

The Role of Sports Pages in Promoting Cultural Contents, Al-Zaman Newspaper as a Model

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Abstract

The sports pages in the daily newspapers have become one of the prominent tools that contribute to the production of knowledge and sports culture and the expansion of the circle of interest in it, in order to satisfy the growing needs of the sports public as a result of the increase and the growth of sports activity. In our research, we have adopted the content analysis method by analyzing the cultural contents in the sports pages of Al-Zaman newspaper for the period from 1/1/2021 to 28/2/2021.

Through its results, the research concluded that there is a close relationship between sports pages and culture, through their contribution to the promotion and formation of knowledge and cultural, social, legal and educational values, so that its communicative role in the cultural aspect extended beyond the news aspect, to include a qualitative change in the cultural system of the recipient in order to increase his cultural balance And cognitive.

Keywords:Sports pages, cultural contentsand Al-Zaman newspaper.

Introduction

Sports, as values, concepts and function, constitute one of the elements of the superstructure, as it is objectively linked with the elements of the superstructure and infrastructure of society within a relationship of continuous and changing mutual influence, as well as being one of the areas that reflect and embody the psychological, intellectual and cultural characteristics of society, while striving to embody and resurrect moral and human values the public .

Therefore, sport today is no longer just a physical activity to maintain the fitness and health of the individual, or a competitive field among athletes. Rather, it has become a culture, politics and economy, as well as great transformations in various fields. Given that it is one of the concerns affecting the life of the individual and society in contemporary society, the sports pages in the daily newspapers have become a demand for a new level of journalistic performance to meet the needs and requirements of the new audience, as its role is no longer as a mediator of news only, but has become an effective tool in shaping cultural awareness. The sports audience, because the new sports reality imposes a new media that takes into account the radical changes in the nature and functions of sports journalism in terms of structure, method of treatment and level of performance.

The sports pages in daily newspapers today are an effective tool and a window of knowledge that contribute to building trends and shaping knowledge and social and cultural values, as their role is not limited to merely presenting opinions and ideas, but goes beyond it to influence trends by strengthening or changing them, and bringing about a change in the lifestyle and thinking. The field research procedures were based on analyzing the contents of the sports pages, based on the theoretical rooting of the concept of sports pages.

Methodological framework

Research importance

The importance of the research stems from the nature of the role played by the sports pages in daily newspapers in the cultural field, so this research comes within the framework of an attempt to investigate and detect through monitoring cultural contents, which contribute to raising the cultural awareness of the sports audience, which is positively reflected on his thought.

Problem of the research

The research problem revolves around trying to reach the actual reality of the role played by the sports pages in promoting cultural contents.

1. What are the ways in which the state and the private sector support the sports field?
2. What are the legal aspects and the value system confirmed by the sports pages?
3. What are the reasons for the failure or success of sports clubs?
4. What are the risks and factors affecting negatively on athletes?
5. What are the most important elements of social and sports control?
6. How do sports pages educate the sports side?

Research Objectives

The research seeks to achieve a set of objectives that stem from an attempt to answer the questions of the problem. The objectives can be defined as follows:

1. Highlighting aspects of state and private sector support for the sports field.
2. Expose the legal aspects and the value system confirmed by the sports pages.
3. Knowing the reasons for the failure or success of sports clubs.
4. Indicate the risks and factors affecting negatively on the athletes.
5. Defining the elements of social and sports control.
6. How the sports pages educate the sports side.

The research community and its fields

The research community on our topic is represented by the sports pages in the general daily newspapers, specifically the sports pages in Al-Zaman newspaper because of their regular issuance and their keenness to follow up sports events and cover them in a variety of ways, and hardly any number of them is devoid of sports pages, as the number of sports pages for

the research community reached (49) By (69) mathematical pages with a comprehensive inventory of the period in question, and the fields of research were as follows:

1. Duration: The duration of the research community extended for the two months (January-February) of 2021, and the process of choosing the period in question is due to the fact that the sports reality witnessed a kind of stability at the beginning of the year due to its exposure to a state of depression in the year 2020 as a result of the repercussions of the Covid-19 pandemic. on all sectors, including sports.
2. The spatial field: represents the spatial domain in Iraq, because the newspaper is published in Iraq, and despite the existence of an international edition, the research is concerned with the role of sports pages in promoting cultural contents directed to the local Iraqi audience.
3. Thematic field: The thematic field represents the sports pages in proportion to the nature of the research in revealing its role in promoting cultural contents because the study is concerned with content or communicative content.

Research Methodology and Method

The researchers adopted the survey method in their research, as it is a descriptive research through a comprehensive inventory of the material, adopting content analysis as a method after adopting the analysis form, following the dimensional analysis of the apparent content of communication based on the category (what was said?) in proportion to the promotion of the cultural contents of the sports pages in question.

The nature of the relationship between sports journalism and culture

First, The concept of specialized press

Specialized journalism has emerged as one of the features of modern media in the age of information and knowledge, and the era of enabling citizens of their communication rights in accordance with the principle of communication democracy and the theory of public fragmentation in a manner that meets the needs of the public and satisfies their communication desires to the maximum degree, taking into account the factors of quantity, density, diversity, different moods, characteristics and the climate of globalization that dominated various Fields”¹. The McBride Report issued by UNESCO points to this fact, stating that specialized journalism does more than just transmit information, as it provides a platform for discussion, dissemination of ideas and innovations, and exchange of experiences and experiences. Such periodicals may seek to influence decision-makers or promote creativity in Many fields such as literature, arts, sports and business, and these periodicals serve cultural and recreational interests by satisfying the artistic and literary needs of diverse groups of readers”².

