

The contribution of sports media in the development of sports culture for Algerian women

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Abstract: This paper seeks to know the contribution of sports media to the development of the sport culture of Algerian women through published information and whether it contributes to change in knowledge, attitudes and behaviors. Therefore, it is necessary to go to the women's audience to find out whether sports media actually seeks to develop this culture through the And sports programs published this was through a questionnaire addressed to the women category and a set of results was reached.

Keywords: sport media, development of sports culture, Algerian women.

ملخص: تسعى هذه الورقة البحثية إلى معرفة مدى مساهمة الإعلام الرياضي في تنمية الثقافة الرياضية للمرأة الجزائرية من خلال نشر المعلومات وما إذا كانت تساهم في تغيير المعارف والتوجهات والسلوكيات لذلك من الضروري التوجه لجمهور النساء لمعرفة ما إذا كانت وسائل الإعلام في المجال الرياضي فعلا تساهم فعلا في تطوير هذه الثقافة وهذا كان عن طريق إستبيان وجه إلى فئة المرأة وتم التوصل إلى مجموعة من النتائج

الكلمات الدالة: الإعلام الرياضي، المرأة الجزائرية، تنمية الثقافة الرياضية،

Study problematic: The spread of media in large zone, and the appearance of new means of communication ,advanced and more developed ,made a lot asking about the role that these means play in the social life, and its impacts on the ideas ,values ,directions, and behaviors, thus, these means facilitated the process of connection and communication between individuals ,societies and culture, as it contributed the development of community ,upgrading its aspects ,and supply the individual with information ,values and directions ,which is by the participation of different institution of society. As a result of this development in the potential of these means ,we are expecting from it a vital and concrete role in the field of emergence of the radio ,cinema and television ,the media started to affect

strongly specially with the diversity of the media's contents ,and the appearance of specialization in it ,and this is due to the nature contemporary life, where the interest of collecting knowledge and sciences is increased in addition to the raise of turnout on the specialized knowledge ,thus, we find that the media no longer suffice with the main topic ,for example medicine ,but it becomes interested with the details like ,women medicine ,children medicine ,and others. in line with these developments witnessed by the world thanks to the cultural revolution and the media that contributed to make a number of important changes in various fields, all countries of the world are interested in cultural integration in these areas as cultural development aims at the cultural growth of countries based mainly on scientific research and studies and from The most important means that contribute to the media, which has become a multiple functions not only to provide positive messages, but also to eliminate the concepts and negative behaviors prevalent among the masses because they have a significant role in the dissemination of culture and the delivery of messages to large numbers of the masses, A variety of types of life has been and still is a vital area and a pattern of social lifestyles that have received widespread interest in societies and practiced by man through the ages and civilizations. There are those who are interested in it for military purposes and those who are interested in them for the purpose of promotion and who exploited it as an educational method to build A balanced social personality, and now organizations have called for the right of individuals to exercise sport and must ensure the exercise of all categories of society and refers to the social importance and humanitarian purpose and moral

values that bear them because of the moral ideals and activities that help develop the ability to think about us.

In this sense, loyalty to the concept of real sport requires linking the physical culture with mental education closely, as well as establishing the fact that sports is an essential element of cultural life and that sports matches and sports programs when viewed according to this correct understanding become a technical scene and Thus forming part of cultural life. Adib Khaddar wrote about the opinion of Arab novelist Naguib Mahfouz in sports: "Sport as a necessity is a necessary necessity of life. There is a strange similarity between sport and literature. In both, we find science, talent, creativity and experimentation, and the superiority of excellence in both is based on diligence and Both the writer and the athlete point to victory and admiration and fame together. Algerian society, like other societies, occupies a large part of its interests and receives a follow-up from the masses who turn to sports media of all kinds, written, audible and visual, to meet their needs related to sport. The lack of a culture of encouragement and spread of violence and intolerance, and reality has proved this through several riots after the games or attacks on athletes and referees and here shows the need to intensify efforts by sports media to provide meaningful information In order to raise the level of awareness and the right opinions and the dissemination of sports culture in various groups follow him.

Especially that this media is no longer limited to males only, but that the females violated this monopoly and became a sports media base of the masses considered them. Algerian women become interested in sports and sports events and follow their specifications, even though they live in a society that hinders and difficult to exercise or

go down to the fields Games and encouragement, but this did not stop her from following the sports media, which she found a way to help her acquire mathematical knowledge and follow up the news and sports activities in order to develop her sports culture. The problem of study is centered on the main question: What is the role of sports media in developing Of sports culture among the Algerian women? The problem of this study is divided into a series of questions which can answer the problem and objectives of this study. These questions focused on: What is the average rate of exposure of Algerian women to sports media? What do Algerian women think about sports media? What are the cognitive effects of sports media on Algerian women? What are the behavioral effects of sports media on Algerian women?

Study goals: This study is aimed to trying to identify the role that sports media play it on the development sport culture of sample from Algerian women.If This later is the main and essential goal ;however, there are some partial goals that either the analytical or field study contribute to achieve it in this ways:

- To know about the Algerian women's opinion about what sport media offers through the different means whethever writing, listing or visual.
- Showing up the cognitive effects on Algerian women by sports media .
- Find out the behaviors that women gain from exposure to sports media .

Reasons and importance of choosing topic:

There is no doubt to choose a subject at the expense of another subject is due primarily to set of reasons which we decide into two parts:

Self causes:

- the personal attention and our tendencies of this topic
- our desire to reveal about the women's interesting in sport and sport cultural .

