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**ENQUÊTE ET SELECTION DES DE LA
COMBINAISON APPROPRIÉE DE PROMOTION POUR
LE PRO FOOTBALL-LIGUE D'IRAN, SELON LA
MÉTHODE AHP**

Résumé:

Aux fins de l'enquête et la sélection de la combinaison appropriée de promotion pour le football pro-League de l'Iran, 13 experts en marketing du sport ont répondu à l'chercheur conçu questionnaire sur la promotion de mélange. La validité apparente et le contenu a été prouvé par des experts et sa fiabilité en tant que raison du taux d'incohérence des questionnaires qui est inférieure à (0,1) peut être prouvé ainsi. Pour la méthode des données AHP analyse et le choix d'experts (11) logiciels ont été utilisés. Les résultats ont montré que dans le second niveau de la hiérarchie, de la publicité (0/625) ratio était dominante à la relation publique (0/375). Dans le troisième niveau, entre la publicité et des outils de relations publiques, la publicité TV (0/522) et les médias comme l'un des outils de relations publiques avaient respectivement la priorité première et deuxième. Nous pouvons dire que, pour améliorer le football pro-League marketing, la publicité est le critère le plus important et de la publicité TV est le choix le plus important du mix promotion pour le football pro-League.

Mots clés: mix de promotion, la méthode de hiérarchie, le marketing sportif, le football ligue professionnelle,

THE IDEALS OF THE OLYMPIC MOVEMENT

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Abstract:

A review on the aims and ideals of the originator of the Olympic Movement is a sign of humanism, simplicity and reverence for the human race regardless of skin colour, political sect, tenet and social and economic base. The centenary workbook of the followers of this attitude also indicates the sincere attempt that has tried to raise the flag of the Olympic Movement and to develop its humanitarian goals all over the world by policy making and selecting various methods.

Accordingly, this article is willing to study the ideals of the Olympic Movement. The method used is historical and uses documents published in articles, magazines and on the internet to elaborate on the main ideals of the Olympic Movement (Citius, Altius, fortius, education principle, the principle of sincere and friendly match, the principle of the expansion of international friendship and understanding, the principle of developing equal chances, the principle of cultural manifestations in the Olympic Games, independence and inscrutability).

As the method in this research is documentary; there is no statistical sample. The instruments are also articles, theses, the internet, etc., performed by studying, using strap cards, categorizing, codifying and analyzing the content of the data. Finally we come to this important matter through the principles mentioned briefly that as far as holding the Olympic Games has proceeded, it has made a deviance from the mentioned and critical principles in the Olympic Charter and if those responsible in the National Olympic Committee and the International Olympic Academy do not pay attention to this important matter, it is possible that in the next periods and specially in the 21st century this movement faces irrecoverable problems.

Keywords: *Olympic ideals, education principle, friendly match principle.*

INTRODUCTION

According to the philosophy and tradition remained from ancient Greece and the ideal of the originator of the modern Olympics, the Olympic Games are held with the purpose of spreading peace, friendship (Behmanesh, 1987), health, respect and international understanding, and finally as a means to reach an ideal human society (Chalip, 1991). The Olympic Games have a great historical background and the lovers of the Olympics are always trying to keep the originality of the games according to the provisions mentioned in the Olympic Charter and far from any sort of interference and exertion of political opinions, commercial advertisements etc.

From Pierre de Coubertin's attitude, the originator of the International Olympic Committee and of the new olympiad period, the Olympic Games is not just a sport event but a critical point in the cultural and social wide movements, the movements which provide means of growth and evolution for the people and changes the world into a place to live healthily in (Mohammadi, 2011).

Coubertin's proposal to hold the modern Olympic Games was in fact a solution to terminate deep political-social crises in France. Like many of his counterparts he believed that the solution to the social, political and cultural problems of his country is to transform the current circumstances of the society. He pursued the development of sport clubs and following that arose to establish a greater movement that was called the Olympics. In order to finalize his thought, he requested a hand from ancient Greece and stepped stably on this path with exact and accurate organization and transferred these principle all over the world. He claimed: "Participation of the youth in sport events results in the appearance of a movement. A movement which can terminate international quarrels in a good way and also spreads message of peace, friendship, and understanding between the nations".

In other words, Coubertin considered the Olympic Games a basis for making optimal social changes; hence, he named this thought "olympism". There is a great emphasis on nurturing and empowering moral and physical traits which are the basis of sports in the statute of the International Olympic Committee.

