

## The Role of Sports Media in Reducing Regionalism in Algerian Stadiums

دور الاعلام الرياضي في التقليل من الجهوية  
داخل الملاعب الجزائرية

Safaa DJOUADI

Institute of Science and Techniques of Physical and Sports Activities, Mohamed Boudiaf  
University – M'sila

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### Abstract

This study aims to explore the role of sports media in reducing regionalism within Algerian stadiums, as well as to clarify the importance of new media in raising awareness and fostering proximity among sports audiences.

To achieve the objectives of this study, the descriptive method was employed. The study sample consisted of (20) sports journalists working in various media outlets (television, radio, and print journalism). A questionnaire form was used as the main research tool, directed to these journalists. The data were analyzed using frequencies, percentages, and Cronbach's Alpha.

One of the key findings of the study, from the perspective of the sports journalists, is the existence of a clear awareness of the role of sports media in shaping public awareness and combating regionalism. However, they acknowledged gaps in training and oversight, which calls for both institutional and academic intervention. Moreover, new media emerged as the most powerful tool in the battle for influence, particularly among youth.

**Keywords:** Sports media- new media- regionalism

### المخلص :

تهدف هذه الدراسة إلى معرفة دور الإعلام الرياضي في التقليل من الجهوية داخل الملاعب الجزائرية، وكذا إيضاح أهمية الإعلام الجديد في التوعية والتقريب بين الجماهير الرياضية ولتحقيق أهداف هذه الدراسة، استخدمنا المنهج الوصفي.

حيث بلغ حجم عينة الدراسة 20 صحفياً رياضياً ينشطون في وسائل إعلام مختلفة (تلفزيون، إذاعة، صحافة مكتوبة). وقد استخدمنا استمارة استبيان كأداة للدراسة موجّهة للصحفيين الرياضيين، وعالجنا معطيات دراستنا بالتكرارات، النسبة المئوية، وألفا كرونباخ من أهم ما توصلنا إليه من خلال دراستنا، ومن وجهة نظر الصحفيين الرياضيين، أنه يوجد وعي واضح بدور الإعلام الرياضي في صناعة وعي الجمهور الرياضي ومكافحة الجهوية، لكن هناك إقرار بوجود ثغرات في التكوين والرقابة، ما يستدعي تدخلاً مؤسسياً وأكاديمياً. وأن الإعلام الجديد هو السلاح الأبرز في معركة التأثير، خاصة على فئة الشباب.

- الكلمات المفتاحية: الإعلام الرياضي، الإعلام الجديد، الجهوية

### Introduction and Problem Statement

Sport has become one of the prominent arenas and activities that reflect the intellectual, psychological, and cultural characteristics of society. In sports, the social temperament and sports awareness become evident, and various forces, ideologies, and trends engage in a symbolic struggle. It is no longer possible for sports media to cover developments in the sports field in isolation from these considerations (Hassan Ahmed Al-Shafei, 2003, p. 317).

From this perspective, sports media occupies a central role in shaping public awareness through its various platforms. It plays a significant part in influencing numerous aspects of human behavior within the sports domain, including manifestations of fanaticism, violence, and riots that occur in stadiums. These phenomena have a profound impact on many segments of the sporting community, particularly children and youth (Yassine Fadl Yassine, 2011, p. 17). As such, sports media functions as a cultural and social actor, rather than merely a conduit of information.

In the Algerian context, sports media is expected to contribute to instilling sportsmanship and reducing manifestations of violence and discrimination—

especially amid the growing incidence of sports-related fanaticism and regionalism in Algerian stadiums. These occurrences are repeated almost weekly and raise serious concerns about the degradation of the values of the game and the ethics of sport, which are among the core foundations for fan unity and the values of sports citizenship.

The theoretical literature has examined this role from multiple perspectives. Among them is the Uses and Gratifications Theory, which views the audience as an active participant in interpreting media messages (Abu Asba, 2000, p. 96); the Framing Theory, which emphasizes the influence of how news and content are presented in shaping public opinion; and the Agenda-Setting Theory, which highlights the media's power to prioritize the issues presented in the public sphere.

Numerous previous studies have addressed the relationship between media and regionalism or sports violence. For instance, the study by (Bouajnaq, 2011) emphasized the role of journalism in mitigating violence based on theoretical insights and knowledge. Similarly, (Dahmani, 2015) highlighted the significant influence of sports media in shaping fans' attitudes through the content provided by journalists during coverage or commentary, whether in print, broadcast, or audio media. Other research has focused on the importance of media training in ensuring responsible journalism that promotes unity rather than division.

Despite the value of these studies, many have focused on media discourse analysis without sufficiently addressing the views and practices of sports journalists themselves, thereby necessitating a new field study based on empirical data.

Based on this background, the central research problem is formulated as follows:

✓ What is the role of sports media in reducing regionalism within Algerian stadiums?