The structural impact of the specialized journalistic discourse did not lead to the emergence of new jobs for the press, but rather new areas of the job itself emerged. “The educational function that appeared in the second stage of the historical development of the press was limited in its first stage to the ordinary reader who was getting his culture from

what the newspapers publish from Information about the various human fields, and this information has become the core of the general culture that the average reader of newspapers obtains, but at a later historical stage the function of education developed and included the educated reader with a high or specialized culture who was dependent in the collection of his culture on the book, as this educated reader became Or the specialist gets his culture from the specialized newspapers and magazines that have come to cover most areas of contemporary human activity”³. Classifying the press into specialized or general depends on the criterion of how general or specialty the content presented by the newspaper is, the extent to which the newspaper addresses a particular segment of the public and focuses on its interests, and whether the audience is general or differentiated and heterogeneous, or its focus on particular, specific and particular groups of the public. Such as young people, children, women, doctors, athletes, or certain contents”⁴.

There are three levels of specialized journalism, which are⁵:

1. The level that we see in the weekly or monthly specialized newspapers, whose material is presented to the reader with a cultural level who is not satisfied with what is published by the daily or weekly public newspapers.
2. The level that we see in the specialized pages of general newspapers and general weekly magazines, as these pages are directed to the ordinary reader, who often obtains a culture through the information published by the daily and weekly newspapers on the various fields of human activity such as politics, economics, literature, sports, thought and religion.
3. The level that we see in specialized scientific newspapers, whether monthly, semi-annual or annual, and they are newspapers that continue to publish the latest research and new studies that have reached development in each specialization, and they are directed to the highly educated reader and are almost an alternative to books, such as specialized newspapers Medicine, agriculture, thought, art and media.

We find that our study of sports pages in the Iraqi press falls within the second level of specialized journalism, as we see that its interest is focused on the topic or sports content directed to an audience not specified in terms of gender or age, meaning that the interest is the determinant, noting that the sports pages are directed to the reader Ordinary and cultured medium or high culture. While the content specialized in the press seeks to achieve the following⁶:

1. Providing specialized information to the ordinary reader.
2. Explanation and interpretation of specialized events and simplification of proposals.
3. Helping the public through its contents to crystallize views on the issues raised.
4. Interest in covering the most important internal and external events that fall within the framework of specialization.
5. Creating a link through specialized content between readers and decision makers.
6. Awareness of the most important problems in the field of specialization.
7. Presenting readers' problems and solving them.

The juxtaposition between arts, literature, philosophies, knowledge and cultures has become one of the basic components of human culture, and the nature of the age's data imposed the trend towards specialization, as modern communication theories no longer look at the receiving audience as a single group, but rather as qualitative aggregates that have their needs, gratifications and interests that are achieved through Selection of what the pages offer from specialized content.

Second, The concept of sports culture

Sports has become part of culture, and sports life has become an integral part of cultural life. Sports activity is necessary for intellectual, educational, psychological and cultural preparation. Important studies have emerged that use the term physical culture as a synonym or as an alternative to physical education, so physical culture is an integral part of every culture⁷, "As it acquires its importance as part of the general social culture, which is the system followed to maintain the physical development of the individual, physical fitness, mobility and public health, and it constitutes an educational system that meets individual and social needs"⁸.

The process of education in the sports field is "the development of the components of culture related to this field, and thus the formation of a knowledge structure in the members of society, as well as the formation of positive trends towards practicing various sports activities, whether competitive or recreational. Culture can be analyzed into material and non-material elements. In the field of sports, it includes stadiums, tools, devices, and all other elements that serve sports practice, as well as non-material elements such as beliefs, values, attitudes and social standards"⁹. Sports culture is defined as "a specialized intellectual culture in the field of sports, which does not reach its practical extent until after it depends on other specialized cultures, such as health, educational and social culture, to form together the general culture necessary to build a cultural sports personality"¹⁰. Sports culture contributes as a social phenomenon to the civilized and human construction, and represents a basic pillar in the national, national and international plans, and is linked to the economic and social development plans of most countries of the world, and its roots are related to the lives of individuals practicing and watching, education and recreation, hobby and professionalism, culture and health¹¹.

The importance of sports culture is embodied in "activating cognitive frameworks and arousing interest to expand the circle of human knowledge related to sports, rooting theoretical knowledge of sports and recreation and establishing a knowledge structure for the academic system, while increasing awareness of the importance of physical activity on various aspects of human personality, as well as forming and building sports interests and trends based on valid and solid bases of knowledge"¹².

The fields of sports culture are as follows¹³:

- A. Cognitive domain (sports knowledge): It is the sum of all the mathematical information that an individual has, and it includes knowledge of the rules, laws and plans of games related to the sports field.

- B. Social field: It is the upbringing and education of individuals mathematically, teaching them the socially and mathematically acceptable behavior, as well as teaching them the knowledge and sports beliefs that form their cultural and civilizational environment towards sports.
- C. The educational field: preparing the individual and evaluating his behavior physically, psychologically, morally and socially, and giving him the biological, ethical, social, psychological, scientific and economic traits and characteristics through sport.
- D. The health field: the individual's ability to pay attention to the safety of his body, take care of it, satisfy his organic needs, and achieve a state of balance between the various bodily functions that make him feel healthy and bodily safe.

Third, The concept of sports journalism

Sports is one of the most controversial topics, “it evokes more emotion and attraction than other topics, with as many people reading sports pages for fun – relaxation and entertainment – as it does for information, so the standard of writing in Sports sections have been so massive lately that they are now compared to the best of other forms of journalism”¹⁴. Sports journalism is defined as “the process of disseminating news, information, and sports facts and explaining the rules and laws of games and activities to the public, with the aim of spreading sports culture among individuals and developing sports awareness among them through legitimate means and ends”¹⁵.

While some define it as “the process of disseminating and communicating information to the sports audience for the purpose of spreading sports culture by creating positive relationships between individuals and society on the one hand, and between the elements of sports media on the other hand”¹⁶. There are those who find it “a means of transmitting news, information and knowledge that develops the individual and adapts him physically, mentally and emotionally within the framework of sports activities by means that serve the truth and are characterized by speed, insight and accuracy that would help the righteous leadership in achieving the highest human values”¹⁷.

