

STRATEGY COMMUNICATION IN SPORT

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Abstract:

Introduction

Communication is a fundamental means of psychosocial interaction.

The determining factors of communication are: communication actors, code and communication channel, contextual and environmental factors, and bilateral communication and feedback.

Methods and material Research of the specialized literature was the mean method in order to achieve the paper. There are some sources that treat about the communication as technical process. In the same time there are authors that studied about communication in sport fields. We started from the thesis that an efficient communication between coaching team and athlete leads to better performance behavior.

Results Specialized literature debates about the elements of the communication process, and states that the strong link between the source and the receptor.

Discussion and conclusions Study of literature emphasizes the roles of coaching team as sources and the athletes as receptors. A good relation in communication influences the sport performance in athletes' lifetime.

Keywords: *athletes, communication, performance.*

Introduction

Communication is a fundamental means of psychosocial interaction.

The determining factors of communication are: communication actors, code and communication channel, contextual and environmental factors, and bilateral communication and feedback.

In communication process the actors' behavior depend on their personality and needs. Also, the actors of communication are marked by the cognitive particularities, specific to their own personality. The way in which communication actors interact depends on their social status, prejudices and personal stereotypes.

Sports communication deals with interpersonal and organizational communication among participants within a sport, families, fans and media. A good communication means best results in team performance.

Material and methods

Research of the specialized literature was the method used to achieve the paper. There are some sources that treat about the communication as technical process. In the same time there are authors that studied about communication in sport fields.

Trainers and coaches were interested on effects induced by communication in sport training. We noticed that high performance means a lot of work. There are some successful training methods that improve the athletes' performances. Although the athletes' effort is important, there are some ways that can improve the final success. Among important methods of performance achievements it seems to be the communication between the two parts of the training process: the source (trainer, coach) and receptor (athletes).

We started from the thesis that an efficient communication between coaching team and athlete leads to better performance behavior.

Results

1. Communication as interactive process

Billings et al. underline that *"today communication is largely understood as a process, where in meaning is constructed and exchanged through a variety of symbols and media [1]."*

We can talk about communication in technical or psychological terms. From a technical point of view, communication consists of transmitting a message from one place to another. This is conditioned by the existence of a transmitter (source) and receiver.

Between the two elements is formed a transmission channel through which the message, the information circulate. The actors, as transmitter and receiver of communication are decisive influenced by psychological, cognitive and social features. Abric, J.C. considers that *"from a psychosocial point of view, communication is the assemblage of processes through which information and meaning exchanges are exchanged between people in a given social situation is"*, and thus, *the communication situation becomes various and strongly predetermined [2].*

The code and channel quality depend by psychological and signaling variables. The language used in a communication situation must be adapted to the interlocutor and the conditions of the communication.

Communication is a complex process in which physical, psychological, cognitive, social factors interconnect.

Dumitriu, Gh considers that communication must fulfil some conditions to be effective [3].

- convince the interlocutor;
- develop the personality of the interlocutor;
- communicate meaningfully the meaning of the message;
- do qualitative changes in the behavior and personality of the interlocutor.

In sports activities, the most common form of communication is in the group.

The group is a sum of people who interacts directly, participates in common activities and follows unanimously accepted rules. A sport group or a team sport includes two or more athletes training together towards a shared objective, to compete, and to win.

Communication is a basic way of psychosocial interaction. Interlocutors are continually exchanging information, news, ideas, feelings,

states. The way of transmission is verbal and nonverbal.

Communicating interlocutors exchange information, but also achieve goals, and influence each other's activities and personality. In the sport and physical education activities, the communication is running up according to lessons type, link or target as well as to the scholars' number and level of personality development and personal instruction. In sport activities carried out by groups, workshops or games, communication becomes multidirectional and the dialogue takes place between teacher pupil, pupils-pupils or between groups, and sometimes the teacher gives up his/her statute, becoming a member of the group.

Communication in sport means the facts between the athletes and coach team. They can be in the same time transmitters and receivers. From both sides run information, feelings, and ideas on verbal and nonverbal communication (Figure 1).

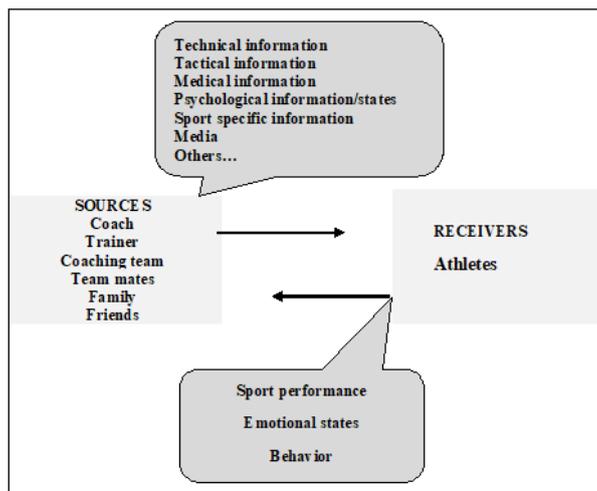


Figure 1. Communication between athletes and coach team

2. Trainers as transmitters/sources

Trainer personality influences the communication by the manner he/she appears and acts in front of the audience. From the very begin, personal charm and sometimes clothing, represents metacommunication elements which may influence the athletes and the communication effects. It is not so easy to be a trainer or to be a teacher.

