

**دور الإعلام الرياضي المرئي في ترسيخ قيم المواطنة للشباب الجزائري**  
**-دراسة ميدانية على عينة من شباب ولاية سكيكدة-**

*The role of visual sports media in establishing the values of citizenship for young Algerians*  
*- A field study on a sample of Skikda young people -*

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المعلومات المقال	الملخص:
تاريخ الارسال: 2021/07/31	تهدف هذه الدراسة إلى التعرف على مدى مساهمة الإعلام الرياضي المرئي في ترسيخ قيم المواطنة للشباب الجزائري، استعانت هذه الدراسة بالمنهج الوصفي وأداة الاستبيان والملاحظة بالمشاركة كأدوات لجمع البيانات من عينة قوامها 200 مفردة، توصلت الدراسة إلى أن الإعلام الرياضي المرئي يساهم من خلال معالجته للمواضيع الرياضية المختلفة بشكل دائم في التزام الشباب الجزائري بما يقدم لهم من نصائح وإرشادات من أجل الحفاظ على أمن وسلامة الوطن والتضحية من أجله مهما كانت الظروف، كما يساهم الإعلام الرياضي المرئي في زيادة شعور الشباب الجزائري بالانتماء للوطن والتزامهم بما يقدم لهم من نصائح للحفاظ على ممتلكات الغير واستقرار المجتمع في مختلف المجالات، كما يشارك الشباب الجزائري المعلومات والأخبار والنصائح والإرشادات الرياضية التي يتلقونها من خلال متابعتهم للبرامج الرياضية مع أفراد الأسرة وجماعة الرفاق.
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<i>Article info</i>	<i>Abstract :</i>

*This study aims to identify how do visual sports media contribute in establishing the values of citizenship among young Algerians using the descriptive method as well as questionnaire and participant observation as tools to collect data from a sample of 200 individuals. The study concluded that visual sports media contribute, through the regular treating of different sport topics, in the commitment of young Algerians to the advice and directives provided to them in order to preserve security, safety and sacrifice for the homeland under whatever circumstances. Visual sports media contributes also in rising young Algerians' sense of belonging to the homeland and their commitment to the advice that objects to care for the property of the others and for the stability of the society in various fields. Young Algerians also share what they learned from watching sports media programs like information, news, sports advice and instructions with family members and friends.*

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**Keyword:**

- ✓ Visual sports media
- ✓ citizenship values
- ✓ young

**Theoretical Aspect:**

**1. Introduction**

Television has an important position and large space in the daily life of Algerian society which is strongly attracted to. Thanks to its characteristics and advantages, TV plays a major role in supporting deeds, habits and behaviors of young Algerians by influencing their way of thinking and standing. Moreover, it contributes in informing athletes and sports fans through covering national and international sport events and facts on all levels.

TV sport programs are one of the concerns of sports fans especially young public. They enhance their culture, and awareness that is why it is almost impossible to a family not to devote time to watching, whether for exchanging skills, entertainment or other sectors like health, politics, societies, cultures or sports... TV programs help in analyzing and developing the society since they bore the burdens to improve the social milieu.

Sports media, particularly visual, are the main focus of researchers, athletes and professionals. This refers to the total awareness of their direct or indirect influence on young people in various fields, starting with socialization, end to urge to be committed with sport spirit by accepting the loss and establishing the values of citizenship.

The latter refers to the characteristic that determines the rights and duties of the citizen towards his homeland according to the balance of social justice and equality before the law. It is also based on loyalty, belonging to the homeland, working to serve it at times of peace and war. It focuses on the cooperation among citizens through institutional and individual work, official and voluntary, to achieve the goals for which the society aspires, deploys efforts, schedules and draws up budgets (Khaled Manser, 2018, pp. 21-22) in parallel with the direct and indirect influence of different community institutions such as parents,



family, friends, school, mosque, cultural and scientific clubs, political parties and various associations and organizations of civil society ... etc whose role is no longer the same. Its impact on the society and young has diminished, precisely on sport young people and supporters of local clubs that participate in continental competitions (African Champions League, CAF Cup, and Arab Cup) or in national team during the African and World Cups qualifiers, or even in the friendly matches.