From this main problem, the following sub-questions are derived:

- Does sports media influence the formation of sports audiences' awareness, including their regionalist attitudes?
- Does the lack of media training or the absence of professional ethics contribute to promoting regionalist discourse in sports media coverage?
- What role can **new media** play in raising awareness and fostering unity among sports audiences, if employed purposefully?

### General Hypothesis

✓ *Sports media* plays a positive role in reducing *regionalism* within *Algerian stadiums*.

### Sub-Hypotheses

- Sports media influences the formation of public awareness, including audiences' regionalist tendencies.
- The lack of media training or the absence of professional ethics may contribute to the reinforcement of regionalist discourse in sports media coverage.
- New media can play a positive role in raising awareness and bridging gaps between sports audiences, if purposefully utilized.

### Study Objectives

This study aims to assess the actual performance of Algerian sports media in this context, to identify the attitudes of sports journalists regarding the phenomenon of regionalism, and to propose practical mechanisms for reorienting media discourse toward the promotion of sportsmanship and national unity.

### Significance of the Study

The significance of this study lies in its contribution to filling a research gap concerning the relationship between sports media and regionalism in the

Algerian context. Moreover, the study provides realistic and field-based proposals grounded in the perspectives of practitioners in the domain, rendering it valuable both theoretically and practically.

## **Practical Section**

### **1 – Methodological Procedures**

#### **1.1 Exploratory Study**

The purpose of the exploratory study is to ensure the relevance of the research and the validity of the instrument used for the research topic, prior to launching the field study. This stage involved distributing the questionnaire to sports journalists representing Algerian media outlets such as television, radio, and sports newspapers (e.g., *El Heddaf*, *El Khabar Erriadi*), as well as Algerian Radio. It also included conducting phone interviews with several sports journalists from the sports department of Algerian Television in order to gain insights into various aspects surrounding the topic.

All of this contributes to a deeper understanding of the impact of sports media in reducing regionalism within Algerian stadiums, and helps to overcome potential difficulties in constructing the questionnaire.

#### **1.2 Research Method**

Selecting an appropriate research method is one of the most critical phases of the research process. Given the subject of this study, the most suitable approach is the descriptive method, as it allows for the collection of data and information related to the topic. Thus, the method adopted for this study is the descriptive method, which is defined as the study of prevailing facts related to a particular phenomenon, situation, group of individuals, events, or specific conditions. It is also an analytical process that examines vital issues by exploring the contextual conditions surrounding the subject of study.

(Obeidat, 1999, p. 46)

1.3 Population and Sample of the Study

It is often difficult in social research to study an entire population or all its elements. Therefore, a sample was selected from the original population, consisting of sports journalists working in various media outlets. The sample was selected based on the following criteria:

- Experience in the sports field (minimum of two years).
- Affiliation with diverse media platforms (television / radio / print journalism).
- Regular coverage of sports events and engagement with sports audiences.

The journalists were selected purposively (non-randomly), and their total number is estimated at (20) sports journalists, in order to obtain more accurate and objective results. A sample is defined as a group of units or elements drawn from a given population, such that it becomes possible to predict the characteristics of the entire population based on the results obtained from the sample. (Mohamed Hassan Allawi, Mohamed Nasr El-Din Radwan, 2000, p. 216)

1.4 Research Instrument

Based on the objectives of the study, the nature of the topic, and the need to test its hypotheses, a questionnaire was developed to gather the opinions of sports journalists. The word *questionnaire* is derived from the verb *istabāna* (استبان), meaning "to clarify" or "to explain." Thus, the questionnaire serves to clarify and define the matter at hand. (Ahmed Ben Mersli, 2005, p. 220)

1.5 Scientific Validity of the Instrument

1 – Reliability through internal consistency:

Table (1)

|                        |                 |
|------------------------|-----------------|
| Cronbach's Alpha Value | Number of Items |
|------------------------|-----------------|

|       |    |
|-------|----|
| 0.695 | 20 |
|-------|----|

According to Table (01), the questionnaire demonstrates reliability, based on the Cronbach's Alpha coefficient, which exceeded the acceptable threshold of 0.60.

## 2 – Validity

### Self-Validity Method

This method is based on the empirical scores of the test after eliminating measurement errors (as calculated during the reliability assessment), at which point the scores are considered true scores. Since they become true scores, they can serve as a benchmark for assessing the validity of the test by computing the square root of the reliability coefficient, which is considered the validity coefficient (i.e., the maximum validity the test can achieve).

