

## PalArch's Journal of Archaeology of Egypt / Egyptology

### THE ROLE OF SPORTS PRESS AND ONLIN PAGES IN ARRANGING THE PUBLIC'S PRIORITIES REGARDING THE HISTORICAL SPORTS CULTURE: A FIELD STUDY

*Adnan Lafta Manna*

Al-Farabi University College – Department of Media

E:mail: [adnanlafta7@gmail.com](mailto:adnanlafta7@gmail.com)

**Adnan Lafta Manan, The Role of Sports Press and Online Pages in Arranging the Public's Priorities Regarding the Historical Sports Culture: A Field Study-Palarch's Journal of Archaeology of Egypt/Egyptology 18 (4), 4287-4299 ISSN 1567-214x.**

**Keywords: Sports Journalism, Theory of Prioritization, Sports Culture.**

#### **ABSTRACT**

Sports media, both written and electronic, provide a continuous effort in establishing the features of sports culture as an essential role in introducing games, teams and laws and satisfying the media needs of the public in obtaining sports knowledge because of the economic and cultural driving force that the media represents in sports to help create and broadcast images and information. According to the knowledge of the role of sports journalism and web pages, the study aims in promoting the historical culture of young people. Furthermore, revealing the nature of the published topics of the sports press with a historical dimension. Determining the extent to which young people are interested in historical sports topics. and how important it is to him. Know the roles played by some of the web pages in specializing in historical aspects and provide young people with information. Show the importance of images and videos to confirm the historical sports contents and the depth of their impact on the public.

#### **INTRODUCTION**

The mathematical writings show a clear degree of awareness of the process of cultural production and reproduction and cultural change, and these writings tend to study sports experiences historically and blind their results to the human experience as sports and the media are essential components of the fabric of contemporary culture (David, 2006: 422). The media is one of the main means

of communication that contributes to the social and cultural unity of human beings in order to identify what is happening within and outside

society because it is a phenomenon that originated from the oldest ages in various fields and whose means have evolved according to the development of these societies (Sherwood, et al. 2016).The strength of the relationship between sports and the media lies in the fact that human beings by nature are interested in their activities only through channels that embody their talents and bring them out among people, in the sense that the human being is not motivated to show his talents in a vacuum but in the midst of clapping hands or cheering voices, and the talents of man are closely linked to the reactions between the talented, the competitors and public (Al-Mursi, 2003: 8).

The program is also being implemented in the form of a program of work, which will be implemented in the form of a program of work (Al-Khatib, 1968: 464).

### ***Framework***

#### ***Study Problem***

We raise the scientific question of the following:

Does sports journalism and web pages play a role in promoting the historical culture of young people? The following sub-questions arise:

What is the nature of the published sports journalism topics with a historical dimension?

What roles have some web pages played in specializing in historical aspects and informing young people?

What content is posted electronically to confirm historical content?

Is there a real impact of historical publications on young recipients?

What is the nature of historical content? How can the phenomenon and the embedded be analyzed?

#### ***Study Significance***

The importance of research lies in reaching the role played by the reading press and web pages in spreading sports culture among young people, as one of the most important functions of journalism is education.This importance can be limited to:

To clarify the importance of sports journalism with a cultural and historical dimension in the process of promoting sports culture.

To know the impact of what is published in the sports press and web pages on the culture of young people and the extent to which they are affected by it.

### *Aims of the Study*

Based on the main and sub-questions raised by the researcher in the problem of research and to adjust the subject of the research, the objectives of the research can be determined as follows:

Knowledge of the role of sports journalism and web pages in promoting the historical culture of young people. Furthermore, revealing the nature of the published topics of the sports press with a historical dimension. Determining the extent to which young people are interested in historical sports topics. and how important it is to him. Know the roles played by some of the web pages in specializing in historical aspects and provide young people with information. Show the importance of images and videos to confirm the historical sports contents and the depth of their impact on the public.

### *Study Limitations*

The main boundaries of the research include several areas:

**Spatial limitation:** The researcher chose a sample composed of the capital Baghdad as the capital of Iraq and the diversity of its population economically, socially and culturally.

**Temporal limitation:** The form was distributed over three months from December 1, 2019 to February 29, 2020, some period rich in matches and tournaments reflected in media coverage and increased interest in historical information and the promotion of its sports culture.

## **METHODOLOGY**

The research is part of the descriptive studies used to achieve four basic functions(David, 2006: 422): describing the characteristics of phenomena or groups in question, assessing the proportions of units that perform a particular behavior in a particular society, determining the degree of correlation between variables, making predictions, studies used to identify the role of sports media, and the resulting different cultural implications for sports audiences, which do not stop at the limit of collecting information and data, but also analyze them comprehensively, draw conclusions and useful indications that lead to the possibility of issuing generalizations on the situation or The phenomenon that the researcher studies by following the survey method in order to obtain data and information about a particular phenomenon.

