



**Editor:**

**Assist Prof. Nurkan YILMAZ Ph.D**

**PIONEER AND  
CONTEMPORARY STUDIES IN  
SPORT SCIENCES**

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## **Chapter 1**

# **Effects of Paralympic Games on Host Countries**

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## **ABSTRACT**

The Paralympic Games have emerged as a significant international sporting event, showcasing the exceptional talents and determination of disabled athletes from around the world. This section examines the effects of hosting the Paralympic Games on the host countries, encompassing socio-cultural, economic, and competitive performance dimensions.

The Paralympic Games yield a range of positive outcomes for host countries. Firstly, they contribute to an increased social awareness and inclusivity regarding disability, fostering the development of a more understanding and compassionate society. The achievements and struggles of disabled athletes during the Games serve as a catalyst for promoting social participation and increasing the desire for disabled individuals to engage in sports. As a result, a sense of unity and solidarity is strengthened within the host communities.

Economically, the Paralympic Games stimulate tourism and lead to substantial economic revitalization in host countries. The influx of athletes, their families, spectators, and media representatives drives growth in sectors such as accommodation, transportation, and food and beverage, triggering employment opportunities and supporting local businesses. Moreover, investments in infrastructure and accessibility improvements enhance the overall attractiveness of the host cities, facilitating long-term economic development. Host countries demonstrate their commitment to their athletes by providing financial and logistical support. This support enhances athletes' motivation, training opportunities, and performance levels, ultimately increasing their chances of success and fostering national pride. The Games also serve as a platform for showcasing the host country's organizational capabilities, infrastructure, and cultural heritage, leaving a lasting impression on the global stage.

In conclusion, the Paralympic Games have profound effects on host countries, encompassing socio-cultural, economic, and performance dimensions. They act as catalysts for raising awareness, promoting inclusivity, supporting tourism, triggering economic growth, and enhancing national pride. By embracing the Paralympic Games, host countries contribute to the empowerment of disabled athletes, facilitate societal change, and leave a lasting legacy that transcends the realm of sports.



## **INTRODUCTION**

Sports is a factor that directly or indirectly affects people's lives, and it holds great importance for individuals with disabilities as well. Sport offers positive effects in physical, mental, and societal aspects, playing a significant role in the lives of disabled individuals. The presence of sports in the lives of disabled individuals enables them to cope with the challenges they face in their daily lives and allows for personal development. Sport assists in maintaining the physical health of disabled individuals while simultaneously boosting their self-confidence and reinforcing their self-belief. From a social perspective, sport facilitates the integration of disabled individuals into society and enhances their social relationships. The positive effects of sport on disabled individuals serve as a crucial tool for generating increased awareness and altering perceptions of disability (Zengin ve Şentürk, 2022).

For individuals with disabilities, sports not only support physical rehabilitation but also provide numerous benefits such as increased self-confidence, strengthened social relationships, and enhanced quality of life. Sport improves the physical abilities of disabled individuals while simultaneously boosting their self-assurance and contributing to a change in the perception of disability. Sporting activities among disabled individuals foster solidarity and social cohesion, counteracting social isolation, and providing opportunities for self-expression and acceptance. Sports enrich the life experiences of individuals with disabilities, increase motivation, and generally improve their quality of life. Therefore, sports hold a significant place in the lives of disabled individuals, offering them numerous positive impacts (Sherrill, 2004).

Engaging in sports for individuals with disabilities not only supports their health but also serves as a significant tool in overcoming obstacles and discovering their potential. Sport assists disabled individuals in being physically and mentally healthier, while also providing opportunities to push their boundaries and take pride in their achievements. The involvement of disabled individuals in sports enhances their self-confidence, making them feel stronger, more capable, and independent. Sports activities empower disabled individuals with strength and motivation to overcome the challenges posed by disabilities. For disabled individuals, sports reinforce the sense of self-expression, freedom, and accomplishment in life. Therefore, sports for individuals with disabilities are not merely an activity that supports physical well-being but also a vital tool that empowers them and enables them to thrive in life (DePauw ve Gavron, 2005).

Adaptive sports, as a concept, encompass various sporting activities aimed at helping individuals with disabilities overcome the challenges they face in their daily lives. These sports activities may vary depending on the disability and can include sports for rehabilitation purposes, hobbies, or competitive sports. Adaptive sports support individuals' physical and mental health, providing them with strength, motivation, and self-confidence. Sport is utilized as a significant tool in the process of overcoming disabilities, enabling individuals to express themselves, integrate into society, and enhance their quality of life. Adaptive sports not only offer individuals with disabilities the opportunity for physical activity but also contribute to the strengthening of social connections and achievements in various areas of life. Therefore, adaptive sports hold a significant place in the lives of individuals living with disabilities, providing them with numerous benefits in terms of both health and social aspects (Tow ve diğerleri, 2019).

The Paralympic Games are an international event of equal interest and significance to the Olympic Games. These games serve as a platform where athletes from various disabled groups participate, representing different countries. The term "Paralympic" is derived from the combination of the words "para" and "Olympic," and it refers to the competitions held in parallel with the Olympic Games and exclusively among disabled athletes. This event provides disabled athletes with an equal and fair competitive environment, allowing them to showcase their abilities and deliver their best performances. The Paralympic Games are a platform that highlights the power of sports and the potential to overcome obstacles, increasing the interest in sports among individuals living with disabilities and creating awareness in society (Ergün, 2011).

