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## **The contribution of sports media in the healthy physical culture**

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### **Abstract**

We can see through the results obtained that most of the adolescent youth in the secondary stage are directed to the sports media in all its forms, audible, readable or visual, in order to obtain information and news of competitive sports and review or follow the news of the stars and this is because of what they find in these means. Some of the public means, which made them absent on these important topics, such as providing young people with topics on physical fitness and health and motivate them to exercise sports with a healthy educational dimensions, in line with the cultural dimensions of society and these results suggest that the content of the media sports is interested only in news and entertainment topics and miss the scientific topics and the latest results and studies useful to the individual, especially in light of the growing phenomenon of chronic diseases and social pests, and here we notice the need to pay attention to these topics, especially for young adolescents who has a period of growth sensitive make him care about his body a lot, Culture for the exercise of sports activities Educational health recreation ensures physical and even mental health of the individual.

**Keywords:** media, means physical health, sports media

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### **Introduction**

From the era of primitive man to the present age, physical activity plays an important role in the life of man, peoples and nations. The long march of the peoples and communities has been motivated by the exercise of life, survival and living. To the philosophy of the state with its needs and systems, and became the goal of sport seeks to develop human personality from the physic, psychology and society.

The media, which is considered an international and global phenomenon, is one of the important social institutions that aims to spread sports culture, especially as it is liked to society. It affects and is directly affected by the social systems and culture prevailing in society. This is for the purpose of taking advantage of leisure time and enjoying it. Exercise in order to take care of the body to prevent or cure any aspect of health, and this through the media from the various means of communication messages, programs and information

Media will continue to serve as a public school that will continue its work in all fields, including sports in its various institutions such as clubs, youth centers and sports federations, as it represents all aspects of communication activities aimed at providing the public with the right facts and news and sound information on the various issues and crises facing the field. In all its institutions, and all the human needs of sport, which leads to the achievement of the greatest possible level of knowledge, receivers and comprehensive awareness among the audiences of the recipient of the sports media material with all facts and information Especially those who are looking for a cure their health from behind sports by following up everything related to the sports culture concerning health, and contributing to the enlightenment of public opinion and the formation of a healthy sports culture that makes everyone practicing sports means the need for prevention and treatment. Khairuddin Aweys, 1989, p. 67) notes that sports media is the process of publishing news,

information and facts related to sport and interpreting the rules and regulations governing sports activities and games. Mass communication is influencing the behavioral and moral growth of individuals to society.

Reham Amin Hamza (2007) points out that media thought plays a very important role in shaping trends and increasing cultural awareness in various fields, including the sports field which mentions many topics and problems that are most needed to be studied and dealt with in sports programs in various media and communication to prepare conscious generations Capable of assuming responsibility, and accept any change aimed at raising the status of Egyptian sports high.

Hence, the sports media, which no longer plays only as a small contributor to the process of socialization, has become an important and influential factor in this process. It has entered every home and addressed young people and adults and penetrated every field of sport,

### **The problem**

The stage of adolescence is an important part of the human development stages. This period is sensitive in terms of its physical, emotional and mental development. It defines its normal personality traits, which is a category of society. However, social problems are those that affect its behavior. Behavioral deviations are caused by a lack of awareness and of their danger in the social environment in the school family, sports institutions and social organizations, to the members of society in the environment in which they live and their role must be positive and effective because the teenager is affected as part of the community Especially in the field of physical education and sports. The adolescent at this stage cares about his body, physiological changes and physical fitness. As physical culture requires physical education and physical fitness, it takes care of

both body and mind. It interferes with the negative practices prevalent among young people and adolescents. Health culture through the exercise of physical education and sports and how to care for the body and prevent diseases. It is a means of communication between the sender (the media) and the receiver (the public) through a media (readable, audible, visual), Based on the importance of these media, the following question was asked: To what extent did the sports media contribute to the dissemination of healthy sports culture among youth in adolescence?

**Hypotheses:** The contribution of sport media to the dissemination of health sports culture among youth in middle adolescence.

**Objective:** To know the extent to which sports media contribute to the dissemination of healthy sports culture among youth in adolescence. Research methodology and field procedures.

**Research Methodology:** The descriptive approach was used in the survey method because it suited the nature of the problem.

**Research community:** The research community included the final high school students of the city of Mostaganem.

**Search Tools:** The questionnaire used, contained 18 questions In addition to the interview with some specialists.

**Honors and experts:** The tool derives its sincerity from the sincerity of its arbitration, and the tool was presented in its initial form to the judges of the arbitrators specialists.

**Analysis and discussion of results:** In this chapter, only three tables related to the most important questions will be presented within 18 questions from the questionnaire.