### ***Community Research***

Our research includes a research community of sports followers of different ages to find out the main and sub-questions in the research problem. The reason why we choose this sample as the most inclined category to sports and the most follow-up to sports information at the reading and electronic levels, as it is an educated young man with a background of knowledge about sports culture.

### ***Sample search***

The researcher distributed 300 forms to a sample representing one of the types of non-probability samples (available sample Available Sample) and was selected from fans present in sports stadiums, most of whom are followers of sports affairs and the media.

### ***Search methods and tools:***

#### ***Observation***

The researcher resorted to scientific observation to follow the content of sports newspapers (al-Sabah newspaper was chosen as the most stable and most distributed and the official newspaper of the state during the limited period from (December 1, 2019 to February 29, 2020), to find out the extent of interest in topics with historical sports culture.

#### ***Survey***

We have collected search data by questionnaire, which is a means of collecting data through a set of questions distributed in the form of a form of research. The research form is the most popular data collection tool in descriptive research to determine what the phenomenon actually exists.

### ***Data collection and sorting:***

The form was distributed to the researchers where the field study was conducted from the end of 2019 and for a period of three months lasted the process of collecting data and excluded forms that did not meet the requirements of the research (incomplete or not returned to the researcher of the persons to whom they were handed), and the use of statistical methods in dealing with the results of the form by applying (repetition, percentages, graphs and tests of honesty and stability) were excluded.

### *Honesty and fortitude*

The researcher relied on the apparent honesty to confirm the validity of the form and its suitability for application where it was presented to a group of experts and made appropriate adjustments and reformulated some questions to serve the objectives of the research and do a tribal test on 10% of the sample to be the most suitable resolution for the researchers and the stability ratio was 0.94 which indicates the accuracy of the resolution and clarity.

### **LITERATURE REVIEW**

Marwan Mohamad Saleh Study: The study focused on the role of sports journalism in spreading sports culture by addressing global issues and addressing sports issues for all and the role of journalism in instilling culture and values in the behavior of individuals, monitoring the social environment, providing them with information, alerting them to risks and providing positive models in various sports (Saleh, 2005).

The study of Nahala Ramadan(Ramadan, 2013): The researcher researched the role of the Egyptian press in spreading sports culture among young people and found that the press does not adhere to professional and moral standards in the coverage and publication of topics that incite violence and intolerance and its distance from the positive values of sport and the importance of sport for youth and society, and that the press is not committed to the sports content provided with moral standards and that its satisfaction rate is very low.

Bashir Hossam study: The researcher studied the extent of the interest of the Algerian sports media in sports culture and came out of it with multiple results: the lack of interest in sports journalism in spreading and deepening the culture of sports for all, the focus of television channels on covering sports events only, the lack of employment of sports media to serve social development and the consolidation of educational values, the lack of channels or spaces dedicated to the development of sports awareness in the Algerian media, the lack of practice of visual sports media in deepening awareness of the importance of physical activity and sports in general and sports (Hossam, 2014: 57).

Ibrahim Missawistudy: The researcher studied the role of television in the development of sports culture among university students and concluded the high level of culture of university students due to their exposure to television programs as they are the source of their sports and cultural information and that students feel the possibilities of sports media to disseminate sports information, while they do not feel the contribution of sports media to arousing the feeling of young people towards educational sports practice, as they pointed out the lack of interest of the sports media in the educational aspects as part of the teaching function and the attention of the television media on the advertising and entertainment aspect and the lack of focus on the educational aspect. Educational (Missawi, 2018).

### *Analysis of previous studies*

Previous studies are almost consistent with the failure of sports media in general and the press in particular to carry out their real duties in establishing and strengthening the sports culture and its shortcomings in this educational aspect and our study differs from it, it examines how to promote historical culture as one of the functions of sports education as a definition and documentation aspect of information and sports knowledge and its role in increasing the awareness of young people and informing them about events and topics.

### *Theoretical framework*

#### *Sports Journalism*

Thomas Oates and John Polley say that the perception of sports journalism should not be marginal compared to other types of specialized journalism. The aim of sports journalism is to prove that sport is essentially similar to other forms of reporting and that the basis is the subject and its nature, and sport should not be considered as a straw in front of the virtue of its hard work because it will deepen our sense of the moral importance of sport, and allow us to rethink the relationship of journalism to democratic culture in new and productive ways (Sherwood et al. 2016).

