Importance of Advertising Physical Education and Sport in the Media to Maintain a Healthy Lifestyle of Nation

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Abstract: This article discusses the importance of advertising of physical education and sport in the media in maintaining a healthy lifestyle of the people, the function of advertising in sports, promotion of healthy lifestyles, people engaging in sports, information dissemination among the people about sport. Provides general information concept of advertising. The basic tools of advertising in the sphere of physical education and sport. Advertising is widely used in the field of physical culture and sports, it is a tool for influencing public knowledge.

Keywords: Media · Sports · Advertising · Newspapers · Radio · Mail · Television · Posters · Physical culture

INTRODUCTION

Recently, the advertising business is developing dynamically. Today, without a doubt we can say that advertising in the sphere of physical culture and sports is relevant, because sports advertising plays an important role in the development of sport. Increased interest in the sport is an indisputable fact of civilization.

Media functions in the field of sports—the promotion of healthy lifestyles, community involvement in sports, information about sports events and athletes, etc. Transferring knowledge about healthy lifestyles, about the benefits of physical culture and sports in the state together with applicable advertising propaganda. For example, physical activity and sports are an important factor in increasing longevity and age of people of working age. There is an important reference to the role played by the media in the promotion of sports lifestyle take place.

MATERIALS AND METHODS

Subject of research—types of advertising in the field of physical culture and sports in the media.

Objectives of the study. Identify the importance and impact of advertising of physical culture and sports in the media in maintaining a healthy lifestyle people.

Research Objectives:

- Identification of the print media, their advantages, disadvantages.
- A theoretical analysis of the scientific and methodical literature and conclusion regulations.
- Gathering of the scientific literature on advertising in the field of physical culture and sports.

Research organization. On the topic of research studies have been conducted on the basis of literature and analysis of data on the subject of research and conclusions.

Main Part: The word "advertisement" is derived from the Latin word meaning "shouting" or "warning". "Advertising is a type of information about the performances, concerts, lectures, or other cultural events for viewers of sports, entertainment", or "Advertising is the placement of information about a company, of goods or services in the media".

Famous marketer Philip Kotler gives the following definition of advertising: "Advertising is a non-personal form of communication carried out through paid means of disseminating information, with clearly specified source of funding". [1] According to the American Marketing Association, advertising is an "... any form of
non-personal presentation and promotion of ideas, goods or services paid accurately established by the customer” and serves to attract the attention of potential consumers to the object of advertising, using the most effective methods and techniques to the particular situation [2].

During excavations at the centers Mycenaean culture, related to the XIV century. BC, were found information boards. But in Greece there is a tradition designations trademark products artisan.

Despite the fact that the advertisement was for centuries a simple object, just in the middle of the XIX century it began to be implemented in a publishing house, so she began to be used to benefit the people [3].

Legal regulation of promotional activities carried out in Kazakhstan Law¹ 887 “On Advertising”, which was adopted for the first time in our country, in August 8, 2002.

When selecting advertising desirable to answer four questions:

• Who want to cover?
• Where are they?
• What is the treatment?
• When to place ads?

RESULTS AND DISCUSSION

Sports organizations are able to earn enough money through large advertising products and services. To do this, the following methods and tools:

• Commercials on TV.
• Billboards on sports channels

Placing advertisements in sports newspapers, magazines, booklets, programs.

• Participation and withdrawal of athletes in advertising channels, advertising films, etc.
• Positive feedback and comments of famous athletes and coaches about the product firms producers.
• Photos of famous athletes and sports symbols on products and their packaging.
• Distribution of brochures and badges during sporting events, selling sporting goods markets and sports buildings.
• Relevant information on the provision of sports sponsorship agencies.

• The participation of athletes in competitions in suits with logos of sponsors.

Advertising constantly used in sports and the sports industry. For the effective implementation of business and ensure profit advertising is important and necessary. To achieve these goals are different types of advertising. In many cases, they used classic advertising (radio, television, newspapers and magazines).

Newspaper-is a meaningful message, timely information, different consumers [4].

Radio-is the lowest price with frequent repetition, well publicized, timely information, the most productive incentive messages [4].

TV-is a wide range of consumers, but high prices, high accuracy, brevity requires awareness and image [4].

Posters-is an inexpensive way of advertising. Effectiveness of this type of advertising depends on the seating space. It should be taken in a prominent place [4].

Computer communication-is placing information in the database specific information computer systems [4].

Mail-Advertising Information-is sending letters by mail, targeted distribution of promotional printed materials [4].

Souvenirs—souvenirs with proprietary symbols, labels on packaging materials (bags, etc.), sports clothing.

Personal communication-is a personal relationship, sharing information, advertising, sales, etc. [5].

In 1993, the Roper’s American research group undertakes specific studies, in their opinion the ratio of the population advertising: 84% of respondents consider it appropriate supply of advertising in newspapers, 80%-in magazines, 74%-in the television, 68%-in the stadium. As can be seen, there is a big difference [2].

We consider the most basic media, widely used in everyday life in promoting the ideas in the content of physical education, sport. Periodical printed communications are the most basic and well-known of all kinds, during his appearance-the sixteenth century, when the first newspaper. Printed media, primarily requires mental strength when meeting face to face with the consumer in respect of perception compared to radio and TV. Therefore, to establish contact with the audience through newspapers or magazines consumer should have a high level of knowledge [1].

