

Audiovisual sports media and its role in developing the sport of people with special needs

الإعلام الرياضي المسموع ودوره في تنمية رياضة ذوي الاحتياجات الخاصة

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**Abstract:** This study came to find out the role of broadcast sports media in promoting the sport of people with special needs, specifically the sport of wheelchair basketball for the physically disabled group who practices this type of competitive sport, and by applying the descriptive and analytical method to a sample of these athletes and through a tool built from The researchers accepted specifically for this study, where the results concluded that the local sports media, which is audible, contributes ineffectively to the development of wheelchair basketball, and that broadcast media coverage is insufficient and is limited to some aspects only and does not include all aspects of this type of sport. In addition to the inferior role played by the radio in promoting sport among individuals arising from the physically handicapped.

**Key words:** Sports Radio, Wheelchair Basketball

**الملخص:** جاءت هذه الدراسة للوقوف على دور الإعلام الرياضي الإذاعي في ترقية رياضة ذوي الاحتياجات الخاصة وبالتحديد رياضة كرة السلة على الكراسي المتحركة لفئة المعاقين حركيا التي تمارس هذا النوع من الرياضة التنافسية، وعن طريق تطبيق المنهج الوصفي التحليلي على عينة من هؤلاء الرياضيين ومن خلال أداة تم بناؤها من قبل الباحثين خصيصا لهذه الدراسة، حيث توصلت النتائج إلى أن الإعلام الرياضي المحلي المسموع يساهم بشكل غير فعال في تنمية رياضة كرة السلة على الكراسي المتحركة، كما أن التغطية الإعلامية الإذاعية غير كافية وتقتصر على بعض النواحي فقط ولا تشمل جميع الجوانب الخاصة لهذا النوع من الرياضة، بالإضافة إلى الدور المتدني الذي تلعبه الإذاعة في ترقية الرياضة عند الأفراد الناشئة من المعاقين حركيا.

**الكلمات المفتاحية:** الإعلام الرياضي الإذاعي، رياضة كرة السلة على الكراسي المتحركة.

### **Introduction:**

Sports media has become in our time a technical phenomenon provided by modern sports along with a large potential, and doubled its value as an effective force in influencing players through the media's work of publishing news and sports information.

Sports media is considered a type of media, whether audio or read, and it has a great role in participating in local, national and international sports activities, so it is known as the process of publishing news, information and sports facts, and explaining the rules and laws of games and sports activities to the public, and aims to publish Sports culture among members of society to develop and educate everyone who has an interest in sports and is part of the private media because he is interested in sports issues and athletes. (Amron, 2008, p. 14)

Sports media exists in several aspects, including visual, written, and audio broadcasts, which are considered the latter as an important media because they have a role in spreading awareness, political and social values, and an important factor in influencing and directing public opinion. The radio in general broadcasts the speech over the air to be picked up thanks to the transmitters, as it bears a lofty educational message directed to the groups of society in general and the category of people with special needs in particular, especially in trying to establish positive trends among the public towards the concepts of modified competitive sport, and this is confirmed by the results of a study Hamlawi et al. (2013) that the level of competition in sports for people with special needs has a fundamental role in the direction of the television sports media towards it, as is the case with elite sports, which receive a greater share of coverage.

Sports media coverage of this type of sports must not be limited to covering sports competitions, but rather go beyond the definition of this type of sports

because of its health and therapeutic benefit for its athletes, whether they are healthy or disabled.

The practice of sports activity as approved by the Sports Advisory Association in the United Kingdom in 1976 lies in maintaining the efficiency of the functioning of the locomotor system of muscles, ligaments and bones, as well as the development of the vital systems of the human body (circulatory, respiratory, digestive ...) and quite the opposite, the lack of practice necessarily leads To a decrease in the physical ability and the deterioration of the functions of his vital organs. (Deif Allah, 2012, p.145)

The importance of sports activity for the physically disabled is that sport has an effective and important effect on strengthening the body and maintaining coordination, in addition to its social and psychological benefits. Those in charge of caring for the physically disabled must urge them to practice various types of sports such as swimming and volleyball. (Al-Dahri, 2005, p.79)

Exercise is also considered by the disabled as a natural means of treatment in the form of rehabilitative therapeutic exercises and as one of the components of physical therapy in restoring the physical fitness of the disabled, such as: restoring muscle strength, skill and neuromuscular compatibility, sports for the disabled have profound positive aspects that outweigh being a physical therapy for them, so it is more than a successful and good method and method. For psychological recreation of the disabled, as well as recreational sport contributes a great positive role in restoring the psychological balance of the disabled and to overcome the boring life after injury, and recreational sport aims to instill the elements of self-confidence, discipline, the spirit of correct competition and coincidence in the disabled, and from it to strengthen the psychological and nervous side to get the disabled person out of his isolation Imposed on himself in society.

