

التغطية الإعلامية للمواضيع الرياضية في الصحف المكتوبة حسب قرائها
دراسة ميدانية ببلدية المسيلة جريدة الشروق نموذجاً

Couverture médiatique des sujets sportifs dans la presse écrite selon leurs lecteurs « Etude sur le terrain dans la municipalité de M'sila, le journal Al-Shorouk comme modèle. »

The media coverage of sports topics in the written press in relation to the audience" Field study in the municipality of M'sila, 'El SHOUROUK' news paper as a sample

<p>الهاتف : 0661/28/86/01 البريد الإلكتروني : arabbenmesli@gmail.com</p>	<p>المؤلف (1) : بن مسلي عراب المؤلف (2) : د- بن رجم أحمد الجامعة : جامعة المسيلة مخبر الالتقاء : برامج الأنشطة البدنية والرياضية المكيفة مخبر الالتقاء : برامج الأنشطة البدنية والرياضية المكيفة</p>
<p>معلومات المقال : - تاريخ الاستلام : 2017/10/23 - تاريخ المراجعة : 2018/02/12 - تاريخ قبول النشر : 2018/04/16</p>	<p>RÉSUMÉ : Le but de l'étude était de déterminer le statut des sujets sportifs à travers leur couverture médiatique, elle s'est basée sur la presse écrite en tant qu'élément essentiel de la couverture médiatique qui a un grand rôle d'attirer les différentes tranches de la société, cette étude tente de faire un sondage sur les différentes opinions des lecteurs des sujets sportifs , pour cette raison un échantillon de lecteurs du journal quotidien Al-Shorouk a été pris en posant un questionnaire composé de plusieurs questions axées sur l'importance des sujets sportifs par la presse écrite comme un aspect clé de la couverture médiatique.</p>
<p>MOTS CLÉS : - Couverture médiatique, sujets sportifs, Journaux écrits</p>	
<p>KEYWORDS: Media Coverage, Sports Topics, Written Press</p>	<p>ABSTRACT: The study aimed to precise the sports topics status through the media coverage, in which this study has focused on the written press as a key element among the media coverage elements which has a big role in attracting and polarizing different layers of society, this study is tending to highlight a survey about the various sports topics readers, for that purpose a portion from el sharak el yawminews paper readers has been taken by addressing a questionnaire consisted of many focal questions about the interest in the status of sports topics through written press asan essential aspect of the media coverage aspects.</p>

Introduction and Problematic: Media coverage is considered as one of the methods of presenting news in the news papers. It covers the event by releasing it, commenting and analyzing it. Thus the media coverage crew requires suitable technical and human potentials, and what is relevant to its arts and its variable themes including speech, manifestation, or interview. In addition to the variety

of publishing methods according to material potentials and human competences, and according to the coverage through written press. (Maoud, 2003, p 84)

Both media and communication processes which are in a form of written press, have been always considered as the most important means in the world, and still being considered so till nowadays. That is recognized as a main tool for people to overlook what is happening around them. As it is considered as a meaningful means of communication among individuals and groups. Written press has been improved rapidly as a result of scientific development that emerged during the mid of the eighteenth century in different domains, especially after the industrial revolution.

In the midst of this immense scientific development all over the world, it is necessary to think seriously about the extent to which written press in contributing in leading individuals towards psychological understanding to a sport topic. And urging them to determine their orientations and opinions, also to what extent does it affect assembling that topics.

In the light of the development of written press that is prevailing the developed countries speedily, we find the human being always culturally and materially ready to cope with the new upcoming ideas and styles. People in the developed countries are always able to analyze what they receive of ideas and news, while the high rate of illiteracy in poor societies doesn't allow people to find out the updates which makes them vulnerable to bad impacts of the media revolution in cultural, social, and political domains (Elhabib, 1998, p11)

Although the individual is the one behind technological development to the means of media and communication, he is considered to be as another part of it; and gets affected by, that is he is the future to what it portrays. Communication is merely a connection between the individual and its society, that the human being is already sociable by nature he cannot live in solitude, and he keeps developing his relations with others. Communication is not just about interactions among individuals and relations that connect them, yet there are many means of communication which have important role in enlarging its knowledge. Among these means of communication we find the audio as radio for example, and the audiovisual as television, and the written press like; news papers and magazines.

This latter(written press) has an effective role in media. As it is dominant among individuals, and the closest to them more than any other means, and that because it is divert and easy to transfer. As there is always a contact with the scientific article. In addition to its unique characteristic, which is transferring among people and its long lasting.