Based on this, the self-validity coefficient can be calculated using the following formula:

$$\begin{aligned}\text{Self-validity coefficient} &= \sqrt{(0.695)} \\ &= 0.83\end{aligned}$$

### 1.6 Statistical Methods Used

Several statistical procedures were employed to collect and process data in accordance with the nature of the study. The statistical techniques included:

- Frequencies
- Percentages
- Cronbach's Alpha
- Self-validity coefficient

## 2 – Presentation, Interpretation, and Discussion of Results

### Sample Characteristics

**Sample Characteristics by Media Institution Affiliation**

**Table (02)** illustrates the distribution of the sample according to the media institution to which each participant belongs:

| Institution | Frequency | Percentage |
|-------------|-----------|------------|
| Television  | 9         | 45%        |
| Radio       | 8         | 40%        |
| Print Press | 3         | 15%        |
| Total       | 20        | 100%       |

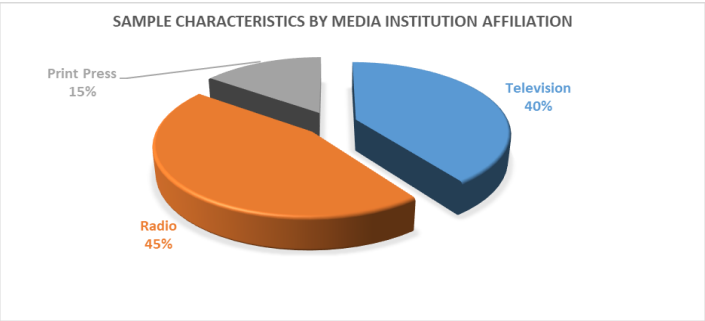
Source:

The analysis of the results reveals that the majority of the sample members work in television institutions, representing a percentage of 45%. Meanwhile, those affiliated with radio institutions account for 40%, whereas only 15% work in the print press sector.

Figure 1: Sample Characteristics by Media Institution Affiliation

The pie chart illustrates the distribution of the study sample according to the type of media institution. The largest proportion of participants (45%) work in radio, followed by television (40%), and a smaller percentage (15%) are affiliated with print journalism.

Figure (01): Sample Characteristics by Media Institution Affiliation



Source:

Sample Characteristics by Years of Professional Experience

Table (03): Sample Characteristics by Years of Experience

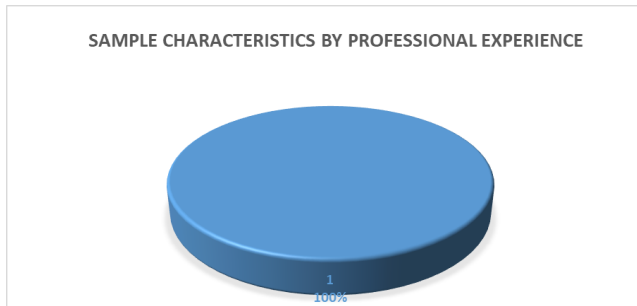
| Professional Experience | Frequency | Percentage |
|-------------------------|-----------|------------|
|-------------------------|-----------|------------|



|                    |    |      |
|--------------------|----|------|
| More than 10 years | 20 | 100% |
|--------------------|----|------|

Based on Table (03), it is evident that **all members of the sample have more than 10 years** of professional experience in the field.

**Figure (02): Sample Characteristics by Professional Experience**



**Source:**

### 2.1 Presentation and Analysis of the First Hypothesis

The **first hypothesis** states that **sports media influences the formation of public awareness**, including **audience regionalist tendencies**.

**Question (01): Do you believe that sports media influences the behavior of sports audiences?**

**Table (04): Responses of Sample Members to Question (01)**

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 20        | 100%       |

**Source:**

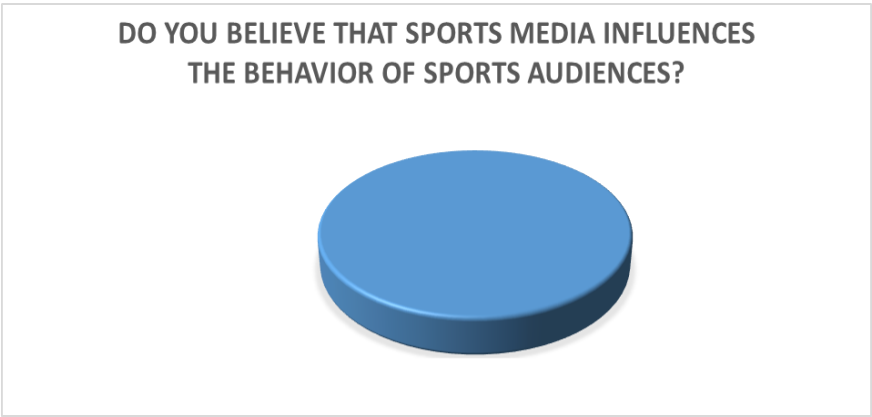
The responses of the sample members to the question *“Do you believe that sports media influences the behavior of sports audiences?”* yielded the following result:

The answer option **“Yes”** received a percentage of **100%**.

**Result:**

*Sports media* does influence the behavior of sports audiences.

