

Sports Media Campaigns and the Phenomenon of Violence in Algerian Stadiums

الحملات الإعلامية الرياضية وظاهرة العنف في الملاعب الجزائرية

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Abstract (English):

This study aims to provide an analytical reading of the role of sports media in reducing the phenomenon of violence in Algeria, especially since Algeria embraced the event of CHAN after the World Cup in Qatar, where the latter painted a good image of its good organization of the World Cup. Therefore, all eyes were on the Algerian stadiums, which were under comparison, especially since Qatar did not record any mistakes in front of internal or external audiences. Through this study, we analyzed a television show concerning the matter, through which we wanted to know how the program marketed the championship and how the media contributed to the rejection of violence in the stadiums. The study found that the program was neutral in conveying the atmosphere of the matches while trying to paint a good mental image in the minds of supporters with good management and preparation for the tournament. It also strongly denounced the immoral act that touched the international player Madjer, while all those in the studio tried to instill sportsmanship in supporters after the local national team lost the game after reaching the final.

Keywords: violence, sports media, CHAN, sportsmanship, supporters.

ملخص باللغة العربية

تهدف هذه الدراسة إلى تقديم قراءة تحليلية لدور الإعلام الرياضي في الحد من ظاهرة العنف في الجزائر، خاصة وأن الجزائر احتضنت بطولة الشان بعد كأس العالم في قطر. أين رسمت هذه الأخيرة صورة جيدة عن حسن تنظيمها للكأس، لهذا فقد توجهت كل الأنظار صوب الملاعب الجزائرية التي وقعت تحت باب المقارنة، لا سيما وأن قطر لم تسجل ولا خطأ أمام المشاهد الداخلي أو الخارجي. لهذا وعبر هذه الدراسة التي قمنا من خلالها بتحليل حصة في الشان التي أردنا بواسطتها معرفة كيف سوق البرنامج للبطولة وكيف ساهم الإعلام في نبذ العنف داخل الملاعب، وقد توصلت الدراسة أن البرنامج كان محايدا في نقل أجواء المباريات في حين حاول أن يرسم صورة ذهنية جيدة في أذهان المناصرين بحسن التسيير والاستعداد للبطولة، كما أنه ندد بقوة الفعل اللاأخلاقي الذي طال اللاعب الدولي ماجر، في حين أن كل من في البلاطو حاولوا غرس الروح الرياضية في نفوس الأنصار بعد خسارة الفريق الوطني للمحليين بعد وصوله للنهائي.

كلمات مفتاحية: العنف: الإعلام الرياضي: الشان: الروح الرياضية: الأنصار.

1- Introduction

Violence is an unacceptable practice. its prevalence in any society as well as its day-to-day transformation into a way of achieving goals, disrupts the conditions of society, and diverts society and the state from achieving the lofty goals of developing people's capabilities and making a better future for the nation. The development industry must therefore be linked to the creation of methods to eliminate violence and reduce its effects. Violence in sports stadiums is one of the forms of

violence that has begun to spread in Arab and non-Arab societies significantly in recent times. Football matches, for example, have become a cause of violence among fanatical masses, where the lofty values of sport, including what is known as sportsmanship, which requires accepting defeat, have deteriorated. The grave development associated with violence in sports stadiums is represented in the fact that it is no longer limited to the borders of one State or among members of the same society, but that such violence is emerging between the masses of one sport in one State and the masses of another State, which has very serious repercussions on the future of political relations between States.

Algeria is not far from the forms of violence in stadiums where serious abuses have been identified that have reached the end of breaking into stadiums and even vandalizing the property of supporters. Once it organized the CHAN championship, it became in front of everyone's attention, so this study came to identify the role of the media in raising awareness of the importance of sportsmanship and rejecting violence in stadiums

The problematic issues should be presented in the introduction of the research, followed by the meaningful questions and the possible hypothesis.

2 Methods

Study questions:

- What is the nature of the issues addressed by the sports media in its fight against the phenomenon of violence in stadiums?
- Who are the actors in the fight against violence in stadiums?
- How much is the sports media interested in addressing the phenomenon of violence in stadiums?
- Has media awareness achieved its goal and no violence occurred before, during, and after the games?

Study importance:

The importance of the study stems mainly from the importance of the variables in question, where we do not deny the importance of sport in general, and football in particular, among Algerian youth. The Algerian state organizing the championship for locals immediately after the end of the World Cup in Qatar, which gave a distinctive image of security, safety, and stability and not recording any images contrary to the spirit of sports, made Algeria in front of a comparison of the possibility of achieving what Qatar has achieved, especially since Algerian sports have known a lot of violence and riots.

