



THE ROLE OF THE IRAQI MEDIA IN SPREADING SPORTS CULTURE AMONG STUDENTS OF THE FACULTY OF ARTS, Department of Media, Tikrit University

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Abstract

The importance of the research lies in the role played by the media in promoting sports culture among students of the Department of Media, Tikrit University

As for the research problem, it was formed in terms of the researcher being from the university community and interested in this aspect and his meetings with a number of university students in general and the Department of Media in particular and the discussion that revolves around the specializations concerned with the students and the reason for their choice of study and directing some questions in the content of the specialization that the students study. He noted that there is a weakness in their possession of sports culture, which may be due to a degree to the various sports programs that do not rise to the desired level in spreading sports culture, which strengthened this view, the researcher's direction to address this study (the content of the problem)

In addition to answering the following question

What is the role of the media in spreading culture Among the students of the College of Arts, Department of Media, Tikrit University

The objectives were

- Building the scales of Iraqi media and organizational culture among the students of the College of Arts, Department of Media, Tikrit University
- Identifying the level of the scales of Iraqi media and organizational culture among the students of the College of Arts, Department of Media, Tikrit University
- Identifying the role of the media in spreading sports culture among the students of the College of Arts, Department of Media, Tikrit University

As for the research community, it was a community of students of the Department of Media, College of Arts, Tikrit University, numbering (170) male and female students for the third and fourth stages for the academic year 2023-2024.

Conclusions and recommendations were

Conclusions

The possibility of using the two scales that were built in this study to identify the level of media in spreading sports culture

The role of media in spreading sports culture among students of the College of Arts, Media Department, Tikrit University was high

The Iraqi media is keen to spread sports culture

The Iraqi media contributes positively and effectively to spreading sports culture

Recommendations



The necessity of promoting media programs in terms of quantity and quality and developing them
-The necessity of paying attention to the quality of programs in sports channels and summoning distinguished experts and analysts for programs and focusing on all areas of study

Emphasizing the holding of continuous courses for workers in the sports field in order to improve the performance of sports media

-The necessity of holding special work programs and seminars regarding the importance of sports and its impact on improving social, cultural and health life and creating a spirit of patriotism

Conducting field research and analytical studies on the role of media in spreading sports culture

Keywords: Media, Sports Culture, Faculty of Arts, Department of Media.

1-1 Introduction and Importance of the Research:

Regardless of how well they comprehend the characteristics of these societies and the various sports patterns that differ from one society to another, different media outlets have continuously attempted to promote sports culture. Access to this information has expanded because of the multifaceted technical improvement. Based on this technical advancement, media is essential for exhibiting athletic prowess, highlighting success stories, and educating various societal segments about the most recent advancements in sports on a local and international level.

Sports programs should therefore be used to promote sports activity by disseminating information about sports and their advantages as well as legislation and knowledge. These programs should also be used to provide kids with relevant and helpful sports news, increasing their knowledge and educating them about sports while encouraging them to be active.

According to Al-Zyoud (2013), the media plays a significant part in altering the dominant norms and values in society. In actuality, the media is a profession and a message, not just catchphrases that change according to shifting trends. It is a thinking mind that speaks to the minds of responsible public opinion and has a purpose, goal, and voice. It encompasses all domains and offers analysis, direction, and assessment that is advantageous to society. As sports have become more popular, different media outlets have changed to keep up.¹

The media's involvement in introducing sports and fostering sports culture among people through print, audio, and visual media is responsible for the proliferation of sports. Students are shaped, educated, and taught socially and athletically appropriate behavior as well as general sports culture by specific institutions in every nation. Students also learn about sports and develop attitudes about them that shape their cultural and civilizational context. Universities, media organizations, and sports organizations like clubs and youth centers are a few examples of these establishments. Furthermore, outside of these institutions, there are homes and public spaces where sports culture is fostered. Visual media often resorts to hosting those involved in sports, whether they are students themselves (fans) or specialists in local sports (trainers, sports analysts, associations, and sports journalists).

Abdel-Haq and others (2012) note that the role of media extends to crisis management and its ability to handle the conditions and circumstances of such crises by encouraging university students to act wisely during times of crisis².

¹ Zyoud, Mohammad, & Khaled Ahmad. "The Role of Sports Media in Raising the Level of Sports Culture Among Jordanian Women." *Zayed University, Second International Scientific Conference on Social and Human Studies*, United Arab Emirates, 2013, p. 34.

² Abdel-Haq, Imad. "The Level of Health Awareness Among Palestinian University Students." *An-Najah National University Journal for Research (B) (Humanities)*, Issue 26, Volume 4, Nablus, Palestine, 2013.



The importance of this research lies in the role that media plays in promoting sports culture among students in the Media Department at the University of Tikrit.

1-2 Research Problem:

Satellite sports networks are seen by viewers as playing an important and useful function in directly covering local, regional, and international sporting events, offering a useful service to viewers on different continents. Among viewers in general and athletes in particular, these channels aim to increase awareness and promote culture. University students are of significance since they are a crucial group that is used to propel the nation forward in several areas, including athletics. The degree of sports culture among college students, particularly those in the Media Department at the College of Arts, University of Tikrit, is something that individuals involved in the sports industry want to know.

As a member of the academic community with an interest in this area, the researcher observed a dearth of sports culture among university students in general and Media Department students in particular during meetings where they discussed their specializations and the factors that led them to choose this field of study. This may be partially explained by the variety of sports programs that fall short of the desired level of sports culture promotion. The researcher decided to address this study (the core of the problem) because of this finding.

Additionally, this study aims to answer the following question:

- What is the role of media in promoting sports culture among students at the College of Arts, Media Department, at the University of Tikrit?

