project on their lifestyle. Thus, the efficient promotion of the multiple effects that motor activities have on individuals, leads to the formation of beliefs aimed at their importance to each person and society as a whole, to have a healthy lifestyle, to promote human relationships, to spend the leisure time actively.

**Key words:** *mass-media, lifestyle, physical exercise*

### Introduction

In the contemporary social life, both ordinary people and political and cultural personalities appreciate the sport and its socio-economic importance. Through its financial-economic implications (the burgeoning industry of sports equipment and technology, huge amounts of money accumulated and handled by clubs and athletes, advertisements etc.), legal (national and international regulations), political (issues of competition between countries, "national pride"), cultural ("media", "spectators", "fans"), health (the obsession with a "healthy body") and others, we can say that nowadays it is a major social phenomenon. In the developed countries, even if, in connection with this qualification, the agreement between opinions is not so great, there are statistics that show that the vast majority of the population in some European countries leans towards this characterization. [1]

Unlike the general public, politicians, men of culture and especially of agencies directly involved in the sports world, sociologists dealing with sports, try to go beyond such general assessments and analyze the social consequences in depth, which means also the disclosure of critical issues. Sports have always benefited from advertising as a form of promotion, there was a need to focus on marketing the sport as much as in other areas. The print media gives separate sports categories, with special supplements for sports, and the radio and the television

broadcasting allocate large areas of sports and about 20% of the space devoted to news. [2]

"The media are usually characterized by a relatively high output compared to a small input; i.e. the media are huge amplifiers, few people produce news, advertising, performances and public relations are seen, heard or read by millions of people." [3]

The media is one of the easiest ways to boost the participation in sports events, to raise awareness and make known the impact of physical exercise on the quality of life. The efforts of the whole society (especially the media) are directed towards the formation of the spiritual-moral profile of the citizen today. This will automatically lead to an improvement in the general condition of the sports performers; this is because a number of specialists argue that the share of professional and amateur sport practice is an indirect, but real indicator for the quality of life. [4]

### Methods

In this research, the casuistry was composed of 20 female subjects, aged 35-50, listeners of the Radio Oltenia Craiova and who have given their consent for inclusion in the research by participating in programs developed to improve the quality of life through movement, due to the impact of the "Movement is Life, Enjoy the Movement" project.

The "Movement is Life, Enjoy the Movement" project had as main objective that of persuading people to become involved in sport activities and the role of emotional training of

the public in the reception of the message to get active, to engage in sports activities in their community or in an institutionalized environment or as an individual practice.

Thus, for a better understanding of this phenomenon, there were invited specialists or experts in the connected fields who have built a number of issues related to improving the quality of life by acquiring an active lifestyle through movement.

Among them, there were the specialists in different sports, academics and practitioners, health professionals, psychologists, physiotherapists, who within a year and a half have answered some questions on how they spend their free time, the opportunities encountered in Craiova to practice sports activities.

In the project "Movement is Life, Enjoy the Movement", the 20 subjects who have agreed to participate in meetings of aerobics in order to improve the quality of their life, have benefited from information provided by specialists, regarding the indicated exercises for motor activities and, independently,

outside the program, offered by us. At the end of the project, the subjects completed a questionnaire on the role of the media in influencing a healthy lifestyle.

### Results

The first question referred to the satisfaction level of the subjects on the information gathered through the media relating to the lifestyle, where 75% of the respondents answered that they are satisfied. Three of the topics are often satisfied, but there are situations where they are not satisfied with the information received. None, however, is not entirely dissatisfied with this aspect.

Applying the test ( $\chi^2 = 5$ ,  $p < 0.05$ ), there is revealed that the difference is statistically significant and the results of the null hypothesis ( $H_0$ ) is 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 significance threshold  $p < 0.05$ , under which there is rejected the statistical hypothesis.