### ***Paralympic Games and Their Impact on the Host Country***

The formulation and implementation of policies by states to protect and empower the rights of individuals with disabilities are significant indicators of a country's level of progress. Hosting major sports events on their own soil plays a crucial role in enhancing the reputation and prestige of developing countries (Knott & Tinaz, 2021). Additionally, with the widespread dissemination of mass communication technology, countries' interest in sports and the most popular sports events such as the Olympics and Paralympic Games has increased (Doğu & Sunay, 2010). From this perspective, it can be argued that hosting international sports events brings various contributions.

The Paralympic Games are a large-scale international event where disabled athletes from around the world compete. Held every four years, these games have significant effects on the socio-cultural, economic, and competitive

performance of the host country. To understand the impact of hosting the Paralympic Games on host countries, several important factors need to be considered.

Firstly, there are socio-cultural effects that the Paralympic Games bring to host countries. These games provide an opportunity for disabled athletes to showcase their abilities and earn respect within society. The host country's population gains awareness about disabilities and increases their support for disabled athletes. The Paralympic Games can encourage necessary policy changes to improve the lives of disabled individuals in the host society and raise awareness of disability rights. Additionally, the cultural impact of the Paralympic Games should not be overlooked, as the host country has the opportunity to introduce its culture and heritage to the world by hosting the games. Athletes and visitors experience a rich cultural exchange by exploring the host country's traditions, cuisine, arts, and other cultural aspects. This can increase the host country's tourism potential and contribute to the local economy.

The economic impact of the Paralympic Games is one of the most important parameters. The host country makes investments in infrastructure development, facility construction, and increased security measures during the organization process. These investments stimulate economic growth and employment opportunities. The expenditures of tourists attending the Paralympic Games contribute to local businesses and the service sector. Moreover, the host country's media and promotional opportunities expand, attracting more attention on the international stage and increasing commercial opportunities.

The competitive performance demonstrated by host countries in the Paralympic Games can be one of the most noticeable effects of the games. It is possible to observe an increase in the participation of host athletes when looking at the history of the games. Furthermore, significant increases have been observed in the achievements of participating host athletes in the competitions (IPC, 2021).

### ***Economic Effects of the Paralympic Games***

In cities hosting the Paralympic Games, there is a significant development or renovation of infrastructure. The increase in the number of domestic and international tourists visiting the city and the prominence of facility development during the Olympic Games process bring numerous economic benefits to the city (Baum & Lockstone, 2007).

The most appealing aspect of hosting the Paralympic Games is to gain economic profit (Short et al., 2000: 320). The aim is to increase investments and

employment in the host cities. The growth of the tourism sector holds great importance for the city as increased investments elevate income levels and production capacity (Ersungur & Akıncı, 2013: 5081).

After the 1984 Paralympic Games in Los Angeles, the idea that the Paralympic Games would provide significant economic contributions to cities emerged. These games led to considerable efforts by other cities and countries to host the Paralympic Games due to the economic gains achieved. Therefore, the Los Angeles Paralympic Games are considered a turning point and contributed to the formation of the capitalist Olympic image (Andranovich et al., 2001: 125). Additionally, it was determined that the 1984 Olympic Games contributed approximately \$3.3 billion to the economy of the state of California (Koryürek, 2003: 133).

### ***Socio-cultural Effects of the Paralympic Games***

Hosting the Paralympic Games has not only economic benefits but also significant socio-cultural impact. Factors such as the sense of accomplishment and the prestige of participating in an international event play a prominent role (Waitt, 2001: 250).

The Olympics and Paralympic Games held in Sydney in 2000 can be considered as an example of multicultural communities expressing themselves. The presence of an Indigenous bureaucrat leading the delegation during the bid process was particularly important in demonstrating Australia's commitment to its roots. Emphasizing local diversity in international events can be seen as a tool for promoting the city (Nauright, 2004: 1328-1330).

To host the Paralympic Games, significant infrastructure activities need to be carried out within the city. The pre-Olympic preparations in Rome in 1960, including road networks, infrastructure, and airport arrangements, serve as an example in this regard (Gold & Gold, 2008: 304).

It is well-known that the success of athletes always holds great importance in the Olympics and Paralympic Games. However, starting from the 2000s, the significance of successful host cities has increased. Making the infrastructure systems developed for hosting available to the public after the Olympics is seen as a factor that influences increased prosperity (Yıldız & Aydın, 2013). Examining the 1992 Barcelona Olympics, it is observed that 80% of the investments were made in public infrastructure rather than sports infrastructure (Yıldırım & Gökten, 2018).

Hosting the Paralympic Games brings many socio-cultural benefits, ranging from architecture to better public understanding of social issues (Yıldız & Aydın, 2013: 275).

The hosting of the Olympic Games by cosmopolitan cities has made other cities more willing to be labeled as cosmopolitan by also aspiring to host the Olympics (Liao & Pitts, 2006). It is observed that the Olympic Games have a significant impact on host cities' engagement in active sports activities. For example, after the 1992 Barcelona Olympics, approximately 46,000 individuals enrolled in local sports clubs (Bulut, 2012). Hosting the Olympic Games can enhance the sense of competition among cities (Short et al., 2000: 321).

Hosting the Paralympic Games contributes significantly to enriching the cultural identity of the city and gaining recognition as a cosmopolitan city (Short et al., 2000: 320).

In Spain, following the end of Franco's regime, the country saw the significant opportunities that mega-sporting events like the Paralympic Games could provide. Barcelona, benefiting from this opportunity in the best possible way, successfully transformed the socio-cultural image and tourism activities of the capital, Madrid, in its favor through its investments (Tomlinson & Young, 2006: 9-11).