Among the noble goals of sports activity for the disabled is their re-adaptation to society and the speed of their benefit and their benefit to the surrounding community. (Riyadh, 2005, pp. 21, 23)

To find out the role of the audiovisual sports media in the promotion and development of the sport of people with special needs, we decided to conduct this study that aims at a sample of the mobility handicapped group who practices a type of competitive sport wheelchair sport through a descriptive analytical approach on a sample of these practitioners of this type of sport and through A tool specially built for this study is a questionnaire to answer the study's questions.

### **1- The problem of the study:**

The problem of the study can be controlled in the following questions:

- Does the audio sport media have a role in developing wheelchair basketball?
  - Does the wheelchair basketball category of disabled people receive adequate media coverage of various sporting activities and events by the audio sports media?
  - Will the sports broadcast media discover new talents from people with disabilities who want to play wheelchair basketball?

**2 - Study hypotheses:** In light of the previous questions, the hypotheses were as follows:

- Audiovisual sports media has a role in developing wheelchair basketball.
  - The audio sports media does not provide adequate media coverage of the various sporting activities and events for the disabled group who practice wheelchair basketball.
  - Sports broadcast media works to discover new talents from people with disabilities who want to play wheelchair basketball.

**3-The importance of the study:** The importance of this study lies in the following:

- Attention to people with special needs, particularly the category of those with motor disability, and highlighting the importance of local sports media directed to them, especially during the media coverage of various sports competitions.
- Our Arab library needs studies dealing with sports media, especially for special groups, as they have theoretical assurances that urge them to study in the applied field

**4- Study objectives:** The objectives of the current study are determined as follows:

- Knowing the reality of the local sports media for people with special needs, the physically handicapped, who practice basketball in wheelchairs.
- Learn about the role of the local sports media in developing a sport for people with special needs

**5- Defining concepts:**

**5-1. Sports Media:** It is the process of disseminating news, information, and sporting facts and explaining the rules and laws of games and sports activities to the public with the intention of spreading sports culture among members of society and developing its sports awareness (Owais, Abdul Rahim, 1998, p. 22)

**Broadcasting:** Broadcasting is generally defined as the means of transmitting speech over the air to be received by receivers. (Qarfi, 2000, p12)

**The radio broadcasts** various programs, including sports programs, for the benefit of the listeners and those with a tendency to this type of program.

**Procedurally:** These are the various services provided by the local radio sports media represented in the questionnaire clauses applied to the current study sample.

### 5-2 People with special needs:

They are groups of members of society who deviate from the level of ordinary individuals with regard to their physical, psychological and mental characteristics, which requires their own care in proportion to their capabilities, capabilities and special circumstances in order to reach them to a better level of personal, psychological or social compatibility . (Ghobary, 2003, p.13)

**Physically handicapped:** These are those individuals who suffer from a disorder in their motor abilities or their motor activity, so that the disorder affects the manifestations of their mental, social and emotional development and calls for the need for special education. ( El-Rousan, 2001, p. 269)

Procedurally: They are the group of individuals with congenital and acquired motor impairment practicing wheelchair basketball who belong to one of the sports teams in Algeria.

### 5-3 Modified sporting activity for people with special needs:

It is the change in the degree to which a disabled person who is unable to practice and participate in sports activities is able to achieve the goals of physical education. (Helmy, Farhat, 1998, p. 47)

**Procedurally:** It is the sports activity practiced by basketball on wheelchairs and practiced by individuals with motor disability who belong to the study sample.

### 6- Previous studies:

.6-1 Al-Zoubi study (1992) aimed to identify the trends of Jordanian university students towards the sports magazine on Jordanian television, and a sample was formed in a stratified random manner, using the descriptive approach in the form of an analytical survey study based on a questionnaire consisting of 6 dimensions (exploring the trends of students of Jordanian universities, official and private towards The sports magazine program on Jordan TV for the first channel, identifying the most appropriate times for broadcasting this program, a

comparison between the performance of male and female students on this topic), and the results showed that the magazine needs continuous renewal, and that the magazine does not focus on the problems and difficulties facing Jordanian sports and the viewer does not know the viewer The goals of sport education, as the magazine does not focus on sports for the disabled and women's sport.

