

# THE SPORTS MEDIA ROLE IN WOMAN SPORTS ENCOURAGEMENT FROM A SECONDARY SCHOOLGIRLS VIEWPOINT.

**Bouadjenek Kamal <sup>a</sup>, Boukhors Ramdane<sup>b</sup>**

*<sup>a</sup>University Djilali Bounaama Khemis Miliana Algeria*

*<sup>b</sup>University Mssila Algeria*

[kbouadjenek@hotmail.fr](mailto:kbouadjenek@hotmail.fr)

## Abstract

The study aimed to identify the role of sports media in encouraging women's sports from the point of view of secondary school female pupils'. We have used a questionnaire as a means of study. It contains 30 paragraphs, which controls three main fields: competitive, promotional and healthcare, the sample of 40 schoolgirls is taken from Asaid Bouali secondary school, Bordj Bou Arreridj, Algeria. We have used descriptive approach to achieve the study purposes; there have been the following results:

- Media's care in introducing sporting programs that attracts woman as elegance, size and beauty.
- Non-care of sporting media in helping sporting woman and guiding her to find suitable job opportunities that proves her in sporting field.
- Sporting media's care on women sports in case of her participation in competitive games.
- There is a failure in sporting media's care in distributing the real concept of woman sport either health side or promotional one.

**Keywords:** SPORT, MEDIA, ROLE, WOMAN, SCHOOLGIRLS

## 1. INTRODUCTION

Currently Sport has many institutions, committees, organizations, national and international unions, training schools and universities. On the competitive level, it recognizes a high degree of professionalism in either administration, management or economy, developing the preparation and training ways, sports found a huge information promotion either visual media, audio or readable one, to cover the different competitions especially football. Woman has a big favor in developing and increasing the degree of advancement and progress of the societies in different fields of life. Recently the world witnessed increasing participations of women in sports and sports competitions on all levels: local, regional, continental, international and Olympic, thanks to the services and activities provided by the sports media of all kinds in order to motivate and encourage women to exercise and to highlight her position and value in society. (Ahmed Bousakra, Safa Jawadi, 2012 p: 3.)

The sports media is a part of the media system, which seeks to bring about a change in the public opinion. What owns the sports media can make a change in sports knowledge that is by employing some of the variables of human personality, its experience in the social and sporting environment and its cultural composition, as well as its socialization with others. Many people deal with the sports media as a mere entertainment tool and a source of sports news but this narrow view does not serve the sports media, which seeks to change at all what we hear, read or see to remove one of the negative values in the sports field. Then to install another positive one that serves the receiver of this message. (Sakhri Akila, 2008, p.10) The informational aim is in the media content provided by media programs and the extent to bring them in line with the development of intellectual, technological, cultural development that is appropriate to the requirements and needs of the public receivers. "Kheireddine Aouis" clarified the role of the media attention in sporting women participation and highlighting its role in the sports field. The media sports is a reflection of the sport's concept, the expansion and diversification that has taken place on the sports field raised the responsibility of the sporting media and expanded its performance of its role. This later does not shortcut its role on the interest to publish newspapers, and broadcast radio and television programs, to highlight the official activity in the sporting field, and the excess of interest in news coverage. (kheireddine Aouis, Ata Hassan Abderrahim, 1998, p.54) To achieve all this. Various media must be characterized by professionalism and international standards and specifications, with a quality of high level of services. Especially domestic and international-level because of its close association to the upgrading of sports especially women's sports with the increase of the practice motivation, sporting achievement and cultural growth and value, for all members of society, the sports media have a special and distinctive character that cares on publishing the true concept of sport. In our local community, there is still a lot of members of the community who are opposing the practice of their daughters to sports, or joining clubs or sports teams that limits the role of women in the field of competitive sports. From here, the role of sports media is highlighted in providing moral support to women's sports, and because of its effective impact on the members of the community to change their attitudes and opinions towards the woman sport, to provide her assistance to face the obstacles that prevent her from participating in the

sports field in all its forms. (Elkobty Atef , 1994. , p. 42) On this basis, we want, through the contributions of this study, to show the sports media support and encouragement of women's sports in challenging all the pressures faced her in our society. According to what is mentioned before we reach the following general question of the study:

- Does Media Sports have a role in spreading woman sports from the viewpoint of secondary schoolgirls of Bordj Bou Arreridj ?

**Sub-questions of the study:-** Do sports media contribute to the dissemination of women's sports in the competitive field. - Are various sports media interested in

publishing women's sports in the promotional field?

- Is there an interest of Sports Media to publish women's sports because of its great importance in the health field.