Sport provides us many positions and opportunities that can be better exploited with orientation and guidance to establish good moral principles in the hearts of individuals, such as appreciation of responsibility, obedience, honesty, faithfulness etc. When the individual takes up sports performance, he unleashes himself on an arena that highlights his advantages and disadvantages and shows his tendencies and directions, the individual or the collective, inherited regularly. The opportunity may be then appropriate to work on replacing these principles with high moral values that will be confirmed through recurrence until becoming an inherited habit, part of regular deeds and behavior of everyone (Abd Alatif Ben Ibrahim, Hamada Aid Nouar Antabli, 2018, p. 54)

Accordingly, we try in this study to answer the **following main question:**

- How do visual sports media contribute to the establishment of citizenship values for Algerian young people?

This question in fact comprises **three sub-questions:**

- How do young people of Skikda follow visual sports media?.
- To what extent do visual sports media contribute in strengthening the knowledge of Skikda young people about their homeland?.
- What are the most prominent values of citizenship that visual sports media programs seek to highlight for young Algerians?.

## **2. Importance and objectives of the study:**

This study is very important since it treats a serious topic related primarily to the role of visual sports media in establishing citizenship values for young Algerians. Throughout this research, we seek to look for the aforesaid role by:

- Finding out how does young of Skikda follow visual sports media.
- Finding out how does visual sports media contribute in enhancing their knowledge about homeland.
- Finding out the most prominent citizenship targeted by the programs of visual sports media.

## **3. Key concepts:**



- **Sports media:**

According to Yacine Fadl Yacine, sports media is the process of diffusing news, information and sport facts besides the explanation of the rules and regulations of sports games and activities to the public in order to spread the sport culture among the members of a society as well as developing sports awareness (Yacine Fadl Yacine, 2015, p.16)

- **Visual sports media:**

It can be defined as the sports media that relies on the sight of people. It is also known as audiovisual sports media because it is based on both hearing and sight senses such as: television, video, and internet. TV for instance presents sound, image and movement; hence it is designated to more than one sense which requires a particular concentration. It associates sound and image to create an act as a result of radio and cinema capacities. It also combines the charming voice to the seduction moving picture which helps to submit the sport media message via the picture and the gestures of the broadcaster as well as his face expressions which are the prime elements of TV sport programs. Thus, the influence of TV overpasses all the other means of communication (Atef Adli Elaabd & Nouha Atef Elaabd, 2008, p.175).

Consequently, visual sports media aims at conveying information to the public in general and to athletes and workers in the sport field particularly through TV that adds to the charming voice a seductive moving picture. This helps in the transmission of the sport media message integrated in various journalistic molds insisting on different sport news, issues, information as well as athletes (being its basic topic)

- **Citizenship:**

It is a social, political and legal relation. When it comes to legal nationality right, the relation is between a person and a country. It offers him religious, economic and cultural rights, allows him to exercise his political right provided that he is not totally or partially deprived of exercising it because of the denial of his basic legal right (deprivation of nationality) or because of criminal conviction (denial of civil rights). In addition, each citizenship has its own identity related to the components of social culture, religious beliefs and the political system of a country. These considerations related to identity affect negatively or positively the way citizenship represented to the citizens, the extent of their patriotism and awareness of their rights and practical duties towards the state (Sidi Mhamed Weld Yeb, 2011, p.59).

In other words, citizenship means that the individual belongs to the state consistently. He has rights and duties, i.e. he is committed to the laws issued by the state to which he belongs which achieves justice among all citizens. It is then a relation between the person and the state that includes rights and duties of freedom and responsibilities.

Citizenship in sports is to provide the individual with national sport knowledge and information. Hence, it presents a cognitive culture in



the Field of education on the good values of citizenship through the contribution of everyone, even institutions of social education (family, school, friends, mosque, media ... etc.).

• **Citizenship values procedurally:**

It is the set of national ethics, deeds and behaviors that young Algerians acquire from their contact with sports programs in visual sports media, which influence their ideas and beliefs through they determine their rights and duties towards the homeland.

• **Young:**

Many definitions were attributed to the word "young", among them the definition of the General Assembly of the United Nations; It is the part of society that consists of persons whose age is between 15 and 29 years. United Nations however said that young concerns heterogeneous group of persons between 15 and 24 years, in constant evolution moreover, being young highly differs from one region or country to another (Yacine Qarnani, 2019, p. 43)

In this study, the procedural concept of young in Algeria refers to every Algerian who follows programs, news and various sport developments related to the country and citizens through the sports media within persons aged between 18-35 years.

