

Role of modern technology in the development of communication within sports institutions "A case survey of the Directorate of Sports and Youth within Souk Ahras State"

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Abstract: This study aims to identify the role of modern technology in developing communication processes within sports organizations, to achieve this objective the study began with a problem statement, research questions, and scientific hypotheses, the concepts and terminologies used in the study were defined and clarified, followed by a theoretical framework in the practical part of the study, a random sample was used, consisting of 18 administrative staff, THE descriptive approach was employed, and a closed-ended questionnaire based on a five point likert scale was utilized as the study tool to collect, the findings of the study revealed that the communication process in sports institutions is significantly enhanced by modern technology, enhancing efficiency, transparency, speed, and flexibility, making it more effective and adaptable.

Keywords: Modern technology; Communication; Directorate of Youth and Sports.

المخلص: تهدف هذه الدراسة للتعرف علي دور التكنولوجيا الحديثة في تطوير عملية التواصل داخل المؤسسات الرياضية، ومن اجل تحقيق ذلك تم الانطلاق بإشكالية وتساؤلات و فرضيات، و تم تطرق إلي تحديد وضبط المفاهيم الدراسة والجانب النظري، وفي جانب التطبيقي تم الاعتماد علي عينة عشوائية، حيث بلغ عدد أفرادها النهائي 18 اداري داخل مديرية الشباب و الرياضة بولاية سوق اهراس، وتم الاستعانة بالمنهج الوصفي، و كأداة للدراسة تم الاعتماد علي الاستبيان المغلق، توصلت الدراسة أن عملية الاتصال بالاعتماد علي التكنولوجيا الحديثة تعززها إلى حد كبير من الكفاءة والشفافية والسرعة والمرونة عملية التواصل ويجعلها أكثر فعالية وقابلية للتكيف.

الكلمات المفتاحية: التكنولوجيا الحديثة؛ الاتصال؛ مديرية الشباب و الرياضة.

1-Introduction:

Today Algeria is experiencing an advancement and a remarkable technological boom, in sectors particularly in sports, sports play a role in fostering communication among all parties involved including workers, athletes, coaches and audiences, the Algerian the Directorate of Youth and Sports is an athletic institution has made substantial investments in technology to enhance and strengthen communication networks within these institutions, this effort aims to elevate sports while focusing on improving efficiency professionalism and performance.

In today's world effective communication is key to success and development within sports institutions, thanks to technologies and innovative approaches it has become essential for these institutions to connect with the public employees, local authorities, sponsors and all stakeholders through impactful means, these technologies facilitate a relationship between sports institutions and their users by increasing engagement and interest, in the sports activities carried out by these organizations, furthermore the advancements, in communication play participation in enhancing the marketing and promotion of sports events, it also fosters a sense of affiliation and loyalty, towards sports teams while enabling individuals to develop their skills in utilizing technologies, the Directorates of Youth and Sports are actively involved in supporting workers and athletes by conducting workshops and providing training opportunities to facilitate their understanding and utilization of these technologies Especially artificial intelligence (Bensayah. S, 2023 p 998), the ministry puts effort into keeping up with technological advancements and innovations, in the field of communication, in order to achieve this goal the focus is on developing technologies and finding solutions that meet the needs of society, to accomplish this they invest in research (Berredjem.A, 2024, p 763), collaborate with various authorities organizations and bodies to exchange knowledge and share experiences, additionally building partnerships with the sector, non-governmental organizations and civil society is sought after to promote technology usage for tangible results in sports, the effective utilization of these technologies is crucial for enhancing communication within the Youth and Sports Directorate leading to progress and development in sports.

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Technology has become an aspect of communities due to its use and our expanded vision for the future.

2- Problematic:

In light of the tremendous technological and technological progress, communication technology has become the cornerstone of enhancing communication, both internally and externally, within sports institutions rapid and effective and flexible information exchange is one of its advantages and basic requirements that enable institutions to improve the performance of tasks, strengthen the relationship between team members and maximize transparency in communication with internal partners such as employees, stakeholders or external such as sponsors and the media, communication technology has also contributed to facilitating a process of cooperation and enabled the establishment of strategic partnerships that contribute to raising the level of performance and providing better services, taking advantage of modern communication systems and advanced software has become an integral part of professional life in the sports sector, the difficulty of the study can be succinctly summarized by addressing the following primary question(?): **what is the role of Modern Technology in developing the communication process within sports institutions?**

3- Partial questions:

- Does modern technology help to improve communication processes more effectively within sports institutions?
- Does modern technology help to improve communication processes more transparent within sports institutions?
- Does modern technology help to improve communication processes more quickly within sports institutions?
- Does modern technology help to improve communication processes more flexible within sports institutions?