**Figure (03): Responses of the Sample to Question (01)**



**Source:**

**Question (02):** To what extent do you think the audience is influenced by what is said in sports programs?

**Table (05): Responses of Sample Members to Question (02)**

| Response Options  | Frequency | Percentage |
|-------------------|-----------|------------|
| To a great extent | 20        | 100%       |

**Source:**

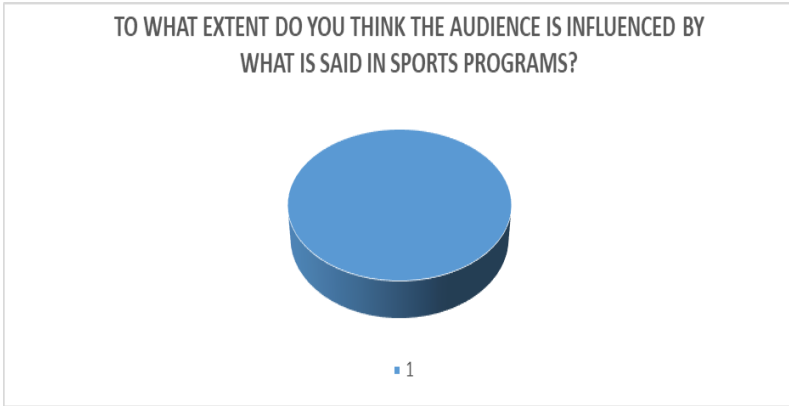
The responses of the sample to the question “*To what extent do you think the audience is influenced by what is said in sports programs?*” yielded the following results:

The answer “To a great extent” received a percentage of 100%.

**Result:**

The audience is significantly influenced by the content of sports programs.

**Figure (04): Responses of the Sample to Question (02)**



Source:

**Question (03): Which media platform currently has the greatest influence on the audience?**

**Table (06): Responses of Sample Members to Question (03)**

| Media Platform         | Frequency | Percentage  |
|------------------------|-----------|-------------|
| Television             | 6         | 30%         |
| Radio                  | 5         | 25%         |
| Print Newspapers       | 2         | 10%         |
| Social Media Platforms | 7         | 35%         |
| <b>Total</b>           | <b>20</b> | <b>100%</b> |

Source:

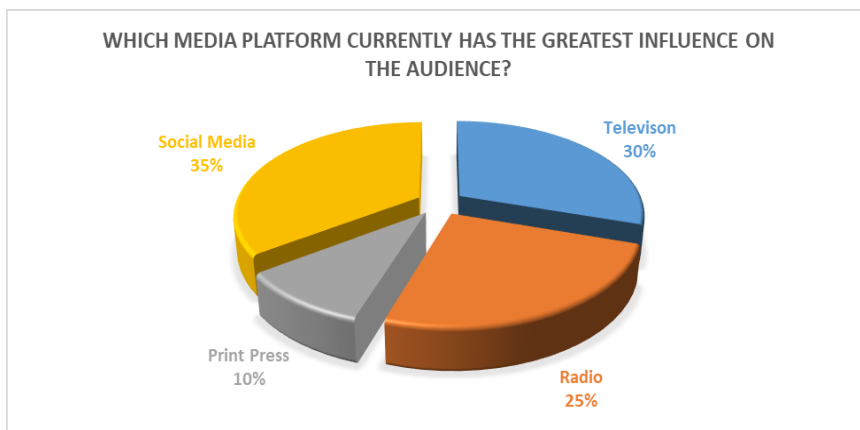
The responses to the question *“Which media platform currently has the greatest influence on the audience?”* revealed the following results: The option "Social Media Platforms" received the highest percentage (35%),

followed by "Television" with (30%), then "Radio" with (25%), and finally "Print Newspapers" with (10%).

### Result:

Social media platforms are currently the most influential medium on audiences.

**Figure (05): Responses of the Sample to Question (03)**



Source:

**Question (04):** In your opinion, can the media instill values such as sportsmanship and tolerance?

**Table (07): Responses of Sample Members to Question (04)**

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 20        | 100%       |

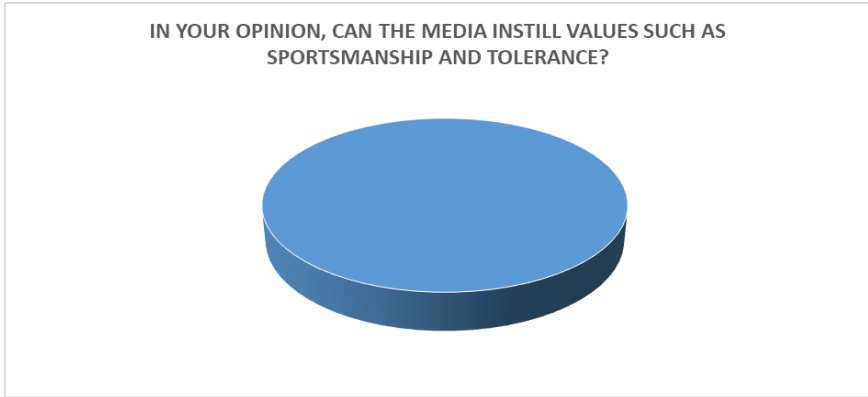
Source:

The responses to the question *"In your opinion, can the media instill values such as sportsmanship and tolerance?"* yielded the following result: The answer **"Yes"** received a percentage of **100%**.