ELSHOROUK news paper was fist ranked at the local and Arabic level, as it is a considerable competitor among Algerians, Maghreb, and Arabic news papers. This merit is even more significant when it comes from a national professional objective institution like; ALIKSA institution. This achievement is considered as a coronation to the separate Algerian press. (ELSHOROUK Daily Newspaper 2010, p11)

That the written press is an inclusive mean of media, in which many topics are tackled: political, sports, economical, social, and educational.

In this study we have tackled sports topics in the written press, the kind of topics that help the individual to understand the sport information regardless its source, which has been treated in the written press in form of specific articles. And for the sake of transferring these topics to its targeted audience, the newspapers use a set of means and techniques that help in understanding and clarifying the sports topics.

These means and techniques are called in the media and communication rights as; the media coverage which is known by covering the topic and its study from all sides using specific means and techniques, this process is considered as the most important phase in preparing the sport article, which is determinate in affecting the readers and how do they respond.

Research Questions:

- Does the media coverage have a role in giving importance to the sports topics?
- Do the treated sports topics in Elshorouk newspaper vary according to its readers orientations?

Research Aims:

- Recognizing the role of the media coverage in estimating the sports topics
- Recognizing the diversity of the sports topics and its role in pleasing its readers orientations.

Research Hypothesis:

- ✓ The media coverage has a role in estimating the sports topics.
- ✓ The sports topics treated in Elshorouk newspaper vary according to its readers orientations.

General Terms of the research:

■ The Media Coverage:

Linguistically: From the verb to cover (the cover) what is covered by , and (covering a coverage) also means to throw something similar. (Abi Bakr,1978,p476)

Terminologically: It means gathering all data and details that concern a particular event, and covering all the causes, the place and the way of this event. Also the contributors names, in addition to the facts and information that makes it valid for publication. (Hadjab,2004,p154)

Practically: Is the media process which is consisted of a set of steps that are made by the journalist by searching for data and information about the updates of an event or an incident. In other words to answer any question that comes to the readers' mind, then he may evaluate these information and edit them in an appropriate journalistic style, which one of the journalistic coverage forms.

✓ The Press:

Linguistically: The papers are what we write on as it was written in the holy book, "That is in the former papers of Abraham and Moses". (Al Alae, verse19)

Which means the books that have been sent to them peace be upon them, also the messenger peace be upon him wrote a book for IbnHisn and when he took it said: do you see me holding a book for my people as a groping paper.

So the paper here is the message, and the journalist is the one who works in writing papers, as it was said: someone is omniscient though he is a journalist who copies from papers. (Natout,2006, p30)

In Oxford dictionary the word "press" means something related to printing and publishing news and information which also means 'journalism', and the word journalism conclude the "journalist". In the dictionary Elmohit of Fairouzabadi, the newspaper is the book.

Terminologically: it means making paper and writing on it, the journalist is the doer. (Abouzid,1986,p38,39)

But common meaning now days in Arabic is credited to Sheikh Najib Haddad the founder of 'lisan Al Arab' newspaper in Alexandria, and the grandson of Sheikh NasifElyaziji whose first user of the word press.

The Theme:

Linguistically: The subject on which the speaker or the writer is based. (Dictionary ElmaaniEljamie)

Sport Theme (topic):

Terminologically: Is the basic where all sports concepts that constitute the sport thematic approach meet all together. (Abdelkarim, 1990,p37)

Practically: Is a group of concepts which are directly connected to sport, these concepts can be sporty analyzed using sporty analytical method.

The Previous Relevant Studies:

- **A study by MoloujOthmane (2010/2011):** which was entitled "The media coverage of social topics in the written press according to its readers"

The study aimed to recognize the media coverage of social topics in the written press according to its readers. This study was applied over the different written press readers of the two languages. 60 units were taken and that due to the disability to manage more than 60 researched,in this study the researcher has followed the content analysis approach, and the hypothesis that were put are: "the full media coverage of the social topic encourage the readers to take sides in these topics". "the affect of consuming specific information about the media coverage of social topics, varies in relation to gender". Therefore the full media coverage of social topic makes it more affective, which helps the reader in understanding it easily due to the well made coverage of the social topic.