**6-2 A study by Muhammad Al-Salou (2005)** aimed at identifying the reality of the sports magazine program broadcast on Jordanian television through the opinions of viewers of both sexes in the paragraphs presented by it and its providers, and the descriptive approach has been used to suit it with the nature of the problem, and the sample of the study is the young group that ranges between the ages of 16 and 35 One year and most of them are viewers, as the researcher finally reached a number of results that can be used to develop the magazine, and in the forefront of that viewers' opinions about the paragraphs of the magazine in terms of preparation, quality, presentation and extent of adoption of their sports desires.

**6-3 A study by Ali Al-Qarni (2007)** aimed at identifying the trends of Saudi media towards the sport of people with special needs. A survey study on the image and interests in the Saudi media. To achieve this, the study was conducted on a sample of 141 individuals using the survey method from the audio-visual and print media employees in the Kingdom, where it was applied They had a questionnaire that used the Euchre scale to study trends toward people with special needs, along with questions about the mental image of people with special needs and various demographic and media questions to study the relationship of these variables to the image of the disabled in the Saudi media, and the results of this study indicated that the media believe that the interest of the media in people with Special needs are limited, and television comes at the

forefront of the means that give attention to these groups, followed by the press, then the Internet. The physical (physical) disability is ahead of the rest of the disabilities, and issues of prevention of disability are ahead of the rest of the other topics in the concerns of the Saudi media. The study showed in its analysis of the media image of people with special needs that the image is positive, and that the average trends of media professionals using the Eucher scale indicates positive trends towards people with special needs.

**6-4 Yasir Ali's study (2013)** It aimed to get acquainted with the television sports media and documenting the march of sports programs in Sudan TV with clarification of their role in shaping the trends of public opinion, and the descriptive and historical approaches were used to be studied on the research community, namely sports programs on Sudan TV and the audience of their viewers, from which the researcher chose a random, stratified sample of five categories (Players, coaches, referees and administrators, and sports media), and a simple random sample of fans, most of whom are viewers, as the researcher reached a number of results, including that sports programs on Sudan TV form a positive public opinion for their viewers crystallizing in a culture of support and encouragement of national teams and the rule of sports spirit concepts Fair play and familiarity with technical plans and football laws.

**6-5. Hamalawy Amer study and others (2013)** aimed at identifying the reasons for the marginalization of sports for people with special needs from the national television programs, with an explanation of the role that the televised media plays towards the sport of people with special needs. As follows (wheelchair basketball team, swimming team for people with special needs, athletics team for people with special needs, Mostaghanem, and ten journalists from the sports section of Radio Algeria in the capital), and the study tool was a questionnaire and an interview with journalists, where the researchers found A number of



results, including that televised sports media do not pay much attention to sports for people with special needs, and elite sports have the largest proportion of media coverage compared to sports for people with special needs.

**6-6. Khoja Adel study and others (2017)** aimed at identifying the degree of interest in sports media with people with special needs from the viewpoint of the media professionals, and the descriptive approach was used by researchers for its suitability to the nature of this study, so the selection fell on a sample of thirty media professionals with different jobs in the media. Media (written, audio, audiovisual), as well as a measure of the degree of interest in sports media with people with special needs prepared by researchers, was used, and in the end the study reached the following results:

The category of people with special needs receives moderate media coverage for its various sporting activities and events.

The programmatic services provided by the sports media are in line with the aspirations of the sport of people with special needs.

-The audiovisual medium is the one that is most interested in sports for people with special needs, among other sports media.

The group of people with mobility disabilities receives great attention from the sports media, among other groups.

❖ **Comment on previous studies:**

The agreement came between most of the previous studies and the current study in terms of interest in sports media among athletes in general, except for the study of **Ali Al-Qarni (2007)** and the study of **Hamalawy Amer and others (2013)** as well as the study of **Khoja Adel and others (2017)** which is also specialized in its approach to sports media for people with needs For athletes, as well as the current study, as well as in following the descriptive approach, while the current study differed with previous studies in dealing with sports media in

the disabled group, athletes with special needs, those who practice basketball on wheelchairs, where the tool was applied directly to them with the exception of the study of **Hamalawy Amer and others (2013)**, so the sample of the physically disabled was part of the total sample.