Tabel 1. The chi-squared test question 1

THE SQUARED TEST	CHI- HYPOTHESIS		CALCULATED VALUES	
	H0	H1	$\chi^2$	P
	Are not satisfied	Are satisfied	5	0.03
CONCLUSION	P<0.05, THE NULL HYPOTHESIS IS REJECTED			

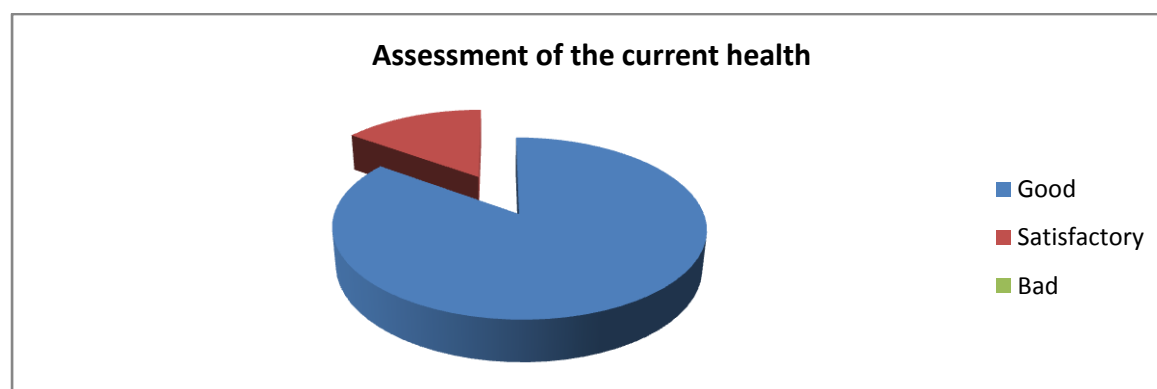


Chart 1. Self-assessment of health

The second question referred to the assessment of the current state of health, 85% (17 subjects) rated as good, 15% (3) claiming that it is satisfactory and none is in good health of which to be dissatisfied. Applying the test ( $\chi^2 = 9.8$ ,  $p < 0.001$ ), one observed that the difference is statistically significant, and the results of the null hypothesis ( $H_0$ ) is rejected, while the alternative hypothesis ( $H_1$ ) is accepted. The test confirms that the subjects are satisfied with the current state of health, through the value of the significance threshold  $p < 0.001$ , under which there is rejected the statistical hypothesis.

Tabel 2. The chi-squared test: question 2

Table 2: The chi-squared test: question 2					
THE SQUARED TEST	CHI-	HYPOTHESIS		CALCULATED VALUES	
		H0	H1	$\chi^2$	P
		Bad	Good	9.8	0.001
CONCLUSION		P<0.001, THE NULL HYPOTHESIS IS REJECTED			

The subjects assess their health as being better than 12 months ago, when they entered the program "Movement is life, enjoy the movement." They made reference to both physical and mental health. The test confirms that subjects are satisfied with their health compared to the beginning of the project, through the value of significance threshold  $p < 0.0001$ , under which there is rejected the statistical hypothesis.

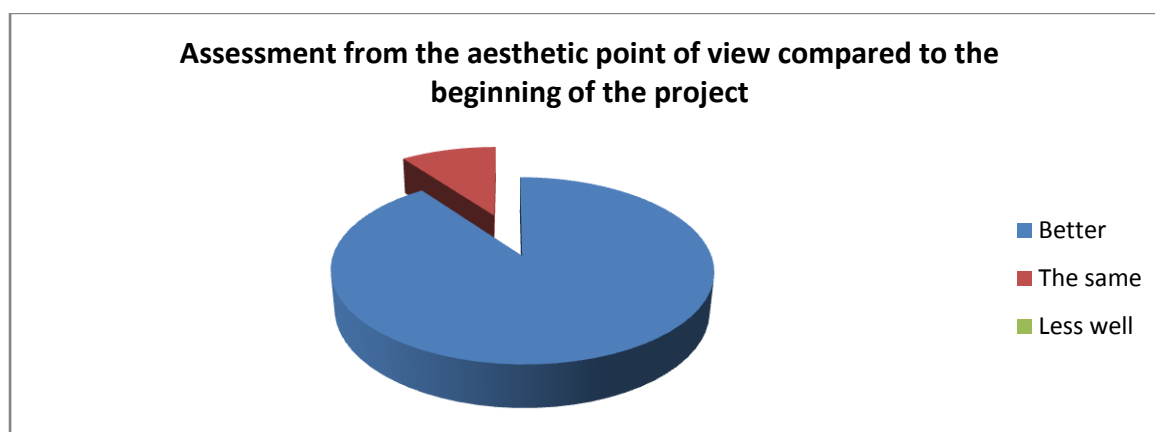


Chart 2. The evaluation from the aesthetic point of view compared to the beginning of the project