**4. Previous studies:**

Previous studies are considered one of the most important methodological steps of the scientific research. Many dealt with topics similar or close to ours. They can be summarized as follows:

✓ **The first study: The role of sports media in developing the spirit of citizenship among young Algerians -field study university students - (Jamal Dreir, December 2015, pp. 583-613)**

This study aimed to identify the extent of the contribution of sports media in increasing the knowledge of young Algerians about their homeland in strengthening the values and feelings of citizenship as well as in creating behaviors and practices that reflect the spirit their citizenship based on the nature of the follow-up of modern and traditional sports media. In order to achieve the objective of the study, the following problematic was included: To what extent do the Algerian traditional and modern sports media contribute in developing the spirit of citizenship among students of University Algiers 3?.

The survey method was chosen for the study with the application of the questionnaire as main tool for collecting data on a quota sample of 220 individuals. The most important results are:

Algerian sports media programs lead to the emergence of some positive behaviors and practices that reflect the spirit of citizenship among young Algerians. This was relatively, as the study indicated that the emergence of such behaviors remains occasional and depends on the



circumstances under which football matches of the national team are held.

- ✓ **The second study: The role of sports media in highlighting and establishing the aspects of citizenship among young Algerians- an analytical vision and survey of the functions and principles of the Algerian media** (Ataallah Tarif, Mohamed Bouras, May 2019, pp. 158-171)

This study aimed to present an integrated evaluation and vision on the different forms of the Algerian sports media (written, audiovisual, visual, and web) and its role in highlighting and supporting the concepts of citizenship. The latter focused on the various media outlets in social life, as one of the main pillars adapted to different evolutions and transitions towards development, modernization likely to enhance promotion programs and policies. Moreover, it contributes in strengthening the manifestations of citizenship and achieving political and social stability, as well as in creating spirit of belonging and devotion. It also becomes an integral part of the system of structures and social, political, economic and even sports fields that is indispensable for any country.

- ✓ **The third study: The role of official and private Kuwaiti satellite channels in promoting citizenship among young Kuwaitis** (Badr Hamad Al-Salal, 2012)

The study aimed to find out the role of the official and private Kuwaiti satellite channels in promoting the dimensions of citizenship among young Kuwaitis. To reach the objective of the study, the problematic included the following question: did the official and private Kuwaiti satellite channels contribute to the promotion of the dimensions of citizenship among young Kuwaitis? The descriptive-survey approach was chosen for the study with the application of the questionnaire as a main tool for collecting data on a relatively random sample of students from Kuwait University and Gulf University for Science and Technology GUST (370) male and female respondents. The study resulted in several findings, the most important are: There are statistically significant differences among the sample of students towards the role of Kuwaiti satellite channels in promoting citizenship due to the rate at which students watched satellite channels, where the differences came in favor of the viewing category (03 hours or more per day) i.e. the evaluation of students for the role of Kuwaiti satellite channels in promoting citizenship increases in this category compared to others.

#### - **Comments on the previous studies:**

Through our review of the aforesaid previous studies, we find them somehow similar to ours. They touched on a very important topic which is still subject to discussion and research on various levels: sports, societies, psychology, and media. It mainly concerns developing and establishing the values of citizenship among young Algerians, and how do visual sports media contribute in that.

We also benefited in identifying the aspects of dealing with such studies related to the role of visual sports media in establishing the values of citizenship for young Algerians by determining methodological procedures such as: the research community and sample, the quality, methodology and tools of the study, besides having a general idea about formulating the study questions.



## **5- Theoretical approach:**

In this study, we relied on the cultivation theory which assumes that the public is influenced by media in the perception of everything around. The knowledge, particularly of individuals who are heavily exposed to the media increases (Yacine Fadl Yacine, 2015, p.53). This study starts in the attempts of looking for a topic related to the role of visual sports media in establishing the values of citizenship for young Algerians. We aimed to focus on the interest of sports media, precisely the visual, on the educational aspect since it guides and directs the young's behaviour. This last has a great importance in the Algerian society and its relations. We referred also to uses and gratifications theory in the analysis of some results.

