



**Sports media and its trend in building intellectual awareness among sports clubs in southern Iraq**

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**Abstract**

**Objectives.** This research aims to explore how different types of sports media including television, newspapers, online platforms, and social media contribute to spreading and reinforcing positive intellectual and social values among sports coaches in southern Iraq.

**Materials and Methods.** The study focused on coaches from sports clubs in the cities of Basra, Dhi Qar, Amara, and Samawah. Data collection was carried out over the period from February 4 to 24, 2024. A descriptive method was adopted to explore the influence of different sports media on the views, attitudes, and knowledge of the coaches related to exercise science ethics and communitarianism.

**Results.** However, the findings suggest that sports media has a significant positive influence on the coaches love community support and are a bit protective against fanatic beliefs, by disseminating valuable social values. Also, it aids in curbing the spread of extremist views by focusing on human values. Sports media also provides crucial points of interception for relaying the types of correctives to which sports themselves respond. doubts an conflicts that arise in the field of sports and social relations activities, lessening the potential to become engaged in damaging behaviors.

**Conclusion.** All in all, sports media plays a role is a strong aspect to develop,inct on watershed beliefs about gender relations. The moral awareness and promoting social change within sports coaches in southern Iraq. Its role in stablishing good values and behaviors. opposing extremism highlights the need for media initiatives to be reinforced which promote the creation of an environment which encourages a sound sports culture, and social harmony.

**Keywords: Sports media, intellectual awareness, Sports club coaches.**

**Introduction.**

Sports media have a strong influence to the intellectual and cultural consciousness of individual especially youth university students to cultivate the good values and facts in positive perspection. In a time when technology is developing at a breakneck rate and the volume of sports content is growing in all digital dimensions, sports media has been recognized as an integral conduit for spreading ethical values and confronting intellectual difficulties that frequently affect younger people. Its influence has been rising, representing a closer relationship between the sport's sector and the media as well as in spite of the developmental stage of the country. Sports, and the increase and



fragmentation of sports, has, in many ways, driven the evolution of media options and competition. At the same time, they have helped to popularize sport, and to increase its social significance, by exploiting and enhancing such public interest and involvement.

The media and sports, as social institutions in their own right, both play influential roles. The equipment and wide transmission of sports media, which, along with schools and universities, play an important role as an educator in sports system context. Through this partnership, the function of sports media has expanded from diverting public attention to addressing wider social issues, such as loyalty, extremes and social cohesion. Especially in the South of Iraq, the study is important because the sports club coaches are one of the important parts in the community who are exposed practically and directly to the field of mass media content impact. Exploring the role of sports media in shaping these coaches in this way provides important insight into the social power of sports media and its potential impact on a more virtuous sports culture, civic literacy, and a model for ethical behavior

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The primary focus of this research is the role that the sports media plays in propagating healthy intellectual values for coaches in the sports club in southern Iraq. Do the media have the power to halt dangerous ideological currents and foster socially responsible conduct? “Targeted training and exposure to positive messaging can make teachers and others who coach sports, more predisposed to working together, want to live according to rules and norms and co-exist in an environment of peace and mutual respect, as opposed to one based on hatred, exclusion and extremist-like views that pose a threat to entire communities and their social and security fabric.” The research is guided by two questions; how far does sports media influence the inculcation of positive intellectual values in sports coaches in the area? Second, do such differences in the role of media in protecting the coach from false beliefs exist at a level of significance of 0.05?

The research specifically seeks to assess the influence of various sports media forms—including television broadcasts, print journalism, internet platforms, and social media networks—on promoting intellectual awareness and ethical conduct. The study was conducted between February 4 and May 1, 2024, and focused on a research sample comprising 1,149 sports coaches from southern Iraqi provinces such as Basra, Dhi Qar, Amara, and Samawah. Coaches from a range of sporting disciplines and educational levels were involved to ensure comprehensive representation. A descriptive survey method was adopted due to its appropriateness for the study’s objectives and population scale, enabling the researchers to gather data on coaches’ perceptions and analyze the influence of sports media on their intellectual and moral orientations.

### **Study Participants**

The study sample comprised 300 coaches who coached in the sports clubs in the South of Iraq and were selected randomly. A total of 190 male coaches (69%) and 110 female coaches (31%) took part in the research. This sex breakdown is indicative of the sex disparity in the sport sector in the region. Due to the nature of the sample, the demographic information was purposefully presented to



give some background to the respondents and to aid in the analysis of differences in perception according to gender.

