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by Musamus Journal Of Physical Education And Sport (mjpes)

Submission date: 27-May-2025 10:15PM (UTC+0530)

Submission ID: 2686154277

File name: publish_Ahmed_April_2025_ok_cek_turnitin.docx (75.35K)

Word count: 2664

Character count: 15827



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 approach was used to examine the impact of various sports media channels on the coaches' perspectives, attitudes, and awareness regarding sports ethics and community development.

Results. The results indicate that sports media significantly enhances coaches' appreciation for community solidarity and plays a protective role against extremist ideologies by promoting constructive societal principles. Furthermore, it helps limit the spread of radical views by emphasizing human values. Sports media also serves as a valuable platform for correcting misunderstandings by encouraging positive engagement in sports and social activities, which in turn reduces the likelihood of involvement in harmful behaviors.

Conclusion. Overall, sports media is an influential factor in cultivating ethical consciousness and advancing community progress among sports coaches in southern Iraq. Its contribution to fostering positive values and countering extremism underscores the need to strengthen media initiatives that support the development of a healthy sports culture and social harmony.

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

Introduction.

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Sports media plays a significant role in shaping the intellectual and cultural awareness of individuals, particularly among university students, by promoting constructive values and guiding thought in a positive direction. In an era marked by rapid technological advancement and the proliferation of sports-related content across various digital platforms, sports media has emerged as a key mechanism for disseminating ethical principles and addressing intellectual challenges that often confront younger generations. Its growing influence reflects

the increasingly close connection between media systems and the sports sector, regardless of a nation's developmental stage. The expansion and diversification of sports have, in many ways, driven the evolution of media platforms and heightened competition among them. At the same time, these media channels have amplified the popularity of sports and strengthened their societal role by responding to public interest and engagement.

Media and sports, each in their own capacity, function as powerful social institutions. The tools and reach of sports media make it a vital supporter of the sports system, complementing the educational responsibilities traditionally held by schools and universities. This collaborative relationship has transformed the role of sports media from merely entertaining audiences to influencing wider societal issues such as loyalty, extremism, and social cohesion. The significance of this study is particularly evident in the context of southern Iraq, where sports club coaches form a vital segment of the population that is directly exposed to and influenced by media content. Investigating how sports media contributes to instilling sound intellectual values among these coaches is essential to understanding its broader social impact and potential for fostering ethical sports culture, community awareness, and positive behavioral models.

The central issue addressed in this research is the extent to which sports media helps reinforce healthy intellectual values among coaches in sports clubs across southern Iraq. In addition, the study aims to determine the media's capacity to curb harmful ideological tendencies and promote constructive social behavior. It is proposed that through targeted training and exposure to positive messaging, coaches can become more inclined toward collaboration, order, and peaceful coexistence while rejecting extremism and divisive ideologies—factors that continue to threaten the social fabric and security of many communities. The study is driven by two guiding questions: first, to what extent does sports media influence the reinforcement of positive intellectual values among sports coaches in the region? And second, are there statistically significant differences in the role of media in shielding coaches from false beliefs at a significance level 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 research involved a randomly selected sample of 300 coaches affiliated with sports clubs across southern Iraq. Among the participants, 190 were male coaches, representing 69% of the total sample, while 110 were female coaches, accounting for 31%. This gender distribution highlights the predominance of male coaches in the region's sports sector. The demographic structure of the sample was intentionally included to provide a contextual

understanding of the respondents and to support the analysis of potential gender-based differences in perception.

Study Organization

To achieve the study's objectives and address its guiding questions, the researcher utilized a structured questionnaire as the primary tool for data collection. This instrument was designed based on a comprehensive review of relevant literature and prior research on the role of media in sports and intellectual development. The questionnaire comprised two main parts. The first section gathered demographic and background information about the participants, while the second included 20 items intended to assess the influence of sports media on the development of intellectual values among coaches.

¹⁹ To validate the instrument, the questionnaire was submitted to a panel ⁵ of seven experts with relevant academic and practical expertise. These experts evaluated the items for clarity, relevance, and alignment with the study's themes. Based on their feedback, several refinements were made to improve the precision of the content. Reliability testing using Cronbach's alpha was also conducted, yielding a coefficient of 0.87, which is considered a strong indicator of internal consistency and suggests that the tool is dependable for academic research.