## **Practical aspect:**

### **1- Methodological approaches:**

#### **- The survey:**

A researcher usually makes use of a survey in order to discover a new phenomenon, or a part of, unprecedentedly studied. It provides the necessary information to define the study frame works that a researcher intends to undertake, or even to determine the construction and design of the research plan and the areas of its fundamental components as well as decision-making for the possibility of conducting a future deep inclusive study (Al-Falahi, 2018, p. 84).

In this study, we questioned a range of young people being a study sample, in November 2020, aiming to know the extent of clarity of the questionnaire as well as to collect extra information and news that support the study.

#### **- Curriculum and quality of the Study:**

In line with the nature of the topic in question classified within descriptive studies, since we relied on the descriptive approach as a method; it is a way to analyze based on sufficient and accurate information on a specific phenomenon or topic over a known period(s) of time, in order to obtain practical results interpreted objectively, consistent with the real phenomenon data (Abdullah Muhammad et al., 2017, p. 55).

#### **- Limits the fields of study:**

#### **- Space time:**

The study was conducted on young people over the period of 01/12/2020 to 05/01/2021.

#### **- The human field and sample:**



To achieve the goal of the study in line with the space time, the community targeted constitutes of young Algerians, Skikdis in particular. Since this society it is characterized by its large unknown number, also heterogeneous and statistically undefined, we chose randomly the state capital, Skikda, to avoid any subjectivity. We also selected an intentional non-probable sample of 200 individuals. The questionnaire was distributed to various young people in the state, from different streets and areas: Ciy 20 Août 1955, city Bouayala, Merj Eddib, les allées et city of 500 logements.

- **Data collection tools:**

To collect data from the field study, we made use of two tools, participant observation and questionnaire:

- **Participant observation:**

through observing the daily deeds, behaviors, interactions and practices of young people that indicate and reflect their belonging and love for the homeland, precisely after the victories achieved by the national football team.

- **Questionnaire:**

We designed a questionnaire to include in form 20 questions divided into four axes as follows:

**Axis 1:** characteristics of the study sample

**Axis 2:** the nature of the follow-up of Skikda young people to the visual sports media.

**Axis 3:** the contribution of the visual sports media in enhancing the knowledge of young Skikdis about their homeland.

**Axis 4:** the values of citizenship that visual sports media aims to highlight to young Algerians.

**2- Presentation and interpretation of the results:**

According to the field study, the results are as follows:

• **Personal data:**

The results show that the majority of respondents are males, at a rate of 93.16% compared to only 6.84% of the females. This is very evident, given that most of sports public in Algeria especially football are males. Also, the majority of the respondents are of secondary school level at a rate of 52.30%, then university level at 35%, followed by post graduation and average levels at 10.40% and 02.30% respectively.

**First:** the nature of the follow-up of Skikda young people to the visual sports media.





• ***Intensity of respondents watching sports programs:***

The first thing that can be pointed out is that the study sample members watch sports programs every day. The results showed that the majority watch sports programs at night at a rate 71.53%, while the rest balanced between watching in the evening or non specific time at near rates 03.23% and 24.73%, respectively. 00.30% and 00.21% watch sports programs in the morning or at noon respectively, which is very normal, as family members are busy during the day but have sufficient time to be devoted at night to accede to various news, information and different sport events.

The percentage of watching sport programs varies, 52.93% watch every day more than two hours, however 39.87% watch from one to two hours. The remaining category watch less than one hour at a small rate 07.20%. This indicates a high contact with media which necessarily lead to a strong influence on the lifestyle of the public (young Algerians), on the style of communication, relationships, and other aspects. The results confirm one of the hypotheses of cultivation theory; media can instill certain cultural patterns that have an impact on the public's awareness and behavior. It can impose a certain type of some cultural patterns conveyed by the media message as a result of the cumulative exposure to the media (Mohamed Ben Saoud Al Bishr, 2017, pp 119-120).