Others focus on “it is directed mainly at the sports public, interested, interested, concerned, or amateur, but it never neglects other segments of the public whose degree of interest in sports is little or almost non-existent, with the aim of increasing the degree of their interest, attracting and winning them to the sports audience, provided that this remains Within certain limits that should not be exceeded for fear of diluting the limits of the sports newspaper's audience”¹⁸. Despite the importance of the given definitions, the researchers agree with the definition that sees it as “the process of disseminating news, information and sports facts and explaining the rules and laws of sports and games with the aim of spreading sports culture among members of society and developing sports awareness, as it represents an element of attraction and attraction for young people to contribute to educating them and providing them with skills and information.” Mathematical, scientific and artistic, so they become more ready to achieve a degree of integrated growth”¹⁹.

Fourth, Sports pages in daily newspapers

Sports pages appeared in public daily newspapers in response to an objective media need, embodied in the increased interest in sports in society in general, and among the daily newspaper's readers in particular, and with the development of this interest, daily newspapers became devoted to more than one daily page to cover news in sports life. A separate section for sports is one of the most important sections of contemporary news dailies.

The sports pages in the daily newspapers represent a form of awareness of the importance of comprehensive cultural and cognitive development and its role in formulating concepts and shaping the conscience of readers, as its communicative dimensions are manifested in raising the degree of awareness by expanding the circle of sports culture and its dissemination and dissemination. Thus, the sports pages are those pages that direct their attention to readers in general without allocating a specific category of them, by presenting their topics in a way that moves away from the language of pure specialization and its literalism, although it is sometimes required, aiming to expand the readers' perceptions and enhance their sports culture by providing topics and facts that are difficult to follow. In specialized works, taking care to simplify the topics to be close to the mind of the non-specialist reader.

The importance of sports pages is reflected "as the most specialized public fields, given their function and the nature of their role, which captures the interests of large sectors of the public, as no public newspaper is devoid of sports-related pages in order to increase distribution"²⁰, as well as Being "one of the elements of attraction for readers in general and for young people in particular, due to the nature of the information presented that helps the individual crystallize his opinion on sports topics that can contribute to acquiring a value, or forming trends towards sports activity"²¹, with its prominent role in "Distribution of sports culture, eradication of sports illiteracy, consolidation and consolidation of educational and social values, and stimulation of motivation through the formation of positive trends towards sports practice"²², and thus sports pages are no longer just a tool for entertainment or a source of sports news. Rather, it has turned into an effective tool in combating negative values and instilling positive ones.

The sports pages seek to raise the state of awareness and culture to the public by providing them with information that is represented in their lives at the local and global levels, as their objectives are embodied in the following:

1. Work to spread sports culture by informing the public of the rules and laws related to games and various sports activities and the modifications that may occur.
2. Striving to establish and preserve sports values, principles and trends, because every society has a value system that determines patterns of sports behavior.
3. Achieving the feature of societal consensus by creating a state of consistency between sports behavior patterns, values and principles.
4. Dissemination of news, information and facts related to sports issues and problems.

5. Interpreting and commenting on contemporary sports issues and problems in order to allow the sports public opinion to take what it sees as decisions and positions towards them²³.
6. Creating dialogue channels of communication between each of the target audience and decision makers to enhance participation in making the appropriate decision and finding solutions.
7. Preparing the target audience to accept a planned change of negative behaviors, and developing awareness to form positive trends calling for the importance of changing behaviors.
8. Addressing various specialized issues, and presenting them in an easy, simple and comprehensive manner, to raise the awareness of the target audiences about the dimensions, causes and effects of the issue at all levels.
9. Developing the cognitive, emotional, skill and cultural aspects of specific segments, so that they are aware of what is going on around them through the facts contained in the media message.

As for the functions of sports pages, they are defined, “the news function through providing various sports news, explanation and interpretation, and the educational, educational and pedagogical function through the dissemination of sports principles, marketing and sports advertising, and sports development”, with “Achieving Integration and interdependence between members of the sports community, and the transfer of sports heritage from one generation to another by introducing the different generations to the athletes who have achieved sporting achievements”²⁴.

Sports pages “are not just news that is transmitted and familiarized with, but rather an effective tool for enlightenment, education, awareness and the formation of public opinion regarding specific issues, because despite the technological development, it has retained the responsibilities of education, enlightenment, awareness and guidance, through the interaction of ideas, and the fusion of opinions, And the formulation of minds, in harmony with the needs of the public, and in harmony with the rhythm of the times”. The sports pages in daily newspapers play their cultural impact through the following²⁵:

1. Changing the attitude or direction: the sports pages seek, through the information they provide, to change the public’s view and attitudes towards some individuals or sports issues, including the narrow view of sports as a waste of time.
2. Knowledge change: This process takes place by replacing new knowledge assets with the old ones so that it leads to a shift in the convictions and beliefs of the sports audience, and it is a slow process that requires a long-term exposure to increase the knowledge balance of the audience, which includes values, beliefs, attitudes and opinions related to sports.
3. Socialization: Sports pages are not only a tool for entertainment or a source of sports news, but have become an effective tool in removing negative values in the sports field and installing others in their place of positive, or establishing one thing and confronting another to come.

4. Collective excitement: the sports pages seek to mobilize the public to support and advocate for their national teams, by rousing the patriotic sense of the masses and urging them to rally around their team to achieve victory, but this must be done objectively and without exaggeration, and away from overcharging during sports crises, which leads to To the discontent of the masses and the lack of control over their behavior.
5. Emotional arousal: Sports pages have a great ability to deal with the emotions of the audience receiving the content of their messages, through their use of attractive presentation methods that address thought and conscience, as they can make us sympathize with the victim, when she shows us scenes of suffering that she suffers from, such as the assault of supporters On the referee of a match, and sometimes we feel sad when we read about a player who suffered a serious injury that prevents him from returning to sports for life, and therefore the information and news that the sports pages provide us with makes us stand in solidarity, condemn, support and oppose some behaviors.
6. Social control: Sports pages, with their capabilities of positive and effective influence on the audience and players, can achieve the process of social control in the sports field, ensuring the opportunity for players to compete and innovate, and for the public to watch and enjoy.
7. Formulating reality: where the sports pages formulate the sports reality and present it to the public as it is, meaning displaying and publishing sports events, facts and topics without ignoring, i.e. formulating the athlete with its pros and cons, so that the audience does not lose confidence in it.