1-3 Study Objectives:

- Develop a scale for Iraqi media and organizational culture among students at the College of Arts, Media Department, at the University of Tikrit.
- Identify the level of Iraqi media and organizational culture among students at the College of Arts, Media Department, at the University of Tikrit.
- Explore the role of media in promoting sports culture among students at the College of Arts, Media Department, at the University of Tikrit.

1-4 Study Scope:

1. **Human Scope:** Students at the University of Tikrit, College of Arts, Media Department.
2. **Time Scope:** From 23/11/2023 to 16/4/2024.
3. **Place Scope:** University of Tikrit, College of Arts, Media Department.

2. Research Methodology and Field Procedures:

2-1 Research Methodology:

The researcher used the descriptive survey method as it is suitable for the nature of the research problem.

2-2 Research Population and Samples:

2-2-1 Research Population:

The research population consists of students from the Media Department, College of Arts, University of Tikrit, totaling 170 third- and fourth-year students for the 2023-2024 academic year.

2-2-2 Construction Sample:

171 students, specifically chosen from the third and fourth years, were included in this sample. From the disseminated surveys, the researcher received 165 responses in total. Five students, or 6.47% of the entire research population, made up the exploratory sample. Furthermore, as indicated in Table 1, 5 questionnaires (2.92%) were eliminated for having insufficient answers.



Population	Number of communities	Exploratory sample	Statistical Analysis Sample			Excluded
			Research sample	Construction Sample	Application sample	
Third Stage	83	3	80	51	26	3
Fourth Stage	88	2	85	52	31	2
Total	171	5	165	103	57	5
Percentage	%100	%3,508	%96,49	%60,23	%33,33	%2,92

2-3 Tools and Methods for Data Collection:

- Questionnaire
- Dell computer
- A4 paper
- Pens

2-4 Face Validity:

One of the most crucial requirements for an effective test is validity. Face validity is referred to as "a type of validity that is assessed based on the external appearance of the measurement, indicating whether the measurement truly assesses the attribute or characteristic it is designed for." The measurement's validity was confirmed using face validity. It relates to the assessment's overall look, which includes the items' objectivity and clarity, the instructions' clarity, and how relevant and suitable the measurement is for the people being evaluated.³

Table (2) shows the percentage of expert agreement on the scale items.

No.	Statements	Number of Experts	Number in Agreement	Percentage in Agreement	Number of Dissenters	Percentage of Dissenters
1	1 - 3 - 4 - 9 - 14 - 15 - 16 - 19 - 25 - 30 - 31 - 32	11	10	90.90%	1	9.09%
2	2 - 5 - 6 - 8 - 17 - 18	11	11	100%	0	0%
3	7 - 10 - 11 - 12 - 13 - 20 - 22 - 23 - 24 - 26 - 27 - 28 - 29 - 21	11	9	81.81%	2	18.18%

2-5 Building the Scales:

2-5-1 Scale of Iraqi Media:

2-5-1-1 Construct Validity of the Iraqi Media Scale:

The researcher verified the construct validity of the current scale through the following methods:

³ Mohamed Sobhi Hassanein. *Measurement and Evaluation in Physical Education and Sports Sciences*, 6th ed. Cairo: Dar Al-Fikr Al-Arabi for Publishing and Distribution, 2004, p. 141.



2-5-1-1-1 Discriminative Power of the Iraqi Media Scale Items:

The discriminative power of an item refers to its ability to distinguish between high and low scores of individuals on the trait that the scale measures⁴.

This method is considered one of the suitable approaches for distinguishing between items because it differentiates between individuals who achieve high scores in the measured trait and those who obtain low scores.⁵

The discriminative power is extracted after applying the scale to a sample of eighty-five students, following these steps:

- Calculate the total score for each questionnaire in the sample.
- Arrange the questionnaires in descending order according to their total scores.
- Determine the percentage (27%) of both the upper and lower scores of the scale.
- Calculate the discriminative power between the two groups for each item of the scale to compute the value of (t) for the unrelated samples. Table (3) illustrates this.

Table (3): Arithmetic Means, Standard Deviations, and Calculated (t) Values (sig) Significance Level for the Items of the Iraqi Media Scale for the Upper and Lower Groups.

Axis	Item Sequence	Lower Group		Upper Group		Calculated (t) Value) sig(
		M	SD	M	SD		
Cognitive	1	3.285	.896	4.500	.638	5.837	.000
	2	2.928	.813	4.500	.577	8.337	.000
	3	3.071	.899	4.464	.507	7.134	.000
	4	2.85	.803	4.392	.497	8.600	.000
	5	3.035	.792	4.321	.669	6.557	.000
	6	3.250	.844	4.392	.628	5.744	.000
	7	3.357	.678	4.571	.741	6.392	.000
	8	3.321	.818	4.785	.417	8.428	.000
Social	1	3.464	.792	4.571	.572	5.991	.000
	2	3.250	.927	4.607	.497	6.821	.000
	3	2.750	.927	4.357	.487	8.111	.000
	4	2.714	.712	4.571	.503	11.258	.000
	5	3.035	.881	4.857	.356	10.140	.000
	6	3.142	.848	4.535	.507	7.455	.000
	7	3.107	.916	4.535	.637	6.772	.000
	8	2.928	.978	4.392	.737	6.324	.000
Health	1	3.535	.999	4.821	.390	6.342	.000
	2	3.607	.831	4.821	.390	6.994	.000

⁴ Jaafar Abdul Kazem Al-Miyahi. *Measurement and Educational Evaluation*, 1st ed. Amman: Dar Kunooz Al-Ma'arifa for Publishing and Distribution, 2011, p. 178.