Objective causes:

- Lack of research on women's interest sport in Algeria.
- Enrich the library 's stock according to a work will benefit the students in the future.
- Lack of research that deals on the role of sport media in sports culture's dissemination.
- Both the study methodically and ideologically can be reachability.

The importance of the study: The importance of this study stems from the importance of the subject itself, which deals with the role played by the sports media. Its importance is academically important as it is a new contribution to shed light on the contents of sports media. – To identify and determine whether the sports media publishes and develops the sports culture of Algerian women because of this role of the culture in the definition of mathematical concepts and behavior. It is also important as one of the few studies that justify Algerian women's interest in sports. The study may be a gateway to other researchers and a basis for further study on this topic.

Curriculum:

The curriculum varies according to different subjects. Each scientific study must contain a specific approach that helps the researcher to reach his goal. Therefore, choosing the most suitable method is the basis for the success of the study and to develop a precise vision that allows us to understand the role of sports media in the development of sports culture in The descriptive approach is defined as a method based on describing a phenomenon to reach the causes of this phenomenon and the factors that control it and extract the results to be circulated, and this is according to the plan Research, data collection, organization and analysis¹.

The survey methodology is defined as one of the basic approaches in descriptive research and is concerned with studying the social, political, economic and other conditions of a given society in order to collect the facts and draw the necessary results².

Study tool:

The questionnaire is the most appropriate and most common means of collecting information and is generally defined as "a list of carefully prepared questions that are sent to a large number of members of the community who are the sample of the research."³ To complete this study, The first axis concerned the collection of the personal data of the respondents. The second axis dealt with the rate of exposure of Algerian women to the sports media. The third axis raised questions about the opinion of Algerian women in the sports media. The fourth axis dealt with the cognitive effects of sports media. For

¹ عامر مصباح، منهجية البحث في العلوم السياسية و الإعلامية، ديوان المطبوعات الجامعية، د ط، الجزائر، 2008، ص86

² أمين ساعاتي، تبسيط كتابة البحث العلمي من البكالوريوس ثم الماجستير و حتى الدكتوراه، المركز السعودي للدراسات الإستراتيجية، ط1، مصر 1991، ص87

³ أحمد بدر، أصول البحث العلمي و مناهجه، المكتبة الأكاديمية، ط9، مصر، 1996، ص335

the Algerian women and in the fifth axis, we discussed the behavioral effects of sports media on Algerian women.

The sample of the study:

It is difficult to reach all the women follow-up to the sports information and to obtain comprehensive information and accurate from them because of their distribution and the lack of one place to collect them so the sample method was used, and the optimal model that is consistent with the subject of our study and the objectives we look forward to is the model The sample is a "sample whose members are deliberately chosen by the researcher because of the availability of some characteristics in these individuals and others, because these characteristics are important for the study."⁴

The concepts of the study: The definition of concepts is the theoretical background on which the researcher depends, so the definition of concepts from the basic steps in the stages of scientific research methodologically, so the basic concepts in this study were as follows:

Role:

Language: the role defines language as the movement , According to the glossary of Blach and Woutburg, the word role is derived from the Greek word Rotulas, which means on the one hand folded paper bearing written, and on the other what should be memorized by the representative of the play⁵.

⁴ محمد عبيدات و آخرون، منهجية البحث العلمي، القواعد و المراحل و التطبيقات، دار وائل للنشر، ط2، الأردن، 1999، ص86.

⁵ مالك شعيباني، دور الإذاعة المحلية في نشر الوعي الصحي لدى الطالب الجامعي، أطروحة دكتوراه في علم الاجتماع و الديموغرافيا، كلية العلوم الإنسانية الاجتماعية، جامعة قسنطينة، 2006، ص 30

Convention: RALF TERNER defines it: "Role means behavioral patterns that are a unit of meaning and seem appropriate to a person who occupies a certain place in society."⁶

Definition of media:

Language: Is the reporting and reporting, ie communication, it is said that the people reached a communication that brought them the desired thing, and the communication what reached you⁷.

Convention: defined by Hamed Zahran as: dissemination and evaluation of correct information, clear facts, honest news, accurate information, specific facts, logical ideas, and satisfactory performance of the public with sources of public service⁸. It is known as a form of interaction that is made by the use of symbols and these symbols may be in the form of signs or movements or drawings or sculpture or words or any other symbol⁹. Dr. Abdul Latif Hamza knows that: Providing people with news stories, sound information and second facts. "Media is the dissemination of facts and opinions in an appropriate format by words, sounds or images, and generally by all the signs that the public understands," says Fernande Tiro¹⁰. Dr. Abdul Razzaq Mohammed Al-Dulaimi says that the media means presenting different ideas, opinions and directions along with information and data so that the result is expected and planned in advance. It will inform the future audiences of the media message of all facts and in all its aspects so that they can form Ideas and ideas that are supposed to be right, where they act and act on their basis

⁶ علي بن حمدان الغامدي، واقع ممارسة ادوار العلاقات العامة في الأندية الرياضية السعودية، رسالة ماجستير في الإعلام، كلية الآداب، جامعة الملك سعود، السعودية، 2007، ص 19

⁷ ياسين فضل ياسين، الإعلام الرياضي، دار أسامة للنشر و التوزيع، ط1، عمان، 2011، ص 20
⁸ حسن احمد الشافعي الإعلام في التربية و الرياضة، دار ألواء لدنيا للطباعة و النشر و النشر، الإسكندرية، 2003، ص 37

⁹ عبد الرزاق محمد الدليمي، الإعلام الإسلامي، دار المسيرة، ط1، الأردن، 2013، ص 25
¹⁰ زهير احدادن، مدخل لعلوم الإعلام و الاتصال، ديوان المطبوعات الجامعية، الجزائر، د طء الجزائر، 2002، ص 14

in order to achieve progress and good growth for themselves and the community in which they live¹¹.