- **A study by AbdelkarimSlimane(2009/2010):** which was entitled "revealing the secrets of the expressed message in the caricatures
- through national written press during the world and African cup qualifications 2009-2010 in November the match of Algeria and Egypt"

The study aimed to reveal the secrets of the expressed message in the caricatures through national written press during the world and African cup qualifications 2009_2010 in November the match of Algeria and Egypt, this study was applied over a sample of caricature drawings of the

month of November (01to 30 november2009). The researcher has followed the semiotic picture analysis approach, using the questionnaire as a data gathering tool; to figure out that the caricature artist managed to embody the idea of the pressure of Egyptian media, and overestimation the match of Algerian and Egyptian teams in 14 november2009 in Cairo stadium, to a point that affected the Egyptian team in a very negative way.

- **A study byAzizi Badiaa (2009/2010):** which was entitled “The role of written press in making the public opinion and personal attention to the daily newspaper of Elshorouk”

The study aimed to proving the role of written press in making the public opinion and persona attention to the daily newspaper of Elshorouk, adding to that its high rate of reputation. The study was applied over a sample of written press readers which is consisted of 50 persons distributed over inhabitants of the state of Elmdia who have an average level of education. The researcher has used the case study ad a method for this study, and for data collection, the questionnaire was used, to figure out at the end that the chosen sample read Elshorouk newspaper constantly for one hour at least. As they are more interested in political and social topics because they are the more affective in their daily life.

- **A study by Bouktab Khadidja(2009/2010):** which was entitled “the functional commitments of the Algerian written press towards its readers”

The study aimed to to recognize the functional commitments of the Algerian written press towards its readers, and that is through understanding the problematic of the relation between the newspaper and the reader. In addition to the limitation ofthe pressfunctional commitments towards the readers and its order according to its importance. This study was applied over a sample of written press readers ,which was chosen randomly; though it was regionally specified that it concerned Elmdia readers as an example by choosing the appropriate persons

who can afford the required information . Both genders contributed equally (25 person for each). The researcher used a historical method in processing this study, and the questionnaire is used to analyze the founding results; which found out

that the cultivated category of people are the most readers of written press, this the most importer of the latest news.

Research method and field procedures:

Research method: A descriptive method is used, following an analytical approach according to the nature of the studied problem.

Research Area: the real research area is “one of theapproved small shops of Msila where Elshorouk is sold “, that it was chosen in purpose. The shop owner approves that there is a number of (140 reader) per day constantly.

Research Sample:the sample has been chosen randomly among the written press readers(Elshorouk newspaper), and that is due to its popularity. The sample was précised among 130 readers of Elshorouk newspaper who tend to tell about their opinion concerning the media coverage of sports topics in Elshorouk newspaper.

Research tool: regarding the nature of the data to be collected, and the research method of the study, and the available conditions the researcher found that the most appropriate research tool is the questionnaire.

The questionnaire form is consisted of 34 questions, addressed to Elshorouk daily newspaper. As it is divided into three divisions.

The first division: **contains 13 questions which indicates the role of media coverage in estimating sports topics.**

The second division: **contains 10 questions which indicates that the more media coverage is varied, the more it is affective.**

The third division: **which indicates the readers standing concerning the media coverage of Elshorouk newspaper for sports topics.**

The questionnaire degrees: the questionnaire includes 05 degrees.

Table number (01) : represents the questionnaire degrees

Never	Sometimes	Always
1 degree	2 degrees	3 degrees

Research limitations:

Human limitations: The study is including a sample of Elshourouk newspaper readers

Spatial limitations: This study is applied on one the small shops in the state of M'sila.

Scientific conditions of the questionnaire:

Improving authenticity of the research tools:

First: Authenticity of internal consistency: the authenticity of internal consistency of the questionnaire has been approved by applying it on a sample of Elshorouknewspaper readers. Pirsoncoefficient of correlation between the degree of each division was calculated, in addition to the total degree of the questionnaire, by using the statistical program (spss) and the following table:

Table number 02: Pirsoncoefficient correlation between the degrees of each division and the total degree of the questionnaire

Number	The divisions	Coefficient of correlation	Level of significance
01	First division: does the media coverage have a role in estimating sports topics?	0.906*	Function when 0.05
02	Second division: do sports topic that are treated in Elshorouk newspaper varyaccording to its readers orientations?	0.914*	Function when 0.05
03	Third division: how do the readers stand concerning the coverage of sports topics in Elshorouk newspaper?	0.894*	Function when 0.05

Results analysis:

The previous table shows that the coefficient of correlation of Pirson between the degree of the first division and the total degree is 0.906* which is statistically functioning when the level of significance is(0.05) and the coefficient of correlation between the degree of the second division and the total degree is 0.914* which is statistically functioning when th level of significance is(0.05), and the coefficient of correlation between the degree of the third division and the total degree is 0.894* which is also statistically functioning when the level of significance is(0.05). Which clearly approve that the questionnaire form is of high level of internal consistency.