#### *The theory of prioritization*

This theory assumes that the media cannot present all the topics and issues that fall into society, but rather select some of the topics that are heavily focused and control their nature and content. These topics are gradually arousing people's interest and making them realize them and think about them... Therefore, these topics are of relatively greater importance to the public than those not raised by the media (Al-Mursi, 2003: 8).

#### *Benefits of modern media*

The digital environment allowed different groups of people to meet and gather on the Internet and share benefits and information, an environment that allows individuals and groups to hear their voices and the voices of their communities to the whole world (Al-Khatib, 1968: 464). The new media and its means have added to the lives of millions of people, it has facilitated communication among them and opened up new horizons to form their personalities and social habits about the culture of social networking and internet communication and this culture has had positive or negative effects on their natures and cultures, and whether they want to have that effect or not, but the mere fact that they join the networking sites they implicitly go to the rhyme of the site or the culture of the electronic society that they have become a part of.

The Internet and its media and communication applications have enabled access to abundant and new information in various political, economic, cultural, social, historical, religious, artistic, scientific and other fields (Sadek, 1990: 20).

### ***Historical sports culture***

Definitions of culture are sorted into seven categories: descriptive, historical, evaluative, psychological, structural and structural - standard - and incomplete partial. Edward Taylor introduced the first universal definition of culture: a complex that encompasses knowledge, beliefs, art, morals, law, norms, abilities and other customs acquired by man as a member of society (Al-Batreeq, 2004: 44).

The cultural function represents the most prominent functions of the media as well as the news and entertainment functions of the media: the mass media not only plays the role of communicating and disseminating culture, but also fundamentally affects the selection and creation of its content.

### ***Cognitive goals in sports (Mohammed, 2007: 22):***

Know the history of sports and heroes.2 Knowledge of the concepts and terminology prevailing in the activity.3 Knowledge of the correct motor performance of each activity.4 Knowledge of the laws and rules of sports.5 Knowledge of the plans used in the activity.6 Knowledge of the rules of security and safety to avoid injuries.7 Knowledge of public health information.7 Knowledge of the laws and rules of the activity.6 Knowledge of the rules of security and safety to avoid injuries.7 Knowledge of public health information.7 Knowledge of the laws and rules of the activity.6 Knowledge of the rules of security and safety to avoid injuries.7 Knowledge of public health information.

### ***The importance of sports culture:***

The importance of sports culture lies in the following considerations (Zgheib, 2009: 90):

Activating general knowledge frameworks and arousing interest to expand the circle of human knowledge associated with sports.

Rooting the theoretical knowledge of sport and promoting and establishing a knowledge structure within the academic system.

Raising awareness of the importance of physical activity on various aspects of the human personality.

Promotional and sports interests and trends should be based on correct and well-established knowledge bases.

Culture provides the individual with knowledge, ways of thinking, ways of working, different behaviors, beliefs and ways of expressing feelings.

*Culture represents the strength of the formation of the human personality, i.e. the pattern of his behavior and the levels of his ambition and social awareness.*

**Field study**

The results of the field study showed the extent to which young people were affected by this culture and the benefits they gained as a result of the efforts provided by private web pages and the daily written press, and after the distribution of 300 forms excluded (26) for not being returned by the researchers or for the incomplete answers to be the total of the forms valid for the researchers 274.

Individual characteristics of the researchers:

**Table 1:** shows the characteristics of test subjects

Demographic variables		Number	Percentage
Gender	Male	253	92.3%
	Female	21	7.7%
	Total	274	100%
Academic achievement	Primary school	24	8.7%
	High school	51	
	Diploma	30	
	Bachelors	105	
	Higher education	64	
	Total	275	

The research sample consisted of 274 people, including 253 males (92.3%) and 21 females (7.7%). The age variable for young people (the United Nations has determined the age of young people from 15-35 years of age) and includes three paragraphs (under 20 years, 21-30 years, 31-35 years), and the largest number of respondents were for ages 31-35, followed by the 21-30 category, third place under 20 and fourth place under 20. The certificate of education (primary and middle school, secondary, diploma, bachelor's, higher degrees) and in the first place was a bachelor's degree and in the second place higher certificates and in the third place for high school graduates.

**Follow-up of sports historical information**

**Table 2:** shows the extent to which sample members follow up on sports information

The Sport Historic Information	Numbers	Percentage
Yes	208	75.9%
Somewhat	59	21.5%
No	7	2.6%
Total	274	100%

#### Follow-up of information and its reference and cause

The respondents' responses regarding sports historical information and the extent of follow-up were distributed in the first place reached 208 respondents with 75.09% said yes that they follow and in the second place the researchers said: maybe 59 by 21.5%.