4- Partial hypotheses:

- Modern technology is playing a necessary part in making the communication process more effective within sports institutions.
- Modern technology is playing a necessary part in making the communication process more transparent within sports institutions.

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- Modern technology is playing a necessary part in the communication process (faster and quickly) within sports institutions.
- Modern technology is playing a necessary part in making the communication process more flexible within sports institutions.

5- Objectives of the study:

- Knowing the importance of modern technology in making the communication process more effective within sports institutions.
- Knowing the importance of modern technology in making the communication process faster within sports institutions.
- Knowing the importance of modern technology in making the communication process more transparent within sports institutions.
- Knowing the importance of modern technology in making the communication process more flexible within sports institutions.
- tion applications Learn about the most important communication applications that are used within sports institutions
- Coming up with the results of recommendations that serve the subject of the study

6- Importance of the study:

This initiative aims to highlight the significance of technology in facilitating communication, within sports institutions while also acknowledging the benefits associated with studying it from multiple perspectives.

7- Literary Review:

7-1 First Study:

A study by researchers Ziani Mohamed and Tahir Yasmine, entitled Horizons and Obstacles of Modern Communication Technology in Ensuring Overall Quality of Higher Education in Algeria, this study sought to explore the horizons and challenges associated with the cooperation of modern communication in enhancing the overall quality of higher learning in Algeria, utilizing a descriptive research approach, the scope was confined to selected higher education

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institutions within the country, data collection methods included questionnaires and interviews, which provided comprehensive insights, the findings revealed that there are significant obstacles that hinder the effective contribution of modern communication technologies to the overall quality of higher education in Algeria. (Ziani M, 2020)

7-2 Second study:

Author and title: nadou boulkrah, bouloudani sihem, 2023, the uses of event communication in the Algerian economic institution and the corporate image – An analytical study of the digital event content of “BOMARE COMPANY” , The research's goal is to uncover the reality of the use of modern communication in the Algerian economy. institution in terms of the traditional and modern techniques used in the areas of content, messages, target audiences and the communication and institutional objectives of the event, the main of which is to make a good image of its audience, The researcher employed a descriptive survey, and the study sample (118) consists of HR officials at sports institutions and bodies in -Baghdad-Iraq.

-We have established a series of conclusions, the most important of which is the diversity of the applications of adolescent communication in the institution under investigation as a key tool for attaining the aforesaid objectives. (Boloudani, 2023)

7-3 Third Study:

Author and title: Khebizi samia, 2024, Event communication strategies as a mechanism for activating external institutional communication a survey research of the thoughts of a sample of executives in the youth institutions of Tissemsilt State, through this article we aim to shed light on an important mechanism that works to activate communication with the external audience, which is the event communication, which seeks to invest in various events of a cultural, religious, and sports nature using various means and forms of communication and based on specific strategies, the study using the descriptive survey and the research sample (10), staff members of Youth Institutions Bureau, the Youth House and the neighboring sports boat in Tissemsilt state, one of the most important findings that we have found is that event communication is one of the most important communication techniques that seek to create strong relationships with its target audiences, and its strategies vary,

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including those related to the internal audience and others directed to the external audience. (Khabizi, 2024)

7-4 Fourth Study:

Author and title: Hamza Talhi, Mourad Miloud, 2019, The role of using advanced technologies through the internal communication and institutional advertising system, and his impact on the improving the image of the public hospital structure in Algeria "Practical study at the Ibn Badis University Hospital Center - Constantine -"

- the use and positivity of the existence of the new information and communication technologies comes in the modernization and updating, inflicts on the flexibility of the internal tasks and the networks of communication and institutional announcements produced by the various civil servants at the level of hospital services and it realizes by data the good and the ideal to have a good, the investigator applied the descriptive survey and a research sample (100). University Hospital Centre, Ibn Badis Constantine, exactly the general surgical service, through the incorporation of various modern communication technologies, which offer several advantages, including reducing the incidence of human intervention in repeated operations, improving the image and performance of organizations and expediting exchanges of information through networks, the implementation and usage of current communication methods and technologies occurs through the communication system and the internal advertising of institutions. (Hamza, 2019)

7-5 Fifth Study:

Author and title: Ghania Meziane, Rabia Ahmed ben yahia, 2023, The role of social network applications for Enterprises in increasing the efficiency of internal communication, a study of the operational directorate of Algeria Telecom -chlef-, this study aims to know the role of social network applications for Enterprise, in increasing the efficiency of the internal communication of the enterprise, the investigator applied the descriptive survey and a research sample (79) Operational Directorate of Algerian Telecommunications in Chlef, the Operational Directorate of Algerian Contacts with the Shelf's relies extensively on Web 0.2 applications, which are generally the private social networks or other form of the Foundation a social network. (Meziane G, 2023)

Second: Theoretical Framework of the study:

1- Define the concepts and terminology of the study:

Definition of modern technology: Early man integrated technology with nature, using basic tools like sticks and stones, economic life revolved around creating rudimentary tools and meeting basic needs successfully. Stone-age tools, dating back to 4500 BC, were essential for early man's income. They traveled on foot, further connecting with nature and preserving the physical structure of their lives. (d'Errico, 2012, p 2483)

- You Definition it's a set of equipment and devices that operate electronically and are intended for service (automated media equipment using systems, methods, approaches, scientific and technical methods that are organized and coordinated (operating system and its programs) adopted by institutions and departments in directing their divergent activities. (Mouloud, 2016, p 60)

- The International Standardization Organization (ISO) defines technology as the know-how and creative experience necessary to design and produce goods and services; it is the practical application of knowledge.

Definition of communication: It is the transmission of news by signs and signals from sender to receiver through a channel, multimodal communication is formed through signs of various systems and different channels such as language and sign Emotional communication abandons language and is linked to the rule of compatibility of tastes. (Alloush, 2019, p 132)

- Communication can take place in a variety of different forms, the usual distinctions being based on the number of participants and the direction of information flow Two main distinctions are therefore usually made: one-way, and two-way communication, (Jha A. K., 2024, p 180), Communication involves a sender, a message and a receiver, such that a selection is made from a group of symbols where these carry meaning and want to be conveyed, those symbols may be visual, verbal, vocal, graphic or written (Erlangga, 2020, p 112), and there are various combination forms of such communication, as an oral talk is a combination of words and non-linguistic expressions or gestures, a text message contains letters, punctuation, spaces, and often images and special symbols, communication involves a combination of linguistic and non-linguistic signals to get meaning out and to facilitate understanding.

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Definition of a Ministry of Youth and Sport: is an administrative body responsible for individual, group, youth, school and university sports activities, the formation of frameworks, the organization of national and local associations, the construction of sports facilities and the maintenance of them

Definition Directorate of Youth and Sport: is a government institution that serves the community playing a role, in promoting sports and youth development both internationally, it facilitates sports exchanges with countries organizing training programs in various sports, the Directorate operates based on its interests and government laws and expertise in areas.

2- Applications of modern technology that are used in communication within sports institutions:

Modern technology has become indispensable in all areas of life, as sports institutions are witnessing a remarkable development in adopting modern communication technology to improve the communication process, we will learn about some modern technology that can be used to increase the effectiveness of the communication process in sports institutions. (Majoka MI, 2013, p 44)

2-1 Email:

Modern technology plays a crucial role in important applications of email in communication, enabling quick and effective exchange of information between sports institutions, email helps in gaining time and effort by sending important messages, reminders, and instructions, thus enhancing internal and external communication processes.

2-2 Mobile phone and text messages:

Mobile phones have become an essential tool for communication in sports institutions, enabling the exchange of information and alerts. Text messages are used to send important information, such as upcoming events, training times, sports results, or new instructions, enhancing the overall efficiency of the communication process. (Tadeu PJA, 2019)

2-3 Social Networks:

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Social networking has become indispensable at the present time, and it is an effective communication tool that can be used in sports institutions. Social networks such as Facebook, Twitter..., can be used to communicate with the public, fans, workers (Arora, 2019, p 90), event news, photos, and videos can be disseminated through these networks to reach a wider audience and increase awareness of the sports events they organize. (Khanday AM, 2022, p 3)

2-4 Live Streaming and Video:

Modern technology enhances communication in sports institutions by enabling live broadcasting and sharing exclusive video clips, this technology can broadcast training and matches over the internet, create educational videos explaining exercises, and hold meetings in home with administrators or managers, saving time, cost, and effort.