⁵ Ali Hussein Hashem Al-Zamili. *Building and Standardizing Psychological Scales*. Baghdad: Dar Al-Kutub wal-Watha'iq, 2017, pp. 54-55.



	3	3.428	.920	4.785	.417	7.107	.000	
	4	3.928	.813	4.821	.390	5.238	.000	
	5	3.750	.799	4.750	.440	5.797	.000	
	6	3.678	.983	4.785	.417	5.483	.000	
	7	4.000	.769	4.535	.576	2.948	.005	
	8	3.857	.890	4.357	.621	2.436	.018	
	Competitive	1	3.321	1.055	4.357	.826	4.088	.000
		2	3.071	.899	3.750	.927	2.778	.008
3		3.035	1.104	4.107	.831	4.099	.000	
4		2.714	.896	4.107	.685	6.530	.000	
5		2.321	.722	3.928	.899	7.369	.000	
6		2.357	.731	3.857	.970	6.533	.000	
7		2.214	.875	3.785	.786	7.062	.000	
8		3.142	.931	4.428	.690	5.869	.000	

Table (3) makes clear that the significant value for each statement ranged from 0.000 to 0.018, and the computed (t) values ranged from 2.436 to 11.258, all of which are below the predetermined significance level of 0.05. This shows that the assertions are unique since there are statistically significant differences in the (t) values.

2-5-1-1-2 Internal Consistency Coefficient:

When "a test-taker's score on a part of the test is highly correlated with their score on the entire test," this is referred to as internal consistency. "The relationship between the test items and the individual's total score, which serves as a criterion for the validity of the test," can be used to determine this.⁶ Table (4) illustrates this.

Table (4): Correlation Coefficients Between the Items and the Strength of the Scale, and the Significance Value of the Items of the Iraqi Media Scale

Axis	Item Sequence	Correlation of Item with Axis	Significance	Correlation of Item with Scale	Significance
Cognitive	1	.812**	.000	.720**	.000
	2	.810**	.000	.751**	.000
	3	.792**	.000	.739**	.000
	4	.742**	.000	.681**	.000
	5	.669**	.000	.592**	.000
	6	.754**	.000	.685**	.000
	7	.705**	.000	.643**	.000
	8	.753**	.000	.705**	.000
Social	1	.759**	.000	.690**	.000
	2	.827**	.000	.781**	.000
	3	.796**	.000	.743**	.000
	4	.835**	.000	.804**	.000

⁶ Abdul Jalil Ibrahim Al-Zoubi et al.; Psychological Tests and Measurements: (Mosul, Mosul University Press, 1981) p. 43.



	5	.752**	.000	.710**	.000
	6	.806**	.000	.745**	.000
	7	.798**	.000	.746**	.000
	8	.775**	.000	.704**	.000
Health	1	.748**	.000	.730**	.000
	2	.768**	.000	.740**	.000
	3	.693**	.000	.739**	.000
	4	.763**	.000	.617**	.000
	5	.824**	.000	.710**	.000
	6	.792**	.000	.670**	.000
	7	.604**	.000	.397**	.000
	8	.450**	.000	.274**	.005
Competitive	1	.551**	.000	.403**	.000
	2	.376**	.000	.285**	.004
	3	.483**	.000	.444**	.000
	4	.643**	.000	.392**	.000
	5	.744**	.000	.458**	.000
	6	.749**	.000	.503**	.000
	7	.789**	.000	.496**	.000
	8	.462**	.000	.707**	.000

The consistency of the scale items is demonstrated by Table (4), which shows that no item was eliminated from the scale because all significance values are less than 0.05, suggesting that the correlation coefficient is statistically significant.

2-5-1-2 Reliability of the Scale:

Several techniques, such as test-retest, split-half, equivalent forms, and Cronbach's alpha, can be used to derive reliability. Because the researcher believes that combining multiple ways to extract reliability improves the procedures' validity, the researcher decided to employ the split-half approach and Cronbach's alpha.

2-5-1-2-1 Split-Half Method:

The correlation coefficient between the two halves of the scale was (0.936), and using the Spearman-Brown formula, it reached (0.967).

2-5-1-2-2 Cronbach's Alpha:

The reliability of the scale was verified using the alpha method, which reached (0.947).

2-5-2 Sports Culture Scale:

Due to the lack of a tool to measure sports culture for students in the College of Arts, the researcher constructed the scale following the steps used in the Iraqi Media Scale.

2-5-2-1 Formulating the Scale Items:

Several items were created and developed for the scale's dimensions based on the characteristics of the study community. The first questionnaire (Appendix 4) was created by examining the content of scientific sources and references that were specifically focused on sports talent management. The questionnaire was then given to management experts (Appendix 2), where the scale's items were initially developed as indicated in Table (5).

Table (5) shows the percentage of agreement among experts on the items of the scale.

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No.	Statements	Number of Experts	Number of Agreeing Experts	Percentage (%)	Number of Disagreeing Experts	Percentage (%)
1	Sports culture normalizes cultural and social relationships for individuals.	9	8	88.888%	1	11.111%
2	Sports culture promotes acceptable social values.	9	7	77.777%	2	22.222%
3	Sports culture helps in understanding sports terminology and concepts.	9	8	88.888%	1	11.111%
4	Sports culture contributes to knowledge of sports games.	9	8	88.888%	1	11.111%
5	Sports culture helps direct an individual's life toward beneficial goals.	9	7	77.777%	2	22.222%
6	Sports culture helps avoid unhealthy habits while practicing sports.	9	7	77.777%	2	22.222%
7	Sports culture encourages individuals to belong to sports and youth institutions.	9	9	100%	0	0%
8	Sports culture contributes to awakening aesthetic sense in humans and their cultural and moral roles.	9	7	77.777%	2	22.222%
9	Sports information helps in recognizing prominent sports figures worldwide.	9	8	88.888%	1	11.111%
10	Sports culture develops the concept of cooperation and its social value.	9	9	100%	0	0%
11	Sports culture presents sports information in the world and defines it.	9	9	100%	0	0%
12	Sports culture helps strengthen the relationship among community members.	9	9	100%	0	0%
13	Practicing sports activities is an important part of	9	9	100%	0	0%