The sports pages enable the daily newspaper to be present on the sports arena, just like its presence on the political, economic and cultural arena, to be effective and influential in sports life, as its characteristics are embodied in the following²⁶:

1. Diversity by striving to provide the largest amount of news, information, positions, calendars and developments in the various aspects of sports life at the local, regional and international levels.
2. The news character, as the structural structure is based on it, as the main task of the page is to inform the reader about the developments of the sports scene by presenting various journalistic news arts such as news and reports.
3. The eclectic nature, as it is not directed at a sports audience only, but is directed mainly at the ordinary newspaper reader who has a variety of interests, including sports.
4. Lack of journalistic elements available for comprehensive and diversified coverage, compared to the daily sports newspaper.
5. The lack of space allocated to contain the huge amount of news and sports news reports, which calls for selecting and selecting the events that will be covered, while choosing the news that it deems appropriate for publication.

6. The limited space of the page, and the variety and quantity of the material, impose on its staff a special and distinguished editorial effort, through distinguished editorial treatment, with the publication of the largest amount of the most recent material.
7. The prevailing and dominant journalistic arts on the sports page, which are short and limited in size, such as news, report, comment, column and news press talk, while staying away from the lengthy press treatments that require a wider space.
8. The existence of a wide margin of freedom for the sports journalist may not be available to his counterpart working in other journalistic fields due to the relative distance of the sports topic from sensitive issues, and this explains the dominance of the critical nature in sports journalistic writing, that is, the sports journalist enjoys greater freedom in choosing the material, and on the way it is processed, formulated, and then presented²⁷.
9. It is characterized by a public nature through the ability to cover large areas and address large segments of the public.
10. Seeking to attract the largest number of the public by going to a virtual middle point around which the largest number of people gather.
11. It is in harmony and interacts with the nature of the society's prevailing values and customs, as it is a mirror reflecting the image and philosophy of society.

It should be noted that the sporting event “has some peculiarity as it enjoys a degree of dynamism, as it is a series of successive and changing situations, and perhaps different, and it is a link within an integrated and continuous series, in addition to the fact that the life of the sporting event is short, meaning that it raises the reader's interest in a way Temporary and perhaps momentary, and it is one of the events that the reader seeks to see and know, but at the same time it falls on the sidelines of the reader's serious fateful concerns”.²⁸ As for the relationship of the press with language, it is an organic relationship,²⁹ The press cannot practice its activity without a language that formulates its messages and conveys its ideas, and if the language of the press is based on the golden rule, the greatest amount of meanings in the fewest words, then it becomes the core of the mathematical pages due to the limited space with the expansion of phenomena And sports topics, so the sports journalist must realize that the audience for sports pages is an educated audience or at least has the skill of reading, in addition to that he pays money for his exposure to those pages. Its topics in a way that attracts the reader and motivates him to continue reading”.³⁰

The most prominent features of the specialized sports press audience can be identified as follow).³¹

1. A huge audience, wide and varied, and heterogeneous in terms of age, degree of interest, level of taste, perception, and hobby.
2. A positive initiating audience, who seeks to see and search for sporting events.
3. A concerned, interested, follower, critical, and informed audience, who knows the rules and regulations, and follows events, names and phenomena.
4. A moody, irritable, emotional, fickle, picky audience, immediate reactions, selfish, provocative, superficial, and personal.

5. A young audience, which constitutes the main bloc, as it is characterized by its vitality, dynamism and admiration for heroism, in addition to its limited interest in political, economic and social issues.
6. A biased audience, who determines their positions in advance, and for considerations that are not necessarily mathematical, or resulting from the data of the sporting event and its subjective developments.
7. An audience that does not have deep-rooted traditions related to taste, behavior, and the way of expressing attitudes and emotions.

It can be said that the process of understanding the manifestations and dimensions of the role of sports pages in promoting cultural contents is not correct without the process of practical analysis of the contents in sports pages to understand that role.

Analyzing the cultural contents of the sports pages in Al-Zaman newspaper

After conducting the analysis process of the cultural contents in the sports pages of Al-Zaman newspaper for the period from 1/1/2021 to 28/2/2021 for a total of (49) numbers, as the number of sports pages reached a total of (69) pages, where the analysis process revealed a group of The main categories and their subcategories. The analysis process for the main categories prevalent in the mathematical pages of Al-Zaman newspaper was produced according to the order of the total frequency of each category, as follows:

1. Educating the state with the support of the sports sector.
2. Education in the legal aspects of sports.
3. Educating the value system of sports reality.
4. Education for the sports field.
5. Educating the success factors of sports clubs.
6. Educating the importance of private sector support for the sports aspect.
7. Educating the reasons for the failure of the sports reality in Iraq.
8. Educating the factors negatively affecting the athletes.
9. Educating the elements of social control.
10. Risk education in the sports field.
11. Educating the new sports games and products.

Table (1).The main categories prevailing in the contents of the sports pages in Al-Zaman newspaper for the period from 1/1/2021 to 28/2/2021

Category	Repeat	Percentage	Ranked
Educating the state with the support of the sports sector	44	21.26	First
Education in the legal aspects of sports	26	12.56	Second
Educating the value system of sports reality	24	11.59	Third
Education for the sports field	21	10.14	Fourth
Educating the success factors of sports clubs	20	9.66	Fifth
Educating the importance of private sector	18	8.70	Sixth

support for the sports aspect			
Educating the reasons for the failure of the sports reality in Iraq	18	8.70	Sixth
Educating the factors negatively affecting the athletes	16	7.73	Seven
Educating the elements of social control	10	4.83	Eight
Risk education in sports	7	3.38	Ninth
Education in games and new sports products	3	1.45	Tenth
Total	207	100%	

Subcategories of the main categories of the sports pages in question

1. Sub-categories of the first main category: The sub-categories of the first main category (education with state support for the sports sector) came according to Table (2).