Sports programs that young Algerians watch in order to obtain information differ conforming to their needs and interests, however, football programs were the most point of interest. Accordingly, their percentage reached 96.20%, while the little remaining category watch different sports programs at a rate 03.80%. In fact, football is not only matches, champions and crowning, but it is also communication, integration and tolerance between peoples. It reflects a whole life including many aspects. It draws the attention of wide and varied categories in our society and becomes one of the influential interests of young Algerians who impatiently look forward to the date of the national team match or favorite club.

• ***Watching motives:***

The news of our professionals in various tournaments (mainly European, Qatari and Saudi championships), of national team news with its official and friendly matches (World and Africa Cup qualifiers), and news of Algerian club matches participating in various continental and international tournaments (African Champions League, CAF Cup, Arab Championship) are the most important motives for the study sample to watch visual sports media as shown in the results 42.44%, 37.56%, and 20%, respectively. This is confirmed in the theory of uses and gratifications that depends on some psychological facts; i.e. everyone has a special structure of interests, needs and values that make his choices (Mohamed Nasr, 2015, p. 272).

• ***The tool used while watching:***

The findings show that most of the respondents watch and follow sports news and programs through television at rate of 75%, while the rest depend on their follow-up of news, information and

various sport events via smart phone and computer respectively at 24.33% and 00.67%.

***Second: The manifestations of the contribution of visual sports media in promoting the values of citizenship for young Algerians:***

The field study found that the programs of visual sports media contribute permanently to the knowledge of young Algerians about the value of patriotism. 46.57% among them agree that national sports programs really increase their love for the homeland and make them prefer it than any other country considering Algeria as a home. In another hand, 42.15% believe that sports media programs make them proud of the Algerian athletes and their achievements in international forums, especially the success of the national team of football in the recent years under the leadership of Djamel Belmadi, who drove it to long-awaited victory of full 29 years where the leader Riyad Mahrez raised the African Nations Cup in Egypt. In addition to the individual awards that Belmadi and his team won, we mention the Best Coach Award for Belmadi, the Best Player Award for Ismail Bennasseur, and the Best Goalkeeper for Raïss Wahhab Mboulhi.

The rest of the category, estimated of 11.28%, think that supporters' photos published in visual sports media, who come from everywhere to sustain their team, holding the national flag, singing the national hymn with other various enthusiastic sports songs, contribute greatly to their respect, greetings, admiration of the national flag as well as pride of their country and its champions.

The study also showed that visual sports media programs contribute in one way or another in enhancing young people's feelings of belonging to the country. 21.15% of the respondents find that the programs improve their feeling of loyalty, in the same context, 22.18% believe that programs contribute to increasing their conviction that they have duties towards their country conformed to the rights they take, for instance, to be proud of the national symbols, the need to sacrifice for the homeland expressed in different ways. Some sacrifice their money, some their time, some bother to travel to encourage the national team, some players sacrifice everything in order to honor the national flag in standing on the podium of coronations.

Moreover, 15.43% of the respondents believe that to the necessity to revive the spirit of brotherhood among people of the same nation, whether Algerians or Moslems.

As for the remaining 41.24%, they confirm that loyalty to the homeland is not simply to feel belonging to it, to sacrifice for, and to be proud of national symbols. It is in fact wider than these concepts. It includes compliance with rules and systems, reminding the role of the state in enacting legislations that contain laws and regulations accepted and respected by all the citizens, aiming to live a stable and safe life which preserves the prestige and status of the homeland, sticking to customs and traditions (that characterize us), not to comply with foreign customs and traditions or with issues opposite to religion, such as the players who entering the stadium reading Quran (Al-Fatihah) or not to break the fast in Ramadan during the match as well as the preservation of the country's wealth and property.

This was embodied by highlighting the competence of some players and their right to embrace the national colors. Also, their neglecting affects negatively the performance of the team. This result is conforms with many studies that aimed to identify the extent of the media's contribution to developing citizenship values among young people. We mention the study of the researcher Abdullah bin Muhammad bin Bakhit Saffar on the role of social media networks in establishing the values of citizenship according to young Omanis students. It concluded mainly that social media networks and applications establish and strengthen most of the values of citizenship, loyalty in the top besides defending and preserving homeland which is in the roots of Oman society (Abdullah Ben Mohamed Ben Bakhit Safrar, 2017, p. 107)

Visual sports media contributed also to the development and establishment of the value of identity, as shown in the findings. 59.85% of the respondents find that visual sports media programs contribute to providing young Algerian followers with information about the various regions of the country. 42.15% however think that the programs provide knowledge about everything related to the Algerian champions, like for example their place of birth, education, extra information about their Algerian Islamic Arab identity, mostly through the analysis of specialists who accompany the important sport events.