Second-Approving the questionnaire form: the questionnaire was approved upon the sample individuals by using two methods of retesting and a method of mid-range segmentation.

Method of retesting: thequestionnaire form was distributed on a sample of 10 readers of Elshorouk daily newspaper, and after 15 days the questionnaire form was distributed again on the same sample and in the same circumstances. After that we calculated the Pirson coefficient of correlation between the first task and the second and we found it 0.955** which is statistically functioning in the level of significance of(0.01) which concludes that the questionnaire form is highly constant.

Research statistical methods:

By using systems of(spss version20 and EXEL) and that is for applying the following statistical methods :

- Percentages
- Pirson Coefficient of correlation
- Equation of Spirmen Brown

Displaying the first hypothesis results:

The first hypothesis stated that:"the media coverage has a role in estimating sports topics", and after the statistical treatment the result is as followed:

First question: in your opinion, what is the status of sport topics in Elshorouknewspaper:

It has status ? -it doesn't have a status? -kind of?

Objective of the question: recognizing the status of sport topic in the daily newspaper of Elshorouk

Table number (03):displaying the status of sport topics in the daily newspaper of Elshorouk

Questions	Answers	Frequencies	Percentages
	always	22	73%
	sometimes	05	17%
It has a status	rarely	03	10%
First	total	30	100%
Question	always	01	03%
	sometimes	09	30%
It doesn't have a status	rarely	20	67%
	total	30	100%

	Always	06	20%
	Sometimes	19	63%
Kind of	rarely	05	17%
	total	30	100%

Analyzing results:

According to the found results in the table we notice that 22 from the total of the study sample of readers points of view, with a percentage of 73% of the readers answers that the sport topics do have a status in the newspaper of Elshorouk. And we find that 19 from the total of the study sample which represents a percentage of 63% of the readers answers that sport topics do have kind of status in the newspaper of Elshorouk.

Second question: do you think that media coverage takes into consideration the content of sport topics?

Objective of the question: the aim of this question is to know about the observance of media coverage to sport topics.

Table number (04): demonstrates the observance of media coverage to the content of sport topics

Questions	answers	frequencies	percentages
Third Question	always	18	60%
	sometimes	09	30%
	rarely	03	10%
	total	30	100%

Analyzing results:

According to the found results in the above table, we notice that 18 of the total of the study sample from the readers points of view; with a percentage of 60% tells that media coverage takes into consideration the sport topics.

Discussing the results of first hypothesis:

The media coverage of all kind of topics is considered very objective and neutral in estimating these topics, that in the question addressed to the readers through a questionnaire which demonstrates that media coverage estimate sport topics more than other topics that are adopted by the newspaper. The readers were given alternatives in which their total answers about the seventh question in the questionnaire in addition to the first hypothesis is 60% which indicates that media coverage has an effective role in proving the estimation of sport topics comparing to other topics, and that it what we can clearly see in the theoretical review in the study of BouktabKhadidja which was aiming to recognize the functional commitments of the Algerian written press towards the readers. we may notice that these commitments were the main reason that connects the newspaper to the reader, which means that media coverage is the only way to impose the sport topic in a professional way that attract readers to this kind of topics. In the study of Abdelkarimslimanewhich aimed to display the secrets of the expressed message in caricature drawings through written press

during the African cup 2009/2010(Algeria and Egypt) . This display is considered as a media coverage that the caricature drawings helped to extend the information at that time. Based on this and the previous theoretical proofs through inference with numeric results and previous studies, we can notice that; media coverage has a role in estimating sport topics and that is our objective in this study . That the result is considered as an approveto the first hypothesis which is directly related to our research topic.

Presenting results of the second hypothesis:

The second hypothesis states that: “ sport topics in the newspaper of Elshorouk vary according to readers orientations , and after the statistical processing we found that:

First question: do you think that media coverage of sport topics has a role in spreading sport culture among people?

Objective of the question: the question aims to know the role of media coverage in spreading sport culture among people.