Trainers send information for the athletes: how to execute the specific drills, to compete, to deals with their feelings, to work together with their team mates. To capitalize their communication, the trainers have to master the language (morphological structures, semantics,

vocabulary), the specialized (and updated) terminology, as his/her messages are expressed by words, in an oral way.

In order to be a good trainer, or coach the person must have vocation in communication, or so named teacher vocation. Knowing, understanding and accepting the athletes' personality, the trainers create an opportune ambient with a strong impact for an efficient communication, and so to reach high sport performance.

Trainers or coaches must have some personal qualities to manage a successful sport process.

The most important quality of coach, teacher of physical education and sports is persuasion. The ability to convince the audience, the athlete in our

case, depends on some of the source's caliber, coach, teacher, and others.

Another aspect of the coach's communication is empathy. The ability to accurately perceive the personality and state of the sport in all training situations contributes to the success of communication and the joint effort for superior sports performance. A coach who can enface into the athletes' life stories and attitudes, which penetrates delicately the emotional states of the athlete, has maximum chances of achieving sports performance.

According to Mazer et al. study's *coaches may intend for their aggressive communication to correct athletes' poor performance during competition and improve their overall effectiveness in the game.* [4].

The attractiveness of the coach is another factor that influences the communication process. The way in which the coach presents himself, the physical appearance, the clothes and the gestures are elements of the metacommunication that can determine the favorable or unfavorable impression in athletes' perceptions.

In many situations personal charm influences the quality of communication between the coach and athlete. However, the effects of communication mediation are reinforced by the credible content of the message. For performance athletes the value of the message sent by the coach induces the degree of personal involvement. The coach's arguments in stimulating training determine the motivation and involvement of athletes in further training activity. Athletes who have been encouraged by the coach's words and attitudes in training or competitions have been involved with more confidence and success in effort. The credibility and quality of the supportive discourse increased the attitude and attitude of athletes in front of the sports task.

In the field of sports activities, the visualization and perception of the issuing source that ensures optimal communication. The location and type of physical distance used by the teacher ensures the efficiency of receiving the messages. Optimal distances for educational didactic communication are recommended. We add the fact that, for young athletes (as age), communication is particularly sophisticated when the adult is lowered to the child's height (waist).

Ezzeldin study's results *indicate that there are marked differences in the communication practices of coaches and athletes and between team and individual sports. So, to aid in the development of communication within team*

sports, coaches and athletes should determine what the fastest mode of communication is required [5].

3. Athletes as receivers

Impact of communication depends on receivers' qualities and attitudes. There are some individual differences on each athletes. Athletes' personality is involved through the genuine structure of cognitive, affective and volitional processes, which influence in different ways the communication's efficiency. All these can be support for communication's rapidity and efficiency, directed to the sport performance.

Athletes' motivation determines their implication of communication, and further in sport activity success. The trainer have to find the best code of communication, linked to athletes' personality and the message content.

Athletes having a strong desire to perform in sport are able to get difficult and complex messages. The performance success and the rewards maintain the athletes' interest to be the best in sport activity.

Expectancy contributes to updating attitudes and behaviors in individual or group action and induces cognitive and motivational effects.

4. Form and content message

For the success of communication, means must be released from redundant elements, using verbal trails that prove to be effective in enhancing learning and practice. In verbal communication, in physical activities, teachers used special terms to specify directions (orientation, execution), commands and counting.

In order to improve communicative competences, the teacher has to know the language (morphological structures, semantics, and vocabulary), specialized terminology (updated). The messages are delivered by word, especially in the form of verbal oral communication.

Raiola, G. explained *that it is necessary to decoded the functional, diagnostic and tactics signs or of body communication, from the team, to solve the game strategies and problems* [6].

There is a nonverbal communication of ideas, feelings, and emotions in artistic, rhythmic, aerobic gymnastics, skating and artistic swimming, sports dance, artistic skiing, and expressiveness.

In sport games, the intentional partner movements (collaborations) are optimally matched to win or to get points. Team mates can communicate in a harmonized manner, so that by complementary behaviors, to achieve technical, and tactical success.

Avci et al. study shows that *creating quality milestones (and environments), and enhancing positive relationship and spending quality time with athletes and creating mastery-oriented motivational climate may in turn increase athlete's intrinsic motivation and helps them to meet the demands of their positive emotions* [7].

Discussions and conclusions

In the training process, there are two sources, coach training and the athlete, or sport team.

The messages that run up between the two parts of communication have the aim to improve the sport training, and further high performance. Competence requires a good reputation of the trainer. This quality refers to the professional and communication potential of the educator. Competent coaches are intelligent, well trained in their field, have general culture, and special competences and abilities.

Communication depends on the two parts of qualities, attitudes, competences and abilities.

The success of communication basically means to achieve high sport performance.

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