**Table 3:** shows the distribution of sample personnel by the types of follow-up of the sites

The Reference of Monitoring from One or Multiple Sites	Numbers	Percentage
Group of Sites	176	64.2%
Unidentified Sites	88	32.1%
Single Site	10	3.6%

Table 3 indicated that the follow-up of the researchers came from a group of sites by 64% and not from one specific location or unspecified sites that came in varying proportions

**Table 4:** explains the reasons for follow-up to sports information

Reasons of Monitoring Information Purposely or Accidentally	Numbers	Percentage
I'm interested in any sports-related information	161	58.8%
I find it accidentally when searching	73	26.6%
I look for historic topics	40	14.6%
Total	274	100%

Table 4 explained that the reason for the follow-up of the researchers is the importance of mathematical information by 58% in a superior percentage compared to finding by chance or searching for historical topics.

#### The nature and adequacy of the information

**Table 5:** shows the nature of the historical mathematical information that researchers are looking for

Nature of the Historic Information	Numbers	Percentage
Clips of old sports events	162	59.1%
Historic sports information	113	41.2%
Detailed information on historic sport events	109	39.8%
Interviews with legacy stars	74	28.5%
total	536	
Total	274	100%

In the nature of the historical mathematical information sought by the researchers came first in videos of old sports events with 59% followed by historical sports information with 41%

**Table 6:** shows the satisfaction of the mathematical information and images of the ambitions of the sample

Is the information and images sufficient and meet the ambitions.	Numbers	Percentage
Probably	128	46.7%
Yes	73	26.6%
No	73	26.6%
Total	274	100%

As to how much information was enough for them, the respondents said that they were in first place (perhaps enough) with 46 percent and in the second place they said (yes it is enough) by 73 and 26 percent.

C- Favorite media for sports information

**Table 7:** shows the preferred media for sports historical information

Location	Numbers	Percentage
Social Media	197	9.71%
Facebook Pages	127	46.4%
TV	103	37.6%
Websites	93	33.9%
Press	43	15.7%
Total	563	

The researchers found that their preferred way of obtaining sports information is social media with 71%, followed by second place with special pages for sports history on Facebook with 46%

*The role of historical sports culture among young people*

**Table No. 8:** explains the role of historical sports culture among young people

The Use of Historic Sports Information	Numbers	Percentage
Increase my culture and information	176	37.52%
Drawing comparison between them and the current events	115	24.52%
Discuss them with friends	68	14.49%
Store them as archives	61	13%
Re-publish them	49	10.44%
Total	469	

The element of promoting culture and information came first among young people surveyed by 37% in the process of utilizing historical mathematical information, and second to compare this information with current events by 24%.

**Table No. 9:** Distribution of Sample Personnel according to The Benefits of Sports Historical Information

The Benefits of Historic Sports Information	Numbers	Percentage
My culture has increased	186	67.9%
Information of sports history are essential to me	45	16.42%
Limited benefits	43	15.69%
Total	274	100%

In the benefits of sports historical information came in first order increased my culture by 67% and in second place the inability to dispense with historical sports information by 16%.

**Table 10:** explains the reasons for the search for historical mathematical information

Why Searching for Historic Sports Information	Numbers	Percentage
A part of sports culture	157	57.29%
Increase my historic information on the subject	61	22.26 %
A hobby	56	20.43%
Total	274	100%

The reasons for the search for historical sports information come in line with the two previous answers in presenting culture on other aspects, as it came first as

part of the sports culture by 57% and second to increase historical sports information by 22%.

**Table 11:** shows the extent of the benefit of historical mathematical information

The Benefits of Historic Sports Information	Numbers	Percentage
Mediocre	123	44.89%
Extensive	117	42.7%
Minimal	34	12.4%
Total	274	100%

On the extent of the benefit of historical information, the first was an average benefit of 44% and in the second place a large benefit of 42%.

### CONCLUSIONS

There is a great demand from young people for the historical sports culture, which they consider an important part of the general culture and a must for obtaining historical sports information.

Iraqi youth rely on social media to promote historical sports culture more than on other media, as their follow-up to historical sports information in the media comes first and then the web pages on Facebook second and on television in third place.

Iraqi printed newspapers and web pages carry out their duties in promoting historical culture through the daily dissemination of information, statistics, photos and videos to enhance the sports cultural factor.

Old sports videos represent the first demand of young people in the nature of the historical sports information they are looking for, followed by historical information in second place and the exact details of sports events iii.

The press report is the most commonly used journalistic art to promote historical sports culture through printed newspapers, followed by historical photographs and articles in third place.

Sports historical information among young people is a factor for promoting culture in the first place and an entry point for comparison with contemporary events second and a door to discussion with others in the third place.

Young people are deliberately looking for historical information, and the importance of information is a priority for them, and the search for it leads them to search in a set of sites and not just in one location.

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