

The Entertainment Function of Sports Programs on the MBC1 Satellite Channel: An Analytical Study of the Sada Almala'eb Program

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Abstract

Sports programs play an important and effective role in any satellite channel as it enjoys the attention of a wide segment of society, especially after the emergence of satellite channels and the spread of social networking sites that follow the sports event and transmit it from anywhere in the world to anywhere in the world. Sports programs play two roles in society, as they contribute to enhancing the cultural aspect of the individual, as well as creating entertainment and fun for many individuals, especially young people who follow sports programs, including news, meetings and sports dialogues.

And because the Mbc1 channel is keen to renew its programs and present them in a way that is different from the rest of the satellite channels, it has started presenting its sports program (Sada Almala'eb) in a way that attracts followers, keen to attract a new group of audience and preserve the old audience because its paragraphs are varied between presenting sports matches from around the world with Presenting various news about the matches with hosting sports personalities who analyze and explain the reasons for the success or failure of some clubs or players or the reasons for some clubs winning or losing with reports in various voices between males and females of melodious voices that pull the listener's ear, and the new paragraph that gained a new audience is hosting an artist or An artist, singer, singer, actor or actress, and this breaks the deadlock of sports programs and draws viewers to watch sports despite their unwillingness to follow them. At the end of the program, the program presents through an introduction to thoughts and through tips and advice in a preventive manner that viewers like because it touches their daily lives.

Keywords:Entertainment function, sports programs and channel mbc1.

Introduction

Sports programs have taken an important place in many satellite TV programs due to their importance in the life of the public and their passion for following local, Arab and international sports and matches. And because the media is always looking for what the audience likes and increases its interaction, satellite TV channels are always keen to renew

the quality of their programs and present them from time to time in a different way so as to attract their followers, Various games and sports.¹

In our topic, the entertainment function of sports programs, we will study the topic of entertainment integrated with sports by hosting artists from singers, actors and famous art to bringing sports stars in order to create fun and entertainment in the artistic side to the entertainment resulting from watching matches and sports news that young people love while promoting the cultural aspect and here is a new trend mbc channel turned to him in its program (Sada Almala'eb), which combines entertainment and sports.

Methodological framework

Research problem

The research problem is embodied in the link between the entertainment function and sports programs, which is a new problem or a new proposal that we are not accustomed to seeing in sports programs that used to present news and sports events or sports matches in an analytical and evaluative manner that provides fun and interest, especially to the youth category, especially after the increase in the number of satellite TV stations that It made it easier for the receiving audience to follow up on many different programs and present them in a variety of ways, in addition to innovation in the methods of presentation. This is what happened in the program “Sada Almala'eb”, which is keen to present the programs in a different way from time to time. And since entertainment is one of the most prominent functions of the media, which is an important motive for individuals to follow the media, in addition to sports, which are followed by the largest possible number of audiences, the viewership has become more extensive with the presence of guests, artists, actors, singers, etc..

Because mbc channel is keen to expand its audience base and interest in providing different types of art and has combined art and sports in order to expand the follow-up base for its channel, even those who do not want to watch sports will follow the programs in order to follow up on the presence of the artists. Based on this, this study comes to answer the following questions:

1. Was the combination of entertainment and sports successful?
2. The reasons that prompted the channel to combine sports and entertainment?
3. Is mbc unique in providing this type of program?

The importance of the study

The researcher was interested in choosing the topic for the novelty of the topic and presenting sports programs in a more interesting way by merging sports and entertainment in order to expand the viewing base, especially through satellite television that transmits international events from all over the world, especially such as the male category. Females began watching the sports program echo stadiums via the mbc satellite channel In order to follow the presence of the artists.

The objectives of the study

1. Follow the sports program on the mbc satellite channel.
2. Getting acquainted with the sports paragraphs provided by the program (Sada Almala'eb)
3. What are the most frequent sports paragraphs during the study period in sports programs echo stadiums?
4. Who are the most hosted artistic personalities in the sports program, Sada Al-Malaeb (actors or singers - and famous art)
5. Knowing the gratifications that are entitled to the program (Sada Almala'eb) on the mbc satellite channel

Research Methodology

The researcher used the descriptive analytical method in order to describe the program (Sada Almala'eb) and analyze its content and identify its most important sports and technical paragraphs, as this type of studies is mainly based in media and communication research because it is most appropriate for this field for the purpose of abstract description of the needs and uses of the media for different media messages.

The research community and the study sample

The research community is defined as a set of predetermined elements on which the observations are based. This society represents the whole and the largest target group that the researcher aims to study, and we follow the study on all its vocabulary. As for the sample, it is usually used in the field of scientific and social research, so the researcher depends in conducting his research on the method of the sample taken from the research community to reach the information and facts that meet the final purpose of the study.