Procedural definition: It is a communication process through which news about facts and facts is made using the various media from the press, radio and television ... and express them objectively in order to raise the interest of the masses and influence them.

Specialized Media: Mohammed Azzam Abu Hammam knows that he is an advanced stage in the development of the media along with previous developments. The most important thing that defines specialized media about mass media or public is that his audience is known in advance¹². And is known by Hussein Abdul-Jabbar: renewed media renewal of life and different areas of specialization aims to disseminate the culture in depth and specialized and uses specialized media such as public media various elements of thrill and presentation methods and presentation of narration, drama, symposium and dialogue ...etc¹³

Procedural definition:

The specialized media is a media whose interest is confined to one of the disciplines. It is directed to a specific audience that aims to spread a culture related to the field in which it is active using the same means and methods of public information.

Sport masks:

Khairuddin Aweys and Atta Abdul Rahim point out that sports media is the process of publishing news, information and facts related to sport, explaining the rules and rules governing games and sporting

¹¹ عبد الرزاق محمد الدليمي، مدخل إلى وسائل الإعلام والاتصال، دار الثقافة، ط1، الأردن، 2011، ص18

¹² محمد عزام أبو الحمام، الإعلام الثقافي جدليات وتحديات، دار أسامة للنشر والتوزيع، ط1، الأردن، 2015، ص45

¹³ حسين عبد الجبار، اتجاهات الإعلام الحديث والمعاصر، دار أسامة للنشر والتوزيع، ط1، الأردن، 2009، ص137

activities, and the public with a view to spreading the culture of sport among the members of society and developing Sports awareness and that through mass media influence the behavioral growth of the values of the public¹⁴.

Dr. Kanaan defines him as: the process of disseminating news, information and mathematical facts, explaining the rules and rules of games and sporting activities to the public, with the aim of spreading the sports culture among individuals and developing sports awareness among them¹⁵.

Dr. Mohamed Al-Hamahmi defines him as: the system that deals with the dissemination of news, information and knowledge related to the field of sports, in order to explain the rules and laws and principles governing the various games and sports, and control sports competitions. Contemporary issues of physical and sports education, through means of communication or mass media for the purpose of disseminating the culture associated with this field among citizens and developing their positive attitudes towards the exercise of physical and motor activities and directing them to invest their leisure time in follow-up on Sunday Sports¹⁶.

Procedural definition: Is the media specialized in the field of sports, which provides Algerian women interested in sports with various information and news related to it, and publishes the culture and knowledge of sports, whether related to competitions and rules or

¹⁴ إبراهيم إمام، الإعلام الإذاعي و التلفزيوني، دار الفكر العربي، ط2، مصر، 1995، ص 79

¹⁵ علي عبد الفتاح كنعان، الإعلام الرياضي، دار البازوري للنشر و التوزيع، د ط، عمان، 2014، ص 59.

¹⁶ محمد الحماصي، احمد سعيد رجب، الإعلام التربوي في مجالات الرياضة و استثمار أوقات الفراغ، مركز الكتاب للنشر، ط1، القاهرة، 2006، ص 98

related to sports practices and behaviors using the various media print, audio and audio Visual.

Development:

Language: word development is derived from develop in the sense of increase, is said to grow, growth, growth and growth, increased and many, and from which the fire grew if the development was thrown by intelligence¹⁷.

Convention: Development is defined as a dynamic process consisting of a series of structural and functional changes in the community, which occur as a result of intervening in directing the size and quality of the resources available to the society. This is to increase the welfare of the majority of the society by increasing the effectiveness of its members in maximizing the energies of society.¹⁸

According to the United Nations, these are the processes by which the efforts of citizens and the government can be combined to improve economic, social and cultural conditions in the local communities and to help them integrate into the life of the nation and contribute to its advancement to the maximum extent possible¹⁹.

Procedural definition: This is the transformation that takes place at the level of the behavior and ideas of Algerian women as a result of exposure to sports information, which allows to upgrade the level of sports culture.

The culture:

¹⁷ ابن منظور، لسان العرب، ج6، ص 724
¹⁸ مدحت محمد أبو نصر، إدارة و تنمية الموارد البشرية، الاتجاهات المعاصرة، مجموعة النيل العربية، د ط، القاهرة، 2007، ص 189.

¹⁹ محمد شفيق، البحث العلمي، الخطوات المنهجية لإعداد البحوث الاجتماعية، المكتب الجامعي الحديث، د ط، الإسكندرية، 1998، ص 13

Language: The man is educated from the door of a circumstance, that is, he became a little light and elegant, which is easy and clever.²⁰

Convention: Culture is defined as the way of life of any human gathering. It includes the patterns of acquired behavior and the common beliefs used by all others expect to be used by others. On this basis, culture includes modern styles, handicrafts, games, Rituals, and basic knowledge imposed in society and religious beliefs, and all this must be a measure of stability and continuity²¹.

Abd al-Razzaq al-Dulaimi defined it as related to the organized aspects of man's physical and moral life, which lead to the discrimination of the human being and its development from other beings²².

Procedural definition: Culture is a set of cognitive and behavioral models of human beings that are acquired and sustained and that distinguish one from another or from one society to another.