**Study Organization**

In order to accomplish the aims and objectives of the study and to answer the research questions, the researcher employed questionnaire as the main data collection instrument. This instrument was developed through a rigorous review of literature and prior research that explored media's impact on sports and cognitive development. The questionnaire consisted of two parts. The first part consisted of some demographic and background questions of the participants, and the second included 20 items designed to measure the effect of the sport media on shaping intellectual values among coaches.

In order to confirm the validity of the instrument, the questionnaire was reviewed by a panel of seven experts with experience in the academic and practical sectors. The experts then reviewed the items for clarity, relevance, and alignment with study themes. Several enhancements were introduced empirically to further enhance content precision following feedback. The reliability was tested by the use of Cronbach's Alpha, which resulted in a coefficient of 0.87, indicating a high internal consistency of the scale and confirming the dependability of the tool for academic research.

A five-point Likert scale (from 1 = very little to 5 = very high) was used for the response format, which allowed the respondents to show their agreement level with each item. To aid in interpretation of the responses, the 5-point Likert scores were categorized as follows: scores below 2.33 were placed into the low category, scores between 2.34 and 3.66 were moderate, and scores from 3.67 to 5.00 were high.

**Statistical Analysis**

The Statistical Package for Social Sciences software was the tool used for the analysis of the questionnaire data, v. 21. Both quantitative and qualitative data was analysed using statistical tests such as frequency distribution, percentage and arithmetic mean plus standard deviation to describe the information incisively. In addition, the study employed the Cronbach's alpha reliability coefficient to assess internal consistency of the questionnaire. To examine relationships and differences across various variables, the Chi-square test and one-way Analysis of Variance (ANOVA) were utilized. These analyses enabled the researcher to determine whether statistically significant differences existed among the responses of the participants, particularly in relation to gender and perceptions of sports media's intellectual influence.

**Results**

1. Results Related to the First Research Question To what extent does sports media influence the consolidation of sound intellectual values among sports club coaches in southern Iraq?

**Table 1.** Arithmetic Means and Standard Deviations of Each Item in the Questionnaire

No.	Statement	Mean	SD	Rank	Degree
1	Sports media contributes to instilling sound intellectual values among coaches	3.71	0.94	7	High



2	Plays a role in reducing intellectual deviation	3.64	0.97	10	Medium
3	Limits material, moral, and personality destruction	3.55	1.11	15	Medium
4	Plays a role in instilling religious values	3.32	1.11	20	Medium
5	Focuses on religious, educational, and guidance programs	3.37	1.27	18	Medium
6	Covers news accurately, objectively, and clearly	3.76	1.08	4	High
7	Contributes to strategies combating deviant thinking	3.56	1.12	14	Medium
8	Highlights event details for competitive news coverage	3.60	1.08	11	Medium
9	Raises awareness of legal responsibilities	3.53	1.11	16	Medium
10	Publicizes penalties related to intellectual deviations	3.42	1.20	17	Medium
11	Emphasizes the progressive nature of intellectual deviation	3.58	1.10	12	Medium
12	Exposes terrorist groups corrupting youth thought	3.34	1.26	19	Medium
13	Contributes to correcting undesirable behaviors among youth	3.65	1.06	9	Medium
14	Highlights role models who embody intellectual security	3.57	1.10	13	Medium
15	Educates about societal unity against deviance through values and principles	3.91	1.02	1	High
16	Emphasizes societal deviation is a negative trend	3.72	1.09	6	High
17	Contributes to building a good citizen	3.81	1.06	3	High
18	Highlights that deviation causes division within society	3.75	0.95	5	High
19	Shows distancing from deviant ideology protects innocent lives	3.89	1.16	2	High
20	Acts as a watchdog preventing coaches from joining extremist groups	3.66	1.16	8	High
Overall Performance		3.62	0.72	-	Medium

Interpretation:

The overall mean indicates that coaches' perceptions of the role of sports media in promoting sound intellectual values are moderate to high. The highest-rated item (3.91) was the media's role in "educating coaches about societal unity in confronting deviant ideologies." This reflects a strong belief in the power of sports media to reinforce social cohesion and national values. Conversely, the lowest-rated item (3.32) was the media's role in promoting religious values, indicating that there is room for improvement in this area.