In my study, I relied on the comprehensive inventory method for the month of March of the year 2021 for the stadium echo episodes to identify their contents from the MBC satellite channel, meaning that the sample is a (comprehensive inventory) for all stadium echo episodes for the third month of 2021.

Research limits

- Spatial boundaries: the sports program Sada Almala'eb, which is presented by the MBC satellite TV channel. The Sada Almala'eb program was selected for the month of March of the year 2021.

Research procedures

The program (Sada Almala'eb) has analyzed the total of March's episodes for the year 2021 to get acquainted with its sports contents and the technical paragraphs that it included, by following the program's episodes, unpacking their contents and preparing special tables using the content analysis method that aims to analyze and describe information through tables that include numbers and percentages. It gives us results with specific implications that we will

learn about in the third analytical chapter, the aim of which is to convert the large amount of information and topics into semantic figures that enable us to obtain accurate results for the study's objectives.

Theoretical framework for research

First, the entertainment function

Entertainment is a language of entertainment, the source of its luxury: that is, to please the mind, to vent to others, to entertain and bring pleasure. ²Recreation means removing worry, purifying one's mind, having fun and amusement, and sometimes the term "recreation" is used, which is close to the meaning and structure. ³Entertainment: Providing various public activities such as games, public competitions, plays, concerts, singing, music and even sports programs, as well as all that is presented of films, series and dramas. ⁴Entertainment and recreation is important because it represents a break from life's troubles and worries.

Entertainment benefits

Entertainment has many positive benefits and not, as some think, wasting time:⁵

1. Entertainment increases knowledge and culture through cultural and scientific competitions and programs that develop personal talents and abilities and increases knowledge and knowledge in new aspects of life, especially in exploratory programs.
2. Entertainment develops mental faculties such as intelligence games and puzzles.
3. Leisure builds the body, especially when exercising.
4. Entertainment nourishes the soul with energy when watching competition programs and challenge games.

And entertainment is a balanced use of the media in order to provide interesting, entertaining and useful material that does not conflict with the values and principles of any society. As one of the main functions and purposes of the media is entertainment and targeted entertainment through entertainment and entertainment programs, competitions, films, sports, music and others. As the individual seeks entertainment through these programs in order to escape from the problems of life, to rest for eternity, or to fill the void he has. ⁶

Television governs the advantages that it possesses, being the most influential and most interactive mass media by the audience, due to its ease of use, the pleasure it brings, and the developed credibility in it through the increase in the number of satellite channels and their increasing spread. For this reason, Arab satellite channels have made entertainment the most important element in their program networks, with the aim of attracting viewers. ⁷

Second, sports programs

TV sports programs carry out a mission characterized by spreading sports awareness, education and education through the provided news, information and programs related to sports. Positive for their lives in general. ⁸ Sports is an essential material in television programs as it is an urgent need for a large number of members of society represented by

young people, just as the individual needs news, entertainment and politics, so television cannot present its programs Without introducing sports, which has become an urgent need for individuals to learn about sports events, not only internal sports events, but even external sports. ⁹This relationship between sports and television and the developments that accompanied it was accompanied by a wide spread of sports programs with all the coverage of sports events, analysis, interpretation and commentary, so that it became a rich material for television channels .¹⁰

TV sports programs work on transmitting the sports reality and presenting it to the public about various sports events and facts, and presenting it in different ways, once in the form of news or transferring important matches for international teams, providing sports news and providing documentary, analytical and evaluative coverage of various sports incidents in a way that makes the audience follow them with passion, so it takes space within the channels Public or specialized sports channels. ¹¹

Also, television sports programs are watched by viewers because commentators and sports presenters try to comment in a way that makes viewers not move in front of the screen, Because television depends on commentators and broadcasters who have the ability to excite viewers, because television stations are keen to carefully select those who have experience, tact and a lot of sports information, as well as their knowledge of what is going on in the sports community,¹²The sports television system consists of:

- The sports news included in the general news and may be:
 1. Kinetic photo news.
 2. A fast and sophisticated rhythm.
 3. It is dense with text and images.
 4. It is used in general news to increase its vitality and rhythm
 5. Presented by the main broadcaster.
 6. The event is presented as a photographer in specific parts and a few shots with basic details.