### Result:

The media is capable of instilling **values** such as **sportsmanship** and **tolerance**.

**Figure (06): Responses of the Sample to Question (04)**



Source:

## 2.2 Presentation and Analysis of the Second Hypothesis

The **second hypothesis** states that: *"The lack of proper media training or the absence of professional ethics may contribute to reinforcing regionalist discourse in sports media coverage."*

**Question (05): Do you believe that some journalists lack adequate training in the field of sports media?**

**Table (08): Responses of Sample Members to Question (05)**

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 20        | 100%       |

Source:

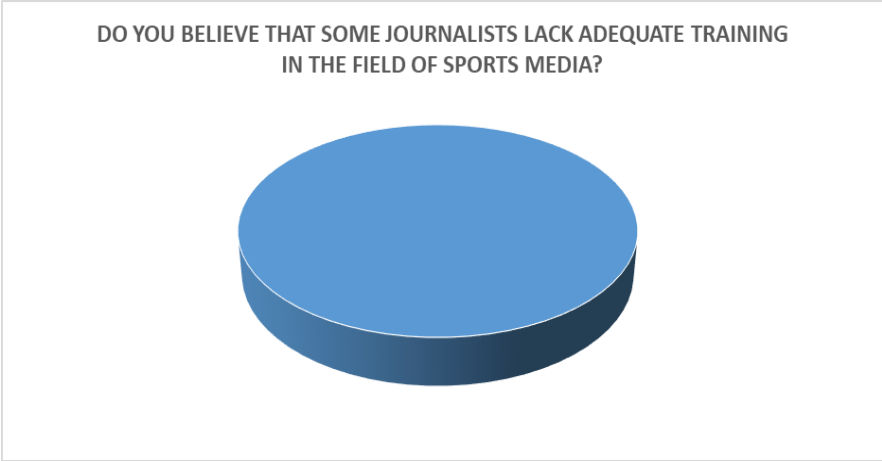
The responses to the question *"Do you believe that some journalists lack adequate training in the field of sports media?"* yielded the following result:

The option **"Yes"** received a percentage of **100%**.

**Result:**

Some journalists **do lack sufficient training** in the field of **sports media**.

**Figure (07): Responses of the Sample to Question (05)**



Source:

**Question (06):** In your opinion, do regionalist terminology or biased commentary contribute to inciting the audience?

**Table (09):** Responses of Sample Members to Question (06)

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Always           | 20        | 100%       |

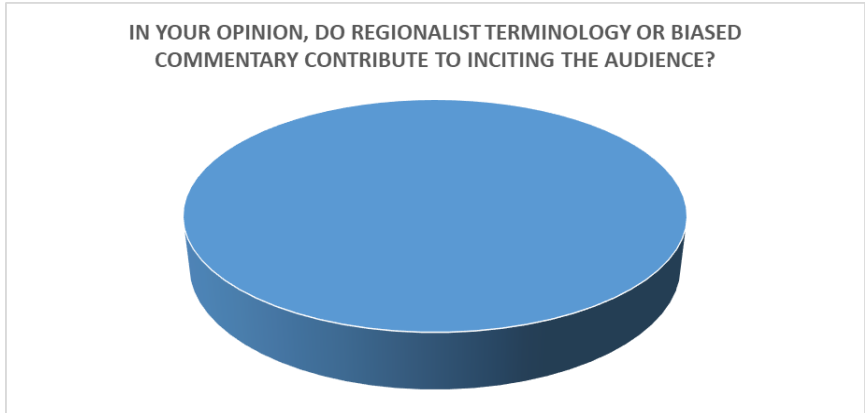
The responses to the question *“In your opinion, do regionalist terminology or biased commentary contribute to inciting the audience?”* revealed the following result:

The option *“Always”* received a percentage of **100%**.

**Result:**

**Regionalist terminology** or **biased commentary** always contribute to audience incitement.

**Figure (08):** Responses of the Sample to Question (06)



Source:

**Question (07):** Are there professional guidelines within your institution that regulate coverage of sensitive matches?

**Table (10):** Responses of Sample Members to Question (07)

| Response Options    | Frequency | Percentage  |
|---------------------|-----------|-------------|
| Yes                 | 6         | 30%         |
| Not clearly defined | 14        | 70%         |
| <b>Total</b>        | <b>20</b> | <b>100%</b> |