2-5 Smart Applications:

Special applications in sports institutions utilize smart technologies to enhance communication and streamline processes, these applications provide access to news, events, administrative instructions, and ticket bookings, by utilizing these applications, sports institutions can improve administrative organization effectiveness and enhance internal and external communication within the sports field.

3- The importance of communication in the sports work environment:

Effective communication is crucial in sports work, as it enhances employee satisfaction, productivity, and athletic performance, the quality of communication is closely linked to employee satisfaction, with more advanced channels leading to higher satisfaction rates and better services good communication is also vital in sports management, particularly in crisis management and problem-solving, the ability to deal quickly and efficiently with challenges through carefully planned internal communication is a crucial element in the success of any sports organization, as sports are a big business with modern technology increasingly integrated. (Miragaia, 2017, p 615)

4- Technology as a tool for internal and external communication in sports institutions:

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Communication technology has significantly enhanced internal and external communication within sports institutions, enhancing coordination between team members and maximizing transparency with external partners like sponsors and media, this technology has facilitated cooperation and strategic partnerships, contributing to improved sports performance and fan services, integrating CRM systems and other software within technological architectures significantly enhances the ability of sports organizations to manage relationships with customers and partners with complete efficiency, the integration of these technologies is an integral part of a career in the sports sector.

- Advanced technology makes it possible to increase the speed and accuracy of information exchange.
- Achieving effective communication requires continuity in developing systems and training users.
- Communication technology is one of the key factors in building the cooperation strategy of advanced sports institutions.

5-Challenges of using modern technology in communication within sports institutions:

Sports organizations face several modern technology challenges as they seek digital transformation to enhance their performance in sports, these challenges are not only technical, but also include security, privacy, financial and human aspects, which are among the most prominent obstacles to the application of technology, below we review some common hurdles and proposed solutions to ensure the sustainability of digital transformation in sports organizations.

- ✓ **Security and privacy challenges:** Organizations go to great lengths to ensure that data is protected within digital systems, the solution lies in using the latest encryption protocols and security technologies to keep data secure.
- ✓ **Financial investments:** Providing sufficient funding for the adoption of modern technologies is a pressing challenge, this challenge can be overcome by seeking innovative funding opportunities or strategic partnerships with technology companies.
- ✓ **Lack of digital skills:** It is imperative for institutions to invest in training programs to develop the skills of workers and qualify them to deal with new technology.

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- ✓ **Resistance to change:** Some cadres may resist the transition to new systems, and here comes the importance of building an organizational culture that values innovation and digital change.
- ✓ Training and qualification for the use of technology
- ✓ Technology training programs for employees
- ✓ workshops and seminars to develop digital skills
- ✓ Developing sports programs and applications to improve performance
- ✓ Latest technological projects
- ✓ Investments and partnerships with technology companies

Third: Practical Framework of the study

1-Methodological procedures of the study:

1-1- Limits of the study:

- Human limits: represented by the staff of the Department of Sports and Youth and its branches in (Souk Ahras) State.
- Spatiotemporal limits: The study tool was applied in (Souk Ahras) State, in March 05 to March 25, 2024.

1-2 Curriculum:

Since the subject of the research is the role of modern technology in the development of the communication process within sports institutions, the proper method is descriptive analytical approach, that is the study of the subject in descriptive terms, which is the appropriate way to study current facts related to a pure or a situation, individuals, events or specific situations, definition of descriptive approach According to De Saussure, the founder of modern linguistics, the descriptive method focuses on analyzing language components and elements based on their specific functions and relative positions within the linguistic text. (Bishr, 1998, p 40)

1-3 The study community:

The complete collection of individuals with whom the researcher wants to conduct his study is employed within the Directorate of Sports and Youth in Souk Ahras.

1-4 Study variables:

A- The Independent and Dependent variable:

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In this study the variable that is independent is “modern technology”, the dependent is “communication”.

1-5 Sample:

A random sample was used where we distributed the questionnaire to the employees of the Directorate of Sports and Youth and its branches in the Wilayat (Souk Ahras), consisting of 18 individuals .As shown in Table 1.

Table N°1: the sample size

Questionnaires	Spreader	Returned	No-Returned	Excluded
the number	23	18	4	1
Percentage %	100	78	17	5

Source: Results content based on SPSS V 22 results

1-6 Research Tools and Techniques:

We used the questionnaire in accord with the five point likert scale, and the questionnaire axes were determined depending on the following:

Table N°2: The grades in the questionnaire

Repetitions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Level of approval	1	2	3	4	5
	(1.80 -1)	(2.59 -1.81)	(3.4 -2.60)	(4.20-3.41)	(4.21-5)

Source: Results content based on SPSS V 22 results

1-7 Statistical means:

Statistical methods are essential for researchers across all types of studies. Some key statistical tools commonly used which has been applied in research include Alpha-Cronbach, percentage, Mean (SMA), Standard deviation (SD), and T tests.