Sports TV news

Television follows every sporting activity and displays in each special bulletin another specialized quota once or several times a day, as it aims to monitor the sporting movement and follow up its movement and coverage as quickly as possible. The most important of them:

- The content of such programs are live TV reports
- Live material is the backbone of these sessions (live video and audio coverage of the event)
- Planning before presentation in class editing room.
- The method of presentation, which is carried out by specialized journalists and athletes. ¹³

Stages of sports press coverage

- The first: It is the news coverage that paves the way for the sports event by obtaining sufficient information about the parties to the event (competing teams or players and providing the latest sports developments).
- The second: It is the documentary and analytical coverage that provides a description of the sporting event, its developments and course, and it presents expectations for the final results.¹⁴
- The third: It is the evaluation coverage of the event. It provides an evaluation of the performance of each party, while revealing the negative or positive performance of the teams or players' performance, and even evaluating the coaches' performance with their players.

The stages of sports press coverage can be summarized by dividing it into four stages:¹⁴

1. Pre-event coverage.
2. Coverage accompanying the event.
3. Post coverage of the event.
4. Continuous coverage of the event.

The analytical chapter of the program “Sada Almala'eb”, from the mbc1 satellite channel

About the MBC1 satellite channel

The start of the Middle East Television Center since the beginning of the nineties with the beginning of the broadcast of mbc1, known today as mbc1, as the first open satellite television station owned by the private sector, broadcasting 24 hours a day.

It presents a bouquet of Arab series and a range of different programs. mbc Group was founded in 1991 in London to become the first unique channel group in the Arab world, and through its rich and distinguished record that spans more than thirty years, the fatwas of the mbc Group took a prominent place to become a global group that enriches the lives of viewers through communication. And interact with them and provide them with information and from its main center in Dubai Media City in the United Arab Emirates, the mbc Group today includes more than 17 TV channels (mbc1, mbc2, Max and mbc International Movies around the clock, and mbc3 is a children's channel that includes a mixture of international programs and local productions). And mbc4, the Arab family and the Arab woman in her heart, and mbc5, the family entertainment channel for the Maghreb countries in her heart (mbc Action). Thrill and adventure films and series, in addition to locally produced programs, and (mbc Drama) a channel specialized in films and series, not to mention a wide range of films, as well as a live broadcast of a group of the most watched Arab channels.

Description of the stadium echo program

The Sada Al Malaeb program was, since its inception, a purely sports program, but recently it has taken an entertainment character by hosting artists (actors or famous singers) in order to expand the viewing base to include females as well as males who love sports.

Sada Al-Malaeb program is a daily program presented by the MBC1 satellite channel at (12 until 1 pm) a full hour, a variety of sports news about matches, meetings with sports personalities and news about famous players. He added another paragraph, which is hosting famous Arab and Iraqi artists in the field of art, as well as his talk at the end of the program. The issue of society may be about love or a negative issue whose person in the community also meets with sports reporters who describe the events and meet the fans and convey their feelings.

The program begins with hosting the artists, conducting meetings with them, interviewing them, and asking questions to them in an interesting and fun way, and it chooses well-known and diverse personalities in their affiliations. for different teams. The program added a dream competition paragraph by sending the word (Dream, Dream or Reve) to the MBC numbers, and a raffle is held, and the contestant wins a financial amount determined by the channel in advance.

Table (1).Shows the broadcast hours of the program (**Sada Almala'eb**) during the study period

S	Categories	Repeat	Percentage
1	Hours	30	100%
	Total	30	100%

Table (1) shows that the total number of hours is 30 hours during the study period because the program time is one hour and the study period is a month, so the total study hours become 30 hours per month.

Table (2).Shows the broadcast of the program “Sada Almala'eb” in minutes during the study period

S	Categories	Repeat	Percentage
1	Minutes	60X30	100%
	Total	1800	100%

From Table (2), it appears that the total number of minutes for the program is 1800 minutes, because the time for displaying the program is 60 minutes x 30 days, and it becomes 1800 minutes during the study period, which is the month of March of the year 2021.

Table (3).Shows the characters hosted during the study period

S	Categories	Repeat	Percentage
1	Athletes	30	50%
2	Actors	12	20%
3	Actresses	12	20%
4	Singers	3	5%
5	Divas	3	5%
	Total	60	100%

From the above table, it is clear that the number of sports personalities hosted during the study period is 30 sports personalities, and they are well-known sports personalities,

representatives and singers, a few of them are singers, and the majority are actors and actresses. and singers.

Table (4).Represents the nationalities of the hosted artists

S	Categories	Repeat	Percentage
1	Iraqi	8	13,3%
2	Syrian	30	50%
3	Lebanese	21	35%
4	Algerian	1	1,6%
	Total	60	100%

From table (4), it is clear that the program was keen to host artists of different nationalities, for example, from Iraq, Mustafa Al-Abdullah, Ali Jassem, Rahma Riyad and Muhammad Al-Salem, from Syria, Lilia Al-Atrash, Rawaa and Mutasem Al-Nahar, from Lebanon, Marietta, Al-Walid Al-Halani, Maguy Bogson, Nassif Zaitoun, and the Algerian singer Kenza Salami, and this diversity Expands viewing base.