Sports culture: defined as: a process focused on creating the best and best of the behavior and ideas and cultural norms on which the activity of the individual is measured by the measure of sports culture²³.

It is also defined as: All mathematical information that an individual has and includes values, beliefs, attitudes, and opinions related to the sports field as well as sports behavior.

²⁰ محمد بن أبي بكر الرازي، مختار الصحاح، دار الغد الجديد، ط1، القاهرة، 2006، ص 21

²¹ معجم المصطلحات الإعلامية، دار الشروق، ط1، القاهرة، دس، ص149

²² عبد الرزاق الدليمي، الاعلام التربوي، دار الميسرة للنشر و التوزيع، ط1، الاردن، 2011، ص 59

²³ علي عبد الفتاح كنعان، مرجع سابق، 127

Procedural definition: It is the collection of knowledge, ideas and behaviors acquired by Algerian women and then applied through the follow-up of sports activities through various media.

framework for study: The necessity of scientific research requires to face the theoretical data correspond to an analytical field study that answers the problem and the question that the subject of research deal it ,which talked about sports media on the presentation and analysis data for each axis that conclude from the field study.

The presentation and analysis data:

1: the first axis(centre) :

Subjectivity data

Table 01: shows the age of individual's sample.

Age	Repetition	Percent
Less than 20 year	20	20%
From 20 to 30 year	51	51%
From 30to 40 year	15	15%
From 40 to 50 year	11	11%
More than 50year	03	03%
Total	100	100%

The quantitative data in the above table show that the largest attribution (proportion) of respondents is 51% that aged between 20and30 years while 20% are under the age of 20years and few percentage about 15% for the members that aged between 30 and 40 years and 11% for the individual that aged between 40 and 50 year and only 03% to members who are more than 50 year , therefore most of respondents in the youth stage it's the period in which the individual 01% became the top of his activity.

Table 02:shows educational level to sample individual

Educational level	Repetition	Percent
Primarily(initial)	03	03%
Middle	01	
Secondary	30	30%
University	66	66%
Total	100	100%

It shows that from the data of table 02 ,the most respondents took 66% are university level,while 30% is significant proportion are secondary level and very small percentage about 03% of their initial level, whereas only 01% of the average level I.e the most respondents have a high level of education from receiving a good education, to another hand proportion didn't reach the high education level because they are still studying in secondary school ,also some families still reject the idea of teaching girls ,but just fill to send them for learn the reading and writing principles.

Table 03 : show the social case for sample individuals

Social case	Repetition	Percent
Wedded(married)	17	17%
Celibate(unmarried)	83	83%
Total	100	100%

It is clear from the data above table that most of the sample members are represented about 83% unmarried or celibate ,while only 17%are married because the most female respondents are young ,simply the main individuals are unmarried.

Second axis :

The rate exposure of Algerian women to sports media.

Table 04: shows the women's surfing of the written sports media.

Answer	Repetition	Percent
Always	6	6%
Often	57	57%
Rarely	37	37%
Total	100	100%

We observed through quantitative data that the most sample members take about 57% that are browsing sometimes the written sports media and about 37% that rarely browsing it ,at the other side a very small percentage is always browsing it.the main reasons for the lack of reading always newspaper is referring to the repetition of the same subjects ,also the development of media means which became more responsive to the public wishes than the written press ,the new will reaches the masses more quickly through television ;whereas, the written press are very expensive if you want to read it you have to pay ,even if that the doctor GHAZI EI MADANI deal that the sports journalism consider as the powerful ability media means in order to forme a public sport opinion which being effective from different ways sometimes news, comment and press investigations at the other time as consummation ,picture and cartoons as result ,rarely Algerian women are accepting written sports media.

Table 05: show the period that women browsing the written sports media.

Answer	Repetition	Percent
Morning	38	38%
Afternoon	23	23%
Evening	33	33%
Soiree	06	06%
Total	100	100%

It is evident from table number 05 that most of the sample members are 38% who are browsing the written sports media in the morning and about 33% watch it during the afternoon then, only 06% watch it on the soiree ,thus the news refer to the dyeing of news quickly and does not exceed 24 an hour for this sample members accept to read the newspaper in the morning consequently it seem that the Algerian women browse the written sports media in the morning time.

Table06:

The length of time spent by women in browsing the written sports media.

Answer	Repetition	Percent
Less than an hour	81	81%
From 01 to 2 hours	17	17%
More than 02 hours	02	02%
Total	100	100%

The figures indicated that most of estimated 81% of respondents are browsing the written sports media for less than an hour and 17% of sample members is browsing from one hour to two hours ,while a very small percentage is estimated at 02% browsing it for more than two hours ,thus, refer to the television entry in sport field coverage by voice and photo has changed the function games press coverage as the sport editor writes now days for the audience it should seem games on television ,thus, Algerian women spend less than an hour browsing the written sports media .

Table07: shows the main sport title that algerian women browse it.

Answer	Repetition	Percent
Al-hudaf	55	55%
Al-chibaque	14	14%
Marakana	05	05%
Less buteur	09	09%
Total	100	100%

The results of the above table show that the majority respondents are browsing Al-hudaf newspaper about 55%, than followed by Al-Khabar newspaper with 17% ,going to Al-Chibake about 14%,le buteure about 09%,and the last one the marakana about 05%.Al-hudaf is daily newspaper because it is the most reading thus the other news that range from daily to weekly . For «le buteure» ,we can refer the main reason for the lack of surfers because it is a Foreign language .as result, Al-hudaf is therefore the most viewed by Algerian women .