### ***Effects of Paralympic Games on Competition Performance of Host Countries***

The Paralympic Games are a significant event where disabled athletes showcase their abilities and compete at the international level. Host countries can have various effects on the performance of their athletes when hosting these games. To understand the impacts of hosting the Paralympic Games on the competitive performance of host countries, it is important to consider certain factors.

Firstly, the host country's athlete development and support system play a crucial role. Countries hosting the Paralympic Games often invest in athlete development programs and infrastructure. This enables local athletes to access better training opportunities, technical support, and facilities. It can result in the creation of a stronger pool of athletes in the host country, positively impacting their competitive performance.

Secondly, the motivation and national pride factor of the host country are significant. Hosting the Paralympic Games presents a great opportunity for the host country's athletes. It can lead to higher motivation among the host country's athletes to participate in competitions and a desire to represent the country in the best possible way. Additionally, spectators and supporters in the host country may be more enthusiastic and passionate in supporting the athletes, which can positively influence their performance.

Thirdly, the organization and preparation process of the host country are crucial. Hosting the Paralympic Games requires a large-scale organization. The host country needs to plan and execute the facilities, infrastructure, and logistical details effectively to successfully manage the event. This can provide better conditions for athletes to compete and impact their performance. Furthermore, providing better support and logistical opportunities to the host country's athletes and teams is also important.

In conclusion, hosting the Paralympic Games can have various effects on the competitive performance of host countries. Factors such as the athlete development system, motivation factor, and quality of organization can influence the performance of the host country's athletes. However, it should be noted that the Paralympic Games serve as a platform bringing together the best disabled athletes from all countries, creating a highly competitive environment. Therefore, the success of the host country is influenced not only by the effects within the host country but also by the athletes' abilities, work discipline, and performances.

**Table 1.** Summer Paralympic Games Scorecard of Host Countries

Year	Host Country	Gold	Silver	Bronze	Total	Ranking
1960	Italy (Roma)	29	28	23	80	1
1964	Japan (Tokyo)	1	5	4	10	13
1968	Israel (Tel Aviv)	18	21	23	62	3
1972	Germany (Heidelberg)	28	17	22	67	1
1976	Canada (Toronto)	25	26	26	77	6
1980	Nederland (Arnhem)	31	33	36	100	6
1984	England (Stoke Mandeville) & USA (New York)	USA:137 ENG:107	USA:131 ENG:112	USA:129 ENG:112	USA:397 ENG:331	USA:1 ENG:2
1988	South Korea (Seoul)	40	35	19	94	7
1992	Spain (Barcelona)	34	31	42	107	5
1996	USA (Atlanta)	46	46	65	157	1
2000	Australia (Sydney)	63	39	47	149	1
2004	Greece (Atina)	3	13	4	20	34
2008	China (Beijing)	89	70	52	211	1
2012	England (Londra)	34	43	43	120	3
2016	Brazil (Rio)	14	29	29	72	8
2020	Japan (Tokyo)	13	15	23	51	11

**Source:** (IPC Summer Games 2022).

**Table 2.** Summer Paralympic Games Sports Branches

Para archery	Para athletics	Para badminton	Blind football	Boccia
Para canoe	Para cycling	Para equestrian	Goalball	Para judo
Para powerlifting	Para rowing	Shooting Para sport	Sitting volleyball	Para swimming
Para table tennis	Para taekwondo	Para triathlon	Wheelchair basketball	Wheelchair fencing
Wheelchair rugby	Wheelchair tennis			

Source: (UPK, 2023).

**Tablo 3.** Ev Sahibi Ülkelerin Kış Paralimpik Oyunları Karnesi

Yıl	Ev sahibi ülke	Altın	Gümüş	Bronz	Toplam	Başarı Sırası
1976	Sweden (Örnsköldsvik)	6	7	7	20	5
1980	Norway (Geilo)	23	21	10	54	1
1984	Austria (Innsbruck)	34	19	17	70	1
1988	Australia (Innsbruck)	20	10	14	44	2
1992	France (Tignes-Albertville)	6	4	9	19	6
1994	Norway (Lillehammer)	29	22	13	64	1
1998	Japan (Nagano)	12	16	13	31	4
2002	USA (Salt Lake City)	10	22	11	43	2
2006	Italy (Torino)	2	2	4	8	9
2010	Canada (Vancouver)	10	5	4	19	3
2014	Russia (Sochi)	30	28	22	80	1
2018	South Korea (Pyeongchang)	1	0	2	3	16
2022	China (Beijing)	18	20	23	61	1

Source: (IPC Summer Games 2022).

**Table 4.** Winter Paralympic Games Sports Branches

Para alpine skiing	Para cross-country skiing	Para biathlon	Para ice hockey	Para snowboard	Wheelchair curling
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Source: (UPK, 2023).

When examining Tables 1 and 3, it can be observed that the success of host countries in the Paralympic Games is evident. It can be stated that this table is formed as a result of host countries' desire to showcase themselves on the universal platform and make investments accordingly. In the 2004 Athens Paralympic Games, it can be seen that the host country, Greece, was unable to capitalize on the advantage of being the host. This can be attributed to the

significant impact of the severe financial crisis that Greece experienced before the games.