	deepening the relationship between sports and the audience.					
14	I enjoy playing when I know the rules of the game I practice.	9	8	88.888%	1	11.111%
15	Sports culture supports the connection between sports and other sciences.	9	8	88.888%	1	11.111%
16	Practicing sports has taught me to respect others.	9	8	88.888%	1	11.111%
17	Sports culture helps direct an individual's life toward beneficial goals.	9	9	100%	0	0%
18	Organizational culture increases excitement in presenting the technical aspects of sports games.	9	7	77.777%	2	22.222%
19	I have knowledge of the opinions of sports experts and specialists on various sports issues.	9	8	88.888%	1	11.111%
20	I know most sports figures in the world.	9	9	100%	0	0%

2-5-2-2 Face Validity:

The scale was presented to management experts in the Colleges of Physical Education and the College of Arts' Media Department to test its face validity (Appendix 2). Following analysis of the responses, a threshold of 75% or more agreement from the experts was used to keep the assertions.

2-5-2-2-1 Construct Validity:

To achieve construct validity, two statistical methods were used as follows:

2-5-2-2-1-1 Discriminative Power Method with Extreme Groups:

Following the steps outlined in the Iraqi Media Scale, the scale was administered to a sample of () students from the Media Department to extract the discriminative power. This is seen in Table (6).

Table (6): The Means, Standard Deviations, and Calculated T-values (sig) for the Significance Level of the Organizational Culture Statements for the Upper and Lower Extreme Groups.

Axis	Item Sequence	Lower Group		Upper Group		Calculated (t) Value)sig(
		M ⁻	SD	M ⁻	SD		
General relations	1	2.642	1.026	3.642	.951	3.782	.000
	2	2.857	.931	4.071	.465	6.170	.000
	3	2.892	.875	4.071	.539	6.066	.000



	4	2.928	1.086	4.000	.666	4.448	.000	
	5	3.035	.838	3.821	.669	3.876	.000	
	6	3.035	.961	3.678	.772	2.758	.008	
	7	3.178	.944	4.000	.384	4.260	.000	
	8	3.071	.813	3.928	.716	4.185	.000	
	9	3.035	.838	4.107	.737	5.079	.000	
	10	2.750	1.174	3.857	.590	4.456	.000	
	Leadership	1	2.750	.645	3.821	.862	5.261	.000
		2	3.000	.860	3.964	.507	5.106	.000
		3	3.000	.860	3.892	.685	4.294	.000
4		2.928	.899	4.178	.547	6.279	.000	
5		2.785	.686	3.750	.844	4.690	.000	
6		2.392	1.030	3.928	.716	6.474	.000	
7		3.000	.902	3.821	.669	3.867	.000	
8		2.821	.944	4.178	.475	6.789	.000	
9		2.535	.838	3.892	.875	5.927	.000	
10		2.892	.916	4.321	.475	7.321	.000	

It is significant if the value of sig > 0.05.

It is clear from Table (6) that the significance values for each statement ranged between 0.000 and 0.008, and the computed T-values ranged between 2.758 and 7.321. Both values are below the recognized significance level of 0.05. This suggests that the statements are distinctive since the T-values show statistically significant differences.

2-5-2-2-1-2 Internal Consistency Coefficient of the Scale:

As indicated in Table (7), the identical procedure used to get the internal consistency coefficient of the Iraqi Media Scale was also utilized to determine the internal consistency coefficient of the Talent Management Scale.

Table (7) Values of the Correlation Coefficient Between the Statements and the Strength of the Scale, and the Significance Value for the Statements of the Media Coverage Scale of Iraqi Channels

Dimension	Item Number	Correlation with Dimension	Significance	Correlation with Scale	Significance
Public Relations	1	.430**	.000	.411**	.000
	2	.539**	.000	.540**	.000
	3	.587**	.000	.564**	.000
	4	.568**	.000	.478**	.000
	5	.492**	.000	.447**	.000
	6	.312**	.001	.282**	.004
	7	.251*	.011	.344**	.000
	8	.555**	.000	.475**	.000
	9	.550**	.000	.541**	.000
	10	.576**	.000	.478**	.000
Leadership	1	.566**	.000	.453**	.000



2	.469**	.000	.500**	.000
3	.417**	.000	.375**	.000
4	.555**	.000	.493**	.000
5	.543**	.000	.466**	.000
6	.510**	.000	.567**	.000
7	.377**	.000	.450**	.000
8	.686**	.000	.676**	.000
9	.662**	.000	.615**	.000
10	.548**	.000	.489**	.000

2-5-2-2-1-3 Reliability of the Scale:

To find the reliability coefficient, the following methods were used:

2-5-2-2-1-3-1 Split-Half Method:

The correlation coefficient between the two halves of the scale was (0.720), and using the Spearman-Brown equation, it reached (0.834).

2-5-2-2-1-3-2 Cronbach's Alpha:

The reliability of the scale was verified using the Alpha method, which resulted in (0.839).

2-6 Pilot Study for the Scales:

From February 19 to 22, 2024, a pilot study was carried out on a random sample of five community students, or 2.92 percent of the research sample.

2-7 Main Application:

The scales were used on a sample of fifty-seven male and female students in Tikrit University's Department of Media courses. Following the students' completion of the scales, the data was analyzed to produce findings that support the study's goals.