Table number (05): demonstrates the role of media coverage in spreading sport culture among people.

questions	answers	frequencies	percentage
The tenth question	always	25	84%
	sometimes	04	13%
	rarely	01	03%
	total	30	100%

Analyzing results:

According to the obtained results in the above table we notice that 25 of the total of the readers of study sample that is with percentage of 84% ,answered that media coverage of sport topics has a role in spreading sport culture among people.

Second question:do you think that media coverage of sport topics in written press is enough?

Objective of the question:recognizing whether the media coverage of sport topics in written press is enough

Table number (06): demonstrates the extent of media coverage of sport topics in written press

questions	answers	Frequencies	Percentage
The eleventh question	always	05	17%
	Sometimes	21	70%
	rarely	04	13%
	total	30	100%

Analyzing results:

Regarding the obtained results in the table we notice that21 from total of readers of the study sample , that is 70% answered that the extent of media coverage of sports topics in written press sometimes is considered to be enough.

Discussing results of the second hypothesis:

Through the second hypothesis which states that the varied media coverage contribute significantly in making cognitive and emotional interaction among the readers. That is through showing and analyzing the questionnaire questions in this division whether direct or just relevant to our hypothesis. For example: do you the reader think that effectiveness of the sport topic is laid in the media coverage that the topic gets .the answer was by 80% for the alternative. Thus; objectively and according to the theoretical side of the media coverage, there two essential tasks, the first is to surround the topic and the second is to vary these topics.

Varying is something evident that is in question fifteen in the questionnaire, which states do you see any variety in these topics in terms of writing style. The readers here agreed for the alternative with 65% from their total answers. Indeed if look at the theoretical background and especially the merits of Elshorouk in the field of sport topics. That it is addressing its voice to the Algerian reader and the Arabic reader in general whether in terms of quality or quantity , that is all by means of the variation of sport topics. (Elshorouk daily newspaper,2010,p14)

Discussing research results:

Regarding the indicators of independent variable of the media coverage which was in form of theories. That we were tackling the status of sport topic in daily newspapers of Elshorouk, and after getting an acceptable percentage of 60%, we conclude that the status of sport topic is laid in the media coverage of Elshorouk. And according to the effectiveness of these topics through full media coverage and according the asked question which has had an acceptable percentage as well 80%. As we conclude that there is a close link between sport topic and its effectiveness in media coverage.

Regarding the obtained results we can say that, without a status and effectiveness , and readers' standing, the sport topic would not have its share of media coverage. That the sport topic is always for need to have its share in written press of Elshorouk daily newspaper just like other topics.

As previously discussed and theoretically proved that there is a close link between variation, whether variety of sport topic in the newspaper of Elshorouk, or the style of writing articles. This variation creates kind of interaction in the psychology of reader that he become more attracted to check the sport topic whatever was its type or objective. This can be only through media coverage that take this variation into consideration. Therefore we can see that our hypothesis is approved which states that the variation of media coverage led to affecting the readers. In other words media coverage is related to its variety for the sake of making the interaction among readers of the daily newspaper of Elshorouk.

Recommendations:

According to our research obtained results, we may come out with some suggestions that may help in solving the most significant problems of the study:

- Necessity of not to neglect the sport topic in daily newspapers that deal with social topics.

- Having experts in sport topics who can manage the media coverage of sport topics in daily newspapers.
- Necessity of inserting sport topics in daily newspapers in internet space which makes it more accessible to the readers.
- Proceeding training courses to the specialized journalists in written press, for the aim of enhancing their media competencies.
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الملخص باللغة العربية:

هدفت الدراسة إلى تحديد مكانة المواضيع الرياضية من خلال التغطية الإعلامية لها، حيث ركزت هذه الدراسة على الصحافة المكتوبة كعنصر أساسي من عناصر التغطية الإعلامية التي لها دور كبير في جذب و استقطاب مختلف شرائح المجتمع حيث تحاول هذه الدراسة تسليط الضوء على استطلاع آراء قراء المواضيع الرياضية على اختلافها و لأجل ذلك تم أخذ عينة من قراء جريدة الشرق اليومي و ذلك بتوجيه استبيان مكون من عدة أسئلة و التي تمحورت حول الاهتمام بمكانة المواضيع الرياضية من خلال الصحافة المكتوبة كوجه أساسي من أوجه التغطية الإعلامية

الكلمات الدالة: التغطية الإعلامية، المواضيع الرياضية، الصحف المكتوبة