Sport is considered as a means of teaching and rearing the youth because there is a very intimate relationship and understanding among countries in sport places and matches. Gathering young athletes throughout the world at a specific time and place every four years has created the biggest and the most unique sport festival which originates from the principles and bases of the Olympic Charter. If the ultimate aim of the Olympic Movement is to develop and spread the basis of the Olympics and to reach the goals of olympism, it is required to know these principles and goals in a better way.

Coubertin thought about attracting the youth into sport environments in a period that the society of France was

involved in great political, social and cultural crises. He put forward the idea of establishing sport institutions in the international arena with the vast view and universal sight that he had toward education; hence, Coubertin and some of his residue and educated friends established the International Olympic Committee by holding a meeting at the Sorbonne University in Paris, on June 23, 1894. Coubertin established this international organization to end the crises with the help of the Olympic Games. Like many of the educational experts of his time, he believed that it is possible to solve many of the social crises by sport. He also believed that making an absolutely competitive organization can encourage the youth of France and can wake them up from their negligence dream. He spread these goals throughout the world and created a universal movement that was very effective in solving political quarrels and disputes between nations.

In 1894 Coubertin wrote: "why did I revive the Olympic Games? This is the answer: in order to empower sport to the extent that it can keep its own continuum and independence; to empower it in order to perform the role appointed to it in this world in the field of education; to exalt the athletes that their physical activity is essential in order to keep the general spirit of sport competitions".

The aims of the Olympic Movement have originated and spread from Coubertin's statements. These aims are put forward in the Olympic Charter:

1. Promoting and spreading those moral and physical traits which are the basis of sport.
2. Educating the youth by means of sport in order to bring understanding between them and their friends and also to contribute to making a more peaceful and better world.
3. Promotion of the Olympic principles throughout the world and making a universal benevolence.
4. Gathering the athletes throughout the world in a huge festival every four years in the Olympic Games.

According to the quadruplet aims, we figure out that the Olympic Games is something beyond holding several games every four years in some part of the world. In fact, the basic moral and educational problems of the Olympic Movement are hidden in its nature at the international level. Coubertin has described the Olympic Games as a perfect school of education and the maker of acceptable human behaviour. A school by which it is possible to transfer various cultural, educational and social aims to the adolescents. Now, on the threshold of the 21st century, we should check and see to what extent the Olympic Movement has diverted from Coubertin's view in practice. Though Coubertin and other former thinkers of this movement, among its ideals and the hopes they had for it, have written a lot of books and articles about it, we should acknowledge that there is no simple and clear definition which can be the basis of planning yet. Hence, as much as it is done in the field of the philosophy of the principles and aims of the Olympic Movement, it is too little yet. Therefore, this research is meant to recognize the ideals and aims of the Olympic

Movement in order to specify the effect of these aims and ideals on its future.

MATERIALS AND METHODOLOGY

The method of performing this research is historical and documentary, in an attempt to investigate the ideals and aims of the Olympic Movement by using documentary subjects in articles, books, magazines, theses, dissertations, the internet etc. This article is documentary, so there are no society and statistical sample. The instruments of this article are articles, books, magazines, theses, dissertations, the internet, etc. which is done by studying, using strap cards, categorizing, codifying and analyzing the content of the data.

The subjects covered in this study are:

1. the Olympic Movement
2. *Citius, Altius, Fortius*
3. the education principle
4. the principle of friendly and sincere match
5. the principle of developing international understanding and friendship
6. the principle of establishing equal chances
7. the principle of cultural manifestations in the Olympic Games
8. independence and inscrutability.

In some cases, there are not enough documents or documentary evidence in order to explain completely, which can be considered as one of the limitations of this research.

RESULTS

The findings of this part investigate the ideals of the Olympic Movement from different aspects. The Olympic Movement: several organizations are involved in the institution of the Olympic Games, shaping it. The rules and procedures according to which these organizations work are mentioned in the part of Olympic. This committee is addressed as the Olympic Government because the task of solving problems and making vital decisions such as choosing the host of the games and planning the Olympics belongs to this committee. Three organizations form the Olympic Committee at the professional level:

1. the International Federations (IFs): the parties controlling each sport (for example: FIFA or Football International Federation, FIVB or Volleyball international federation).
2. the National Olympic Committee (NOCs): directs the Olympic Movement in each country (for example: USOC or the National Olympic in the United States)
3. the committee planning the Olympic Games (OCoGs): committees responsible for controlling special events in the Olympics (Mohammadi, 2011).