**Study hypothesis:** - Sports media contributes to the dissemination of women's sports in the competitive field. - Media is interested in the deployment of women's sports in the promotional field. Sports media is interested in the deployment of women's sports because of its great importance in the health field. - Study purpose: to know of the role played by sports media through the competitive, promotional and health field of women.

**The importance of the study:** -the study has an importance through the subject being addressed with sports media and its role in the dissemination of women's sports.

**Sports media:** The process of disseminating news, information, facts, rules explanation and laws for games and sports activities for the purpose of public dissemination of sports culture among the members of the community with their sports development of consciousness. (Hassen Ahmed Echafai, 2003.p.317)

- **Previous studies:** 1-Abdel Tawab study and others 1983: it aimed to investigate the sources of knowledge of sports for schoolgirls of elementary stage. The researcher followed the survey method, the sample was a random one representing all school districts in Cairo and Giza, the study concluded that schoolgirls knew 28 active athletes. TV has been ranked the first position among the sources of knowledge, then the school, thirdly came the press, then the magazines after that the family, then the radio, at the end came the club.

2. Owaidat and Odheibat study 1988, which aimed to study the removal of sports journalism in Jordan, which reached to sports journalism in Jordan, represented by the supplements that were analyzed, it focused clearly on the game of football, compared to the Olympic Games and other non-Olympic . The study also found that slightly more than 50% of the images, news and analysis are related to football and the rest was distributed in different rates to the rest of the games and sports and other subjects. The study also concluded that there are deficiencies in the university and school sports coverage, as well as deficiencies in the Arab sports coverage compared to foreign one, it turns out that the capital has the greatest share of the sports programs.

3. Abdullah Boujelal study 1992: a study published in the Algerian magazine of communication, it was under the title of "the impact of television on children". The researcher discussed the way in which the TV could contribute to in the impact on children, whether this impact has a positive or negative effect. Then how parents could make of their son knows how to use the media diversity and especially TV in a positive and civilized manner. What benefits from the broadcast on television of quotas, paragraphs, educational programs and the process of cultural purposeful operation, the researcher concluded that television is the second shelter, which was frequented by the child after school; he spends a lot of his time watching it. Therefore, this attention should be drawn in the true positive way.

4- Mohammed Aref Abidat study 2005: The aim of this study was to identify the viewpoint of university girls of sports Education faculties in Jordanian universities about the role of the media in the dissemination of women's sport. The researcher used the survey tool, and the study sample was 381 university girls, it reached the following results: lack of media interest in the sport of woman as requested only in her participation in competitive games, poor attention of sports media to publish the true concept of sport and support for woman sports in general.

5. Cunningham study (Cunningham, 2003): The study aimed to identify the media coverage of women's sport, particularly the electronic coverage and its impact on the university women's sports on the Internet, the study sample was teaching schools in the USA , it has been selected as a sample by the class way. Eight regions were selected randomly; from that, there have been taken five schools and then randomly chosen 35 websites of news of the network sites. The results indicated that there was no statistically significant differences, which provides information that support women's sports, and which support male sport on the website, the results of the study also concluded that the Women's Tennis Sport coverage was longer than the media coverage of the same sport for males.

**Field procedures for the study: 1- The exploratory study:** aims to sum up all aspects of the study and to write the final wording of the problematic and hypotheses; to determine the methodology and the study tool; and to test and achieve its scientific conditions to adjust the size of the sample. We have distributed the questionnaire to a sample of the third secondary schoolgirls of the Said Zerrougui secondary school of Bordj Bou Arreridj, their number was 15 schoolgirls outside the scope of the study sample.

**2- The study approach:** We used descriptive analytical method because it suits the purposes of the study.

**3- The audience and the study sample:** the audience study consists of some third year schoolgirls in Asaid Bou Ali secondary school of Bordj Bou Arreridj of the academic school year 2013-2014, totaling 199 schoolgirls, on the light of these facts we have been identified the research sample. It has been selected at random way and the number of its members is (40) schoolgirl.

**4- The study tools:** We have used a questionnaire to measure the views of the study sample, it was divided into units and under each unit there have been expressed phrases or questions in accordance with the hypothesis of the study. The questionnaire has been drafted at the end being based on the three fields of design: the competitive field with 10 expressions; promotional field with 12 expressions and health care with 10 expressions. We have adopted in this analysis to the closed form that limits the potential responses for each question on the five-Likert scale.

\* **Degrees of the questionnaire:** the questionnaire includes 05 degrees:

**"Table (01): shows the degrees of the questionnaire**

The answer	with a very big degree of approval	with a big degree of approval	with a medium degree of approval	with a low degree of approval	with a very low degree of approval
Degrees	5	4	3	2	1

**5 – The scientific conditions of the instrument:**

**The virtual Belief:** The questionnaire was presented to a group of experts, it was initially consisted of 42 words, it was amended by deleting some other phrases and increasing access to the final formulation in 32 expressions.