3-8 Statistical Methods:

The researcher used the SPSS statistical package for data analysis. The following methods were utilized:

- Percentage
- Mean
- Standard deviation
- T-test for independent samples
- Pearson correlation coefficient
- Cronbach's Alpha equation
- Simple regression coefficient

4- Presentation and Discussion of Results

4-1 Presentation, Analysis, and Discussion of the Levels of the Iraqi Media and Sports Culture Scales:

4-1-1 Presentation, Analysis, and Discussion of the Level of the Iraqi Media Scale:

This question was addressed by extracting the research tool's total score as well as the means and standard deviations for each item and the domain to which they belong. A summary of the findings pertaining to the first question is provided in Table (8). The mean scores shown below were used to interpret the results:

- Less than (2.33) indicates a low role.
- (2.33 - 3.66) indicates a medium role.
- Greater than (3.66) indicates a prominent role.

1. Cognitive Domain



Table (8): The Means and Standard Deviations for the Items in the Cognitive Domain of the Role of Iraqi Media

No.	Items	Mean	Standard Deviation	Evaluation
1	Sports media is concerned with enriching the cultural and historical aspects of sports.	4.3158	0.53977	High
2	Media enriches Iraqi sports with studies and research.	4.2105	0.81803	High
3	Media addresses the new laws in sports games.	4.1579	0.84069	High
4	Media publishes the time and place for holding championships and sports events.	4.2982	0.65370	High
5	Media highlights sports games for all genders.	4.2105	0.70043	High
6	Media provides updates on administrative matters and the structures of sports federations and centers.	4.0351	0.94425	High
7	Media focuses on Iraqi sports more than others.	4.1404	0.85437	High
8	Media is concerned with publishing the results of sports competitions.	4.2632	0.69504	High
Total Score for the Cognitive Domain		33.631	2.826	

The maximum score for response is (5) points.

With response averages ranging from 4.140 to 4.315, Table (8) makes clear that media played a significant impact in developing sports culture among Tikrit University students in the College of Arts, Department of Media, across all items in the cognitive domain. With an average response of 33.631, media students at Tikrit University likewise had a good overall score for the cognitive domain.

Iraqi media is crucial in educating the people about sports since it provides news and information straight from the source, enabling viewers to follow events in real time and delving further into topics through competitions and chat shows. It also successfully facilitates information and idea sharing among its audience.

2- social domain

Table (9): Mean Averages and Standard Deviations for the Social Domain of the Role of Iraqi Media

No.	Statements	Mean	Standard Deviation	Rating
1	The media outlets cover sports events.	4.1754	0.86855	High
2	Media outlets archive the history of teams and players.	4.3333	0.66368	High
3	Media outlets create websites for Iraqi sports.	4.3509	0.74381	High
4	Media outlets cover the role of sports teams in volunteer activities and community participation.	4.2807	0.72591	High
5	Media outlets enhance the social message of Iraqi sports.	4.4035	0.65081	High
6	Media outlets interact with sports events.	4.2456	0.78560	High
7	Media outlets play a role in spreading sports culture in society.	4.2456	0.87179	High
8	Media outlets fulfill their role in sports for all genders.	4.0175	0.71941	High
Total Score for the Social Domain		34.0526	2.82477	High

The maximum score for response is (5) points.



With mean answers ranging from (4.017 to 4.403), Table (9) makes clear that media played a significant impact in fostering sports culture among College of Arts, Department of Media, University of Tikrit students across all social domain items.

With a mean response of 34.052, the total social domain score for students at the University of Tikrit's College of Arts, Department of Media, was high.

Iraqi media influences many facets of the public's social life, including raising cultural awareness of sports-related topics, bringing people together to share ideas and opinions on significant sports-related issues, and lowering crowd tensions at major events. It acts as a forum for discussion that enhances comprehension between the many elements of the sports community.

3- health domain

Table (10) shows the mean averages and standard deviations for the items related to the health domain of the Iraqi media measurement scale.

No.	Items	Mean	Standard Deviation	Rating
1	Media outlets keep up with everything new in terms of athletes' physical health.	4.2807	0.75010	High
2	Media outlets publish cultural and awareness materials about health and sports.	4.0702	0.90356	High
3	Media outlets focus on raising awareness about the dangers of incorrect sports practices.	4.2982	0.75510	High
4	Media outlets emphasize the importance of proper nutrition for athletes.	4.1930	0.78918	High
5	Media outlets monitor the health and physical conditions of players.	4.2632	0.66886	High
6	Media outlets dedicate specialized sports media to monitor health and sports safety.	4.0175	0.81265	High
7	Media outlets communicate with official health authorities to provide health guidelines and advice related to sports.	4.1053	0.69909	High
8	Media outlets interact with local and international events related to sports health.	4.0877	0.85106	High
Total Score for the Health Domain		33.3158	2.73312	High

The maximum score for response is (5) points.

Table (10), with response means ranging from (4.017 to 4.298), makes it evident that the media played a significant role in fostering sports culture among College of Arts, Department of Media, University of Tikrit students in the health domain.

With an average response of 33.315, the overall score for the health domain among students at the University of Tikrit's College of Arts, Department of Media, was modest.

Iraqi media have a significant impact on health by raising community awareness of physical and health issues and how to preserve physical well-being. They emphasize the advantages of sports, how to participate in them, and how they can help prevent chronic illnesses. Additionally, they feature significant sporting events that improve mental wellness, helping to minimize lethargy, tension, and worry among community members. To encourage young people to embrace healthy habits like exercising, eating a balanced diet, and abstaining from unhealthy habits like addiction, the media also portrays great athletes as role models.