DISCUSSION AND CONCLUSIONS

The Olympic principles can be stated in the form of exact and definite aims that the Olympic Movement wants to be recognized. It is obvious that the International Olympic Committee and the National Olympic committees have not followed these principles and goals in a uniform manner and with a similar purpose. The definitions stated for these principles do not have a general character and firmness and are used more for putting problems forward and discussing them.

1. Citius, Altius, Fortius

The principle of "Citius, Altius, Fortius" can be considered as a principle needed to reach the highest levels in a sport. Contrary to the current idea, in his time that emphasized on keeping the middle and satisfaction extent, Pierre de Coubertin encouraged reaching the highest levels. He thought that "trying and making attempt donate the most pleasure to man and success is not an aim by itself; but a means to reach the highest positions". The spirit of this principle can be found in the famous motto of the Olympics. These mottoes have remained from that time up to now and have become objective in competition of the athletes and have created a lot of beauties and complex movements in the Olympic festivals. The National Olympic Committee follows reaching the best levels by various methods:

- selection of the best sport teams to participate in the Olympic Games and the continental ones;
- respecting the most outstanding athletes and elite coaches;
- attending the committees holding games in the citizen country in order to supervise the exact and complete performance of the games;
- planning for the camps and the preparatory games for the sport teams
- cooperating with other organizations in order to extend buildings and existing sport spaces and also to improve the best ways to use them in sport activities.

The mentioning of these aims brings about important problems automatically. The pursuit of the principle of the best is an important matter and reaching it requires an important argument about determining standards and records. The general ideas of the Olympic Games and of the continental ones, involving the criteria of choosing the athletes and the records needed in order to choose national team members in various majors, are scrutinized seriously (Shantz, 1998).

2. The principle of education

Since all of the founders of the National Olympic Committee have been among the experts and thinkers in the field of education and have been among the elites of this scientific field in their own period, they have paid a lot of attention to education. Coubertin wrote an article in 1890: "Education has a great importance in people's lives nowadays. Sport constitutes the main and spiritual part of this education. Sport not only strengthens the muscles but also perfects

personality. This aim is portrayed in the traditional Olympic Games and the belief that says practice and competition should be antecedents in order to build the permanent personality of the athletes”.

The principal matter in the Olympic Games is not winning, but participating. The most significant work in life is not to win but to try. The most basic principles are not defeating but combating well.

In this article Coubertin reminds that the basis of attendance in competitions and sport fields is not winning, but participating and it does not exhibit defeat or victory. He emphasises attempting which should be part of people’s lives. The most important of all is that he stresses on a sport that gives people a chance to know themselves and provides the possibility of growth for them. Accompanied by this aim, other problems turn up. One of them is that there is not necessarily any educational aspect in physical activities. Some scientific observations demonstrate that some difficult sport activities have pathogenesis aspects before having educational aspects (Sagadi, 2000).

3. The principle of sincere and friendly match

This principle conforms totally with one of the Olympic aims: “Athletes should obey rules and should not follow getting dishonest privileges by using barred tonic drugs or other mediums. In the Olympic Games, some of the athletes commit such crimes to win medals. The athletes should regard each other not as enemies but as playmates. They should not forget respect while they are confronted with each other seriously. The attempt of the executors of the Olympic Movement can be supplying a space in which coaches, managers and athletes compete with each other in mutual understanding”.

The subjects that can be discussed here are:

- Is it possible to draw a distinction between scientific acceptable mediums and scientific unacceptable mediums?
- What can be implicated from wrong score in the framework of the Olympic Games nowadays?
- How can managers, coaches, supervisors and athletes show severe reaction to dishonest and wrong sport methods (Sajadi, 2006)?

4. The principle of the development of international friendship and understanding

One of the most desirable points about the Olympics is that international sport leads to international friendship, meaning that the people of the world should make better understanding of each other through games and therefore resort less to force in order to solve their problems. That is why, according to one of the provisions of the Olympic Charter, the Olympic International Committee requires the host country to give entry visa to all of the eligible participants without any attention to their citizenship.

Exchanging presents and sport garments in the olympic village and the attendance of all of the athletes and officials in the opening and ending ceremonies are other

manifestations of this ideal. But there are some people who believe that the current way of using national clothes, national flags and songs contribute more to enmity than friendship. In order to prove this claim, they refer to the periods of the Olympic Games that have been empty of friendship due to sanctions and political inimical operations (Yerles, 1994).