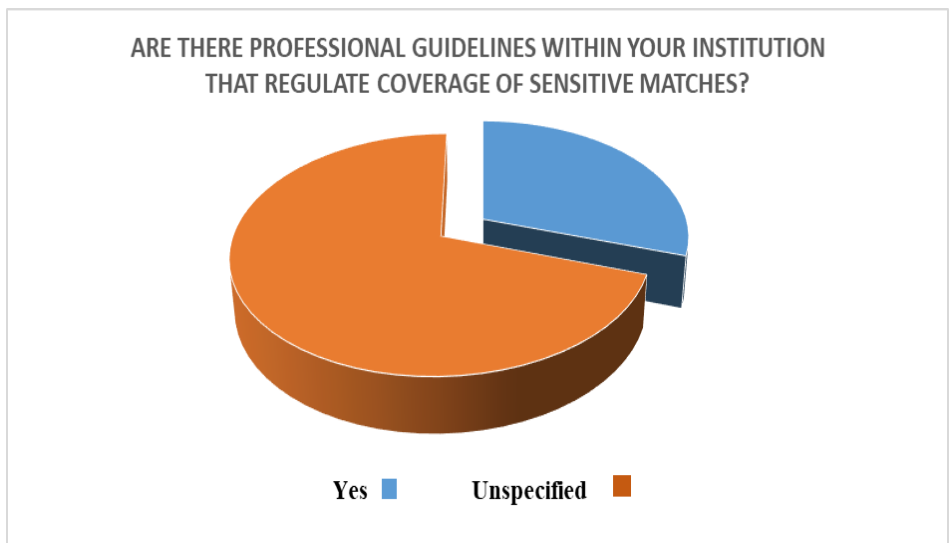
The responses to the question “*Are there professional guidelines within your institution that regulate coverage of sensitive matches?*” yielded the following results:

The option “**Not clearly defined**” received **70%**, while “**Yes**” received **30%**.

**Result:**

**Professional guidelines** within media institutions are **not clearly defined** when it comes to covering **sensitive matches**.

Figure (09): Responses of the Sample to Question (07)



Source:

Question (08): How important is it to include the subject "Ethics of Sports Media" in university training programs?

Table (11): Responses of Sample Members to Question (08)

Response Options Frequency Percentage

Very important 20 100%

The responses to the question *"How important is it to include the subject 'Ethics of Sports Media' in university training programs?"* produced the following result:

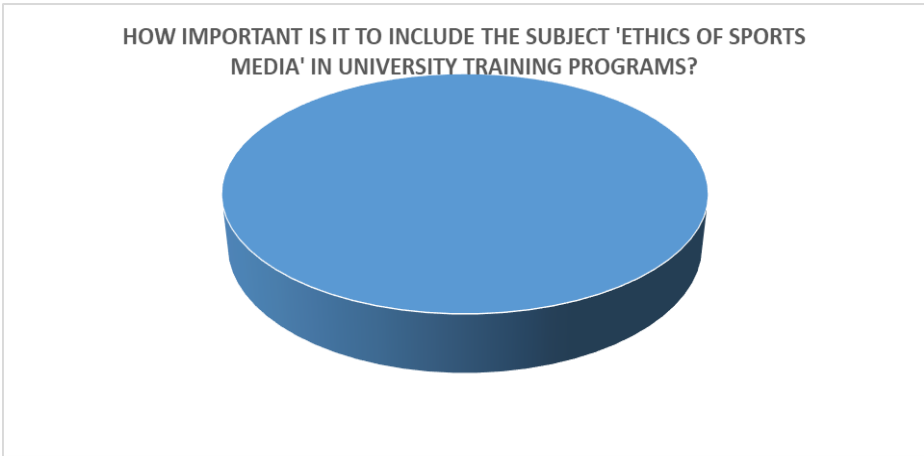
The option **"Very important"** received a **100%** response rate.

Result:

Including the subject **"Ethics of Sports Media"** in **university training programs** is considered **very important** by all respondents.



Figure (10): Responses of the Sample to Question (08)



Source:

### 2.3 Presentation and Analysis of the Third Hypothesis

The **third hypothesis** states that:  
*“New media can play a positive role in raising awareness and fostering unity among sports audiences if it is purposefully utilized.”*

**Question (09): Do you believe that digital media is more capable of influencing audience awareness than traditional media?**

Table (12): Responses of Sample Members to Question (09)

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 20        | 100%       |

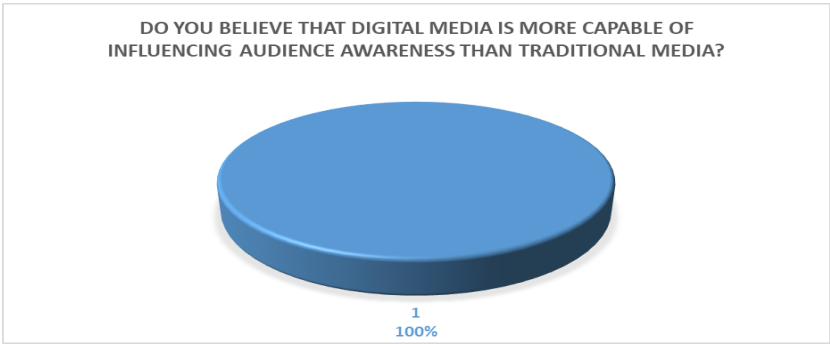
The responses to the question *“Do you believe that digital media is more capable of influencing audience awareness than traditional media?”* produced the following result:

The option **“Yes”** received **100%** of the responses.