## **CONCLUSION**

The impact of hosting the Paralympic Games on host cities carries significant importance both in terms of sports and social aspects. The Paralympic Games have the potential to increase social awareness and alter the perception of disability by showcasing the abilities of disabled athletes. Host cities gain a range of advantages through hosting the Paralympic Games. The Paralympic Games serve as a major driving force for the development of host cities' infrastructure. The adaptation of sports facilities and transportation networks to be accessible for people with disabilities helps transform cities into more accessible and inclusive places for individuals with disabilities. It can be said that these infrastructure improvements facilitate the daily lives of both disabled athletes and disabled individuals. Additionally, media focus on the games can positively contribute to the promotion and brand value of the host city.

The Paralympic Games increase social awareness and change the perception of disability. These games demonstrate that disabled individuals are not defined solely by their disabilities but also showcase their abilities. The stories and achievements of athletes foster a more positive attitude towards disabled individuals in society and help develop greater understanding and empathy regarding disability. Infrastructure development, economic benefits, and increased social awareness are significant advantages of hosting these games. The Paralympic Games make cities more inclusive, accessible, and socially conscious while providing support and opportunities for disabled athletes.

In conclusion, we can summarize and list the impact of hosting the Paralympic Games on host cities under several headings:

**Awareness and Inclusion:** Hosting the Paralympic Games in cities creates greater awareness of and sensitivity towards the achievements and struggles of disabled athletes and individuals in society. This can contribute to the formation of a more compassionate and understanding society regarding disability. Additionally, infrastructure improvements and accessibility enhancements in host cities can contribute to better adaptation for individuals with disabilities in their daily lives.

**Social Engagement:** The Paralympic Games increase participation in sports events and reinforce a sense of social unity and solidarity in host cities. The increased opportunities for sports participation for disabled individuals enable people from all segments of society to engage in sports. This promotes social



inclusion, alters the perception of disability, and helps disabled individuals play a more active role in society.

**Tourism and Economic Revitalization:** The Paralympic Games boost tourism activities in host cities. Athletes, their families, spectators, and media representatives flock to the city during the Olympics, stimulating economic growth in sectors such as accommodation, food and beverage, and transportation. Furthermore, infrastructure investments made for the Olympics make the city more attractive and support economic development.

**Employment Opportunities:** The Paralympic Games create temporary and permanent employment opportunities in host cities. Various sectors such as organization, security, volunteers, media, and service industries generate job opportunities. The employment provided before and during the Games contributes to economic development and reduces unemployment rates in the city.

**Support and Resources from the Host Country:** Host countries in the Paralympic Games tend to provide more resources and support to their athletes. Host countries boost the motivation and chances of success for their athletes by offering financial and moral support, enabling them to access better training and education opportunities and perform at a high level. Host countries make significant investments in infrastructure arrangements, sports facilities, and equipment to provide better conditions for their athletes. Hosting the Paralympic Games as a host country offers advantages in terms of infrastructure and organization. Host countries make great efforts to prepare the necessary infrastructure for the smooth organization of the Games. High-quality facilities, convenient transportation, and other organizational details positively affect the performance of athletes and ensure successful execution of the Games.

**Host Country Interest and Motivation:** Hosting the Paralympic Games as a host country is a source of great pride for both athletes and society. This situation provides athletes with extra motivation and enhances their performance. The Games organized in the host country generate broad interest and support from the community. This uplifts athletes' morale and motivation, increasing their belief in achieving success. When encouraged by supporters from their own country, athletes can perform better and increase their chances of winning medals.

**Motivation Arising from National Pride and Interest:** Athletes from host countries compete with a sense of national pride and responsibility, representing their country's name and flag. These emotions positively affect athletes' performance and provide them with increased motivation. The interest and support from the host country's community uplift athletes' spirits and enhance

their desire for success. Athletes' success fosters national pride in host countries and brings out the potential of disabled individuals by encouraging their athletes.

The success of host countries in the Paralympic Games is measured not only by the number of medals but also by the experiences gained by the athletes. Hosting the Games provides athletes with unforgettable experiences and contributes to the expansion of the Paralympic movement. In this way, host countries take pride in athletes' achievements and raise awareness in society, thereby improving the quality of life for disabled individuals.

The effects of hosting the Paralympic Games on host cities can vary in each organization and depend on the characteristics of the city. However, some of the benefits of hosting the Paralympic Games generally include increased social awareness, promotion of disabled individuals' participation, revitalization of tourism activities, and economic development.

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## **Chapter 2**

# **Athlete and Coach Communication**

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**ABSTRACT**



## **INTRODUCTION**

What makes one athlete or one team more successful than the other when it comes to a sporting event? When we ask the question, if we live in the 1950s, the answer we will give will be the correct determination of the work program. However, over the years, the view that physical work alone would not be sufficient to achieve success in the sports sector has been united and the importance of interpersonal communication in sports has gradually increased due to the fact that the athletes also do their spiritual exercises on a regular basis. In this regard, a study by Campbell and Jones (2002) concluded that one of the best predictors of the athlete's stress and/or satisfaction with his teammates is the interaction and communication of the team.

The importance of communication in sports cannot be underestimated. It has been talked about for many years that the key to success in both sports and business world is communication. Many studies have shown that poor communication is responsible for poor performance in the business world. It is important for top management to communicate effectively and most employees believe that it improves the efficiency and performance of the business. In the world of sports, the situation is no different. The communication skills of managers and coaches will have a positive effect on the performance of the athletes.

Not only managers and coaches, but also spectators watching a game through mass media and stakeholders supporting a sports organization are also involved in the communication process and remind the importance of communication on the basis of sports experience. As sports is a developing sector and the importance of sports communication is increasing day by day, the number of competitors of sports businesses is increasing now, too.