2. Results Related to the Second Research Question Are there statistically significant differences at the level (0.05) in the role of sports media in protecting students from false beliefs attributable to the variables: gender, age, or place of residence?

To answer this question, the researcher employed a one-way ANOVA to test the differences in mean scores based on demographic variables.

Table 2: Arithmetic Means and Standard Deviations According to Gender and Age

Variable	Category	Mean	SD
Gender	Male	3.90	0.74
	Female	3.49	0.68
Age	18–25	3.69	0.84
	25–30	3.60	0.69
	30–38	3.72	0.55

Table 3. One-Way ANOVA for the Role of Sports Media Based on Demographic Variables

Variable	Sum of Square.	df	Mean Square	F-value	Sig.
Gender	7.696	1	7.696	16.037	0.000
Age	0.181	2	0.090	0.188	0.828



Error	140.617	293	0.480
Total	148.524	297	
Corrected			

Discussion

The findings of this study demonstrate that sports media holds a moderately high influence in reinforcing sound intellectual values among sports club coaches in southern Iraq. This suggests a generally positive perception among coaches regarding the media’s educational and awareness-raising role in combating deviant ideologies.

Notably, the highest-rated item in the questionnaire highlighted the role of sports media in educating coaches about societal unity in confronting deviant ideologies, with a mean score of 3.91. This reflects a strong belief in the media’s capacity to promote national cohesion and shared values, likely due to its wide reach and persuasive messaging. Sports media appears to function not only as an informational tool but also as a cultural force that helps cultivate solidarity and intellectual resilience, especially in the context of ideological threats.

On the other hand, the item with the lowest score, concerning the role of sports media in instilling religious values (mean = 3.32), points to a potential gap in the media’s content. While the overall influence remains moderate, this finding suggests that more targeted efforts may be needed to integrate religious education into media narratives in ways that resonate with coaches and promote ethical frameworks.

The total mean of 3.62 further supports that sports media have been instrumental--though not yet in its perfect or right status, as a tool in intellectual consciousness upgrade. It indicates that although the press is believed to be in a position to contribute to moral and ideological leadership, such potential can be augmented strategically, especially in the domains of ethical, religious and civil values.

Moreover, ANOVA shows that there is a statistically significant difference according to gender in perceptions and that male coaches have a higher mean (3.90) than female coaches (3.49). This difference can be due to cultural factors, which could be due to the fact that male coaches are more likely to come into contact with public discourses and places where extremist ideologies are voiced. Thus, sports media may have a heightened influence on this population by providing alternative narratives to ideological deviants.

There were no differences by there age or residence, indicating that there was agreement across these groups as to what the media's role is. This consistency highlights the general acceptance among different demographic groups that sports media has an intellectual and moral influence.

Such findings are consistent with other studies (e.g. Smadi 2016; Al-Shafi’i Hassan 2016) indicating that the media plays a moderatet yet influential role in the fight against extremism. The results taken together point to the usefulness of sports media for strategic



national development and intellectual security, if the content can be updated to focus on the challenges of society.

## Conclusion

Findings of this study indicate that sports media occupies a major role in the establishment and stability of positive intellectual values of sports club coaches in the south of Iraq. The results demonstrate that sports media can achieve social cohesion, reduce exposure to extremist ideology, and facilitate positive interactions among coaches and the sectors in the framework for positive action. Overall however, while the perception of sports media role in the development of sports is moderately high, there exists room for more improvement especially with making sports media's role in the inculcation of religious values more pronounced. Moreover, the gender differences further underscore the effect that sports media have in reducing prevalent misperceptions, particularly for male coaches. These findings highlight the potential of sports media as an effective means to promote cognitive awareness and social solidarity among the sports public.

## Recommendations

1. Sports media should create and produce customized programs that address the interest and value of youth and coach audience and help promote positivity and counter-messaging against extremist or harmful thoughts.
2. There should be an increased focus on educational and awareness campaigns within sports media that address the risks associated with ideological deviations and extremist beliefs.
3. Sports media managers and decision-makers need to adopt comprehensive strategies to raise awareness among coaches about local and global issues related to ideological threats, highlighting the societal and individual consequences.
4. Specialized media content focused on intellectual awareness and the prevention of ideological extremism should be produced, utilizing evidence-based approaches to engage and educate young audiences effectively.
5. Prominent athletes and sports figures should be engaged as role models and ambassadors in media campaigns to enhance the reach and impact of intellectual awareness efforts, encouraging ethical values in both sports and society.

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