The subjects said that they were more satisfied with their looks when they completed the project by 90%, while 5% consider that their looks are the same and one person believes that that she looks worse.

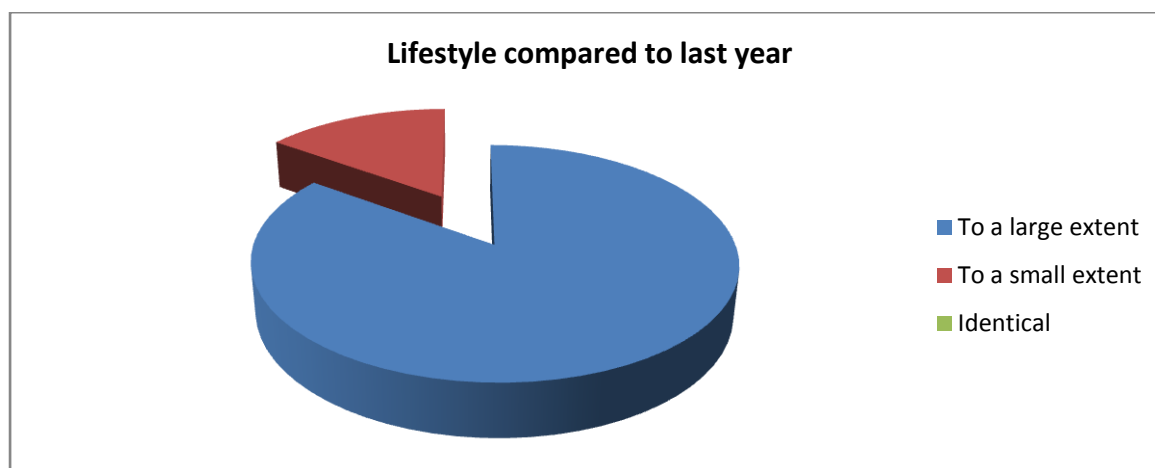
Applying the test ( $\chi^2 = 24.1$ ,  $p < 0.001$ ), one observed that the difference is statistically significant and the results of the null hypothesis (H0) is rejected, while the alternative hypothesis (H1) is accepted. The test confirms that the subjects consider that they look better compared to the beginning of the project, through the value of the significance threshold  $p < 0.001$ , under which there is rejected the statistical hypothesis.

Tabel 3. The chi-squared test: question 4

TABLE 8: The chi squared test: question 1				
THE SQUARED TEST	HYPOTHESIS		CALCULATED VALUES	
	H0	H1	$\chi^2$	P
	Do not look better	Look better	24.1	0.001
CONCLUSION	P<0.001, THE NULL HYPOTHESIS IS REJECTED			

The mood was considered by all the respondents as being better compared to the beginning of the project, the percentage is 100%.