2- Psychometric characteristics of the measuring instrument:

2-1 Validity of arbitrators:

To identify the degree of data collection tool that was applied the questionnaire was submitted to a panel of arbitrators in the field of specialization at the University Med-Cherif Messaadia his assistants

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Souk Ahras, and their suggestions were taken and modified according to their instructions

2-2 Validity Associated with Stability (Self Validity) :

For determining the self-validity of a questionnaire, the law of self-validity calculation was utilized, which is equivalent to the root squared of the stability. **Coefficient = $\sqrt{\text{the stability coefficient}}$**
For instance if the square root of 0.85 equals 0.92 then the questionnaires validity is 0.92 indicating its reliability, for use.

2-3 Stability of the questionnaire:

The researcher employed the Alpha Cronbach test to assess the questionnaires reliability with a value exceeding 0.6 indicating validity. Table 4 displays an Alpha Cronbach value of 0.85, for all statements, which is a value of high statistical significance, and indicates a correlation between the questionnaire statements.

3- Analyze the results of the questionnaire questions:

Table N°3: displays the standard deviation, arithmetic average, sample, percentage, direction, arrangement for all axes.

TEST Axis		phrase	SMA	standard deviation	Percentage	Sample Direction	TO arrange
The first axis	1	Does modern technology contribute to the establishment of effective communication channels within your organization?	3.67	1.2	73.4	Agree	3
	2	Is modern technology accelerating the arrival of information within your organization?	4.56	0.83	91.2	Strongly Agree	1
	3	Does the use of modern technology in communication within the sports institution enhance productivity?	3.44	1.34	68.8	Agree	4
	4	The use of modern means of communication within the sports institution has led to more effective communication with customers, employees and senior management compared to traditional means of	3.78	1.44	75.6	Agree	2

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		communication?					
		the weighted average	/	/	77.2	Agree	4
The second daxis	5	Sports institutions make adequate use of modern technology in order to make the communication process more transparent?	3.44	1.17	68.8	Agree	4
	6	Sports institutions that take into account the standard of transparency when using modern technology facilitate the process of communication within them?	3.94	1.31	78.8	Agree	3
	7	Using social media and digital applications allows you to get more transparent information about your organization's activities?	4.22	1.47	84.4	Strongly Agree	2
	8	The use of modern means of communication within the sports institution has led to increased transparency of communication with customers and legal bodies?	4.28	1.04	85.6	Strongly Agree	1
		the weighted average	//	//	79.4	Agree	2
The third axis	9	Using technology such as email and instant messaging apps allows employees and customers to communicate faster within your organization?	4.39	1.01	87.8	Strongly Agree	2
	10	The use of modern technology works to bring the geographical distances between the institution and employees and customers and contribute to communication with them?	4.44	1.26	88.8	Strongly Agree	1
	11	Sports institutions in Algeria take sufficient advantage of modern technology to make the communication process faster?	2.94	1.31	58.8	neutral	4
	12	Do you find that using modern technology to make the communication process faster within your organizations is beneficial to you?	4.39	1.11	85.8	Strongly Agree	3
		the weighted average	//	//	80.8	Agree	1
The fourth	13	Modern technology contributes to keeping pace with changes and emergencies in the communication	3.83	1.07	76.6	Agree	2

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axis		process within your organization in a flexible way?					
	14	Does using modern technology in the communication process improve the speed of response in communication within your organization?	4.67	0.75	93.4	Strongly Agree	1
	15	Modern technology may lead to a loss of personal communication and team spirit within your organization in general?	3.56	1.3	71.2	Agree	3
	16	The modern technology that is being used makes the communication process more flexible within your organization?	3.44	1.5	68.8	Agree	4
	the weighted average		//	//	77.6	Agree	3

Source: Results content based on SPSS V 22 results

3-1 Analyze the results of the first axis

Statement No (2) obtained the highest order in the first axis by answering (strongly agree) and a mean of (4.56), SD is (0.83) and a percentage of (91.2), and then in order statements No (4) (1) (3) with an answer of (agree) and an arithmetic mean of (3.78) (3.67) (3.44), a SD of (1.44) (1.2) (1.34) and a percentage of (75.6) (73.4) (68.8)