4- The Competitive Domain



Table (11): Arithmetic Means and Standard Deviations for the Competitive Domain Items of the Iraqi Media Scale

No.	Items	Mean Response	Standard Deviation	Evaluation
1	The media enhances the competitive role of athletes.	4.1228	0.73364	High
2	The media covers the results of local, Arab, and international sports competitions.	4.2105	0.67445	High
3	The media is concerned with showing and highlighting opinions and counter-opinions in the sports field.	4.0877	0.78560	High
4	The media stimulates the spirit of challenge and competition among participants.	4.0877	0.85106	High
5	The media adheres to objectivity in publishing news about centers and clubs.	4.1228	0.73364	High
6	The media provides accurate information about sporting events.	4.2105	0.67445	High
7	The media is concerned with promoting principles of free and fair competition as an educational value.	4.0877	0.78560	High
8	The media is concerned with objectivity in interviews and diversifying voices and individuals.	4.0702	0.90356	High
Total Score for the Competitive Domain		33.0000	3.78908	High

The maximum score for response is (5) points.

With mean answers ranging from 4.070 to 4.210, Table (11)'s results show that the media played a significant impact in fostering sports culture among College of Arts, Department of Media, University of Tikrit students in the competitive sphere. With a mean response of 33.000, the students' overall score for the competitive area was likewise high.

By highlighting sports as a vital component of communal life, the Iraqi media contributes significantly to the promotion of sports culture both domestically and abroad. With its many advantages for both individuals and society, it helps to elevate sports' standing as a significant social good. Additionally, it shares information on well-known athletes, inspiring community members to emulate their achievements and boosting their ambition to compete to achieve sporting feats for the nation. Additionally, it encourages people to participate in fair competition and use their athletic accomplishments to make a statement in society.

4-1-1-2 Presentation, Analysis, and Discussion of the Levels of the Iraqi Media Scale Fields:

Table (12): Means, Standard Deviations, and Rankings of the Fields and Overall Score of the Iraqi Media Scale Among Students of the College of Arts, Department of Media, University of Tikrit.

No.	Fields	Mean	Standard Deviation	Level	Rating
1	Cognitive	33.631	2.826	Second	High
2	Social	34.0526	2.82477	First	High
3	Health	33.3158	2.73312	Third	High
4	Competitive	33.0000	3.78908	Fourth	High
Total Score		134.0000	9.60097		High

The maximum score for response is (5) points.

According to Table (12), students at the University of Tikrit's College of Arts, Department of Media, gave the media's contribution to sports culture a high overall grade. With the social field ranking first with a



mean score of 34.052, the cognitive field coming in second with a mean score of 33.631, the health field coming in third with a mean score of 33.315, and the competitive field coming in fourth with a mean score of 33.000, the media played a significant role in all fields.

The researcher credits the media's high overall rating for fostering sports culture to the growing interest in promoting sports culture locally and among University of Tikrit College of Arts, Department of Media students. This is also because of the contribution of scientific knowledge and educational initiatives that promote the spread of sports culture, which has a favorable effect on the development of sports culture and the formation of values.

This study aligns with the findings of Ziyoud (2013), which indicated an elevated level of assessment of the role of sports media in enhancing sports culture among Jordanian women.

4-1-2 Presentation and Analysis of the Level of the Sports Culture Scale:

4-1-2-1 Presentation and Analysis of the Level of the Sports Culture Scale Items:

1. Cultural Field of Public Relations

Table (13): Means and Standard Deviations for the Public Relations Field Items of the Sports Culture Scale

No.	Items	Mean	Standard Deviation	Rating
1	Sports culture normalizes the cultural and social relationships of individuals	4.2105	0.70043	High
2	Sports culture promotes the development of accepted social values	4.5263	0.62977	High
3	Sports culture helps in understanding sports terminology and concepts	4.3684	0.81573	High
4	Sports culture contributes to the knowledge of sports games	4.4211	0.65322	High
5	Sports culture helps direct an individual's life towards beneficial and useful goals	4.1930	0.81149	High
6	Sports culture helps avoid unhealthy habits during sports activities	4.3333	0.69007	High
7	Sports culture encourages individuals to belong to sports and youth organizations	3.9825	0.71941	High
8	Sports culture aids in directing an individual's life towards beneficial and useful goals	4.3509	0.64063	High
9	Organizational culture increases the excitement in presenting the technical aspects of sports games	4.3509	0.76745	High
10	Sports culture contributes to awakening the aesthetic sense in people and its civil and moral role	4.2105	0.67445	High
Total Score for Public Relations Field		42.9474	2.90579	High

The maximum score for response is (5) points.

The results from Table 13 indicate that the role of media in promoting sports culture among students at the College of Arts, Department of Media, University of Tikrit, in public relations was high across all items, with response averages ranging from (3.982 to 4.526). The overall score for the public relations field among these students was high, with an average response of (42.947).

Public relations play a significant role in enhancing communication between sports entities and the public by building a positive image of sports in general and specifically about athletes and clubs. Public relations efforts help to diminish negative perceptions and address sports-related issues by managing situations



to mitigate harm. Furthermore, public relations in various aspects contribute to motivating audiences to attend sporting events and relay sports updates to increase public awareness and sports culture.