**Question 1: What do sport media represent to you in your daily life?**

**Objective of the question**

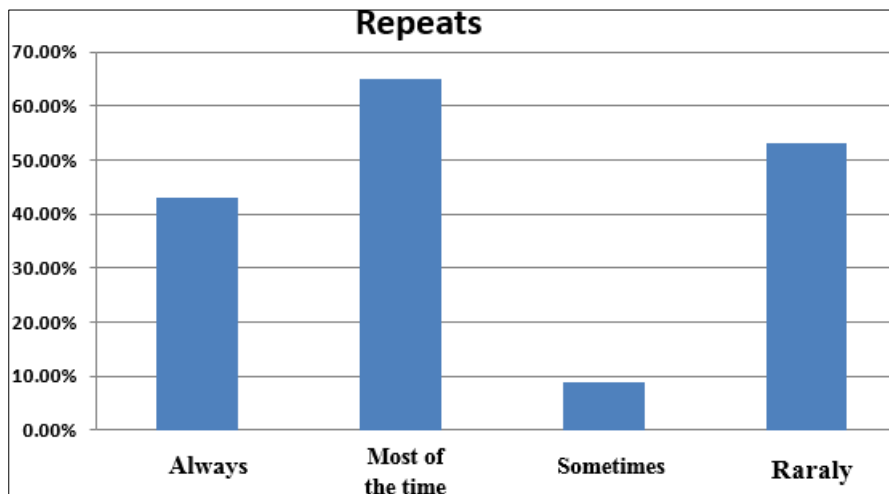
In this question we wanted to recognize the importance of sports media in its various audiovisual and visual means, in the adolescent youth of the third year secondary school and what it represents in his daily life and his view of it through the subjects. Four suggestions were put.

**Table 1 :** what shows sport media represent in your daily life

Statistical mennis /answer	Repeats	Percentage proportion%	Ca 2 calculated	Ca 2 primary	Degree of freedom	Level of significance	Statistical sinificance
Always	43	25.3	40.6	7.82	03	0.05	Indicates statistically
most of the time	65	38.3					
sometimes	09	5.5					
Raraly	53	31.2					

The results indicated in Table (01) show that the calculated Ka 2 is 40.6 is larger than 2 k table that reached 7.82 at the freedom level of 03 and the significance level of 0.05. This indicates that there are statistically significant differences between the suggested answers, so that 43 students see 25.3% notice the sports media is means of spending time, while 65 of students (38.3%) notice that sports media is a way to follow competitive or training sports news, in addition 9.5 students(5.5) notice that sports media is a means of acquiring useful and valuable

information, while 53 students Is a way to follow the news of the stars and to read On their daily lives,when looking at these results, we find out that 5.5 of the sample believe that sports media in all its forms is to inform them and provide them with important and useful information in their daily lives, but frightening results that do not work positively in the formation of individual fitness fit and physical health and a close association of some social diseases.



**Fig 1**

**Question 2: Does sport media provide you with ways and means to maintain your physical fitness?**

**The objective of the question:** By asking this question, we wanted to know the interest of the sports media in its various types of interest in the topics to the individual in his daily life, by

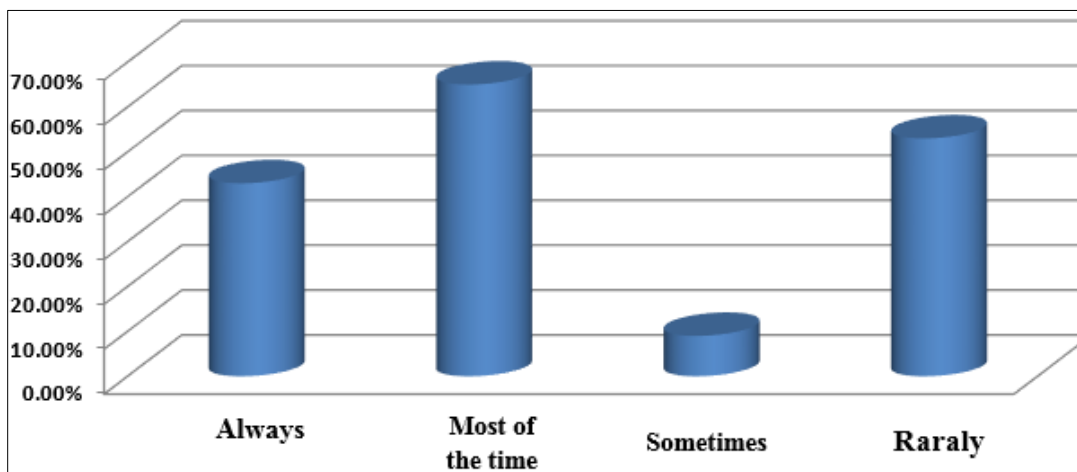
providing him with different and new ways and methods that allow him to maintain his physical fitness and mental, psychological and even social, A teenager who cares a lot about his physical structure and tries to pay attention to it a lot

