





The impact of famous Armenian athletes as role models on Armenian children

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May 18, 2018



Statement of Research Questions

Central Research Questions

RQ1: What is the impact of famous Armenian athletes as role models on Armenian children?

Armenian famous athletes are considered to be role models for children and they can have a positive impact on Armenian children.

RQ2: What is the role of mass media in portraying Armenian athletes?

RQ2(1): Has the Armenian mass media been successful at shaping Armenian sporting role models?

Methodology

Quantitative and Qualitative research

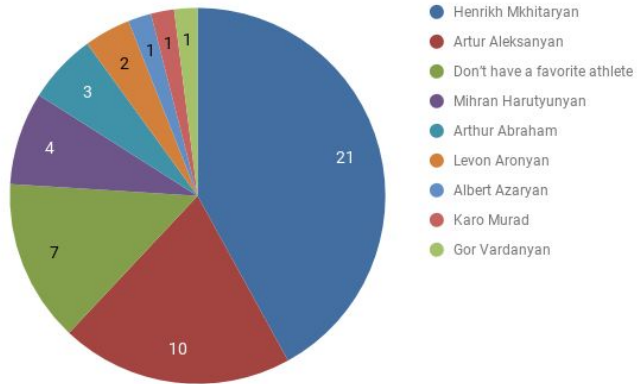
1. Identification of the famous Armenian athletes as role models
2. Study of famous Armenian sports and athletes
3. Data Collection and Analysis
4. Conducting Interviews and Surveys
5. Reviewing Existing sporting role model programs

Key Findings

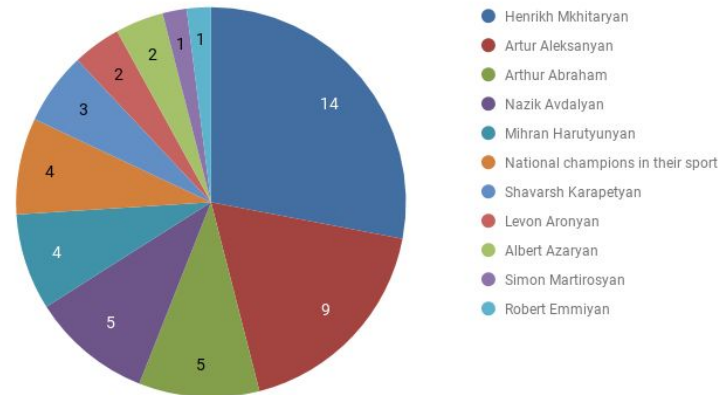
- ❖ Famous Armenian athletes ARE considered to be role models.
- ❖ Famous Armenian athletes identify themselves as role models.
- ❖ Famous Armenian athletes have a great impact on Armenian children.
- ❖ Not all leading TV stations cover Armenian athletes/sport related events.
- ❖ There is no state sponsored projects planned to increase female sport participation.

Surveys

Who is your favorite athlete? 50 children within the age 6-12 NOT participating in sports



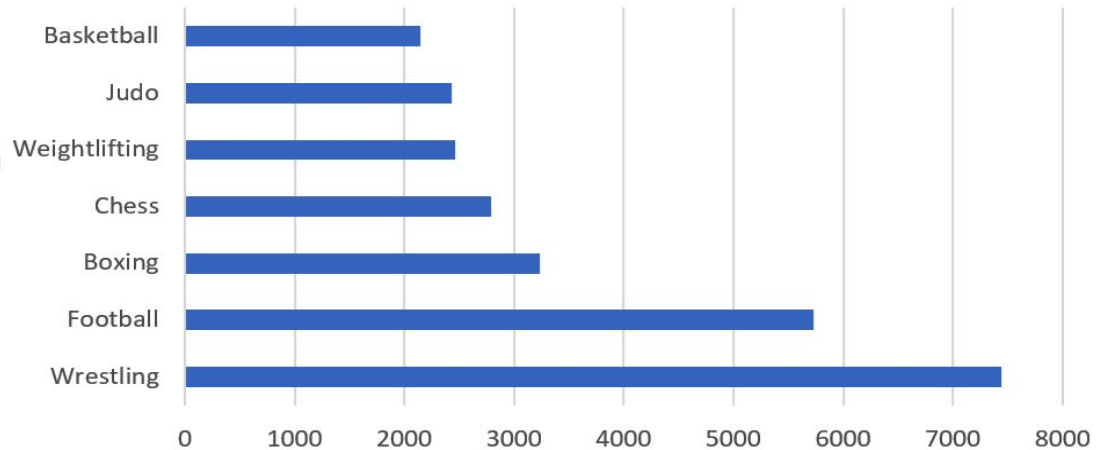
Who is your favorite athlete? 50 children within the age 6-12 Participating in sports