**Result:**

**Digital media** is viewed as **more capable** than traditional media in **influencing public awareness**.

Figure (11): Responses of the Sample to Question (09)



Source:

**Question (12): Have you ever participated in producing awareness-raising sports content on social media platforms?**

Table (15): Responses of Sample Members to Question (12)

| Response Options | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 20        | 100%       |

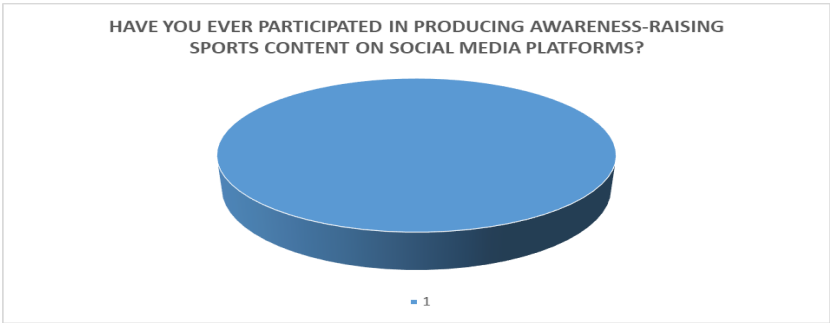
The responses to the question *“Have you ever participated in producing awareness-raising sports content on social media platforms?”* revealed the following outcome:

The option **“Yes”** received a full **100%** response rate.

**Result:**

All participants in the sample **have contributed** to the **production of awareness-oriented sports content** on **social media platforms**.

Figure (12): Responses of the Sample to Question (12)



**Source:**

Question (13) – Open-Ended: What do you think is the best approach that sports media can adopt to combat regionalism in stadiums?

**Table (16): Responses of Sample Members to Question (13)**

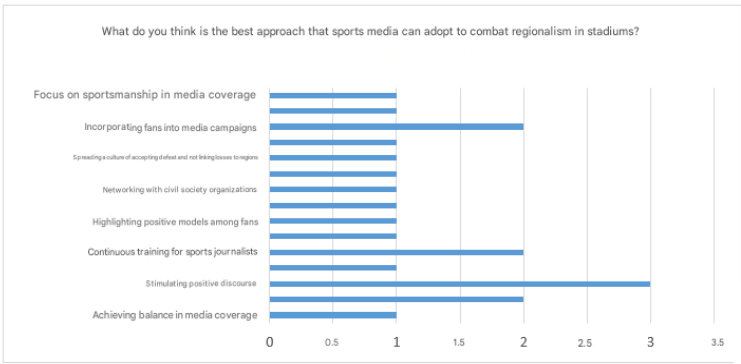
| <b>Suggested Approach</b>                                                          | <b>Frequency</b> | <b>Percentage</b> |
|------------------------------------------------------------------------------------|------------------|-------------------|
| Balanced media coverage                                                            | 1                | 5%                |
| Launching national media campaigns against regionalism                             | 2                | 10%               |
| Promoting positive discourse                                                       | 3                | 15%               |
| Enforcing editorial oversight within media institutions                            | 1                | 5%                |
| Continuous training for sports journalists                                         | 2                | 10%               |
| Organizing talk shows that feature rational voices                                 | 1                | 5%                |
| Highlighting positive fan behaviors                                                | 1                | 5%                |
| Developing standardized terminology in sports commentary                           | 1                | 5%                |
| Networking with civil society organizations                                        | 1                | 5%                |
| Producing documentaries showcasing clubs' shared history                           | 1                | 5%                |
| Spreading a culture of accepting defeat and avoiding associating loss with regions | 1                | 5%                |
| Avoiding provocative headlines                                                     | 1                | 5%                |
| Involving fans in media awareness campaigns                                        | 2                | 10%               |
| Collaborating with sports influencers                                              | 1                | 5%                |
| Focusing on sportsmanship in media coverage                                        | 1                | 5%                |
| <b>Total</b>                                                                       | <b>20</b>        | <b>100%</b>       |

The responses to the open-ended question *“What do you think is the best approach that sports media can adopt to combat regionalism in stadiums?”* yielded diverse suggestions.

Among the most frequently mentioned and emphasized strategies were:

- **Launching national media campaigns against regionalism**
- **Promoting positive discourse**
- **Continuous training for sports journalists**
- **Involving fans in media awareness campaigns**

Figure (13): Responses of the Sample to Question (13)



Source:

## 2.4 Discussion of the Study Results in Light of the Research Hypotheses

The questionnaire centered on the role of media in reducing regionalism inside Algerian stadiums. It was directed at sports journalists from various platforms: visual, audio, and print. The questionnaire was structured around three main themes:

- The influence of sports media on audience awareness

- The impact of insufficient training and professional ethics
- Digital media as a tool for awareness-raising

#### **2.4.1 Discussion of the First Hypothesis**

Most journalists believe that sports media influences audience behavior, indicating their strong belief in the power of the media message. The majority pointed out that audiences are highly influenced by what is said in sports programs, which highlights the necessity of carefully crafting media discourse.