Study concepts:

Definition of violence linguistically:

It is a behavior involving physical force intended to hurt, damage, or kill someone or something. It is also a strength of emotion or of a destructive natural force (Najib Bakhouch, 2022, p. 973).

Definition of violence terminologically:

It is any apparent or hidden act, direct or indirect, material or moral, directed to inflict harm on oneself, group, or property. This act is contrary to the law and exposes its perpetrators to fall under the punishment of the law.

It is also known as:

It is the exercise of physical force to inflict harm on persons or property, or the treatment that causes bodily harm or interference with personal freedom. (Saida Azzouz, 2022, p. 235)

Therefore, violence is an abnormal behavior due to the force used in it, which spreads fears and damages and leaves pain in individuals in the social and economic aspects that are difficult to treat in a short time, and then it destroys the security and safety of members of society, as a criminal behavior characterized by brutality towards individuals and objects through vandalism, beating, and killing (Ibid., p. 236).

Definition of violence in stadiums:

It can be said that sports violence is aggressive acts and inappropriate and immoral behaviors that are a violation of the regulations and laws in force, whether these acts occur inside or outside the stadium.

Some define it as those words, writings, and actions that precede, accompany, follow, or result from a sports meeting or competition, in addition to physical violence expressed by physical acts committed in the same circumstances and aimed at compromising the safety of persons, attacking public and private property, disturbing public comfort, and obstructing traffic. It is also the illegal or unlawful use of force of all kinds in the sports field, whether by players, spectators, or other administrators and officials of sports.

(Siann, 1985) has tried to distinguish between violence and sports aggression, stating that aggression is prejudicial to others, while violence involves causing profound and decisive bodily injuries with intent to cause injury and to appear superior to the other.

Violence and aggression are linked despite their occupation of different positions on the same line. The concepts of aggression and violence usually overlap because aggression is usually regarded as the engine of violence. Moreover, sociologists view violence in stadiums as an ancient social phenomenon that has evolved as societies evolved under the influence of several factors, most notably social, economic, and political factors.

The concept of violence in sports can be defined as words, writing, and acts that proceed, accompany, follow or result from a sporting encounter, as well as physical violence expressed by

physical acts committed in the same circumstances and aimed at impairing the safety of persons, attacking public and private property, disturbing public comfort, and obstructing traffic. (Nawal Obaid, 2021, p. 81).

Historical overview on violence in stadiums:

Sports history is full of many events related to violence and riots in sports. Football retains the lead in this regard. Many arrows were directed at football in particular, since most of the violence, aggression, and riots occurred during its games. History mentions that the court of "Manchester" has issued a decision to prohibit to play football on October 7, 1908, and has mentioned in the reasoning of the judgment disadvantages and violent incidents surrounding its matches. Furthermore, the first serious incident of violence occurred in the football stadium of Proxi Park, England in 1902. In 1969, a war broke out between Honduras and El Salvador, called the "Football War", as well as a series of unfortunate events that were semi-permanent and accompanied by football matches between the teams "Celtic" and "Rangers" in Scotland, which often resulted in deaths and injuries. In Turkey, 42 individuals lost their lives as a result of riots in the stands of fanatical spectators of two rival teams.

At the Arab level, the riots that occurred in 1999 between the fans of "Esperance Tunis" and "Olympic Beja" are one of the bloodiest events, where 3 people were killed and more than 788 people were injured, to add to the riots that occurred in 2012 in Egypt, after the end of the match between "Al-Ahly Al-Masry" against "Al-Masry Al-Port Saidi", supporters swept the stadium and riots occurred, killing 23, as this incident was classified as one of the largest Egyptian sports disasters.

In Algeria, stadiums have witnessed multiple forms of physical violence, such as cracking, deliberate damage to sports facilities, and assault on people (players, managers, security personnel, media personnel), in addition to forms of verbal violence (insults, contempt, regional and tribal racial discrimination). What happened, for example, between the supporters of "USMA" and "USMH" in the stadium of July 8, 2012, including insults, vandalism, and breaking of the facilities and property of the stadium, where the management of the compound suffered material losses of more than one billion centimes, while two cameras belonging to the Algerian television institution were destroyed. In addition to the bloody events that occurred between "MC Saida" and "USMA" in the local league at the stadium of "Saida", where the fans of the Saida team stormed the field and beat the players of USM Alger using white weapons, including knives, sticks and iron, which left many victims among spectators, players, and security men. Moreover, there is the incident of the Cameroonian JSK player, Albert Ebossé, who was killed in September 2014 after he was hit by a sharp stone at neck level on his way to the changing rooms. (Blaiissa Hicham, 2018, p. 240).