5. The principle of establishing equal chances

This principle, which follows the principle of education, underlines the observance of equality and parallelism in sharing educational chances for all the people. If we assume that sport is a sort of education so we should give it to everyone equally, and according to Coubertin, we should perform the principle of liberalism in rearing the youth. For example in order to encourage 50 to do sport exercise, we should give a chance to 100. From the 50 who practiced in a particular major, we should choose 20 and take them to the extent of specialty. From the 20 who are under proficiency instruction, we should choose 5 with outstanding abilities. This continuum circuit can be broken because each circuit emanates from the previous one. In spite of the importance of establishing equal chances, there is a great inequality in sport competitions which has become the leaven of different societies. For example, in Iran most of the national teams are composed of the youth of the capital cities, those living in the center and in the prosperous social and economic places.

At the international level, most of the medals are devoted to the athletes who are citizens of developed countries. They estimate their value by gold and dollar equivalents while the athletes of the third-world countries do not have such privileges. Another important point here is making equal chances for women. Though the International Olympic Committee has put the patriarchy beliefs aside, yet by a look at the current structure, it can be observed that both memberships and programs are all to the benefit of men. For example, if we consider the Olympic Games in Athens in 2004, the male participants were twice as much as the female ones. The programs of the games for men were greater too in a way that the programs of the women were restricted only to some limited sport events. Of course, this matter was somehow compensated in the 2008 Olympics (Shantz, 1998).

6. The principle of cultural manifestations in the Olympic Games

Coubertin also wanted to promote the human culture by encouraging pictorial arts beside the Olympic Movement but it was not attended to as much as it deserved. He believed that there is a must to open the doors of shrines and to invite all of the people to the world of human culture. It was as a result of his resistance that simultaneously with the Olympic Congress in 1906, some matches occurred in the fields of music, sculpture, painting, literature and architecture, and gold, silver and bronze medals were distributed among the winners. It is worth saying that Coubertin himself sent a poem to these matches by his nickname and was awarded a gold medal. From 1948, artistic festivals stood instead of

these games and from that time, simultaneously with the Olympic Games, artistic and cultural festivals are held, which adds to the prosperity of the Games.

On the other hand, modern architecture in the structure of the Olympics and the popularity of artistic sports such as gymnastics, diving, etc. attracted the attention of the people to the beauty of physical activities.

Nowadays, we observe great artistic festivals, films, concerts, first-hand theaters and exhibition of the masterpieces of famous artists in the Olympic Games (Ritter, 1987).

7. Independence and inscrutability

As mentioned earlier, like his advisor and incentive, Fredrick Lopl, Coubertin was thinking about finding social and cultural procedures instead of using political ones in order to solve different problems and difficulties that France was facing. Hence, he was always a supporter of the separation of sport from political and governmental interferences. He accepted no governmental responsibility and separated his political records totally from educational and sport affairs. Even at the time of establishing the International Olympic Committee, he refused membership in this committee in a free manner and allocated all his attempts to make the membership in this organization according to activity, commitment and sport dutifulness because he was always afraid of exerting political forces. The leaders of the International Olympic Committee who leaned at the presidency seat of this organization after Coubertin respected his beliefs and even in some very critical points they could prevent the force and interference of governments and political critics. That is why nowadays the International Olympic Committee has performed better than similar organizations in the world in its commitment to keep sport independent and inscrutable, and it is well-known for this. A witness of this claim is the respectable resistance and perseverance of the International Olympic Committee against the severe pressures imposed by one of the powerful national Olympic Committees that wanted a revision in the Olympic affairs of 1980. In spite of all these, it should be accepted that the performance of this belief and keeping the motto "policy does not mix with sport" in this world and in the circumstances that the world is facing at the beginning of the 21st century, we need to establish and follow a very complex strategy. The reality is that today's world cannot perform the philosophy of separation of sport from policy. In most countries such as Iran, providing facilities for the participation of the athletes in the Asian Olympic Games is frequently on the government. Olympic international owes its power and position to following political methods too. That is why Lord Kilanin, in the period of his presidency in the International Olympic Committee, reasoned in this way: "it is not possible to imagine sport from policy separated any more; but it is possible to keep sport away from political jobberies (Yerles, 1994; Sajadi, 2006).

EPILOGUE

If Coubertin were present in the beginning years of the 21st century and in the 2008 Olympics, his feelings would be maybe drowned in the waves of consent and amazement. Today, the Olympic Movement has become a universal movement and the attendance of 120 members in the last session of IOC with various races, colours, religions and social-economic categories demonstrates the anticipation of all countries from this important event.

According to the principles studied briefly, we come to this important conclusion that as far as holding the Olympic Games has proceeded, it has diverted its way from the important principles in the Olympic Charter and if those responsible in the National Olympic Committee and the International Olympic Academy do not deal with this important matter, this movement may face irrecoverable problems in the following periods and especially in the 21st century.