**Belief of the internal consistency:**

**Internal consistency between the competitive field expressions and the total degree obtained in this field:**

**Table (02): correlation coefficients between each paragraph of the competitive field and total degree of its paragraphs.**

N=°	Expression content	the correlation coefficient	level of significance
01	Sports media interested in a direct transfer of woman matches	0.933	0.01
02	sports media participates in honoring sports women for her achievements	0.556	0.01
03	sports media contributes to the analysis of the competitive events of sports for women adequately	0.928	0.01
04	Sports media tools contribute to modify the public attitudes towards competitive sports for women	0.919	0.01
05	Sporting journalism published scientific analysis of sports issues and events, that woman have involved in.	0.725	0.01
06	Sports media means is interested in defining the legislation of competitive sports for women.	0.690	0.01
07	Sports media means does not seek to define to the citizen the problems and difficulties facing the Algerian women's competitive sport and proposing solutions to them	0.927	0.01
08	Sports media means are working on the definition of the achievements realized by Algerian women to the public.	0.951	0.01
09	The Arab media simulates the world media in the dissemination of women's sport.	0.815	0.01
10	The sports media contributes in stimulating sporting Algerian women to gain access to the internationalization	0.960	0.01

Where correlation coefficients are ranging between (0.556-0.960), they are considered significant at the level of significance (0.01-0.05), so that the first field programs are considered as honest of what they are intended to measure.

**Internal consistency between promotional field phrases and the total degrees obtained in this field:**

**Table (03): Correlation coefficients between each program of promotional field and the total degrees of programs.**

N=°	Expression content	the correlation coefficient	level of significance
11	Media is working to clarify the negative effects of the lack of women's sports practice in a permanent way	0.635	0.01
12	Media programs provide advertisements about women's clubs.	0.919	0.01
13	TV offers private sport programs of women through the morning programs.	0.931	0.01
14	Sports newspapers keen to know the tendencies of women to meet the desires	0.960	0.01
15	newspapers devoted a daily special section on morning women's sports	0.939	0.01
16	TV provides entertainment and recreational programs by which women involved in the form of sports competitions.	0.810	0.01
17	Daily newspapers offer private women's sport programs to fill her free times permanently.	0.950	0.01
18	Sports programs includes television programs that are interested women's physical fitness.	0.774	0.01
19	TV offers through its programs private seminars about the importance of playing sports for women in particular	0.747	0.01
20	The media offers a chance to know sporting woman's needs through her participation in giving her views to know the problems faced her during her practice for sports.	0.766	0.01
21	Sports journalism put competitions to increase the knowledge of readers about the importance of women's sport and exercise permanently.	0.873	0.01
22	Sports media seeks to attract specialists in the sport to cooperate with them in developing programs and promotional activities for women free time.	0.732	0.01

Where correlation coefficients are ranging between (0.635-0.960), the level of significance is considered significant at (0.01-0.05), so that the programs of the first field are considered as honest to what they are intended to measure.

**internal consistency between the health sector and phrases college degree obtained in this field:**

**Table (04): correlation coefficients between each program of the total degree of health field of its programs.**

N=°	Expression content	the correlation coefficient	level of significance
23	Sports media provides information about maintaining fitness for women	0.731	0.01
24	The means of sports media provides information about women's proper nutrition.	0.832	0.01
25	The means of sports media provides Information about women's diseases and methods of prevention through sports exercise	0.972	0.01

26	Sports media provides special programs to protect women from excess weight (obesity).	0.636	0.01
27	Sports media means provide special sports programs for women to preserve her beauty and fitness.	0.742	0.01
28	The means of sports media provide special sporting programs, to take care of the pregnant mother.	0.970	0.01
29	The means of sports media provide programs to educate women about sports injuries, how to prevent and deal with them.	0.834	0.01
30	Sports media means contribute in providing advice and guidance to clarify the habits that cause size deviations for women.	0.920	0.01
31	Sports media means contribute to the importance of the role of sport exercise to reduce the negative effects of psychological stress, which may affect women.	0.720	0.01
32	Sports media means contribute to highlight the role of sport to overcome the phenomenon of shortage or lack of movement imposed by the modern life on woman.	0.883	0.01

Where correlation coefficients are ranging between (0.636-0.972) and considered significant at the level of significance (0.01-0.05), so that the first field programs are honest to what they are intended to measure.