Periodic print media comparing with other drugs work very quickly, is not possible to get live from the stadium or place of events. Also, it is not possible to see the process and the dynamics of events, sports competitions shortcomings.
Nevertheless, there are several advantages of newspapers and magazines:

- They allow you to see the event in analytical review articles and research materials after a state of euphoria and emotional stress.
- Newspapers and magazines to read and allow Select is selected published materials, as well as re-read after time.
- Print media can be used in all places—in the library, at home, at work, in transport—in all places.
- Lovers of sports statistics and sports teams gives fans the opportunity to collect excerpts from newspapers and magazines, as well as collect photos/
- Print media are available to all;

In case the newspapers and magazines (eg "physical culture and sport", "Health", "Sports Games", etc.) are continuously published material that promotes a healthy lifestyle, nutrition, active exercise, aesthetic values of sport. The media are placed in a prominent place anti-advertising of alcohol, cigarettes and drugs. Also, there are given humor, beliefs, education. There are many factors and statistics that confirm the benefits of physical culture and sports, as well as harmful addictions.

Government must actively promote physical education and sport, so as sports at any age is one of the most efficient means promoting active use of physical culture in a healthy way of life for everyone. It is necessary to increase the number of sports media (newspapers, magazines) to resolve the tasks of creating advertising services. The reader must satisfy themselves with the necessary information when purchasing sports literature and most importantly, in sports publications should not be advertisements and messages that do not contribute healthy lifestyle. To be published in the print media on earth past and anticipated competitions, world championships, healthy lifestyles, fitness centers.

Necessary to write about sports events not only in Kazakhstan, but also abroad. Because health is the highest value, it is one of the main factors of quality of life. Physical Education and Sport-is an indicator of health of the nation, the level of civilization of society and the state.

One of the values of advertising-it has attracted many talented people-artists, writers, directors, actors, singers, athletes, etc. That they turn advertising into art. And advertising provides them with constant training and life without means testing.

Advertising in the press ushered professional advertising business andis a popular addition to television advertising.

The main advantages of advertising in the media compared to other types of advertising technologies:

- Wider coverage audience thematic and geographical targeting.
- Features of perception. Person perceives and remembers information in writing.
- Unlike television, radio and outdoor advertising, while advertising contact with a potential client indefinitely andtherefore has a lot of readers.
- Unlimited amount of time with an advertising message.
- Disseminate information to the target audience through a special press;

A wide range of promotional items: the presence of short advertisements in the newspaper, as well as messages and analytical overview article with pictures that convey direct or indirect advertising information.

**Basic Types of Advertising in the Press:**

- Message (text layouts and graphics for newspapers and magazines for pictures) is the main form of advertising in the press. Print media spend calculation and evaluation of models for areas where placed in the press advertising services. Such advertising is called modular. In modular advertising materials placed in the form of text ads in various genres of journalism.
- Press release—is, in fact, the text, but a special text. Its uniqueness-he predicts the beginning reader. For other genres advertising attaches: the case see the movie on television, hear the dialogue on RDS andsee the billboard. You can "hold", or accidentally "win" listener, viewer andpedestrian. A reader cannot be lured into the network; it must be skillfully convince interest.
- Advertising in the press-a genre that comes in a little review. Writing text for the magazine is an indicator of skill.

Despite the fact that every year the number of newspaper readers decrease, prints are still in Revue population. Newspapers cover the entire population andtheir convenience makes great precision distribute advertising budget.
The advantage of newspaper advertising depends on the dissemination of information on the subject of business, entertainment, sport, celebrity news [6-9].

Newspaper—the most effective tool as disseminating news. If this force will join advertising news, it can enhance its effectiveness. But advertising in the newspaper is not long; its duration is not prolonged exposure to the consumer. It is stored in the memory 2-4 days. Everyone knows that advertising in the newspaper—advertising unit is money down the drain. Advertising effectiveness of any newspaper—these following systematically interrelated measures.

Number of circulation; method of distribution: subscription, retail, free distribution in public places (shops, exhibitions, hotels, train stations, cinemas), distribution companies, free distribution in mailboxes, residential buildings; distribution area: neighborhood, city, towns, neighboring countries, CIS countries, the quality of the spread is constant delivery.

Effectiveness of advertising in the press depends on many factors: the edition size publications, advertising intensity, its periodicity, design solutions and modules etc. Each determines the effectiveness of a complex component. For example, to choose the right edition, you must submit the audience, her age, social status, demographic and psycho-emotional state, level of income, education and culture. Thus, performance—is the sum of the plurality of components. Sport advertising is always the technology, agile, dear. Of course, a huge budget does not always determine the effectiveness of advertising. Sometimes it can be a simple but meaningful. Example of two iconic sports brands: Adidas where advertise sporting goods (shoes) famous athletes. Puma company uses for its advertising animals, white, clean background and animals interact with new materials shoes Puma, Rollers immediately became full broadcast on TV and print companies also srazunachali work.

The main objective of the print media—the formation of the necessary information by which you can get the right answer, or read an article about the necessary issues and topics of concern to readers interested in sports. All sports publications urging readers to live by the "golden rule." Healthy lifestyle—"the key to successful future".

CONCLUSION

Advertising is widely used in physical education and sport, it is a tool to influence public perceptions. It is necessary for the effective conduct of professional activities and profits of athletes, sports organizations and businesses and most importantly, its main activities: dissemination of information about sporting goods and services, promotion of the nation's health, healthy lifestyle, as it is important for a healthy generation and the state.

Through advertising allowed important cultural, sporting, economic and other problems. Therefore, consumers need reliable, modern, high-quality information about the sport and this information must convey advertising.

REFERENCES