**Table 2:** Shows the extent to which sports media is provided with methods and wheys to maintain physical fitness.

Statistical menns/ answers	Repeats	Percentage proportion%	Ca 2 calculated	Ca 2 primary	Degree of freedom	Level of significance	Statistical sinificance
Always	10	5.9	225.2	7.82	03	0.05	Indicates statistically
most of the time	21	12.3					
sometimes	127	74.7					
Raraly	12	07.1					

The results indicated in table (02) indicate that the calculated K2 was 225.2 and the large is the 2 kcal, which reached 7.82 at the freedom level of 03 and the significance level of 0.05. This indicates that there are statistically significant differences between the suggested answers. So that 10students sive than the methods and ways to maintain physical fitness most of the time

21 of students sports media provide them with the methods and ways to maintain physical fitness 127of students sometimes believed that sport media provide them with the possible methods and ways to maintain physical fitness. 12 student Rarely think that them with the methods and ways possible to maintain the greatest part is for 74.7% of the students.



**Fig 2**

**Question 3 ; Does a healthy and physical culture help you in your daily life?**

**Objective of the question:** By asking this question, we aim to identify the role of sports media, whether, audio and visual, to

acquire and provide young adolescents with a healthy and physical culture that evaluates some of the social problems that are widespread among adolescent youth, so that they are aware of these dangers

**Table 3:** The extent to which sports media gain healthy and physical culture against social problems.

Statistical menns/ answers	Repeats	Percentage proportion%	Ca 2 calculated	Ca 2 primary	Degree of freedom	Level of significance	Statistical sinificance
Always	14	8.3	197.7	7.82	03	0.05	Indicates statistically
Most of the time	27	15.9					
Somtimes	121	71.1					
Rarely	08	4.7					

The results indicated in Table (03) show that the calculated Ka7 was 197.7 and the largest is the 2 kcal, which reached 7.82 at the freedom level of 03 and the significance level of 0.05. This indicates that there are statistically significant differences between the suggested responses, 14 students (8.3%) Sports media always provide them with a healthy physical culture

(15.9%) believe that sports media often provide them with this physical culture. Another 121% (71.1%) view sports media as providing them with such subjects A healthy physical culture assessed against pests . The greatest post is for 71% of students who believe that sport media provide them with this in important and effective culture of and prevent than from drugs and smoking

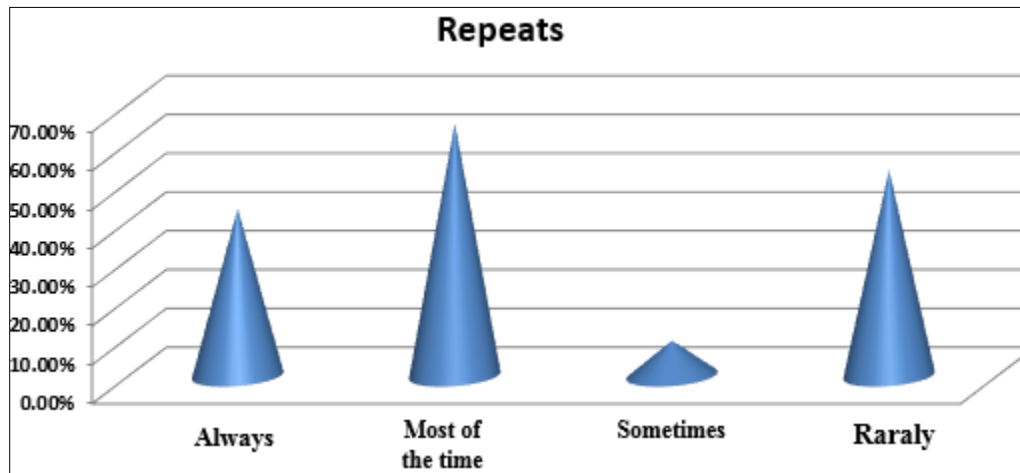


Fig 3

### Conclusions

1. Most sports media are interested in the news of competitions stars.
2. Sports media for young adolescents is a leisure watch or search for news of competitions and stars.
3. free content of sports media for useful and scientific topics.
4. Sports media does not work enough to promote a healthy sports culture.
5. Sports media and profitable commercial means did not encourage the exercise of sports educational activities.

We can see from the results obtained that most of the adolescent youth in the secondary level are directed to the sports media in all its forms, audible, readable or visual, in order to obtain information and news of competitive sports review or follow the news of the stars and this is because of what they find in these means Some of the public means, making them absent such as providing young people with topics on physical fitness and health and motivate them to exercise sports with a healthy educational dimensions, according to the cultural dimensions of society, and these results suggest that the content of the media sports only interested in news and entertainment topics missing the scientific topics the latest results and studies useful to the individual, especially in light of the growing phenomenon of chronic diseases and social problems here we note the need to pay attention to these topics, especially for young adolescents, which is characterized by a period of growth sensitive make him care about his body a lot, Culture for the exercise of sports activities Educational health recreation ensures physical and even mental health of the individual.

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