Table (5).Shows that the number of males and females hosted during the research period

S	Categories	Repeat	Percentage
1	Male	40	66 .6%
2	Female	20	33.3%
	Total	60	100%

We note from the above table that the number of males is 40 and with a frequency of 66.6%, meaning that the males are slightly more than the females who numbered 20 and at a rate of 33.3%, knowing that the program is keen that one of the guests is male and the other is female in a balanced manner, but in some episodes Two male characters were hosted, so their percentage increased, and they were, of course, singers, singers, singers, actors and actresses.

Table (6).Shows the sports personalities hosted in the Sada Almala'eb program

S	Categories	Repeat	Percentage
1	Sports players	22	41.5%
2	Sports celebrities	18	33.9%
3	Coaches	13	24.5%
	Total	53	100%

From the above table, the program hosted 22 athletes, most of whom are Saudis, 18 celebrities and 13 sports coaches, and most of these personalities were talking about sports matches, their dates, the reasons for losing some matches and future plans to advance sports clubs.

Table (7).Shows the arts that were used in the Sada Almala'eb program

S	Categories	Repeat	Percentage
1	news	90	75%
2	Reports	30	25%
	Total	120	100%

We note from the above table that the number of news presented in the Sada Almala'eb program is 90 stories by 75%, and 30 reports by 25%, as the program provides newsSports about matches or players, and the program also provides daily reports in each episode, a report on a sports match or one of the players. It is often presented with sports paragraphs with the voices of distinguished broadcasters from MBC or one of the well-known commentators.

The Sada Almala'eb program is keen to present the Saudi matches and provide details about them through an analyst in the studio and an analyst who contacts him via the Internet. He explains and analyzes the dimensions of winning and losing. The program comments on international matches and shows the sports commentator's comment in the form of a comment and shows beautiful clips of the goals of the matches, or clips To train players or cases of penalty kicks or disputes that may occur in matches, as well as providing points to the joint teams in the league and cup or qualifying matches and presenting the latest results to the winning clubs. It offers meetings with well-wishers of the winners and the superior clubs in sports matches. At the end of the program, he gives advice to individuals, for example, to be firm in serious situations, to have a voice and features, and to speak boldly and not be afraid. And many times he talks about trusting God and that a person should not despair of God's mercy because His mercy encompasses everything and does not lose hope even in difficult situations.

Perseverance and perseverance in life, even if the individual loses some important things, and to be ambitious and consider the loss the starting point to success patience is the key to relief, and it is the attribute of prophets and believing people. The person who is patient is rewarded by God with all the best, and God closes one door with His wisdom and opens two doors with His mercy.

Results

1. The Sada Almala'eb program is a sports program that has been presented for several years. There is evidence of its success, especially after integrating sports and art, which achieves an entertainment function.
2. Despite the fact that the program is daily, its paragraphs are varied so that it breaks the boredom and stagnation as a result of the repetition of events, so that it tries every day to present the latest developments in the events.
3. The program now performs a recreational function in addition to enhancing the cultural and sports aspect of individuals.
4. It began to expand the viewing circle by hosting Arab artists (representatives of singers), and the females began to follow him along with the males in order to follow the artists
5. It presents news and sports reports with the voices of announcers and commentators whose voices are characterized by sweetness and tenderness
6. The time of the program is 12 at night until 1 at night, but despite the late time, it is followed by individuals

7. It hosts artists of different nationalities, Arab, Iraqi, Syrian, Lebanese, Tunisian and Algerian, and this expands the mass viewing base and attracts a wide audience to follow.
8. The style of the presenter enjoys suspense and familiarity, as it creates an atmosphere of joy and pleasure when following the program “Sada Al-Malaeb”.
9. It hosts athletes, commentators and sports commentators who describe matches and sporting events
10. Most of the artists hosted in the program “Sada Almala'eb” are young people who enjoy wide fame and great follow-up through social networking sites.

Recommendations

1. Reducing the broadcast time of the program so that its time for a full hour is long if it is a purely sports watch, but what breaks the deadlock is hosting the artists
2. The presenters of sports programs should take advantage of the presentation method presented by Mustafa Al-Agha, which is characterized by suspense and fun.
3. Changing the broadcast time of the program because it is very late at 12:00 pm until 1:00 pm, and it may be broadcast at exactly 10:00 pm.
4. Sports programs can benefit from the experience of MBC1 in presenting the sports program and by other methods such as searching for children with early sports skills, or discovering personalities with special skills and presenting them in the sports program, i.e. breaking the traditional sports framework.
5. The participation of female males in presenting sports programs because it is still a male preserve, as female participation breaks the deadlock and diversifies the method of presentation.

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