In addition, previous studies have been benefited from in determining the general course of the current study methodology, in building a measurement tool, and in enriching the study problem and analyzing the results.

### ❖ **Field study procedures:**

**1- Exploratory study:** The survey study is considered the first step for the researcher, which is usually the aim of surveying the field. The objectives of the survey study were as follows:

- Get to know the field of study and know the obstacles that the researcher can face.
- Examining the most important psychometric properties of the questionnaire on the role of sports media in developing sports for people with special needs so that we can carry out the basic study through tools that provide the required degree of honesty and consistency.
- Ensure that the assumptions are correct and accurate before starting the basic study.

The sample of the reconnaissance study consisted of 10 individuals from the sample of people with special needs, the physically handicapped, who practiced basketball in wheelchairs belonging to the mandate of M'sila.

### **2- fields of study:**

- **Spatial domain:** The study was conducted in each of the amateur sports club of Msila, Al-Nour Club, where (18) individual athletes practicing wheelchair basketball were selected and (04) members of the administrators of this club were selected, and the application was carried out in an intentional way.

**-Temporal domain:** Field procedures were implemented during October 2019.

**-The human field:** Those involved in the study are a sample of sports teams in Algeria practicing adapted sports activity, which is wheelchair basketball during the 2018-2019 season, and their number reached (22) members of administrators and players belonging to the Nour team in the state of M'sila.

**3- The method used in the study:** In line with the nature of the current study, which tries to analyze the views of a sample of people with special needs who are physically disabled, who practice wheelchair basketball, as well as administrators in The city of Msila. The descriptive and analytical approach was chosen, which aims to describe, analyze and discuss the data obtained.

**4- Study community and sample:** the current study population is represented in people with special needs who are physically disabled, who practice wheelchair basketball and administrators who belong to a sports team in the The city of Msila.

As for the sample of the study, it was represented in a sample of people with special needs who are physically disabled, practicing wheelchair basketball for the Al-Nour team in the The city of Msila, and the administrators and workers of this team, represented by 22 individuals. The following table explains that:

**Table No. (01): shows the basic sample distribution according to the study variables**

Variables	Case	Number	Percentage
Type of team affiliation	Sportives	18	%81.81
	administratives	04	%18.18
Total	22		%100

**5-Study tools:**

It was represented in a basic tool:

**Sports media questionnaire for administrators and athletes practicing basketball in wheelchairs:**

The questionnaire was prepared based on the perusal of the theoretical heritage, as well as previous relevant studies that are closely related. And then the paragraphs of the scale were formulated by the two researchers in their primary form, where they were applied to a basic sample of (22) individuals, and the scale is corrected by placing the mark (x) by the examiner next to the phrase that agrees with what is actually provided by the sports media broadcasting services direction A sport for people with special needs, as it consisted of (20) items. It was also adopted in its construction on a triple ladder that expresses the degree of availability with the following alternatives.

(Large, medium, and low score) and the grades correspond to them respectively (3, 2, 1), and 3 levels of assessment were adopted:

- **High level:** corresponds to a percentage between (70-100%).
- **Intermediate level:** corresponds to a percentage that lies between (50-69%).
- **Low level:** corresponds to a percentage that lies between (50%) or less.

Therefore, the first level will be considered as a strength, and the second level is acceptable, while the third level will be considered a weakness.

**6- Psychometric properties of the study tools:** Before embarking on the basic study, it is necessary to ensure the psychometric properties of the measurement tool represented in honesty and consistency as the questionnaire for sports media and its role in developing sports for people with special needs practicing basketball were distributed to the wheelchairs of the study sample and after collection and examination was done Statistical discharging and processing. And that is by calculating honesty and consistency as follows:

**6-1. The truthfulness of the questionnaire:** the truthfulness is considered an essential condition of the effective measuring tools in measuring the phenomenon being measured, and the test truthfully means that the test

measures what was set for it and in other words, the validity of the test is the extent of the validity of the test to measure a specific goal or aspect (Al-Rusan 1996: 31)

The tool was verified by relying on the honesty of the arbitrators, by displaying the questionnaire in its initial form to a number of arbitrators to benefit in determining the clarity of the expressions and how they relate to the field to which they belong. The percentage of arbitrators on the questionnaire terms ranged between 80% to 100% with reference Due to the change in the wording of some clauses, this is why the expressions of the questionnaire were kept to be in their final form, which is 20 paragraphs.