Table 08: shows women's turn on the sports audio media.

Answer	Repetition	Percent
Always	08	08%
Sometimes	39	39%
Rarely	53	53%
Total	100	100%

We see from the data above the table that 53% from sample members rarely listen to sports programs or radio, then members listen to them sometimes took about 39%and only 08% always listen to them . This is because radio does not allow to get it out sports information ,they often need to pictures and data to illustrate them ,and most sports programs on the radio are not daily this later causes imbalance in listening to sports programs.

Table 09: shows the period that women listening to sports media.

Answer	Repetition	Percent
Morning	28	28%
Afternoon	01	01%
Evening	44	44%
Soiree	27	27%
Total	100	100%

It shows from this table that the majority of sample members listening sports programs by the radio in the evening and 28% listen to its in the morning ,while 27% listen to its in the evening ,thus, in the morning sport news is broadcast so there is a significant percentage of people who listen to it in the morning they interested ins sports news.

Table 10: shows the time length spent by women in exposure to the sports media audible.

Answer	Repetition	Percent
Less than hour	71	71%
01hour to 2hours	23	23%
More than 2 hours	06	06%
Total	100	100%

The figure in the above table indicate that the largest percentage from sample members took about 71% does not exceed the duration of their listening to the sports media on the radio one an hour and 23% of them ranging from one hour to two hours , while 06% listen to its for more than two hours ,these figure e plains that sports programs by the radio does not exceed more than one hour except the transfer of competitions and sport games such as the

football matches , so the Algerian women do not exceed the duration of exposure sports media audio one hour.

Table 11: shows the sports programs that women listen to on

Answer	Repetition	Percent
The sport harvest	09	09%
Files sport	07	07%
Ball platform	48	48%
Sport &music	36	36%
Total	100	100%

It is evident from the above table that the radio program that is followed by the largest percentage of respondents is the sports harvest by 48% and then the sport and music program by 36%, while only 90% listen to the share of the ball platform and 07% listen to the share of sports files, The Sports Harvest program is dedicated to providing comprehensive information, thus providing listeners with the time to follow up on all competitions and giving them information about their missed events. The most follow-up radio program of Algerian women is sports.

Table 12: shows the follow-up of Algerian women to audiovisual sports media.

Answer	Repetition	Percent
Always	39	39%
Sometimes	43	43%
Rarely	18	18%
Total	100	100%

We note from the quantitative data of the table that 43% of the sample follow the audiovisual media sometimes and a significant percentage of 39% follow it always while a small percentage is 18%

rarely follow it and this turnout in the sports media indicates that the respondents are interested And they follow the games and sports events as attracts them all related to these competitions thanks to the fact that the media, television, audio–visual television requires only a button, and the information and news you have and because it combines the sound and image and the transfer of events quickly. Algerian women often die Some sports media audio visual.

Table 13: Shows The periods in which women watch audiovisual media.

Answer	Repetition	Percent
Morning	15	15%
Afternoon	08	08%
Evening	37	37%
Soiree	40	40%
Total	100	100%

The figures in the table show that most of the respondents (40%) follow the sports media during the evening period, 37% follow in the evening, and a small percentage of 15% follow in the morning and 08% follow it in the afternoon. Because at this time, sports are especially transmitted to football, as well as sports programs are broadcast from a variety of games analysis games and news sessions and others.

Table 14: Shows the length of time spent by women in the follow–up of audiovisual sports media.

Answer	Repetition	Percent
Less one hour	56	56%
From 1 to 2 hours	33	33%
More than 2 hours	11	11%
Total	100	100%

By reading Table 14, it is clear that 56% of the sample spent less than an hour in the follow-up of audiovisual media, while 33% were followed by one to two hours and only 11% followed for more than two hours. This is due to the majority of the sample follow the news of sports and the hours that do not exceed one hour, but those who exceed 1 hour in the follow-up sports media audiovisual often follow the games and sports competitions, where the duration of broadcasting one hour. Algerian women spend less than an hour following up on audiovisual media.

Table 15 : Shows the most important programs of audiovisual sports media pursued by Algerian women.

Answer	Repetition	Percent
International team	29	29%
Foot studio	05	05%
Tahlili studio	07	07%
Professional league	40	40%
Sports opinions	13	13%
100 foot	06	06%
Total	100	10%

The table shows that most of the respondents are 40% who follow the professional league share and 29% are following the international team's share. The lowest percentage of the follow-up was 60% for the studio studio. Most of the respondents follow the professional league because of their interest in football in general And in the local league in particular and this share has exclusive broadcast pictures and goals of matches and provide information about the league that occupies a place of interest of individuals. And we conclude that the

most follow-up share by Algerian women is the share of the professional league.

Table 16: shows sports that women are interested in pursuing through sports media.

Answer	Repetition	Percent
Football	64	64%
Handball	05	05%
Basketball	10	10%
Tennis	09	09%
Athletics	07	07%
Mechanism sports	02	02%
Swimming	01	01%
Volleyball	01	01%
Gymnastic	01	01%
Total	100	10%

The most popular sports are football (64%), basketball (10%), sports (swimming, volleyball, and gymnastics). And that the biggest media attention is directed to this sport, while it does not care about the coverage of other sporting events, so the percentage of follow-up by the sample is few. Thus, the sport that Algerian women are interested in pursuing through the media is football.

the third axis: opinion of Algerian women in the sports media.