In fact, following various sports topics and events broadcast through visual sports media has a medium importance mostly among young Algerians. This was confirmed in the results that show that 56% of the respondents believe that sports topics are of medium importance while 42% indicated that the topics are very important. The rest, estimated of 02%, (which is not a considerable rate) say that the topics are less important. The degree of importance of these topics is interpreted in the participation of young Algerians as respondents, of information and sport news that aim to educate them on the values of citizenship that they acquire from watching visual sports media with community members, as their percentage reached about 96.75% of the volume of respondents.

As for the who are concerned with transmitting news and sports information, they vary according to people differences, yet their participation is with family members and friends as shown in the results of the field study that indicated that most of respondents share news and information it with family members only at a rate of 54.74%, while the rest shared it with family members and friends at a rate of 45.26%. 59.88% exchange information and sports news face-to-face; yet 40.12% share face to face or through social media. This can be explained by the fact that this participation stems from the of the responsibility sense of young Algerians towards family members and society, since the family is the basic environment suitable for raising children on the values of good citizenship and the means by which the heritage is transmitted and preserved across generations.

The findings explain that most of the respondents follow visual sports media topics in order to know the news of the national team and the professional Algerian players in various tournaments at arte of 63.89%. Lesser, 20% and 12.78% respectively aim to increase sports awareness, and to get news and information about the local championship. Fewer pursue just as an act of curiosity at a rate of 03.33%.

This diversity in the motives of watching visual sports media confirms one of the five hypotheses of Katz and his colleagues on which uses and gratifications theory is based. It assumes that the members of the public are active participants in the process of mass communication; they use means of communication to achieve intended goals that go with their expectations (Makkawi, 2010, p. 241)

The confidence of the respondents in the sports information and news is average in most cases, as clarified in the study. 87% have high confidence in these news and information, while 10.78% have an average confidence. Yet, the rest of the category has low confidence at a rate of 02.22%.

The results indicated that most of the respondents preferred to follow the news of the national team and professionals in various tournaments in order to obtain information that develops and establish the values of citizenship at a rate of 93.11%. Following news and matches of the local championship in its various sections (first and second professional, minor sections) is the second source to obtain information at a rate of 06.33%. As for the few remaining respondents, they get information through the news stream, at a rate of 00.56%.

The preference of young Algerians (the study sample precisely) for the news of the national team and professionals in many European and Gulf championships, that enhance the values of citizenship can be explained by the relation of the topics with famous national sports figures who are considered good example. The findings for instance explain that of the majority of respondents are influenced by the players of the national team and their coach, Djamel Belmadi at a high rate of 88.57%.

This appears from their tentative to imitate them in clothes, in the way of playing, in celebrating the scoring goals and in defending the colors of the national flag. Yet, 10.50% admit that they are influenced by the players of the national team and the coach but not to the point vulnerable of imitating. The very small and remaining percentage representing 00.93%, are not affected by the performance of national team and professionals. Moreover, these programs are supervised by specialists and deal with sports issues in a kind of examination and specification, in a simple and clear way. This led the majority to acknowledge the **permanent** contribution of sports topics related to the news of our national team and professionals in various tournaments to develop the citizenship values, at a rate of 89.03%. 10.17% find that these topics **sometimes** contribute to the enhance citizenship values, while the few rest, 00.80% admit that sports issues contribute very rarely to the establishment of citizenship values.

On the other hand, visual sports media does not contribute **permanently** to the young Algerians avoiding the various manifestations of violence, whether inside or outside the stadium. This was explained in the results as 48.67% being exposed to visual sports media topics aims to strengthen values of citizenship, while 45% find that being exposed **permanently** did. Yet, the remaining category believes that it is very rare at a rate estimated of 0.633%.