Data/Statistics (MOSYA)

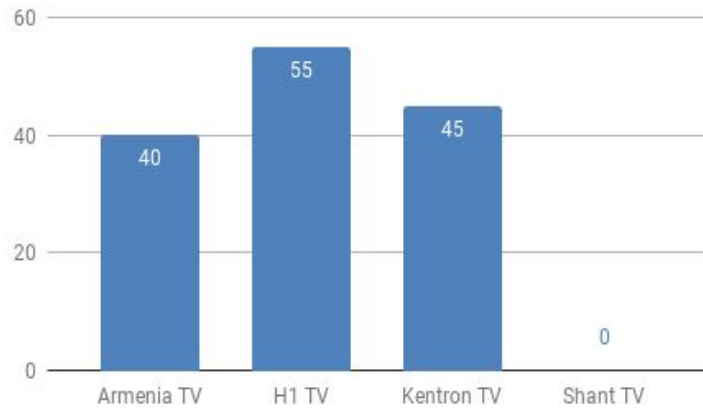
There are 42
officially registered
sports in Armenia
by the MOSYA as of
2017

Most popular sports in Armenia by number of participation (2014)

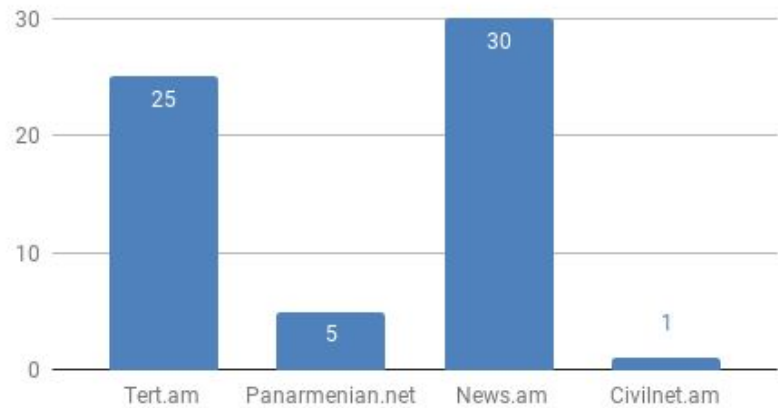


Data/Statistics (Mass Media)

Weekly Sport Coverage of leading TV Stations



News Media Websites Daily Sport Coverage



Interviews (Athletes)

Factors that led to them becoming athletes

- ❑ Artur Aleksanyan
 - supportive behavior of parents to practicing sports and precise guidelines,
- ❑ Mihran Harutyunyan
 - following the path of his favorite athlete (Armen Nazaryan) at the time.
- ❑ Nazik Avdalyan
 - Supportive role of parents and following the path of her favorite athlete

Interviews (Astghik Martirosyan)

Astghik Martirosyan - the head of the Division of Public Relations and Information at the MOSYA

WHY IS THERE NO STATE SPONSORED SPORTS TV STATION?

“There is no need of that as long as leading TV stations show the important sporting events and channel world sport news.”

WHAT STEPS THE MINISTRY HAS UNDERTAKEN AT INCREASING FEMALE PARTICIPATION IN SPORT?

“Unfortunately, no projects are being implemented to enhance the female participation in sports by the ministry.”

Observations (Training Sessions)

- Less number of participants than officially registered
- Children imitating the moves of famous athletes
- very enthusiastic to show their abilities and skills when training with the famous athletes



Recommendations

- Launching a new program such as the one in Australia named “Growing Participation in Sport” to grow the level of physical activity within children
- Developing “Armenia’s Physical Activity and Sedentary behaviour guidelines” and publishing them on Ministry websites
- further examinations and revisions to be undertaken by the MOSYA in order to acknowledge the actual number of participants of every sport club in Armenia