Table (2).Sub-categories of the first main category (education with state support for the sports sector)

Category	Repeat	Percentage	Ranked
Demonstrate government support for the creation of pivotal structures	13	29.54	First
Emphasizing the importance of coherence of the legislative and executive authorities in sports	8	18.18	Second
Statement of the government's role in eliminating corruption in the sports sector	6	13.64	Third
Statement of the importance of contracting international sports agreements	5	11.36	Fourth
Demonstrate support for university and school sports	5	11.36	Fourth
Demonstrate university support for the sports sector	3	6.82	Fifth
Statement of support for academics specialized in the sports field	2	4.55	Sixth
Confirmation of support for women's sports	2	4.55	Sixth
Total	44	100%	

By conducting the analysis process for the sub-categories of the first main category (education with state support for the sports sector), it was found that the government support for the creation of the foundation structures was shown. The newspaper reported, “The Minister of Youth and Sports, Adnan Darjal, and the head of the normalization body, Iyad Bunyan, opened three beach soccer fields located behind the headquarters of the Football Association, The ceremony included a friendly match, marking the inauguration of the stadiums (Al-Zaman, 3/1/2021, No. 6854). The newspaper also stressed the importance of coherence of the legislative and executive sports authorities, and clarified in this regard, "The Minister of Youth and Sports Adnan Darjal confirmed that the ministry is working with the Parliamentary Youth and Sports Committee in Harmony and harmony as one team” (Al-Zaman, 12/1/2021, Issue 6862).

The newspaper revealed the government’s role in eliminating corruption in the sports sector, as “the Minister of Youth and Sports confirmed that working in the digital economy is automation, the first steps to stop the bleeding of financial and administrative corruption” (Al-Zaman, 14/1/2021, Issue 6864), and the newspaper also clarified the importance of contracting agreements. International sports, as it indicated about the signing of a cooperation agreement with the UAE Football Association by the Normal Authority, "The agreement comes as a continuation of the efforts of the Emirates Football Association to strengthen relations with various national federations in the world, develop the football system, and benefit from expertise to raise the technical, administrative and organizational level of the various football tournaments (Al-Zaman, 12/1/2021, Issue 6862).The sports pages highlighted the support of university and school sports, as they explained in this context, "The Minister of Youth and Sports, Adnan Darjal, honored the President of the University of Technology, Ahmed Al-Ghabban, for the participation of the university team in futsal, and Darjal explained the importance of these participations in discovering student talents to support the national clubs and teams" (Al-Zaman, 24/ 1/2201, Issue 6872.Also indicated the university's support for the sports sector, as "the head of the rugby committee, Abdullah Hazaa, said in a press interview that the team's delegation traveled to Egypt after suffering in the provision of tickets, equipment and financial matters related to travel. Despite the difficulties, we were able to provide a training ground at the university." Al-Mustansiriya, and this is a national position that counts for its president, Hamid Al-Tamimi” (Al-Zaman, 2/13/2021, No. 6889).

The newspaper expressed the support of academics specializing in the field of sports, as it indicated, “Mosul University honored two physical education scientists at the university, by giving them a shield of excellence and a certificate of appreciation, in fulfillment of a career full of academic giving and sports creativity” (Al-Zaman, 4/2/2021, Issue 6882), and revealed The newspaper about supporting women’s sports, “The women’s futsal league matches for the 2020-2021 season were launched at the Women’s Hall in the Ministry of Youth complex, and the opening match witnessed the presence of the Minister of Youth and Sports Adnan Darjal, Representative Alaa Al-Dalfi and the head of the normalization body Ayad Bunyan...” (Al-Zaman, 2/ 1/2021, Issue 6853).

2. Sub-categories of the second main category: the sub-categories of the second main category (education in the legal aspects of sports) came according to table (3).

Table (3).Sub-categories of the second main category (education in sports legal aspects)

Category	Repeat	Percentage	Ranked
Introduction to disciplinary sanctions and their causes	11	42.31	First
Highlighting the need to update the laws	6	23.07	Second
Reference to special sports laws	5	19.23	Third
Introduction to the Court of Sports Disputes	3	11.54	Fourth
The necessity of holding sports legal education courses	1	3.85	Fifth
Total	26	100%	

The analysis process for the second main category showed its emphasis on the definition of disciplinary penalties and their causes, as it stated, “The Disciplinary Committee in the Normal Authority held a meeting to discuss the reports of match supervisors to consider the abuses and abuses that occurred in the matches, in addition to discussing the clubs’ objections, and it was decided during the meeting to consider the trade team as a loser.” With a score of (0-3) in front of the youth of justice team for including a player who is not registered in his lists” (Al-Zaman, 21/1/2021, Issue 6870). The newspaper highlighted the need to update the laws, as it indicated, “We must acknowledge the need for sport to update its laws” (Al-Zaman, 16/1/2021, No. 6865), and it also indicated regarding the special sports laws that “the new FIFA laws place restrictions on the number of secondments that each person can borrow The club concluded it during one season, and indicated that the number of loans will decrease from next summer to only 8 for each club, then it will gradually decrease to 7 in the next season and 6 in the 2022-2023 season” (Al-Zaman, 16/1/2021, Issue 6865).

The newspaper defined the role of the Court of Sports Disputes, stating, “The Court of Sports Disputes is competent to look into sports affairs between sports institutions or between these institutions and their members and affiliates or non-members” (Al-Zaman, 2/13/2021, No. 6889).The newspaper also stressed the need to hold legal educational courses, indicating the need to “include team players in educational development courses, including specialized courses in sports law, in order to understand the materials and legislation” (Al-Zaman, 6/1/2021, No. 6857).

3. Sub-categories of the third main category: The sub-categories of the third main category (education on the value system of sports reality) came according to Table (4).