Also, it was relied on discriminatory honesty or peripheral comparison, after arranging the distribution of the sample from the highest degree to the lowest degree for the members of the exploratory sample, which included (10) individuals with physical disabilities practicing basketball in wheelchairs as well as the administrators responsible for the sports club, where two groups were chosen On both sides of the distribution, and represented (27%) of the individuals who obtained the highest grades, and (27%) of the individuals who obtained the lowest grades, so the size of each group for both parties was (3) individuals, so the arithmetic averages and standard deviations were extracted for them and then calculated The value of (T.) for the differences between the upper and lower groups.

The following table shows the significance of the differences between the averages of the upper and lower groups:

**Table No. (02): shows the significance of the differences between the averages of the upper and lower groups in the sports media questionnaire.**

Mathematical media questionnaire	(The highest group in the questionnaire is 27%), that is, n = 3		(The lowest group in the questionnaire is 27%), that is, n = 3		value (T.Test)	Degree of freedom	Significance level
	M1(X1)	$\sigma_1 (S1)$	M2(X2)	$\sigma_2 (S2)$			
	43.66	0.22	27	2			

Through the table, we find that the value of (t) is a statistical function at the significance level of 0.01, which indicates the ability of the questionnaire to distinguish, and from it we conclude that it is an honest measure and its application is appropriate for basic study

**6-2.Stability of the questionnaire:** consistency is an essential condition for effective measurement tools in measuring the phenomenon being measured. The test's consistency is intended to give the test similar or similar results in its measurement of some aspect of behavior if that measure is used more than once or if it is used in other ways. (El-Rusans, 1996: 33)

The stability of the scale was confirmed by the half-way split between the even and the individual expressions making up the questionnaire, and by using the "Spearman Brown" equation where the coefficient of stability reached 0.88 as in the following table:

**Table No. 03: shows the stability factor of the questionnaire**

Sports media questionnaire	The size of the exploratory sample	SMA For phrases individual	SMA For phrases Marital	Degree of freedom	The value of t 11 before correction	The value of t 11 after correction	Significance level
	10	M1(X1)	M2(X2)	9	0.80	0.88	0.01
		17.2	18.3				

Through the table it is clear that the coefficient of stability before correction and after correction D is statistically at the significance level 0.01, which indicates the stability of the questionnaire.

**7- Statistical methods:** The data were processed after they were collected and analyzed by the following statistical techniques:

- **Frequencies and percentages:** used to identify the role of broadcast sports media in the development of sports for people with special needs.
- **Test (T.TEST):** used to calculate the psychometric properties of the measuring instrument.
- **Spearman - Brown equation:** used to calculate the stability of the study tool.
- **Arithmetic means:** used in calculating the stability of the study tool.

**8- Presentation and analysis of the study results:**

**First: The first hypothesis:** The hypothesis states that the audiovisual sports media has a role in developing the sport of people with special needs who are physically handicapped, who practice wheelchair basketball.

Through analyzing the data, the results shown in the table were reached, as shown in the following table:

**Table No. (04) represents the frequencies and percentages of the first dimension of the estimates for the development of people with special needs on the questionnaire**

n	The paragraphs	Scarcely		Sometimes		Always	
		per	Rep	per	Rep	per	Rep
01	The local radio is very interested in sports for people with special needs.	%81.81	18	%18.18	4	%0	0
02	The radio presents all the problems and difficulties facing the sport of people with special needs.	%100	22	%0	0	%0	0
03	Radio defines the listener as the sport practiced by people with mobility disabilities	%86.36	19	%9.09	2	%4.54	1
04	The radio focuses on all the news and sporting activities in the state.	%18.36	4	%45.45	10	%36.36	8
05	The radio's interest in the local sport of the disabled, as well as its interest in other types of sport practiced by ordinary individuals.	%100	22	%0	0	%0	0
06	The radio hosts sports experts on its programs to talk about the problems facing athletes with disabilities.	%86.36	19	%9.09	2	%4.54	1
09	The radio holds regular classes on sport for the disabled.	%63.63	14	%13.63	3	%22.72	5
16	The radio follows up through its programs everything new about sports for the disabled.	%86.36	19	%9.09	2	%4.54	1
18	The radio is a link between disabled athletes and the public	%100	22	%0	0	%0	0