### ***Communication***

Defining man as the most social of all animals, Friedrich Engels argues that the dominance over nature begins with the development of human hands, that is, with labor. The human being, who is constantly advancing and constantly discovering new things, has learned that what he can do alone is limited, and has necessarily increased the situations of joint activities with other people. Now people reach the point where they have something to say to each other. In this context, we can say that communication is a process that regulates the various relationship networks of people at the social level.

People who know the value of labor have faced new problems in their relations with each other with the industrial revolution and the rapid progress of technology. The search for solutions to these emerging problems has enabled

the concept of communication to enter the life of today's people and to use it frequently. Later, the increase in scientific studies on communication transformed this field into a scientific discipline.

Communication can be defined as the process of transferring a message from a transmitter to a receiver using a medium and then receiving feedback.

***The basic functions of communication can be listed as follows;***

- Communication carries information
- Communication helps build healthy relationships
- Provides communication interaction
- Communication carries decisions
- Communication carries orders
- Communication allows for feedback.

***Based on all these information, some of the purposes of communication can be listed as follows;***

- Agreeing
- Persuading people about a specific issue, in line with the source's request.
- To inform people about any subject, idea, thought, situation or event
- To manage
- Motivating people
- To mobilize (to act)
- to entertain
- Sharing feelings etc.

***Communication Types***

When various sources are examined, types of communication are examined under different headings, but basically, types of communication are examined under three headings: verbal, nonverbal and written.

***Verbal Communication***

The verbal communication of people's feelings and thoughts using words and sentences is called verbal communication. Verbal communication is generally provided by language, so the people communicating should speak the same language. There is a message transfer situation in communication, and this message is conveyed through the words and sentences used. In other words, the source conveys his thoughts and/or what he wants to convey verbally with words.

In order for communication to be effective, the speaker's voice level, diction, body language, the quality of the words he uses, the quality of the speech, the speed, etc. are very important.

In verbal communication, the transmission of the message and its reception by the receiver occur simultaneously, and immediately after that, feedback occurs.

The speaker should use a different tone in one-to-one communication and a different tone when addressing the community. One of the biggest mistakes made is to try to speak very quickly by rounding the words, diction is very important in order for the message to be conveyed to the receiver correctly and to be understood, and the words must be pronounced clearly and understandably. The speaker/source, who wants to express himself and be understood at the same time, should be able to understand the perception level of the people or groups in front of him and choose the words and sentences he will use accordingly.

In order for oral communication to be effective and successful, the listener is as important as the speaker. Without a good listening skill, it is not possible to talk about a healthy communication as the speaker does not perform the receiver function, no matter how well he expresses himself.

### ***Nonverbal Communication***

The most basic tool of communication is language, but it is not the only tool. There are other factors that are effective in the reception and transmission of the message. Body language, mimics and gestures, eye movements, space, clothing habits, physiological changes, intimacy and personal space are the elements that help message transmission.

Body language is a universal language used by people all over the world. But this universality does not mean that language has common meanings. The signs used in body language have different meanings in different cultures and societies. In this respect, it becomes meaningful only within a certain cultural structure.

Gestures and facial expressions, which are the most important factors affecting body language, are the movements that support our feelings and thoughts and embody them.

### ***Written communication***

Another type of communication is written communication. Mankind has felt the need for communication since its existence, and they communicated by drawing pictures on cave walls and writing on stones and tablets. Written

communication is a very important factor for the development and progress of humanity. The invention of writing was a turning point for humanity. In the beginning, writing, which was used only in the field of commerce, has turned into an important communication and expression tool over time. Words and sentences in the form of written communication; instead of speech and sound, it emerges with shapes and symbols.

With writing, societies developed and advanced; information, feelings and thoughts were transferred more clearly and permanently, commercial and social life was arranged, laws and laws were formed, and religious discourses were conveyed to believers for centuries. Writing has been used as a tool in fields such as law, art, philosophy, has provided communication and has become an indispensable part of every area of life.

In the early stages of humanity, communication took place with voice, gaze, posture and movements. Afterwards, words and language were included in the communication process. Over time, the increase in population, the transition to settled life and the development of agriculture increased the elements in communication, and with the development of trade, there was a greater need for writing.

When we look at the 5000-year history of writing, in cultures such as Sumerian, Egyptian, Indian and Aztec, caption syllabic hieroglyphs and cuneiform scripts come to the fore. The alphabet began to be used approximately 2000 years after writing. The origin of the alphabet is thought to be based on the Semitic people. The alphabet has been very effective in the regulation of both social and individual life. Not only does the writing allow us to know what happened in the past, it will also enable us to read what we experience today as history tomorrow.

### ***The Role of Perception in Communication***

Perception is the interpretation of data transmitted to our brain through our sense organs. Both the frame of reference created by the person to make sense of the outside world and whether the transmitted messages are suitable for the person's receiving channels form the basis of perception.

People gain awareness as they interact with their environment. Thanks to this awareness, they determine their position in the society and find ways to make their own life easier. Awareness starts with perceiving the environment. Attention is one of the most important factors that determine perception. A person with developed attention skills is better at recognizing the outside world and placing what he has learned into his own communication process. Because

the way a person perceives the world or a situation he encounters, he expresses himself in the same way.

### ***Elements of Communication***

There are four basic elements of an effective communication process; source, message, channel and receiver, and the process that provides the relationship between the four basic elements: encoding, decoding, feedback and noise.