Table (4).Sub-categories of the third main category (education on the value system of sports reality)

Category	Repeat	Percentage	Ranked
Rejection of racism	7	29.17	First
Not breaking the laws	5	20.83	Second
apology culture	4	16.67	Third
moral obligation	3	12.5	Fourth
Fulfillment	3	12.5	Fourth
clean playing	2	8.33	Fifth
Total	24	100%	

By conducting the analysis, the newspaper reported a number of categories related to the value system of sports reality, including the rejection of racism, as it indicated, “The Uruguayan international, Edinson Cavani, the Manchester striker, announced that he would accept a three-match ban by the English Football Association for using a racist term, and Cavani (Al-Zaman, 10/2/ 2021, Issue 6887) He replied to a congratulations from one of his friends on Instagram with (Grass Yas Negrito) (Thank you, Little Lions)” (Al-Zaman, 10/2/2021, Issue 6854). The newspaper indicated the importance of not violating the laws, as it indicated, “One of the Manchester City stars violated the health protocol for the Corona virus during the New Year celebrations” (Al-Zaman, 6/1/2021, Issue 6857), and also focused

on the culture of apology, as it emphasized the player’s apology. Cavani stated, "I apologize if someone offended me by expressing my affection for a friend, it was not my intention at all, I am against any language or racist behavior and I deleted the message as soon as they told me it could be misunderstood .. Or sincerely apologize for the That” (Al-Zaman, 3/1/2021, No. 6854). The newspaper also noted the issue of moral commitment, noting the desire of the clubs to contract with coach Radhi Shnaishel, indicating that “the failure of the negotiations will make the coach available to train other clubs after he closed the door to negotiations during the past days due to his moral commitment with oil” (Al-Zaman, 3/1/2021). , Issue 6854).

Regarding the values of loyalty, the newspaper mentioned the statements of the player Bashar Resan about the extent of his loyalty to the Iranian club Persepolis, where he said, "I knew everyone in Persepolis. For months I would leave in the middle of the season, but I did not leave at the beginning of the season because Persepolis had a few players for the final and I wanted to help in The End” (Al-Zaman, 2/1/2021, Issue 6853). And about fair play as a special sporting value, the newspaper reported, “The major responsibility lies with the participating clubs by demonstrating their sporting commitment to consolidating fair play free of abuse and abuse” (Al-Zaman, 10/2/2021, No. 6887).

4. Sub-categories of the fourth main category: the sub-categories of the fourth main category (education in the sports field) came according to table (5).

Table (5).Sub-categories of the fourth main category (education for the sports field)

Category	Repeat	Percentage	Ranked
Remembering the pioneer athletes	9	42.85	First
Marketing Featured Players	6	28.57	Second
Educate players to prioritize type over quantity	3	14.29	Third
A tribute to the emerging sports clubs	3	14.29	Third
Total	21	100%	

Through the analysis process for the category of sports education, the newspaper focused on recalling the pioneer athletes, as it indicated, “The absence of death, the Arab bodybuilding champion Abbas Al-Hindawi, the eternal legend and the spiritual father of bodybuilding in Iraq” (Al-Zaman, 30/1/2021, No. 6877), as well as Clarifying the necessity of marketing distinguished players, as “Qusai and Khaldoun Sate Al-Bayrouti are two brothers, members of the national team for shooting with a free air pistol, they graduated seven years ago in the cubs, juniors and youth teams until they reached the first line of the Iraqi national teams” (Al-Zaman, 12/1/2021). , Issue 6862). The newspaper also educated towards the preference of type over quantity, as it reported, “One might say that playing in Europe requires a successful business agent and some sacrifices, as Alaa Abbas in the Portuguese League preferred the Portuguese offer over other offers of higher financial value presented to him and outweighed the quality” (Al-Zaman) , 3/1/2021, Issue 6854), praising the emerging sports clubs, as it reported, “Zakho is confident in his abilities this season, he properly defends his goal when he loses possession of the ball and has the ability to properly dispose of the ball when it is

under the feet of his players through Various tactical sentences" (Al-Zaman, 7/1/2021, Issue 6858).

5. Sub-categories of the fifth main category: the sub-categories of the fifth main category (education on the success factors of sports clubs) came according to table (6).

Table (6).Sub-categories of the fifth main category (education on the success factors of sports clubs)

Category	Repeat	Percentage	Ranked
Highlight the importance of the audience	7	35	First
Confirm the role of coaches	5	25	Second
Statement of the importance of the financial aspect	5	25	Second
Having outstanding players	3	15	Third
Total	20	100%	

The analysis process for the success factors of sports clubs showed the importance of the public, as it indicated that “some observers did not exaggerate in saying that the fluctuation in the performance and return of the mass teams in the competitions of the Iraq Clubs League Championship for the Premier League teams is due to the (absence) of the public from the stands, which is the sources of strength of these teams In the face of its opponents” (Al-Zaman, 18/1/2021, Issue 6867), the newspaper expressed the role of coaches and their importance by saying, “The head of the normalization body for the management of football affairs, Iyad Bunyan, believes that there is no need to appoint a coach for the Olympic team because there is no immediate merit, forgetting that this The team must be prepared on the day. following the end of the Olympic Games” (Al-Zaman, February 13, 2021, Issue 6889).

The newspaper also stressed the importance of the financial aspect, noting, “Manchester City prepared its money to sign Harry Kane, the Tottenham Hotspur striker, during the next summer Mercato, and according to the Daily Mail, Manchester City will make a surprising offer to include Harry Kane in the summer for a fee of 90 million pounds.” (Al-Zaman, 2/1/2021, Issue 6853), with reference to the importance of the presence of distinguished players, as she mentioned, “Sometimes the real value of a player becomes clearer when he is absent from his team for a period, which is what happened with the absence of Joshua Kimmich from Bayern Munich.” (Al-Zaman, 6/1/2021, Issue 6857).

6. Sub-categories of the sixth main category: the sub-categories of the sixth main category (education on the importance of private sector support for the sports aspect) came according to table (7).

Table (7).Sub-categories of the sixth main category (education on the importance of private sector support for the sports aspect)

Category	Repeat	Percentage	Ranked
Highlight the importance of attracting professional athletes	9	50	First

Emphasize the importance of sponsorship contracts	5	27.78	Second
Praise the experiences of businessmen in the success of the sports sector	4	22.22	Third
Total	18	100%	

Through the analysis procedures for the sixth main category (education on the importance of private sector support for the sports aspect), the newspaper highlighted the importance of attracting professional athletes, and reported, "Amanat Baghdad Club reached an official agreement to include the Lebanese national team striker and Al-Ahed team Muhammad Qadouh in the first football team, to represent him in competitions." The current season, in the context of enhancing the team's offensive ability" (Al-Zaman, 13/1/2021, Issue 6863), and the newspaper pointed out the importance of sponsorship contracts, as it stated, "The sponsorship contract is an important door to self-financing for the Iraqi sports club in general, the clubs must strive To benefit from it, within a framework that preserves its interests, and a legal consultation is required to organize the contract to prevent the sponsor from any infringement of the rights of the sports club" (Al-Zaman, 11/1/2021, Issue 6861).