Through Table (04) we notice that the percentage of the first paragraph and Paragraph 5 and Paragraph 18 has reached (0%) at the alternative always, which is a value that is located in the low and zero level and this is according to the levels specified in the study, and these paragraphs are: "The radio raises all the problems and difficulties that The sport of people with special needs faces the radio's interest in the local sport of the disabled as well as its interest in other types of sport that are practiced by ordinary individuals. Represented in "introducing the listener to the sport practiced by people with mobility disabilities, the radio hosts in its programs sports experts to talk about the problems facing athletes with disabilities, and the radio follows up through its programs everything new about sports for the disabled." Whereas Paragraph No. 1 obtained the percentage (0%), which is a percentage located at the low or low level, Paragraph 4 obtained the percentage (36.36%), which is a percentage located in the low level, and Paragraph 9 that obtained the percentage (22.72%), which is a percentage It is located at a low level, according to the Lecarth scale, and the content of these paragraphs is "The local radio is very interested in sports for people with special needs, the radio focuses on all news and sports activities in the state, the radio conducts regular sessions on the sport of the disabled."

Through the above, the results show that most of the paragraphs of the dimension of the development of sports for people with special needs took low values, ranging from completely non-existent and very low, and this indicates that sports media, and specifically radio, does not contribute effectively to the development of this type of sports.

The previous results can be explained by the fact that the local audiobook sports media does not cover all the needs of wheelchair sport only by providing some services, such as passing some news within sports directed to ordinary

individuals or conducting some classes that coincide with the national and international holidays for those with disabilities.

Accordingly, it can be said that the audio sports media has an ineffective role in developing the sport of people with special needs who are physically challenged practicing at the local level.

This is confirmed by Ali Al-Qarni's study (2007) on the attitudes of Saudi media professionals towards people with special needs, the results of which indicated that media professionals believe that the media's interest in people with special needs is limited, and television comes at the forefront of the means that give attention to these groups, followed by the press, then the Internet. Mobility (physical) disability preceded the rest of the disabilities, and issues of disability prevention were preceded over the rest of the other topics in the concerns of the Saudi media. The study showed, in its analysis of the media image for people with special needs, that the image is positive, and the average trends of media professionals using the UK scale indicates positive trends towards people with special needs. The results of the study of Muhammad al-Silous (2005) also confirmed that the Jordanian sports magazine neglects women's sports and the sport of the disabled, as it does not cover all sports news at the governorate level and also does not care about old athletes.

The results of the study of Hamlawi Amer and others (2013) also showed that the televised sports media does not pay much attention to sports for people with special needs.

**Second: The second hypothesis:** The second hypothesis states that the group of physically disabled people who practice basketball on wheelchairs enjoys low media coverage of various sporting activities and events by the audio sports media.

Through analyzing the data, the results shown in the table were reached, as shown in the following table:

**Table No. (05) represents the frequencies and percentages of the second dimension of the estimates of media coverage of people with special needs on the questionnaire**

n	The paragraphs	Scarcely		Sometimes		Always	
		per	Rep	per	Rep	per	Rep
07	The radio covers sufficiently diverse sports news.	%100	22	%0	0	%0	0
08	The radio is interested in broadcasting national news about this sport.	%4.54	1	%9.09	2	%86.36	19
10	The radio is only interested in sports and athletes during competitions	%0	0	%0	0	%100	22
11	The broadcast media broadcasts allocate sufficient time to the modified sports competitions.	%100	22	%0	0	%0	0
13	Media coverage is done by the radio on a timely basis	%86.36	19	%9.09	2	%4.54	1
14	The radio has a role in defaming sports before starting sports competitions.	%100	22	%0	0	%0	0
19	The radio follows the news of the athletes as they rise to the major roles	%0	0	%0	0	%100	22