Media and their role in reducing violence in stadiums:

Sports media, with its various tools, has made a clear impact on the thinking of the community or the surrounding audience. This is done through the enormous number of television and radio channels, sports newspapers, and magazines aimed at raising the level of sports culture for the public, raising the sports awareness, and helping the sports public to absorb and respond to everything new in this area. Sports media is therefore the best support for developing this awareness among fans and eliminating unsportsmanlike behavior.

However, some Algerian media men and well-known sports newspapers sometimes deviate from their media message using some phrases that trigger players, referees, administrators, and trainers by using some prominent headlines that fuel aggressive, nervous, and violent methods in order to ensure an increase in the number of newspaper sales or bias to some teams. We can shorten the objectives of sports media as follows:

- Disseminate sports culture by familiarizing the public with the rules, laws, and amendments to the Games.
- Broadcast and disseminate news, information, and facts on sports issues and problems and allow for discussion and criticism.
- Entertain the masses in forms and ways that alleviate their difficulties in daily life.

Sports media is popular because it attracts a large part of society and is effective and influential in football. In order to reduce the phenomenon of violence in stadiums and its spread, there are a number of ideas and media principles that the media man must demonstrate and disseminate to the public, including:

- To ensure that incidents of violence are not disseminated in the sports media on an ongoing basis, as this raises the level of psychological and emotional excitement of the public, resulting in the possibility of aggressive behavior in individuals, especially if the violence seen is justified, in which case the impact on young children who imitate adult behavior becomes significant and dangerous.
- Media focus on positive sporting behaviors of players and fans.
- The supervisory role of legal institutions in determining what is presented or published in the media for events that may affect the behavior and reaction of sports audiences.
- Media focus on positive sporting events and non-violence.
- Exploit sports stars (players, referees, and club presidents) in programs that renounce violence.
- The role of sports bodies in providing programs and plans to improve sports behavior through various media.
- Sports specialization has become an important quality in reporting sports news.
- The commitment of media professionals at all levels and categories to the following:

Transmitting sports news without misrepresentation or distortion and mentioning the facts without prejudice.

Adherence to objectivity and honesty in addressing news.

Respect the secrets of the profession by not publishing news and information that will disturb the atmosphere especially before the football dates.

Refrain from defamation, false accusation, slander, and insult.

Objectivity and non-interference in sports cases by conducting trials on newspaper pages or television screens.

Refrain from inciting any illegal act against a sports figure or body.

Commitment to the acceptable sports values of the sports community and refrain from publishing topics that incite criminality and moral and behavioral deviation (Tala Lamia, 2020, p. 74).

Methodological procedures of the study:

Study instruments:

In our study, we used the content analysis instrument because we are dealing with an information material with a view to analyzing it in a structured framework.

To answer the study's questions, we selected the following categories:

Subject category.

Actors category.

Target category.

Study community:

Elheddaf Sports Channel: An Algerian Arab satellite channel broadcasted from Algiers, which is affiliated with Al-Heddaf newspaper. It was founded in 2014 and delivers the latest football news in particular, in addition to interviewing a number of Algerian players and coaches of local teams, as well as transporting reportages of major international teams and their players. "Elheddaf TV" channel accounted for more than 45.5%, out of more than 20 Algerian channels to top the list of Algeria's most followed channels among men and young people.

Study sample:

The study sample started from watching the sports football channel "Elheddaf" and following up the program "in the CHAN" from January 13 to February 4, 2023, the equivalent of 23 issues i.e. approximately 37 hours, of which 2 hours and 32 minutes were devoted to talking about combating violence in Algerian stadiums and reviving sportsmanship, and the rest of the hours were to analyze the results of the matches.

3- Results

Table 01 shows the nature of the issues addressed by the sports media in the fight against violence

issues addressed by the sports media	Frequency	Percentage
Whistling on Madjer	06	1,86%
Glorifying players' events	10	3,11%
Glorifying the history of Algerian football globally	20	6,23%
Facebook campaign in support of Madjer	1	0,31%
Warning against foreign hands that want to shake the security and entity of the Algerian state	3	0,93%
Improving the Algerian football	33	10,28%
The fans' love for football	23	7,16%
The audience of Annaba is one of the best fans for its record number	32	9,96%
Improving the image of Algerian football in front of the world to organize the CAF championship	43	13,39%
Show off Algerian stadiums	60	18,69%
Mitzpe's fascination with the province of Constantine	2	0,62%
Algeria welcome Samuel Eto despite the differences	2	0,62%
Marketing Algerian culture	60	18,69%
The civilization of the Algerian masses	23	7,16%
Sportsmanship due to the loss in front of Senegal	3	0,93%
Total	321	100%

Source: Dahmani Souhaila 2023

Through the above table, it was found that the program "In the CHAN" focused on the positives of the championship on the one hand, and on the other hand, it tried to convey clear and passed messages in order to inspire enthusiasm in the hearts of viewers and reassure that Algerian stadiums are ready and able to organize such events. It also focused on the four stadiums, their quality and their rapid readiness to host these matches. In addition, the program focused in each episode and for minutes on the size of the fans and their numbers, which reached thousands in the stands, watching

all the matches even if they were teams other than the Algerian local team. Everyone in the studio praised the improvement of football conditions in Algeria, especially since the Algerian government aspires to organize CAN events in 2025, so it is trying to convey positive images of Algeria's football history and the readiness of stadiums and stands to receive delegations.