Table 17: shows that the sports media address the concerns of Algerian women

Answer	Repetition	Percent
Always	46	46%
Sometimes	28	28%
Rarely	26	26%
Total	100	100%

It is clear from the quantitative data that most respondents (46%) address the sports media, while 28% sometimes address their concerns, while 26% answer the question. Most of the respondents are interested in football and sports media. As for those who rarely address sports media, we find them interested in other sports that do not receive much coverage in the sports.

Table 18: shows how sports issues are discussed through sports media .

Answer	Repetition	Percent
Impartially	29	29%
By bias	40	40%
I don't know	31	31%
Total	100	100%

The figures in the above table indicate that most of the respondents (40%) said that sports issues through the sports media are biased, while 31% said they disagree with them. 29% answered that they are discussing neutrally. This means that the sports media do not perform properly and serve the interests of parties and this may raise the fanaticism of the masses and negatively affect the sport and says Khairuddin Aweys that the sports media must differentiate between the news and opinion, the news is free of views abstract of opinion, but the expression has its place in some of the press arts, and In this regard²⁴, Ali Abdel Fattah Kanaan confirmed that the media is the Riya The demands to raise the ceiling credibility now because it publishes the whole world should be of interest to cover

²⁴ خير الدين عويس، عطا حسن عبد الرحيم، الاعلام الرياضي، مركز الكتاب للنشر، ط1، مصر، 1998، ص 222

the events and news more and focus on raising the level of sports²⁵, and from the Algerian woman believes that sports issues through sports media discuss bias.

Table 19: shows the level of language used in sports media Answer Percent Repeatability.

Answer	Repetition	Percent
High	18	18%
Average	73	73%
Low	09	09%
Total	100	100%

By reading the table above, we find that most respondents (73%) agree that the language used in sports media is of average level, while a small percentage of 18% said it is of high standard and 09% Because the sport is popular and is popular for the masses and accepted by a variety of fans, and says Khairuddin Aweys that the editor of sports media article to avoid the use of words or words ambiguous or incomprehensible, in proportion to the ordinary reader (or follower normal) Clarity and simplicity and focus on the use of terms The language used in sports media is a medium-level language²⁶.

Table 20 : shows the size of information provided by sports media

Answer	Repetition	Percent
General information about the sporting event	18	18%
Partial information about the sporting event	68	68%
Detailed and accurate information about the sporting event	14	14%
Total	100	100%

²⁵ علي عبد الفتاح كنعان، مرجع سابق، ص 55

²⁶ علي عبد الفتاح كنعان، مرجع سابق، ص 55

It is evident from the responses of the sample items 68% that the sports media provide partial information about the sports event and 18% replied that it is general information about sporting events, while 14% responded that it is detailed and accurate information, it is therefore noted that the information provided by the sports media is partial to the sports events and tries to be interpreted and explained in part to the masses as the time of the programs and the area of newspapers and magazines are limited and do not allow to give very precise detail and this hinders the public's knowledge of sports and athletes well and does not allow the acquisition of many information, so the sports media written to allocate paragraphs of crosswords and puzzles in the field of sports and sports channels, Mahmoud Al-Hamahmi also mentioned that it is interested in providing citizens with knowledge of some games and sports and introducing the tools and devices used by them²⁷.

Table 21: shows the level of information provided by sports media

Answer Percent Repeatability .

Answer	Repetition	Percent
Good	38	38%
Medium	58	58%
Bad	04	04%
Total	100	100%

The survey shows that most respondents (58%) said that the information provided by the media is medium and 38% said it is good, while a small percentage (40%) said it is bad. This confirms the satisfaction of the respondents with information provided by the

²⁷ محمد الحماحمي، احمد سعيد رجب، مرجع سابق، ص127

sports media. The sports media plays a good role in the dissemination of mathematical knowledge. This is confirmed by the Social Canyon, where he said that the field of knowledge of the majority of people includes concepts about sports, and that the amount of information available about sports At Afra In most countries of the world it is almost impossible for a person to be ignorant of the simplest concepts related to sport or to learn nothing about it²⁸. Thus, the sports media provide Algerian women with acceptable

The fourth axis: the cognitive effects of sports media on Algerian women

Table 22: shows the sport most covered by sports media Answer Percent Repeatability.

Answer	Repetition	Percent
Football	97	97%
Handball	00	00%
Basketball	00	00%
Tennis	00	00%
Athletics	03	03%
Mechanical sports	00	00%
Total	100	100%

The survey shows that 97% of the respondents agree that the most covered sport in the sports media is football. A very small percentage (03%) said that it is athletics and the figures in the table show the concentration of sports media on football and its neglect of sports Which leads to the expansion of the culture of the masses in this sport on the one hand and leads to a lack of knowledge and lack of

²⁸ أمين أنور الخولي، الرياضة و المجتمع، عالم المعرفة، د ط، الكويت، 1996، ص36

interest in other sports and the coverage of sports media sports in this way means that it does not meet the needs of all followers of other sports. From which we conclude that the sport most covered through sports media is

Table 23: shows the sports programs that Algerian women follow.

Answer	Repetition	Percent
News and sports	32	32%
Live transport of matches and competition.	36	36%
Analysis and commentary classes on sports events	13	13%
Documentary programs on sport and athletes	13	13%
Programs explain the importance of exercise	06	06%
Total	100	100%

The figures in the table indicate that the largest percentage of the respondents, 36%, are interested in following up the live transport of matches, competitions and the percentage of visitors.

Table24: Shows whether the time and space of sports media allow women to absorb information.