5- Leadership Area

Table 14: Averages and Standard Deviations for the Leadership Area of the Sports Culture Scale

No.	Statements	Mean	Standard Deviation	Rating
1	Sports information contributes to knowing prominent sports personalities in every country.	4.2105	0.74969	High
2	Sports culture develops the concept of cooperation and its social value.	4.0702	0.79865	High
3	Sports culture clarifies sports information worldwide and provides definitions.	4.1579	0.81918	High
4	Sports culture works to strengthen the relationship between community members.	4.2632	0.66886	High
5	Participating in sports activities is an important part of deepening the relationship between sports and the audience.	4.2281	0.82413	High
6	I am knowledgeable about the opinions of experts and sports specialists on various sports issues.	4.1053	0.90008	High
7	I know most sports personalities around the world.	4.1579	0.94092	High
8	Practicing sports has taught me to respect others.	4.2105	0.70043	High
9	I enjoy playing when I know the rules of the game I practice.	4.1579	0.81918	High
10	Sports culture supports the connection between sports and other sciences.	4.1053	0.85949	High
Total for Leadership Domain		41.6667	3.52204	High

The maximum score for response is (5) points.

With response averages ranging from 4.070 to 4.263, Table (14) clearly shows that the media played a significant impact in fostering sports culture among College of Arts, Department of Media, University of Tikrit students for the leadership domain.

With an average response of 41.666, the overall score for the leadership domain among students at the University of Tikrit's College of Arts, Department of Media, was moderate.

To lead the audience, inspire them to learn more about sports culture, and increase their understanding, leadership is essential. Through collaboration, discipline, and respect between the public and the sports teams, leadership helps teach sports values in the audience, motivating them to strive for excellence and support national teams.

4-1-2-2 Presentation, Analysis, and Discussion of the Levels of the Sports Culture Scale Domains:

Table (15): Arithmetic Means, Standard Deviations, and Rankings of the Domains and Overall Score of the Sports Culture Scale Among Students of the College of Arts, Department of Media, University of Tikrit.

No.	Domains	Mean	Standard Deviation	Level	Rating
1	Public Relations	42.9474	2.90579	First	High
2	Leadership	41.6667	3.52204	Second	High
Overall Score		84.6140	6.00224		High

The maximum score for response is (5) points.

It is evident from the results of Table (15) that the overall score for the role of media in promoting sports culture among students at the College of Arts, Department of Media, University of Tikrit, was high. The role



of sports culture was elevated across all domains, with public relations ranking first with an arithmetic mean of (42.947), followed by leadership in second place with an arithmetic mean of (41.666).

The researcher ascribes the high overall score for sports culture to athletes' and students' growing appreciation of the value of sports in the University of Tikrit's College of Arts, Department of Media. A major factor in increasing sports awareness, which promotes the spread of sports education, is public relations and strong leadership. This contributes to the development of an informed fan base that raises the bar for a brighter future.

4-2 The Role of Iraqi Media in Promoting Sports Culture Among Students of the College of Arts, Department of Media, University of Tikrit:

Table (16) Percentage Contribution of Iraqi Media in Promoting Sports Culture Among Students of the College of Arts, Department of Media, University of Tikrit

Variable	Coefficient	Constant	Contribution Percentage	F	sig
Cognitive	0.580	22.711	0.562	16.669	0.000
Social	0.226				
Health	0.993				
Competitive	0.048				

It is clear from Table (16), which shows the percentage of Iraqi media that contributes to the promotion of sports culture among University of Tikrit students in the College of Arts, Department of Media, that the contribution percentage of all variables reached 0.562, and the significance level (sig) was 0.000, which is less than 0.05. This shows importance, indicating that the Iraqi media is helping to spread sports culture among University of Tikrit College of Arts, Department of Media students.

According to the significant value of (F) at (16.669), we obtain the following prediction equation:

The Role of Iraqi Media in Promoting Sports Culture Among Students of the College of Arts, Department of Media, University of Tikrit

$$= 22.711 + (0.580 \times \text{Cognitive}) + (0.226 \times \text{Social}) + (0.993 \times \text{Health}) + (0.048 \times \text{Competitive})$$

Since it is the main and most fashionable way to reach a wider audience and direct them toward establishing positive sports values and habits for individuals or society, the Iraqi media plays a significant positive role in fostering sports culture. Sports culture is directly impacted by and grows in direct proportion to media influence. The media emphasizes its function in advancing sports culture by bringing the community's opinions about what it considers suitable together. Sports culture grows in efficacy together with media activities, and vice versa. Consequently, it is impossible to ignore the media, particularly when it comes to investing in the most effective contemporary media strategies to spread sports culture among the general population. According to Osman et al. (2020), new sports media is a powerful weapon for mass communication that has a noticeable effect on society, particularly considering the proliferation of contemporary electronic media, especially sports media.

5- Conclusions and Recommendations

5-1 Conclusions:

1. The two scales developed in this study can be utilized to assess the level of media in promoting sports culture.
2. The role of the media in promoting sports culture among students at the College of Arts, Department of Media, at the University of Tikrit was found to be high.
3. Iraqi media is keen on promoting sports culture.
4. Iraqi media positively and significantly contributes to the dissemination of sports culture.



5-2 Recommendations:

1. There is a necessity to enhance both the quality and quantity of media programs and to develop them further.
2. Attention should be given to the quality of programs on sports channels by inviting distinguished experts and analysts to the shows, focusing on all areas of study.
3. It is essential to hold continuous training courses for those working in the sports field to improve the performance of sports media.
4. Programs and workshops should be organized focusing on the importance of sports and its impact on improving social, cultural, and health aspects, as well as fostering a spirit of patriotism.
5. Conducting analytical field studies on the role of media in promoting sports culture is recommended.

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14. Al Jazeera Opinion



Appendix (1) Final Version of the Questionnaire Questionnaire

Dear Student,

The researcher is conducting a study on "The Role of Media in Promoting Sports Culture Among Students of the College of Arts, Department of Media, University of Tikrit" as part of the requirements for a bachelor's degree in physical education and Sports Sciences.

I kindly ask you to respond to the items in this questionnaire. Please note that all information will be used solely for academic research purposes.