Through Table (05), we note that the percentage of Paragraph 7 and Paragraph No. 11 and Paragraph No. 14 have reached (0%), which is a value that is located at the very low level and this is according to the levels specified in the study. These three paragraphs indicate that the radio covers various sports news adequately. The radio media broadcasts allocate a sufficient period of time for the modified sports competitions. The radio has a role in defaming sports before starting the sports competitions, while the percentage of the eighth paragraph was (86.36%), which represents “The radio broadcasts national news about the

quality of this sport," a value that is high While Paragraph 13 obtained a percentage of (4.54%), which is a value below the average. This paragraph represents "The media coverage is done by the radio on time." Through the results obtained after the media coverage of the sport of the disabled, it is clear that the audio coverage At the local level, the various sports activities and competitions for disabled people practicing wheelchair basketball are insufficient compared to the national media coverage that provides this service and is shared by various media outlets. This is also confirmed by the study of Khoja et al. (2017), the results of which showed that the category of people with special needs enjoys moderate media coverage of its various activities and sporting events, and that this category receives great interest from the sports media compared to other groups of people with privacy.

The results of Muhammad al-Silos (2005) also confirmed that the Jordanian Sports Journal does not cover all sports news at the governorate level.

Accordingly, it can be said that physically disabled people who practice sitting basketball do not receive adequate media coverage of their various competitions and sports programs by the local radio, and thus rejecting the alternative hypothesis and accepting the null hypothesis that recognizes the insufficient audio coverage.

### **Third: the third hypothesis**

The third hypothesis states that the audiovisual sports media works to discover new talents from persons with disabilities who want to play wheelchair basketball.

Through analyzing the data, the results shown in the table were reached, as shown in the following table:

**Table No. (06) represents the frequencies and percentages of the third dimension of discovering sports talents for people with special needs on the questionnaire**

n	The paragraphs	Scarcely		Sometimes		Always	
		per	Rep	per	Rep	per	Rep
12	The broadcast media spotlights new individuals organizing into sports teams.	%100	22	%0	0	%0	0
15	The radio works through its programs to motivate non-athletes with disabilities to practice this kind of sport.	%100	22	%0	0	%0	0
17	The radio broadcasts advertisements on a continuous basis on the conditions for joining the mentally challenged children to the competitive sports teams.	%100	22	%0	0	%0	0
20	The radio follows sports activities at the level of medical and pedagogical centers for children with disabilities	%100	22	%0	0	%0	0

Through Table (06) we notice that the percentage for each of the 12, 15, 17 and 20 paragraphs has reached (0%), which is a value that is at the very low level, which is according to the levels specified in the study. Sports teams, the radio works, through its programs, to motivate handicapped non-athletes individuals to practice this kind of sport. The radio provides advertisements on a continuous basis on the conditions for the admission of children with mobility disabilities to competitive sports teams. The radio continues sports activities at the level of medical and pedagogical centers for children with disabilities. "

The previous results can be interpreted as saying that the local sports media does not serve the youth with special needs at all. And he must reject the hypothesis that the audio sports media is working to discover new talents from people with disabilities who want to practice basketball sitting because it is not realized and accepting the alternative hypothesis.

The results obtained are in agreement with the results of a study carried out by Dr. Ahmed Bouskra (2011) on a sample of children with special needs who are mentally retarded that the pedagogical medical centers suffer from a great deficit in various specialties, especially educators specializing in adapted physical activity, as all directors of the centers emphasized that There is a complete deficit in this field, which requires the concerned authorities to rectify this deficit either by employing educators specialized in sports activities from among university graduates or by training two specialized components by concluding cooperation agreements with Algerian universities.

### ❖ **General conclusion:**

through the descriptive study that was carried out using the descriptive and analytical method, and in light of the statistical treatment of hypotheses and their verification or non-verification, after the statistical analysis it was concluded that the local sports media represented in the radio has a large and effective role in the sport of people with special needs with disabilities Kinetic and wheelchair-bound basketball practitioners if they are interested in directing the media in the right and fruitful direction, especially emerging individuals with privacy present at the level of various medical and pedagogical centers.

### ❖ **Study proposals:**

Based on the results of the current study and its analysis, the following suggestions and recommendations can be drawn up:

- To increase the interest of the local sports media represented in the broadcasting news about the sport of people with special needs, especially wheelchair basketball.

- Carrying out media coverage by various media outlets for sports competitions, especially sports for the disabled, specifically those practicing competitive sports such as wheelchair basketball, because media promotion has a great role to push players to achieve better results.

- That the radio conduct field interviews with athletes with special needs.

The local radio should contribute to discovering talents with disabilities and encourage them to join the various sports teams and clubs.

- Generalizing this study to other groups of people with special needs who practice other types of competitive sports.

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