Answer	Repetition	Percent
Always	23	23%
Sometimes	65	65%
Rare	12	12%
Total	100	100%

By reading the above table it is clear that 65% of the sample members are sometimes allowed time and space for sports information to absorb mathematical information while 23% always allow them time and space for sports media, while 12% answered Nadra. In education through the information provided, and the time

and space allocated to that information allow recipients to absorb and acquire new knowledge Khairuddin Ali Aweys says that the more space available in the sports pages, the more the page is used to provide a distinguished press service by expanding the treatment of topics²⁹, E it often allows time and space sports media Algerian women absorb sports information.

Table 25: shows information gained by women from sports media

Answer Percent Repeatability.

Answer	Repetition	Percent
Good about rules of various sports	37	37%
Information on countries hosting sports events	30	30%
Knowledge of laws and regulations governing sports competition	23	23%
I met you on New sport	10	10%
Total	100	100%

The above table shows that most of the respondents (37%) were familiar with sports rules and nearly 30% were familiar with the countries hosting the sports events, and 23% knew about the rules and regulations governing the competitions, while 10% The sports media provide information on the rules of sports by hosting referees and specialists in the field, explaining the mistakes and irregularities in sport, and providing information about the host countries, their history and their heritage, if the most important information acquired by Algerian women from sports media Are good about Rules of games and competitions.

²⁹ خير الدين علي عويس، عطا حسن عبد الرحيم، مرجع سابق، ص129

Table 26: shows the extent to which former athletes are hosted in sports information programs.

Answer	Repetition	Percent
They are always hosted	18	18%
They are hosted as appropriate	75	75%
Not hosted	07%	07%
Total	100	100%

In response to the responses of the sample respondents about the hosting of former athletes in sports programs, 75% responded that they are suitable and 18% said they are always, while a small percentage (07%) said they are not hosted, The athletes of the former athletes in my manner shows that the players do not care to benefit from their experiences, such athletes have experience in the field of sports, for example, their presence useful in giving opinions and ideas contribute to the improvement and development of local sports as well as rely on them in the positive sports media campaigns, D positive results because the masses are affected by them. The hosting of former athletes in sports programs is therefore appropriate.

Fifth axis: oral effects of sports media on Algerian women

Table 27: shows whether sports media shows the importance of sport in the development of physical and mental health.

Answer	Repetition	Percent
Always	36	36%
Sometimes	53	53%
Rare	11	11%
Total	100	100%

The majority of respondents (53%) said that sports media sometimes explain the importance of sports in the development of physical and

mental health, 36% said that they always do so, and 11% said they rarely refer to it. That is, the sports media does not always care about explaining the importance of sports to the body and mind and often cares about the transfer of sports competitions and events without mentioning the importance of the sport and the benefit of its practice. According to Mohammed Alhamahmi, the media must clarify that exercise leads to the development of the situation For health practitioners and increased immunity to physiotherapy M sports to resist many diseases³⁰. And why sports media does not always explain the importance of sport in the development of physical and mental health.

Table 28: shows the payment of sports media to Algerian women to exercise .

Answer	Repetition	Percent
Always	11	11%
Sometimes	36	36%
Rare	53	53%
Total	100	100%

The rosy figures in the table indicate that most of the respondents are 53% who rarely play sports after the sports media show their importance, while 36% sometimes do so, only 11% do so. Despite the fact that he could not convince all the members of the sample to exercise and did not affect them, especially that the sample of women and could not exceed the society's perception and restrictions on their practice of sport and about these restrictions, Ihsan Mohammed al-Hassan says that the social and civilizational factors Have a significant role in women's reluctance to participate in

³⁰ محمد الحماحمي، احمد سعيد رجب، مرجع سابق، ص109

activities For sports, social and environmental factors, socialization and the nature of society values do not encourage women to participate in sports activities³¹. Thus, the sports media did not affect Algerian women and pushed them to exercise.

Table 29: Shows women's motivation to practice sport.

Answer	Repetition	Percent
For the appropriate	20	20%
To protect your health	34	34%
For entertainment and promotion	22	22%
To discharge pressure and energy	19	19%
To achieve social status	05	05%
Total	100	100%

By reading the table above, it is clear that 34% of the respondents are practicing sports to maintain their health and 22% for entertainment and promotion. The rest of the ratios are divided between obtaining the appropriate weight, relieving pressure and excess energy and achieving social status. The majority of respondents have a culture of maintaining health through exercise and they also practice it to entertain and promote the enjoyment of the overall comfort of the individual, and is also a means to obtain the appropriate body free of defects and an acceptable way to unload the seizures and alleviate the feelings of suffering and tension that Feel it The concept of the extra energy that some educators and researchers attribute to it as one of the reasons for the promotion of sport³². We conclude that the main motivation for Algerian women's exercise in sport is to preserve their health.

³¹ إحسان محمد الحسن، علم الاجتماع الرياضي، دار وائل للنشر و التوزيع، ط1، الأردن، 2005، ص188

³² إحسان محمد حسن، مرجع سابق، ص145

Table30 : shows whether the sports media works to disseminate behaviors that serve the society and its development.

Answer	Repetition	Percent
Always	35%	35%
Sometimes	44	44%
Rare	21	21%
Total	100	100%

The above table shows that most of the respondents (44%) said that the sports media sometimes explains the importance of sport in the development and development of the society, while 35% said that it always explains that, while the remaining 21% said it rarely explains this. The difference in answers is that sports media is used to explain the importance of sport in the development of society, but not always, and this means that it pays attention to society and seeks to spread the culture of sport to create active individuals that benefit the society and face it.