² The response format utilized a five-point Likert scale, ranging from 1 ("very little") to 5 ("very high"), allowing participants to express varying degrees of agreement with each item. To facilitate interpretation of the responses, the following thresholds were applied: scores below 2.33 were categorized as low, scores between 2.34 and 3.66 as moderate, and scores from 3.67 to 5.00 as high.

Statistical Analysis

¹³ Data collected through the questionnaire were analyzed using SPSS software version 21. The statistical procedures used in the analysis included frequency distributions, percentage calculations, arithmetic means, and standard deviations to describe the data comprehensively. 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

⁷ 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	9	Medium
3	Limits material, moral, and personality destruction	3.55	1.11	15	Medium	Medium
4	Plays a role in instilling religious values	3.32	1.11	20	Medium	Medium
5	Focuses on religious, educational, and guidance programs	3.37	1.27	18	Medium	Medium
6	Covers news accurately, objectively, and clearly	3.76	1.08	4	High	High
7	Contributes to strategies combating deviant thinking	3.56	1.12	14	Medium	Medium
8	Highlights event details for competitive news coverage	3.60	1.08	11	Medium	Medium
9	Raises awareness of legal responsibilities	3.53	1.11	16	Medium	Medium
10	Publicizes penalties related to intellectual deviations	3.42	1.20	17	Medium	Medium
11	Emphasizes the progressive nature of intellectual deviation	3.58	1.10	12	Medium	Medium
12	Exposes terrorist groups corrupting youth thought	3.34	1.26	19	Medium	Medium
13	Contributes to correcting undesirable behaviors among youth	3.65	1.06	9	Medium	Medium
14	Highlights role models who embody intellectual security	3.57	1.10	13	Medium	Medium
15	Edulates about societal unity against deviance through values and principles	3.91	1.02	1	High	High
	Overall Performance	3.62	0.72	-	Medium	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.

8. 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	10.55

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

Variable	Sum of Squares	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		293.0480		

16 Variable	Sum of Squares	df	Mean Square	F-value	Sig.
Total Corrected	148.524	297			

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 overall average score of 3.62 reinforces the idea that sports media plays a constructive—though not yet optimal—role in shaping intellectual awareness. It suggests that while the media is perceived to contribute to moral and ideological guidance, there remains room for strategic enhancement, particularly in areas involving ethical, religious, and civic values.

Further, the ANOVA results reveal statistically significant gender-based differences in perceptions, with male coaches reporting a higher mean (3.90) than females (3.49). This disparity may be attributed to sociocultural factors such as greater exposure of male coaches to public discourse and environments where extremist ideologies may circulate. Consequently, sports media may have a more pronounced impact on this demographic by offering counter-narratives to ideological deviance.

No significant differences were observed with respect to age or place of residence, suggesting a general consensus across these groups about the media's role. This uniformity underscores the widespread recognition of sports media's role in intellectual and moral development regardless of demographic background.

These results align with previous research (e.g., Smadi, 2016; Al-Shaffi'i Hassan, 2016), which also highlighted the media's moderate yet impactful role in mitigating extremism. The findings collectively underscore the potential of sports media as a strategic

tool for national development and intellectual security, provided that its content is continuously refined to address current societal challenges.

Conclusion

This study demonstrates that sports media holds a significant position in shaping and reinforcing sound intellectual values among sports club coaches in southern Iraq. The findings reveal that sports media effectively promotes social unity, reduces exposure to extremist ideologies, and encourages coaches to engage in constructive activities that foster positive behavior. While the overall perception of the role of sports media is moderately high, there remains room for improvement, particularly in enhancing the media's role in instilling religious values. Additionally, gender differences suggest that male coaches benefit more noticeably from sports media's influence in combating false beliefs. These results emphasize the potential of sports media as a valuable tool in advancing intellectual awareness and social cohesion within the sports community.

Recommendations

1. Sports media organizations should develop and broadcast targeted programs that resonate with the interests and values of youth and coaches, aiming to promote positive thinking and steer them away from extremist and harmful ideologies.
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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