### ***Source***

The beginning and end of all communication is again the person. There are at least two participants in interpersonal communication, and these are called the sources that initiate the communication. When the source wants to send a thought or behavior related to an idea to the receiver by attaching any meaning, it creates a message for them using words, numbers, numbers, signs, gestures or other symbols. Therefore, the ability of the source to initiate communication means that the content of the communication to be established is determined according to the purpose of the source.

Some of the features that the resource should have in order for the communication to start and continue properly can be summarized as follows;

***The source must be knowledgeable:*** The source must have sufficient knowledge of the message to be sent. If the source does not have enough information about the message, it will fail in the encoding process, which will negatively affect the communication process.

***Must have source coding feature:*** A message that is not well coded by the source will have little effect, or may lead to a behavior other than the expected behavior. While encoding the source message, he should know the meaning of the words, signs, numbers and symbols he uses. Especially in communication with body language, gestures and mimics, the source and the receiver should have cultural affinity and the source should have a command of these cultural codes.

***The resource should act in accordance with its role:*** The resource should encode the message according to its status and role. If the message encoded by the source is not suitable for the role it has, this message has no or negative effect on the receiver.

***The source must be recognized by the receiver(s)***: When receivers receive a message, they want to recognize the source who sent it. If the receiver knows the source closely and has positive feelings about the source, the message creates the necessary effect on the receiver. If the recipients do not know the source or know its negative aspects, effective communication becomes difficult.

### ***Message***

Messages are the thoughts transmitted between the source and the target, or the thoughts that the source encodes for its own purpose and sends to the receiver. The more senses the message reaches to the receiver, the better the meaning is intended to be conveyed. This is also important for communication. However, it is important for the message to be clear, understandable and correctly coded for the success of communication.

If the message sent by the source and the message perceived by the receiver are compatible with each other, there is 'full communication'. The message sent by the source is called the original message; The message perceived by the receiver is called the perceived message. Communication becomes effective as the difference between the original message and the perceived message decreases, and as the difference between them increases, deviations occur in the communication process.

1. The message should be understandable.
2. The message must be clear.
3. The message must be delivered at the right time.
4. Appropriate channels should be followed while the message is being sent to the receiver.
5. The message should remain between the source and the receiver, and others should not be involved in the communication process.

### ***Channel***

The channel is the medium that allows messages to be transmitted between the source and the receiver. These can be tools of audio-visual-written, verbal or non-verbal communication. Choosing which of these tools is an important factor in the effectiveness of communication, and it can be said that the channel affecting several sense organs is more suitable. Identifying the channel is easy. These are physical objects to which symbols are transferred; light waves, sound waves, radio waves, nervous system, etc. They are physical and technical objects that transform messages into symbols. Radio receivers and transmitters are a tool; converts speech into sound waves; sound waves are channels and television is a tool; With the help of its receivers and transmitters, it converts

images and sounds into light and sound waves and light and sound waves are channels.

In telephone communication, the channel is telephone lines. In verbal communication, the channel is the air. In order to choose the most suitable channel for a communication process, it is necessary to know the characteristics of the receiver very well. Whichever channel is suitable for the transfer of information between the source and the receiver, that channel should be used.

### ***Recipient***

It is the person who perceives the message sent to the receiver and tries to share the meanings, which is the general purpose of communication, to show that he knows the image. In order to realize an effective and desired communication, information about the recipient's place, thoughts, beliefs and attitudes and socio-economic level takes place in this sense. It is the counterparty who receives and understands the information produced and transmitted by the source and must provide feedback. Communication may not be healthy if the target does not provide feedback on whether it has received information from the source. Although the receiver is one of the most important elements of communication processes, it is seen that this element is generally not given sufficient and necessary importance in the communication behaviors shown in daily life. As is often the case, it is very important to explain any topic intended to be explained by the sources in a way that the recipient can understand, ignoring the coding. This communication is defined as "message communication". Full perception of the receiver depends on having an interest, the availability of the message and information, and the ability to listen actively. To be an active listener; he or she should be quiet, free from all prejudices, pre-types, evaluations and generalizations, empathize with the senders and be patient. The features that the recipient should have; In order to achieve success in the communication process, the receiver must also have the ability to listen actively.

### ***To be an active listener;***

1. Silence must be ensured,
2. All kinds of prejudices, evaluations and generalizations should be freed.
3. The speaker should not be interrupted,
4. Be patient,
5. Empathy towards the source should be shown,

***The features that the receiver should have for an effective communication are as follows:***

1. The receiver must be able to perceive the message correctly.
2. The receiver must be knowledgeable and capable of feedback.
3. The recipient should not be picky.
4. The recipient should act in accordance with the place in which he is.
5. The recipient must have the feature to be as a source.

### ***Coding***

Coding is the conversion of a thought, information or emotion into a form of communication ready to be transmitted.

The thoughts that remain in the minds of the sources and cannot be transferred to other people naturally cannot be a part of communication. Therefore, source thought should be expressed in a way that others can understand. In other words, encoding is a physical process that organizes and regulates the transmission of the message to the recipients. In verbal communication, coding is the act of choosing and saying words and sounds. In nonverbal communication, the encoding can be with a smile, gesture, acknowledgment, or a nod to smile. Code can be described as any set of symbols that can be meaningfully made to humans, so symbols must be the source sending the message as well as symbols known to the receiver of the message. A resource that encodes a message and makes sense of it by the target audience; It is a reflection of the common social and life experiences of both parts. In another saying; The wider the field of common experience where communication takes place, the more successful the communication will be. The messages to be transmitted should attract the attention of the target, the coding of the message should know the targets and the source of the message, the message should meet the needs of the receiver. In order to achieve the desired behavioral changes in the target, their values should be understood, expectations and behavior patterns should not conflict.