As a final conclusion, we can acknowledge that getting far from the Olympic ideals has brought about today's threats and getting close to these goals, that emanate from the thoughts of the originators of this movement, can rescue this great movement. In fact, it is necessary to deal more with spiritual and main bases of sport in order to keep public support, perform fair plays and offer equal chances and in order to avoid matters such as professionalism, political tensions and problems, racism, political priority, etc. in sport and in order for the Olympics to return to its main path which is stablishing friendship and peace in the world. One of the main tasks of the Olympic Academy in any country is checking matters such as helping the National Olympic Committee in that country so that they do not divert from the Charter and the main principles of the originators of the Olympic Movement while performing duties and so that they reinforce and promote these principles which originate from a disciplinary thought.

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IDÉAUX DU MOUVEMENT OLYMPIQUE

Résumé:

Un examen sur les objectifs et les idéaux de l'auteur du mouvement olympique est un signe de l'humanisme, la simplicité et de respect pour la race humaine, sans aucune attention à la couleur de la peau, secte politique, principe et la base sociale et économique. Le classeur centenaire des partisans de cette attitude indique aussi la tentative sincère qui a essayé de hisser le drapeau du mouvement olympique et à développer ses objectifs humanitaires dans le monde entier par l'élaboration des politiques et le choix des méthodes différentes.

En conséquence, cet article est disposé à étudier les idéaux du Mouvement olympique. La méthode utilisée est historique, qui utilise des questions documentaires dans les articles, magazines et Internet pour des précisions sur les idéaux principaux de Mouvement olympique (Citius, Altius, Fortius, l'éducation principe, le principe de correspondance sincère et amicale, le principe de l'expansion de International amitié et la compréhension, le principe de l'égalité des chances en

développement, le principe de manifestations culturelles dans les jeux olympiques, l'indépendance et impénétrable).

Comme la méthode de cette recherche documentaire est, il n'ya pas un échantillon statistique. Les instruments de la recherche sont aussi des articles, thèses, etc Internet qui sont effectuées par l'étude, l'utilisation de cartes de courroie, la catégorisation, la codification et l'analyse du contenu des données. Enfin nous arrivons à cette importante question à travers le brièvement les principes mentionnel que dans la mesure du maintien des Jeux Olympiques a procédé, il a fait un écart par rapport aux principes énoncés et critique dans la Charte olympique et si les responsables du comité national OLYMPIQUES et l'Académie internationale olympique ne faites pas attention à cette importante question, il est donc possible que dans les périodes à venir, et spécialement dans century21 ce mouvement face à des problèmes irrécupérables.

Mots clés: *idéaux olympiques, principe de l'éducation, le principe match amical*

A STUDY ON THE CORRELATIONS BETWEEN THE MOTOR AND THE COGNITIVE INTELLIGENCE QUOTIENTS OF STUDENTS IN FOOD SCIENCE

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Abstract: *Intelligence is not a generally valid criterion, each individual having his own array of knowledge and skills, which sets him apart from all the others. Moreover, no individual can be labeled "stupid", just because he might or might not have mathematics, biology, linguistics or sports related knowledge, due to the fact that he certainly excels in other fields.*

Keywords: *Intelligence of the language, mathematic intelligence, visual intelligence, cognitive intelligence*

Man is a live, hyper-complex system, a synergy between body and spirit, considered to be the mere essence of life on earth, due to his unparalleled evolution, regarding but not resuming to biological and psycho-social aspects.

From the earliest times, it became obvious that people are different, both physically and intellectually, philosophy being the science that has dealt with the differences between people, rightfully determining the fact that some people have increased physical skills, others are more intellectually gifted, thus being able to better cope with day-to-day issues.

Gilles Azzopardi is the author of one of the most complex definitions of intelligence, stating that "intelligence is a mental aptitude which involves, among others, the ability to reason, foresee and solve problems, think in an abstract

manner, understand complex situations, learn fast and fully make use of past experiences".

In modern society, the theory according to which intelligent people are prone to be more successful, powerful and influential, while less intelligent people are seldom marginalized and rejected, seems to have lost its relevance. It would be fundamentally wrong to assume that someone is not intelligent simply because he or she has little to no math, sports or biology skills, as they might be stellar in many other aspects.

Moreover, it must be stated that intelligence is not even a concept, each person being individually better at some things and bad at others.

Intelligence is not a homogeneous concept. As a matter of fact, there are many types of intelligence: verbal, non-verbal, emotional, cultural, motor, etc. Besides, tests