Table 31: shows whether the sports media is a reason for re-evaluating Algerian women for a particular sport or sports personality .

Answer	Repetition	Percent
Improve your outlook	59	59%
Has given you a negative image	03	03%
Didn't change your view	38	38%
Total	100	100%

By reading the above table, it is clear to us that most of the respondents 59% contributed to improving their view of sport or sports personality while 38% did not change their view and gave a negative image of 03%. This shows that sports media plays a positive role through its influence To the recipients and to clarify the

positives of sports and sports figures, and therefore sports media positively affect the look and trends of Algerian women.

Table 31: shows whether sports media has generated negative attitudes among Algerian women.

Answer	Repetition	Percent
Raised your aggressive behavior	03	03%
Make you fan of a certain team	11	11%
Raise your racism towards others	00	00%
Your dislike for other fans	07	07%
Your behavior has not increased	79	79%
Total	100	100%

The figures in the table above show that most of the respondents (79%) did not raise the sports media any negative behavior, while a few percentages raised the fanaticism of a certain team and disliked other fans and aggressive behavior did not raise racism in any of the respondents, which means that the sports media does not promote The negative aspects and is still working with credibility, despite the presence of a few negative impact on them because of the media stripped of the goals of the noble profession, we find them start to inflame the emotions of the masses supporting the team without the other team and carried them to attack the opposing team or supporters in favor. Thus, sports media do not raise the negative attitudes of Algerian women.

Table 33: shows the positive behaviors women have gained from sports media .

Answer	Repetition	Percent
Culture of encouragement	29	29%
Accept loss	18	18%
Modesty when winning	10	10%
Community spirit	22	22%
Denial of violence	21	21%
Total	100	100%

The quantitative data for the table show that 29% of the respondents gained a culture of encouragement, 22% gained the spirit of the group while 21% learned to renounce violence and the rest learned to accept loss and gained humility when winning. In other words, through sports media, , And promotes a culture of encouragement when it ranks the best of the masses, and when the offer of Takaful team with a coach or player it emphasizes the spirit of the community, and when he campaigns awareness and denounces violence in stadiums, the recipients are affected by this, as well as focused images such as shaking hands winner and loser And the exchange of shirts and hugs and the exit of the masses Muthana T and competitors are all these images affect the recipients, and it sports media affect a positive impact on the Algerian women's behavior.

The result of the study:

Based on the first question that examines the extent of the Algerian women's exposure to sports media, Nesting believes that Algerian women are interested in following up on the audiovisual media more than the written or audiovisual media. The most important thing that is covered by the written media is Al-Hudaf, Sports and follow-up program professional league, and that the sport is interested in follow through the various sports media is the sport of football, and we found that it is exposed to sports information in general in the evening. As for the second question, which examines the opinion of Algerian women in the sports media, we found that what the sports media provide is in line with the needs of most women and addresses their sports attention. We also found that sports media suffers from some problems. So it needs more efforts

to elevate it and avoid bias in the handling of sports issues, and we found that it depends on the language of medium level. The third question, which examines the cognitive effects of sports media on Algerian women, led us to the fact that the sports media provide information useful to Algerian women, and that it diversifies in the cultural development of its fans. And introduced them to the civilizations and heritage of other countries. Based on the fourth question that investigates the behavioral effects of sports media on Algerian women, we conclude that sports media often explains the importance of sports in the development of physical and mental health for Algerian women. We also found that sports media does not encourage Algerian women to exercise and do not work. To eliminate the negative ideas prevalent in society about the exercise of women's sports activities, and we found that Algerian women have a mathematical awareness of the concepts of health and body protection as the motivation to practice sports is to maintain its health, and we concluded that the sports media is Carrying social responsibility towards the society in which he is active through his keenness to spread sport and sports culture to form individuals who benefit and develop the society. We found that sports media promotes sports awareness among Algerian women, clarifies different viewpoints, corrects misconceptions, Women of sports in general, and we have reached the important result is that the sports media does not raise the negative and aggressive behavior of Algerian women and contributes to the dissemination of positive behaviors.

The role of sports media in the development of sports culture among Algerian women is represented in the media messages that it sends to them, which contain the values and ideas adopted by women and

embody them on the ground in the form of a set of concepts and behaviors related to the field of sport, and this role varies according to who controls In sports media institutions and the goal they aspire to achieve, either to be a sports media institution to serve the individual and society and seek to develop it and this is expected of them, either to be the hands of parties through which broadcast messages carrying negative values and works to disseminate them in society, And this is what we see through many m The sports media outlets, whose media outlets have abandoned their conscience and ethics, are running behind personal positions and interests without paying attention to the negative and chaotic effects their actions may cause.

Conclusion:

What can be said through our findings is that physical education is part of the general education that aims to prepare active individuals in the society and the sports media as part of the society. It is responsible for spreading the culture of sport and providing the recipients with all the information that meets their needs and needs And in line with their tendencies. Women are part of the masses of the sports media, although they occupy a prominent position in society through their strong presence in most areas of life. However, in the sports field there are still social obstacles that prevent women from enjoying the same status as men. Still does not accept the idea of women's exercise of sport .

In order to overcome these obstacles, there must be interdependence in order to clarify that sport is for all without distinction between the sexes. The sports media is responsible for educating women in the sports field and developing their awareness.

This is because it has the characteristics that enable it to instill social values and concepts, Change in individual and collective thinking and behavior. From this we say that sports media contributes to the development of the sports culture of Algerian women, but there are still some obstacles that prevent the success of sports media in the performance of his job.

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