### ***Decoding***

Decoding means that the messages sent by the source are interpreted by the receiver; In other words, it is the process of decoding the meaning attached to the message. Messages sent by the source turn from meaningless signs and symbols into a meaningful structure. In order for the decoding process to be successful, the source of the coding process and the receiver of the decoding process must meet in common experiences. At this point, the intersection of common experiences is important for sharing meanings. Listening and



perceptions have an important place in the decoding process. Listening is the process of receiving verbal and/or nonverbal messages, forming a meaning from them (after understanding, interpreting, and evaluating) and reacting to them. In other words, a stimulus reaching the receiver is put into a meaningful form by interpreting the message. Messages transmitted during the communication process only occur when the code is opened, meaningless signs on paper or some audio and visual signals become meaningful. The opposite of encoding is the receiver's interpretation of the message. Decoding can be affected by factors related to culture, listening skills, source, and channel. An important element that measures the success of communication is the decoding of the message by the target audience. The most important criterion in this situation is that the target and the source understand each other. Perception plays an important role here. For communication to occur, the perceived and sent meanings must be at least close to each other, even if they are not identical. In other words, as stated above, these meanings must overlap. This is often a difficult prospect. The main reason for this is that the code clarity is closely related to both the structure of the message and the characteristics of the detector.

### ***Feedback***

Feedback item; It is the response created in response to the message, the responses that the source receives from the receiver. It is the response of the receiving party to the source's message. No matter how knowledgeable the source is about the subject they are communicating with, there comes a place where recipients want to respond. After a while in one-way communication, it becomes boring and meaningless for the receiver. In this sense, the source and the receiver swap places. This displacement occurs with the receiver's response to the source. Most senders receive feedback during communication because the feedback informs the receiver whether the message has been understood correctly. Feedback can take the form of verbal or nonverbal responses, written texts, or phone calls. People interact with each other. Their conversations are linked through feedback. While the process continues, the source perceives the messages and the replies that come to it with the channel used, and then re-arranges the messages that it will transmit to the receiver by taking the warnings received from this reflection as a criterion and tries to increase the benefit of the communication. For resources, reflection can be thought of as knowledge about the effects of the communication that takes place. The source is the control of the comment, in other words; Thanks to the feedback, it obtains information about the perception and comprehension function of the target. Feedback gives information about the success of the agreements between those who are in

contact. There are two types of feedback. Negative feedback and positive feedback. Negative feedback occurs if the receiver does not understand or misunderstand the message sent by the source and transmit it in this way; Positive feedback is when the receiver fully perceives the message sent by the source and transmits it correctly to the source. There should be positive feedback in an effective communication process. In the feedback process, the receiver who responds to the message sent by the source moves to the source position. That is, the receiver encodes the response of the message and transmits it to the source.

***The features that an effective feedback should have are:***

1. It is transmitted at the right time.
2. It helps the resource.
3. It enables the resource to reach its purpose.
4. It is the exact equivalent of the message sent by the source.
5. It is constructive.

***Features that provide an inactive feedback include:***

1. It is not the exact equivalent of the message, it is general.
2. The timing is wrong.
3. It is complex.
4. There is much more Interpretation.

**Noise:** noise element; If there is a difference between the message sent by the source and the message received by the target unit, this difference is called "noise". Distortion of these sounds, radio signal interference, rustling telephone wires, or tingling on the television screen. In fact, noise can be seen at every stage of communication. Cüceloğlu divided the noise in communication processes into three groups.

**-Physical noise:** It is the noise in the channel. The teacher explains the topic in class. An example of this noise is the sound of long-term vehicle sounds coming from outside.

**-Neuro-physiological noise:** Irregularity of vision, speech or hearing in receiver or Sender is an example of this noise.

**-Psychological noise:** Psychological obstacles at the receiver or source can cause this noise. For example, if the source forgets the message they want to

convey, the target itself can choose a received message or target in a different way than the one chosen, and can be considered as an example of psychological noise. Especially the share of psychological noise in the deterioration of interpersonal communication plays an important role. A person may be biased on certain topics and due to this bias, they can interpret the messages sent to the topics and direct the meaning content in different directions.

Communication, which is indispensable in our lives, is what happens most in competitions. It can be verbal, nonverbal or written. People are in constant communication about their feelings, perceptions, intentions and teams in a competition, knowingly or unknowingly. These; They exhibit with their contact, cheers, gestures and facial expressions. Not only the athletes in the team; Coaches, referees, fans, security guards and other people on the field are in contact with each other.

A healthy communication in competitions depends on people having a common understanding of their use of sports language. Communication in the field is extremely complex and noisy. Sources and recipients mix. Conflicting messages can often emerge.

### ***Coach - Athlete Communication***

The success of the team or the athlete is basically based on the communication between the coach and the athlete. The quality of communication between the coach and the athlete also provides the opportunity for self-criticism.

Coaches are people who prepare their athletes physically, but also make them happy psychologically. In addition to the technical skills of the athletes, they take part in their lives as a leader, teacher, role model, psychologist / guide or mentor. Coaching is expressed as a leadership art based on influencing and directing others through mutual communication and interaction.