The most influential medium today, according to the respondents, is social media, followed by television—reflecting a shift in the behavior of modern audiences.

There was near-unanimous agreement on the media's ability to instill values of tolerance and sportsmanship, which is a positive indicator of journalists' belief in the ethical role of the media.

**Conclusion:** Sports media is a powerful tool in shaping public behavior, but its effectiveness depends on **how it is utilized**.

#### **2.4.2 Discussion of the Second Hypothesis**

A significant portion of the respondents believes that some journalists lack adequate training, which represents a weakness that may lead to unprofessional practices.

Regionalist terminology and biased commentary were widely acknowledged as factors that incite fan reactions, reinforcing the need for responsible communication.

While some media institutions have professional guidelines in place, they are not uniformly implemented. Certain organizations lack clear standards for covering sensitive matches.

There was a strong consensus on the importance of integrating a course on "Sports Media Ethics" into university training programs—reflecting awareness of the value of professional development.

**Conclusion:** The absence of training and institutional controls is seen as a contributing factor to regionalist discourse in the media.

### 2.4.3 Discussion of the Third Hypothesis

A vast majority of journalists believe that digital media has a greater impact on audience awareness than traditional media. This is understandable given its wide reach, dynamic content, and strong appeal to youth.

Several journalists confirmed that they had personally participated in producing awareness-raising sports content on social media—demonstrating a positive orientation toward influence and civic engagement.

Short videos and new media platforms were especially highlighted as tools capable of promoting unity and tolerance.

**Conclusion:** Digital media represents a valuable opportunity to disseminate a unifying, awareness-oriented message, provided there is competence and reform-minded intent behind it.

### **Suggestions from the Open-Ended Question (Journalists' Recommendations):**

- Focus on sportsmanship and avoid amplifying negative behaviors.
- Organize dialogue programs that bring together rational voices from various regions.
- Impose strict editorial oversight on inflammatory or biased content.

These suggestions reflect a high level of professional awareness among several journalists and constitute practical recommendations that could be adopted by media institutions.

### **Reference to Previous Studies**

The results of this study are largely consistent with the findings of prior literature and scientific research addressing the same subject. These previous studies have also affirmed that sports media plays a significant role in shaping audience awareness and exerts a profound influence on sports fans. For example, Zaimen Samira (2012, p. 118) highlighted the crucial impact of audiovisual sports media in disseminating awareness among sports audiences.

Similarly, the study by Zouaoui Ahmed El Mahdi (2015, p. 20) confirmed the influence of televised sports media in shaping the awareness of Algerian sports fans, while also emphasizing the role of media in promoting national unity **and** reducing regional divisions.

Merichich Khaled (2011, p. 10) asserted that **sports journalism** has a clear impact in curbing fanaticism and regionalism in Algerian stadiums, particularly by underlining the role of specialized sports media in constructing fan awareness.

Regarding the promotion of values such as tolerance and sportsmanship, the majority of journalists surveyed in the present study expressed their belief that new media can foster such values if utilized in a responsible and positive manner. However, some responses also pointed to the lack of professional training among certain journalists and program producers, which may result in professional lapses or the use of regionalist terminology that could provoke audiences.

This concern aligns with the findings of Nemr and Ouchen (2019, p. 19), who observed that the rhetoric employed by some media figures on social media platforms often contributes to provocation and tension.

Moreover, numerous studies have emphasized the need for ethical and professional training for journalists, along with the implementation of

clear regulatory standards for covering sporting events. These conclusions were echoed by the journalists in this study.

This emphasis on professional ethics is also evident in John Hulteng's work *"The Ethics of Journalism"*, which compiles ethical guidelines as outlined by the American Society of Newspaper Editors (ASNE). On the principles of accuracy and objectivity, Hulteng asserts that *"earning the public's trust is the cornerstone of journalism worthy of its name; honesty is the ultimate goal, and objectivity is the means to achieve it"*. He further stresses that *"there are no excuses for inaccuracy or failure to ensure the correctness of information"* (Schilling, 2010, p. 175).

### **Conclusion**

This study arrives at a number of findings and proposes several key recommendations.

### **Findings:**

- There is clear awareness of the role of sports media in shaping public consciousness and combating regionalism. However, there is also acknowledgment of gaps in professional training and institutional oversight, which calls for both academic and institutional intervention.
- New media has emerged as the most effective tool in influencing audiences, particularly among the youth.

### **Recommendations:**

- Strengthen university training programs by integrating sports media ethics as a core component.
- Establish a clear editorial charter that prohibits regionalist discourse within media institutions.



- Encourage the production of awareness-raising digital content targeting youth, using impactful tools such as short videos and podcasts.

Develop and implement continuous professional training for sports journalists, with a focus on how to handle sensitive issues responsibly and ethically.

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