This can reflect that the topics of visual sports media object to promote citizenship among young Algerians reject completely the



manifestations of violence that occur in Algerian stadiums. At the same time, it contributes to develop their sense of responsibility towards the homeland, encourages them to behave in a way that supports the sport spirit, tolerance and fraternity. It focus on honest competition, thus it entertains and educates the public about football by instilling a culture of respecting the others, preserving their properties, and achieving several goals primarily conveying information and sport events that demonstrate loyalty and sacrifice for the homeland.

Visual sports media contribute **permanently** to the commitment of young Algerians to the advice and directives provided in purpose of preserving security, safety and sacrifice for the homeland under any circumstances. As shown, 68.33% of the respondents admitted that they watched programs and topics of visual sports media that urges the preservation of security, safety and sacrifice for the homeland by being committed to the advice and directives. 27.78% believed that this is **sometimes**, yet the rest think that it is **rare**, with an estimated rate of 0.3.89%.

**3- Conclusions and suggestions:** The study concluded the following:

- Young Algerians watch sports programs in visual sports media everyday at an average of more than two hours per night on television, in order to follow football programs which are their greatest interest.
- Following up the various topics, news, information and sport events exposed in visual sports media has a medium importance mostly for young Algerians.
- The trust of young Algerians in sport information and news exposed through visual sports media is average most of the time.
- Young Algerians share sports information and news that aim to educate the values of citizenship they receive from being in contact with visual sports media with family members and friends through face-to-face communication and social media.
- Young Algerians prefer to follow Algerian professionals' news and players in various championships, news of the Algerian national team and its official and friendly matches, as well as news of Algerian club matches participating in various continental and international tournaments.
- Visual sports media contribute to the young Algerians' avoiding various manifestations of violence, whether inside or outside the stadium, and encouraging behaviors that support sport spirit, tolerance and fraternity in order to achieve loyalty and sacrifice for the homeland.
- Visual sports media contribute permanently in the commitment of young Algerians with the advice and directives provided to preserve the security, safety and sacrifice for the homeland under whatever the circumstances.
- Visual sports media contribute permanently to promote the patriotism value of young Algerians through:



- ✓ Sports media programs increase their love for the homeland and make them prefer it than any other country as being home for all Algerians.
  - ✓ Sports media programs make them proud of sport achievements reached by Algerian athletes in international forums.
  - ✓ Diffusing the audience's photos supporting and sustaining the national team everywhere in the country; carrying the national flag, singing the national hymn and enthusiastic sports songs play a great role in strengthening respect, salutation of the national flag and pride in Algeria and its champions.
- Visual sports media permanently contribute to increasing the sense of belonging to the homeland within young Algerians through:
- ✓ Programs of visual sports media most of the time develop the feeling of loyalty among young Algerians.
  - ✓ They raise the conviction of young Algerians with the homeland offers which require them in turn to fulfill a set of duties towards it, through for instance being proud of national symbols, through the necessity to sacrifice for it which was expressed by the respondents in many forms.
  - ✓ The affirmation of young Algerians that the concept of loyalty extends to include the compliance with the laws and regulations, sticking to national customs and traditions, rejection of foreign or conflicting customs and traditions.
- Visual sports media contribute permanently to the development and establishment of the identity value of young Algerians through:
- ✓ Providing the young Algerian watching public with information about various regions of the country.
  - ✓ Their knowledge of everything related to the champions of Algeria, like their place of birth, education, and all information about their Algerian Arab Muslim identity.

Accordingly, we suggest the following **recommendations**:

- young Algerians need to pay more interest to sports media, particularly to visual, as it clearly contributes to strengthening their knowledge about the homeland.
- paying more attention to the topics of sport programs related to football that intend to develop citizenship values among young Algerians through their favorite programs that provide them with sports information that answer their interests in order to attain the desired positive impact in acquiring members of society a correct sport culture to preserve the security, safety and sacrifice for the homeland under whatever circumstances.





-Advantaging from the high turnout of young Algerians every day to visual sports media and from their follow-up of the news of our professionals in various championships, of the national team and its official and friendly matches, in addition to the news of the Algerian club matches participating in the various continental and international forums in order to maintain the continuous diffusion of the information, advice and directives that encourage young Algerians to adopt behaviors that support sport sprit, tolerance and fraternity. Also to focus on honest competition in order to instill a culture of respect for others, preserving their properties, and urging loyalty and sacrifice for the homeland.

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Scientific Journal for Sport  
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