First: Personal Information

Scale of Iraqi Media

No.	Statement	Agree	Sometimes Agree	Disagree
1	Iraqi media cares about enriching the cultural and historical aspects of sports.			
2	Media enriches Iraqi sports with studies and research.			
3	Media addresses new laws in sports.			
4	Media publishes the time and place of sports championships and events.			
5	Media highlights sports for all genders.			
6	Media provides updates on administrative changes and the structures of sports federations.			
7	Media focuses more on Iraqi sports than others.			
8	Media cares about publishing the results of sports competitions.			
9	Media is dedicated to covering sports events.			
10	Media archives the history of teams and players.			
11	Media creates electronic platforms for Iraqi sports.			
12	Media covers the role of sports teams in volunteer activities and community participation.			
13	Media enhances the social message of Iraqi sports.			
14	Media interacts with sports events.			
15	Media plays a role in promoting sports culture in society.			
16	Media fulfills its role in sports for all genders.			
17	Media keeps up with new developments in the physical health of athletes.			
18	Media publishes cultural and awareness publications about health and sports.			
19	Media emphasizes the dangers of incorrect sports practices.			
20	Media focuses on disseminating the concepts of proper nutrition for athletes.			
21	Media monitors the health and physical conditions of players.			
22	Media allocates specialized sports journalists to monitor health and safety in sports.			

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23	Media communicates with official health authorities to provide health guidelines related to sports.			
24	Media interacts with local and international events related to sports health.			
25	Media enhances the competitive role of athletes.			
26	Media covers the results of local, Arab, and international sports competitions.			
27	Media cares about highlighting various opinions and perspectives in the sports field.			
28	Media stimulates the spirit of challenge and competition among participants.			
29	Media is committed to objectivity in publishing news about clubs and centers.			
30	Media provides accurate information about sports events.			
31	Media cares about promoting principles of fair and honest competition as an educational value.			
32	Media focuses on objectivity in interviews and diversity in opinions and contributors.			
33	Media cares about covering cultural activities of sports centers and clubs.			
34	Media is characterized by balance in publishing and analyzing sports activities.			
35	Media cares about proper linguistic discourse and language accuracy.			
36	Media cares about the accuracy of headlines and coherence of sports topics.			
37	Media emphasizes Iraqi culture through international participation.			
38	Media supports hosting specialists in sports education sciences.			
39	Media enhances the role of women in participating in scientific sports events and seminars.			
40	Media works to accept results and distance itself from regional bias and violence.			
41	Media promotes national belonging values through sports activities.			
42	Media contributes to highlighting Iraqi sports as a national constant.			
43	Media follows the journey of Iraqi teams in all their participations.			
44	Media helps to highlight the role of Iraqi sports in enhancing presence on the world map.			

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45	Media emphasizes the role of sports in community and national cooperation.			
46	Media highlights the role and support of official and private national institutions in sports.			
47	Media contributes to promoting the role of public and private institutions in supporting national sports.			

Sports Culture Scale

No.	Statements	Agree	Sometimes Agree	Disagree
1	Sports culture normalizes cultural and social relationships for individuals.			
2	Sports culture promotes the development of accepted social values.			
3	Sports culture helps in understanding sports terminology and concepts.			
4	Sports culture contributes to knowledge of sports games.			
5	Sports culture guides individuals towards beneficial and useful goals.			
6	Sports culture helps avoid unhealthy habits during physical activity.			
7	Sports culture encourages individuals to belong to sports and youth institutions.			
8	Sports culture guides individuals towards beneficial and useful goals.			
9	Organizational culture increases excitement in presenting the technical aspects of sports games.			
10	Sports culture enhances the aesthetic sense in individuals and their cultural and moral roles.			
11	Sports information helps to know prominent sports figures from around the world.			
12	Sports culture develops the concept of cooperation and its social value.			
13	Sports culture presents sports information globally and introduces it.			
14	Sports culture strengthens the relationship among community members.			
15	Practicing sports activities is an important part of deepening the relationship between sports and the public.			
16	I am aware of the opinions of experts and specialists in various sports issues.			
17	I know most of the prominent sports figures in the world.			
18	Practicing sports has taught me to respect others.			

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19	I enjoy playing when I know the rules of the game I am practicing.			
20	Sports culture supports the connection between sports and other sciences.			

Appendix (2): Names of Experts and Specialists

No.	Title and Expert's Name	Specialization	Place of Work
1	Prof. Dr. Abdul Wadud Ahmed Khattab	Psychology	University of Tikrit / College of Physical Education and Sports Sciences
2	Prof. Dr. Farid Fayyad Al-Jubouri	Journalism	University of Tikrit / College of Arts, Department of Media
3	Prof. Dr. Salam Hantoush Rashid	Sports Management	Al-Mustansiriya University / College of Physical Education and Sports Sciences
4	Prof. Dr. Saad Abbas Abdul	Psychology	University of Tikrit / College of Education, Department of Physical Education and Sports Sciences
5	Assoc. Prof. Dr. Abdul Rahman Mahmoud	Public Relations	University of Tikrit / College of Arts, Department of Media
6	Assoc. Prof. Dr. Salem Khalaf Fahd	Management and Organization	University of Tikrit / College of Physical Education and Sports Sciences
7	Assoc. Prof. Dr. Amjad Hamid Badr	Measurement and Evaluation	University of Tikrit / College of Physical Education and Sports Sciences
8	Assoc. Prof. Dr. Khelan Ramadan Saleh	Teaching Methods	University of Tikrit / College of Physical Education and Sports Sciences
9	Dr. Khamees Hamid Karhout	Radio and Television	University of Tikrit / College of Arts, Department of Media