The newspaper praised some personal experiences in supporting the clubs, and in this regard, "Babylonian businessmen did not support the football team, which is the front of the governorate, as did the businessman Hussein Al-Ankoushy, who managed to reach the presidency of the Diwaniyah club, and used his money to support the football team to In addition to other games, until it became a phenomenon that drew the attention of the far and near, and I wish that others would do it, especially the jewelers, to support Al-Qasim Club, and not to make it beg for transportation, feeding, arbitration and salaries wages" (Al-Zaman, 2/1/2021, Issue 6852).

7. Sub-categories of the seventh main category: the sub-categories of the seventh main category (education on the reasons for the failure of sports reality in Iraq) came according to table (8).

Table (8).Sub-categories of the seventh main category (education on the reasons for the failure of sports reality in Iraq)

Category	Repeat	Percentage	Ranked
security instability	7	38.89	first
Repercussions of the financial crisis	6	33.33	second
Lack of private sector support	3	16.66	Third
Lack of conservative interest	1	5.56	Fourth
Attention to sports at the expense of planning	1	5.56	Fourth
Total	18	100%	

The analysis process for the seventh main category (education on the reasons for the failure of sports reality in Iraq) showed a number of reasons, including the reflection of security instability. It stated, "The Minister of Youth and Sports Adnan Darjal revealed that the reasons that prevented Gulf delegations from coming to Basra to determine their preparations in Khaleeji 25 are the security concern." (Al-Zaman, 28/1/2021, Issue 6876), the newspaper also referred to the repercussions of the financial crisis and stated, "I rule out any interest at

the moment for local governments in the clubs of their governorates that bear their name because of the financial crisis whose impact has become clear on the market and on the life of the citizen.” 2/1/2021, Issue 6853). Also, among the reasons is the lack of private sector support, as it indicated, “Babylonian businessmen did not even support the football team, which is the face of the governorate” (Al-Zaman, 2/1/2021, Issue 6853), and in the same context, the newspaper indicated the lack of interest of the conservatives, indicating “In the countries of the world, every city has its own club that bears its name, and city governments make money for the club and support its sports in which it competes at the local and foreign levels. Of course, at the time, the proposals of the ministry and its minister did not meet with a deaf ear. Rather, a law was enacted to attach the directorates of youth and sports to the provinces, and the disaster struck, when These directorates became one of the last concerns of the governors, and the priority became the health, education, municipalities and other services sectors” (Al-Zaman, 1/2/2021, No. 6853).

The newspaper pointed to another reason represented by the interest in positions at the expense of planning, as it stated, “In the matter of planning for Iraqi sports, we claim that those who are busy most of the time in (electoral) battles and struggles over the seat of responsibility, and even to obtain some spoils, have neither time nor space. To think, or pay attention to the tactical aspect, and if people resist this or that of the mathematical planning process, their papers, on which they put the juice of their bright ideas, are left on dusty shelves, or the winds of neglect, intended or unintended, are blown by them” (Al-Zaman, 2/23/2021 , Issue 6898).

8. Sub-categories of the eighth main category: the sub-categories of the eighth main category (education on the factors that negatively affect athletes) came according to table (9).

Table (9).Sub-categories of the Eighth Main Category (Educating the Factors Negatively Affecting Athletes)

Category	Repeat	Percentage	Ranked
Move the match to another stadium	6	37.5	First
Stop the match	4	25	Second
Training instability	2	12.5	Third
Covid 19 cases	2	12.5	Third
Arbitration errors	2	12.5	Third
Total	16	100%	

By conducting the analysis process for the sub-categories of the eighth main category (educating the factors that negatively affect the athletes), the newspaper showed a number of factors, including the transfer of the match to another stadium, and it stated, “As we mentioned, disrupting the transfer of the match is one of the opponent’s weapons that maneuver with it and seek to psychologically influence the players. The opponent’s team” (Al-Zaman, 4/1/2021, Issue 6855), and among the factors was also stopping the match, and it was reported in this regard.” The assistant coach of Al-Diwaniyah, Captain Tayseer Abdul-Hussein, spoke that the match was fought by our players in difficult circumstances, foremost of which was the unjustified stopping of the match for a period of 37 One minute of what has

affected our players with lethargy and complicity in performance” (Al-Zaman, 5/1/2021, Issue 6856).

The newspaper mentioned a factor represented by the training instability, as it reported in this regard, “Our league clubs are chronically suffering from the phenomenon of instability on a specific training name that allows them to continue and communicate by preparing their players and employing their capabilities and highlighting their talents in the midst of the league, especially since the phenomenon of dismissal or resignation is emerging. From time to time, it threatens the technical level of the league in general, and returns the clubs who deliberately to this phenomenon, their complete absence from the continuity of achieving the desired results” (Al-Zaman, 10/1/2021, Issue 6860). The Covid-19 pandemic was among the factors referred to in the newspaper, as it stated that “the infection of the national team’s fitness coach, Dr. Ali Ahmed, with the Corona virus, negatively affected the morale of the players” (Al-Zaman, 24/2/2021, Issue 6899), and arbitration errors also formed. One of the factors referred to is “The player complains, as well as the coach and the administrator, about the (wrong) decisions of a number of referees” (Al-Zaman, 25/2/2021, Issue 6900).