**6 -The stability of the tool:** the consistency was calculated using Cronbach's alpha coefficient.

**Table (05): reliability coefficient of the questionnaire.**

Questionnaire field	Expressions number	Cronbach Alpha
Competitive field	10	0.957
promotional field	12	0.967
Health field	10	0.955
The Questionnaire	32	0.955

The previous table shows that all the reliability coefficients are high and statistically significant at the level of 0.05 and the value of these transactions varied from one field to another; reaching its highest limit in the promotional field with 0.967 and the lowest is in the "health" field with 0.955. As then the whole stability coefficient of the questionnaire of the study was 0.986, it is a high stability coefficient and statistically significant at the 0.05 level of significance...

Dimension	phrases	grade	arithmetic average	standard deviation
Competitive field	1- Sports media cares about the transfer of Women matches quoting directly.	22	2.725	1.154
	2-sports media participate in sports women honoring her accomplishments.	4	3.325	1.366
	3- Sports media contributes in the analysis of the creation of competitive sports for women adequately.	7	3.175	1.152
	4- Media sports means contribute to modify public attitudes towards	15	3.025	1.073

	competitive sports for women.			
	5- Sports journalism published scientific analysis issues and sporting events involving women's scientific.	30	2.450	1.197
	6- Sports media means care to identify the legislation on the definition of the citizen	26	2.600	1.215
	7- Sports media means do not seek to define the citizen the problems and difficulties facing the Algerian women's competitive sport and proposing solutions to them.	29	2.550	1.376
	8- Sports media means work to publicize the achievements realized by Algerian women.	19	2.850	1.231
	9- The Arab media simulates the world media in the dissemination of the Algerian woman sport.	25	2.625	1.274
	10- Sports media contributes to in stimulating Algerian women sports to reach the internationalization level.	6	3.250	0.954
<b>The arithmetic average and the total standard deviation of the competitive field</b>			2.857	1.076
<b>Promotional field</b>	11- Media works to illustrate the negative effects of the lack of women's sports practice permanently.	23	2.725	1.280
	12-media programs provide advertisements about women's clubs.	14	3.075	1.163
	13- TV offers private sports programs of women through the morning programs.	8	3.175	1.238

	14- Sports newspapers keen to know the tendencies of women to meet their wishes.	27	2.575	1.195
	15- Newspapers preserve a special section on the morning for women's sports every day.	31	2.400	1.172
	16-TV provides entertainment and promotional programs by which women involved in the form of sports competitions.	20	2.775	1.404
	17-daily newspapers offering private women's sport programs to fill her spare permanently times.	32	2.225	1.290
	18- Sports programs contains television paragraphs that care of fitness for women.	1	3.525	1.198
	19- TV offers programs through special seminars about the importance of playing sports for women in particular.	24	2.700	1.285
	20- Media offers an opportunity to know the sportive women's needs of through their participation in giving their views to see the problems faced them through the practice of sports games.	12	3.125	1.284
	21- Sports journalism pose competitions to increase the knowledge of readers about the importance of women's sport and her exercise in a permanent way.	18	2.925	1.268
	22- Sports media seeks to attract specialists in the sport to cooperate with them to develop programs and promotional activities for women's free time.	21	2.750	1.192
<b>The arithmetic average and standard deviation of the promotional field</b>			2.831	1.205
<b>Health field</b>	23-Sports media provides information about maintaining fitness for women.	17	2.925	1.268
	24- Sports media means give information about women's proper nutrition.	10	3.150	1.331
	25-media sports means provide information about women's diseases and methods of prevention through the practice of sports.	16	3.000	1.240
	26- Sports media provides special programs to protect women from excess weight (obesity).	5	3.275	1.320
	27- Media sports means provides private sports programs to the preserve women's beauty and fitness.	9	3.175	1.318
	28-Media sports means provide special	13	3.100	1.172

	programs to care about Sport pregnant mother.			
	29- Sports media means provide programs to educate sportive women about injuries and how to prevent them and deal with them.	2	3.400	1.032
	30- Sports media means contribute in providing advice and guidance to clarify the habits that cause deviations of the size for women.	3	3.350	1.001
	31- Sports media means contribute in the importance of the role of sports exercise to limit the negative results of psychological tensions that may affect woman.	11	3.125	1.017
	32 - Sports media means contribute in highlighting the role of sport to overcome the lack of movement imposed by modern life	28	2.550	1.011
<b>The arithmetic average and standard deviation of the health field.</b>			3.107	1.121
<b>The arithmetic average and the total standard deviation of the questionnaire.</b>			1.130	2.925

The previous table shows that all the high reliability coefficients that is statistically significant at the 0.05 level of significance, that the value of these transactions varied from one field to another, reaching its highest limit in the promotional field with 0.967, and the lower level in the "health" field with 0.955. Moreover, the total consistency coefficient of the study questionnaire reached 0.986 that is statically of high significance at 0.05 level of significance.