The most important way of being a successful coach and raising successful athletes at the same time is through strong and accurate communication with the group led. Communication; It is a way of expressing one's own feelings, thoughts, needs and understanding others. It is a process where at least two people understand each other by sharing their feelings, thoughts and knowledge (Üstün, 2005). In daily life, 2/3 of our time is spent with communication-based activities. Effective communication skills can play a facilitating role in all kinds of human relations and in all kinds of professions. In particular, those who work in occupational fields where people need to be together more need to have a greater command of communication skills. Although coaches have a great influence on athletes, it is expected that successful coaches will have higher

communication skills with athletes. In recent years, researchers have been working on the effects of concepts such as leadership, motivation, harmony, communication, norm, and goal setting on sportive success.

Having effective communication skills in coaches who are in constant communication with the people they work with makes them stronger managers and leaders against their group. The eight important communication skills that must be developed for a coach are listed as: respect and value while communicating, positive approach, giving high-informative messages, consistency, listening skill, giving importance to non-verbal communication, knowing the principles of reinforcement and reinforcement, knowledge and experience in teaching sports skills. .

There are many factors that affect the performance of athletes. The most important of them are; relationships within the club, correct guidance, high motivation and optimal level of excitement. In addition to these, the communication of the athlete with his trainer and teammates is directly proportional to his performance. The higher the quality of communication within the team and with the coaches, the greater the peace and trust in the club. This, in turn, improves the emotional and spiritual health of athletes. The provision of this environment can be achieved even by communication alone.

Relationships are based on communication. Activities such as informing the athlete about his performance, giving motivational speeches and mediation improve communication skills. Determining the effect of the effective communication process of sports managers, trainers and athletes on team performance in our country is an important issue (Erkan, 2002).

In order for the coach to communicate effectively and contribute positively to team performance, he must first gain the respect and trust of the athletes. Gaining the trust of the athlete is difficult and also a critical value. In this context, coaches should get to know their athletes, deal with their problems, make an effort to get to know them, and create a healthy communication process. He should accept self-criticism not only off the field, but also on the field and even about himself, and make them feel that he respects the opinions of the athletes.

Sports contribute positively to the communication skills of individuals in their social lives. Today, people often do sports to improve themselves emotionally, physically and socially. Errors made during communication can be corrected by providing appropriate training. As the quality of communication increases, conflicts decrease (Dökmen, 1994).

Coaches can maximize the performance of individual athletes and/or the whole team by maximizing the communication between them and the athletes.

At the same time, bad communication can bring down the performance of the athlete. For this reason, the coach needs to return the athlete to his old performance by using certain communication skills when a good game is put forward, when the athlete makes a mistake and when the athlete has problems focusing. At the same time, the coach must first apply to communication skills in order to create a positive culture within the team.

***When the good game is revealed***

Athletes want to be encouraged and rewarded in return when they show the performance expected by the coach or when the coach reflects the technical tactical skill expected from the athlete in the game. In this case, the coach should immediately stop the training if necessary and show the athlete's motivation in a way that he can understand that he has noticed this success. Every positive reinforcement that is said to the athlete when he performs the desired performance is in his memory and increases his self-esteem. However, the opposite communication to be applied is highly likely to affect the athlete negatively.

***When the athlete makes a mistake***

The athlete's effort should be promptly encouraged, and corrective instructions should be given on what to do next time he encounters the same incident. This is one of the most important communication skills that a coach should have. It would be right to give the athletes enough time to increase their performance. It is important to remember that the last thing an athlete would want to do is to perform poorly, so they should not be punished. In order to prevent a player from repeating a mistake, it would be better to try to motivate them positively rather than negatively.

***When the athlete has trouble on focusing***

When the athlete's attention is focused on the game or training, it is necessary to explain in detail and clearly what it adds to the team and the athlete, and how it increases their development. It will be very beneficial to give them the opportunity to take the initiative at the right time and turn to the right choices. At the same time, it is a very important communication skill in the developmental stage that the coach allows the athlete to try again without fear of failure and punishment.

## ***Communication Skills A Coach Should Have***

### ***Speaking and persuading***

Speech is conveying our feelings, thoughts and wishes to the other person through visual and auditory elements. The coach benefits from his knowledge in the speaking areas he chooses. He knows his athletes closely and generally prefers face-to-face communication.

### ***Using Body Language Effectively***

A coach should use gestures and facial expressions appropriately and correctly. Otherwise, he may experience some kind of negativity that may undermine the trust and respect of the athlete. For example, an abnormal reaction during the competition may have negative consequences on the athlete.

### ***Listening***

Communication is not just about talking. At the same time, knowing what to say, when, where and how; presenting the events in a simple way and checking whether the person understands the message you give. The coach should listen to the athletes and give importance to their ideas.

### ***Empathy***

In order for the coach to empathize with the athletes in the team, he must know them well. He should not rush to get to know them, he should use the time. In order to guide the athletes in line with their goals, they should establish close relationships with the athletes and be able to think like them.

### ***Giving Feedback***

It is argued that face-to-face communication is the most effective medium for feedback. Feedback in the communication of the coach, especially with the athlete, should be done face to face. It should not cause misunderstandings and should be clear. This is the most suitable method for the development of the athlete. (Yetim, 2016)

### ***Evaluation***

Studies have concluded that the communication of a coach with communication skills with the athlete with positive reinforcement method increases the self-esteem of the athlete and the team members. If athletes have good communication with their coach, they are likely to want to work with that coach again in the future. Athletes enjoy being a part of the team and always do

their best to make their team successful. In addition, athletes see coaches with strong communication skills as role models.

According to a study conducted with university athletes, the time athletes spend with their trainers increases their communication levels. Considering this finding, creating environments for the athletes to spend with their coaches will also help to develop the team concept. (Selağzı, Çepikkurt, 2014)

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