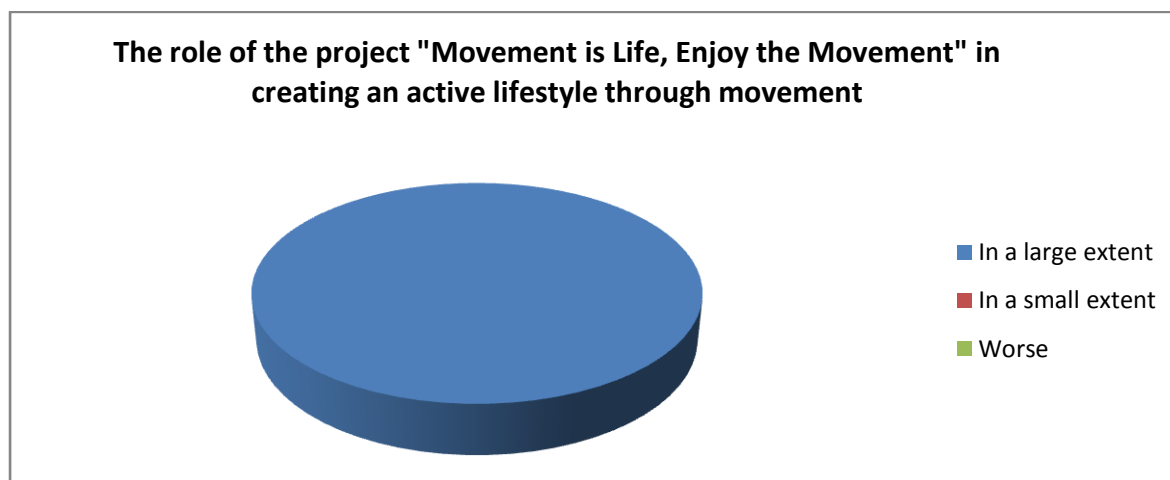
Applying the test ( $\chi^2 = 24.1$ ,  $p < 0.001$ ), one observed that the difference is statistically significant and the results of the null hypothesis (H0) is rejected, while the alternative hypothesis (H1) is accepted. The test confirms that the subjects consider that their mood is better compared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



*Chart 3. The mood compared to the beginning of the project*

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

Applying the test ( $\chi^2 = 24.7$ ,  $p < 0.001$ ), one observed that the difference is statistically significant and the results of the null hypothesis ( $H_0$ ) is rejected, while the alternative hypothesis ( $H_1$ ) is accepted. The test confirms that the subjects consider that their lifestyle has changed for the better, compared to the beginning of the project, through the value of the significance threshold  $p < 0.001$ , under which there is rejected the statistical hypothesis.



*Chart 4. The role of the "Movement is life, enjoy the movement" project in shaping an active lifestyle through movement*

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

Applying the test ( $\chi^2 = 40$ ,  $p < 0.001$ ), one observed that the difference is statistically significant and the results of the null hypothesis ( $H_0$ ) is rejected, while the alternative hypothesis ( $H_1$ ) is accepted. The test confirms that the subjects consider that the project "Movement is life, enjoy the movement" helped shape an active lifestyle, through the value of the significance threshold

$p < 0.001$ , under which there is rejected the statistical hypothesis.

The respondents, about 90%, assess the impact of the radio broadcasts offered by the Radio Oltenia Craiova in promoting sports education as very high, 10% consider it high, and none responded "non-existent".

The subjects' responses to the last question of the questionnaire indicate that the information received through the media influenced them to continue sports activities even after the project ends up to 100%.

**Dissution and conclusions**

The radio remains today the most accessible channel and, therefore, the most used means of media, even in developed countries (the US, for example), the statistics showing that 98% of the population listens to the radio at least once a week. [5]

The Public Radio has a vital role in highlighting the use of the potential of sports related to matters involving the facility of the social inclusion, the improvement of the economic activities, the mending of the psychological stress and health, practicing motor activities directly contributing to the structuring of a healthy society that gives equal opportunities to their members.

The respondents who joined our initiative appreciate the contribution that the media decisively has in the management of the individuals' time.

The "Movement is Life, Enjoy the Movement" project, in which there were presented the negative effects that physical inactivity has on the human body, has led some listeners of the Radio Oltenia Craiova to organize their free time; they expressed their wish to participate in the physical exercise programs proposed by us, meaning aerobics.

The questionnaire applied at the end of the research certifies that by the advertisement of

sports for all and by providing a program according to the subjects' preferences, they appreciate an improvement in the quality of life.

The edifying influence that our approach has had on the subjects included in the project undertaken, is distinguished by the fact that their lifestyle registered positive changes during its development; they expressed their willingness to continue the work after the project ends.

**References:**

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