**7- Statistical methods:** Statistical Package software for Social Sciences version (19 SPSS), arithmetic averages and standard deviations, reliability coefficient alpha Cronbach.-Pearson correlation coefficient sincerity to achieve internal consistency of the phrases.

#### **8- View and analysis of the results:**

**Table (06): Distribution of the competitive field phrases, promotional and health fields. From the perspective of the third year secondary school girls; according to arithmetic averages and standard deviations values with clarifying the descending order of averages:**

It is clear from the table that the health field has been ranked first with an average of (3.107) and standard deviation that estimated at (1.121). The competitive field ranked second, occupied by an average (2.857) and standard deviation (1.280), in third place, and last came the promotional field with an average of (2.831) and standard deviation (1.205).

#### 2. Discussion of the results in light of the hypotheses of the study:

Results showed that the field of health ranked first and this shows that the interest of sports media in the health aspect. Especially for women in terms of providing information on maintaining fitness and women's proper nutrition. What sports media means offer of special programs to protect women from excessive weight and special sports programs for women to preserve her beauty and fitness and special sport programs to take care of the pregnant mother. Moreover, other programs to make women aware of sports injuries with how to prevent them. This is in addition to the remark of the schoolgirls that the media contribute the sport exercise to reduce psychological tension. Then came in the last ranked in this field, the phrase (32), which stipulates «Sports media means contribute in highlighting the role of sport to overcome the lack of movement imposed by modern life. ». This is due to the weakness and lack of specialized media to illustrate the positive effects of sports activities, also the ideas prevailing Women who are controlled by the habits and traditions of Algerian society.

This result conform with the study of "Dautaman Bergman 2004," a study that examined the relationship between media sources and health awareness about obesity and its problems , nutrition and its problems and physical activity and its problems. He had identified that those who follow healthy nutrition differ from those who do not in their use of the media. While the researchers



found that television news and entertainment sites on the Internet are more targeted means by others of non-healthy feeding, which means that if we want to reach the mass slides that feed in non-healthy way, we have to use sports television programs and entertainment sites. (Othmane Elarabi, Othman El-Arabi, 2007. p 646)

As for the competitive field, it was in second place with the participation of sports media in honoring sporting women's for her accomplishments that have been ranked first in the field. The researchers found that the sports media is interested in sports achievements realized by women, when they occur. However, the interest does not appear except in the case when woman achieves success in competitive sports leagues. The media is not interested in the real sense for the sport of women; it cares about what sporting women achieve in the championships in the sports competitive field. Sports media does not care about the local press coverage of women, in terms of her achievements in a permanent way; this is what makes the deployment of women's sports very limited. That is what agreed with this study of (Shirin Mohammed Arif 2005). Which concluded that the Jordanian sports media is interested in the competitive women in the case of her participation in competitive games.

The promotional field occupied the last scale where the phrase (18) ranked first which stipulates that the sports programs on television paragraphs concerned with physical fitness for women. And this is due to the government television stations in particular by providing programs in the morning include paragraphs sports, displaying the morning exercises benefiting women physically. What makes her feel more comfortable and active; this is due to women's interest in aspects of aesthetic (elegance, moderate size). In addition, the media serve to clarify the negative effects, for lack of women sport exercise in a permanent way, the media is interested in clarifying the negative effects of the lack of physical promotional activities and especially in our era that is characterized by the use of modern technology. It will reflect negatively on women's addiction and lack of movement.

The phrases, which speak about the newspapers, as they were in last place as a result of negligence from the side of the daily newspapers in their follow-up to provide a private women's sports programs on an ongoing way; dealing with all aspects either health, promotional, or social side. That is to narrow her focus on the follow-up sporting achievements carried out by women in competitive sport, on the other hand that the pupils, females in particular, do not read the newspapers continuously. This result is consistent with the study (Owaidat and Odheiet 1998), which reached the students to know the 28 active athletes. Newspapers and magazines came in third place, which is the last one after TV, between sources of knowledge, and then the school.

### 3. General conclusions:

- Media interest to provide sports programs that attract women such as elegance, maintain the strength and beauty.
- Non-care of sports media means with the help of sporting women to guide them in finding suitable jobs that qualify her in the field of sports.
- Sports media care of the women competitive sport when they participate in the competitive games.
- There is a Weakness in interest of the means of sports media in spreading the true concept of women's sports, whether the health aspect or promotional side.

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