9. Sub-categories of the ninth main category: The sub-categories of the ninth main category (education in the elements of social control) came according to table (10)

Table (10).Sub-Categories of the Ninth Main Category (Education with Elements of Social Control)

Category	Repeat	Percentage	Ranked
Emphasize the importance of the role of security coordinators	5	50	First
Highlighting the role of the media	3	30	Second
Statement of the role of the Iraqi Federation of Sports Press	2	20	Third
Total	10	100%	

The analysis process for the ninth main category showed the newspaper’s interest in the elements of social control, emphasizing the role of the security coordinators, indicating “the importance of the security coordinator and his primary role in the success of matches in cooperation with the match supervisor, the role and importance of the coordinator in the stadium, the elements and importance of training courses for the security coordinator, and the benefits of coordination during matches” (Al-Zaman , 13/1/2021, Issue 6863), and the newspaper highlighted the role of the media, as it reported, “The normalization body seeks to bring harmony to the sports community and to stay away from polemics that have eaten up a lot of sport, and normalization supports free media with sincere orientations, and opinions based on Preferring the public interest, because it believes that the media is the main partner for the success and development of our football” (Al-Zaman, 20/1/2021, No. 6869), and the newspaper also clarified the role of the Iraqi Federation for Sports Journalism, stressing “the union’s desire to frame efforts and highlight them for these tasks and ideas in addition to To pay attention to the reality of the sports press in Iraq in a manner that is appropriate to highlight the achievements and search for sports capabilities, just as the task of this authority

was to point out the deficiencies and highlight the important observations It will strengthen the bonds of sports work” (Al-Zaman, 6/2/2021, No. 6883).

10. Sub-categories of the tenth main category: The sub-categories of the tenth main category (risk education in the sports field) came according to table (11).

Table (11).Sub-categories of the tenth major category (risk education in the sports field)

Category	Repeat	Percentage	Ranked
Negative effect of steroids	3	42.85	First
stadium riots	2	28.57	Second
avalanches	1	14.29	Third
Freezing the potential of athletes	1	14.29	Third
Total	7	100%	

By conducting an analysis of the tenth main category (risk education in the sports field), the newspaper showed a number of risks that afflict the sports field, including the negative impact of sports doping, as it mentioned “the dark side that we warn of in the work of (formation) as it usually begins with a desire for agility, health and muscles as champions. Sports and movie stars end with death” (Al-Zaman, 2/2/2021, Issue 6880), and in the context of dangers, she referred to the stadium riots, as he wrote in it, “The worst violent incidents ever in the history of Egyptian sports took place on the first of February 2012 at the stadium. Port Said in the north-east of the country, and the disaster caused the cessation of sports activity in Egypt for a period, and the absence of fans from the matches, and the management of the Al-Ahly club, which lost 72 of its fans in those events, revived the ninth anniversary” (Al-Zaman, 6/2/2021, Issue 6883).

Also referred to the dangers of avalanches, as she mentioned, "The famous Italian mountaineer Carlo Alberto Chimenti (45 years old) was killed Monday with a friend of his in an avalanche in Sestrier, northwestern Italy" (Al-Zaman, February 13, 2021, Issue 6889), and the newspaper showed the dangers of avalanches. Freezing the capabilities of the athletes by mentioning that some of the luxurious administrations of the clubs “seek to attract the largest number of capable players to the ranks of their teams, without paying attention to the damage that these clubs inflict on the capable players, especially since a number of them remain sitting on the reserve bench for quite a few matches, or give the opportunity to play For a short period of time, and as a result, they lose the sensitivity to play under the pressure of real competition and the risk of injury threatens them” (Al-Zaman, 2/3/2021, Issue 6881).

11. Sub-categories of the eleventh main category: The sub-categories of the eleventh main category (education in games and new sports products) came according to table (12).

Table (12).Sub-categories of the eleventh main category (education in the origins of games and new sports products)

Category	Repeat	Percentage	Ranked
Review of scientific sports results	2	66.67	First
Introduction to game history	1	33.33	Second

Total	3	100%	
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The analysis procedures for the eleventh category (education with games and new sports products) showed a review of the scientific sports products, as the newspaper reported, “Dr. Faleh Francis issued a book entitled (The Heroes of Iraq and Sports Medicine), in which details sports medicine in Iraq as one of the branches of modern medicine that has become important. Senior in national teams, clubs and sports federations, especially using them to treat injuries suffered by players” (Al-Zaman, 25/1/2021, No. 6873), and the newspaper originated the games, as it mentioned “the actual beginning of the emergence of a sport or bodybuilding game in its modern form, was in In the late nineteenth century, specifically in 1889 by (Friedrich Muller), who is considered the founder of modern bodybuilding, where his fascination with Roman statues led him to try to build his muscles through weightlifting exercises and athletics, and in 1889 he won the Strongman Championship and established the first gym in London” (Al-Zaman, 2/2/2021, No. 6880).

Conclusions

1. Highlighting the support of the state and the private sector for the sports field comes within the framework of educating the ways to develop it, and not being satisfied with and relying on central government funding despite its importance, because of the economic setbacks that it may face that reflect negatively on the sports side, whether it adopts unilateral funding or the support .
2. The sports pages have educated the legal and ethical aspects to improve the reality of the athletes and the public alike, because the lack of knowledge of the laws has negative repercussions on the activity of athletes, not to mention the importance of promoting moral values as it is the supreme goal of the sports field.
3. The sports pages were not satisfied with educating the reasons for the failure of sports clubs, but were keen to offer treatments and ways that would improve the reality of those clubs.
4. The sports pages were alerted to the dangers and factors that negatively affect the athletes, with the aim of giving a dose of pre-stimulants that come from the preventive aspect to immunize them from those risks.
5. The sports pages were known for the elements of social control, by highlighting the important role of the security coordinators, with an emphasis on the active role of the media and federations related to sports affairs, for the purpose of achieving an integrated system of social control.
6. The sports pages focused on education in the sports field, by highlighting the pioneering role of athletes through history in an attempt to transfer the sports heritage to the new generation, with marketing to players by introducing their achievements and skills, as well as trying to educate athletes not to make the material standard a criterion for drawing the path to success.
7. The sports pages of Al-Zaman newspaper succeeded in confirming the relationship of culture with sports journalism, as it succeeded in performing its role effectively by promoting cultural contents.

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