Table 02 shows the cause of violence in stadiums after the Madjer incident

Cause of violence	Frequency	Percentage
Lack of respect	05	35,71%
Different generations	04	28,57%
Lack of education	03	21,42%
Enemies of Algeria	02	14,28%
Total	14	100%

Source: Dahmani Souhaila 2023

The above table shows the reason for the verbal abuse of the former international player Rabah Madjer, where the incident began immediately after the director shed the eyes of the cameras on the former player Rabah Madjer and the public started whistling to reduce his international status. The reason for this act, which was expressed by critics in the CHAN studio as disrespectful and unacceptable to a player such as Madjer, is when coach Madjer failed to lead the national team to win many matches. Analysts expressed that this failure does not mean forgetting the football path of the player who has done a lot for Algerian football; these actions are disrespectful.

Table 03 shows the actors in the rejection of violence

Actors	Frequency	Percentage
The host	25	21,18%
Analyst and former player Ben Cheikh	25	21,18%
Islam Slimani	07	5,93%
The cretic Amin Aksas	25	21,18%
The cretic Mohammed Amin Ben Chabir	20	16,94%
The journalist Midou	16	13,55%
Total	118	100%

Source:Dahmani Souhaila 2023

Through the results of the above table, we notice that everyone in the program had one word, which is to direct the attention of the viewers to the pros of the CHAN and the pros of preparations. Even when watching the act of whistling on Madjer, everyone in the studio denounced this act.

Moreover, when Samuel Eto arrived, there was neutral coverage and the dispute was resolved by reminding the fans of sportsmanship and that the coach had made positive statements about the way he was received in Algeria. Even when losing, on the last day of the program, the host

commented that the championship for the locals was not well prepared for it and that the winning team has a history of success in its football career.

Table 04 shows the proposed solutions to renounce violence in stadiums

Proposed solutions	Frequency	Percentage
Respect the players even if they fail	07	12,96%
Respect for previous generations of players	05	9,25%
Preserving Algeria's image in front of the world	30	55,55%
Intervention of the authorities	08	14,81%
Preventing violators from entering the stands	04	7,40%
Total	54	100%

Source: Dahmani Souhaila 2023

According to the study's findings, everyone in the studio is attempting to spread one idea to influence the minds of viewers, which is to focus on the image of the masses abroad so that we do not form a negative image and so that the idea that we failed to manage the CHAN championship does not circulate about us. Meanwhile, Ben Cheikh and journalist Midou called for resorting to the authorities to arrest any self-respecting supporter inside the stands and prevent him from entering them in order to reduce the negative manifestations in the Algerian stands.

4- Discussion

Based on the analysis of the results of the study and answering the questions, we reached the following results:

- ✓ As for the topics referred to by the program in order to renounce violence and give a mental image away from riots, focus was on:
 - Global opening.
 - Good reception for delegations.
 - Tourist signs that abound in the host cities.
 - Respect for fans and their huge number inside the stadiums.
 - Praise of Algerian stadiums and structures for the purpose of gaining the CAF.
 - Praise the improvement of the football situation in Algeria and the lack of violence and negative manifestations in the stands.
- ✓ As for the cause of the verbal violence to which Madjer was subjected, analysts attributed it to:
 - Lack of respect

- Low level of morals.
- The new generation neglected everything presented by the former player Rabah Madjer.
- ✓ The solutions proposed by analysts to avoid this type of behavior are:
- The authorities intervene and punish those responsible for this kind of violence.
- Such a kind of fan must be prevented from entering the stands.
- Asking the masses to preserve the dignity of Algeria in front of other countries in order to organize the CAF.

5- Conclusion

Tackling this phenomenon requires the concerted efforts of many parties and bodies, most notably the specialized sports media, which enjoys great demand among young people. Through our reading of the issues of the program, we discovered that it tried hard to highlight the positive side of football and stay away from all the negatives or news of violence in order to push stability and tranquility in the hearts of fans. This coverage, committed to the principles of neutrality and credibility, is what sports stadiums aspire to in order to reduce aggression, curb haste, and promote acceptance of the other among supporters.

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