3-2 Analyze the results of the second axis

The statement No (8) got the highest order in the second axis by answering (strongly agree) and a mean (4.28) and a SD (1.04) and a percentage (91.2), then the statement No. (7) by answering (strongly agree) and a mean (4.22) and a standard deviation (1.47) and a percentage (84.4), then after that in the order of statements No (6) (5) by answering (agree) and a mean (3.94) (3.44) and a SD (1.31) (1.17) and a percentage (78.8) (68.8)

3-3 Analyze the results of the third axis

The statement No (10) got the highest order in the third axis by answering (strongly agree) and a mean (4.44) and a SD (1.26) and a percentage (88.8) and then in order statements No (9) (12) by answering (strongly agree) and a mean (4.39) (4.39) and a SD (1.01) (1.11) and a percentage (87.8) (85.8) and then the statement No. (11) by answering (neutral) and a mean (2.94) and a SD (1.31) and a percentage (58.8)

3-4 Analyze the results of the fourth axis

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The statement No (14) obtained the highest order in the fourth axis by answering (strongly agree) and a mean of (4.67), SD is (0.75), a percentage of (93.4), and then, in order, phrases No. (13) (15) (16) with an answer of (agree), a mean of (3.83) (3.56) (3.44), a SD of (1.07) (1.3) (1.5) and a percentage of (76.6) (71.2) (68.8)

4- Discussing the hypotheses of the study

4-1 Discussion of the results regarding the First hypothesis

Table N°4: Results of the Statistical Analysis for the First axis

Mean average	SMA	standard deviation	T-calculated	T-Table	Statistical Decision
The first axis	3.86	1.29	12.695	2.11	Statistical Function
at a significance level 0.05, df = 17, sig = 0.00					

Source: Results content based on SPSS V 22 results

The first hypothesis of the study talks about the importance of modern technology in making the communication process more effective within sports institutions, we see in table No (4) + (3) that the members of the study sample answered that they (agree) by 77.2%, with a SMA to (3.86) and a SD of (1.29), the T_value was calculated at (12.695) is greater than its tabular value (2.11), and therefore this difference in the mean responses of the sample in this axis is statistically significant consequently, according to the findings, we reject H0 and accept H1, this indicates that there is a great role for modern technology in making the communication process more effective, through applications and devices of modern technology, sports institutions can improve ways of communicating with teams, trainers, workers and stakeholders.... With modern technology, the necessary instructions and directions can be given quickly and easily (Khabizi, 2024), individuals and sports institutions to access and use modern means of communication within them and with their audience and all those associated with them

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4.2 Discussion of the results regarding the Second hypothesis

Table N°5: Results of the Statistical Analysis for the Second axis

Mean average	SMA	standard deviation	T-calculated	T-Table	Statistical Decision
The second axis	3.97	1.3	12.956	2.11	Statistical Function
at a significance level 0.05, df = 17, sig = 0.00					

Source: Results content based on SPSS V 22 results

The second hypothesis of the study talks about the importance of modern technology in making the communication process more transparent within sports institutions in table No (5) + (3) we see that the respondents answered that they (agree) by 79.4% %, with SMA of (3.97) and a SD of (1.3), the T_value was calculated at (12.956) is greater than its tabular value (2.11), and therefore this difference in the mean responses of the sample in this axis is statistically significant consequently, we reject H0 and accept H1, this indicates that there is a great role for modern technology in making the communication process more transparent. The use of modern technology such as social media and dedicated applications provides an opportunity for sports institutions to exchange information and developments better, and share daily reports and statistics, allowing a better understanding of performance, improving communication and cooperation for all and enhancing transparency within the institution, which enhances mutual communication and contributes to enhancing transparency between sports institutions and the public (Boloudani, 2023).

4-3 Discussion of the results regarding the Third hypothesis

Table N°6: Results of the Statistical Analysis for the Third axis

Mean average	SMA	standard deviation	T-calculated	T-Table	Statistical Decision
The third axis	4.4	1.34	13.931	2.11	Statistical Function
at a significance level 0.05, df = 17, sig = 0.00					

Source: Results content based on SPSS V 22 results

The third hypothesis of the study talks about the importance of modern technology in making the communication process faster within sports institutions, in table No (6) + (3) we see that the study

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sample members answered that they (agree) by 80.8%, with a SMA to (4.4) and a SD of (1.34), the T_value was calculated at (13.931) is greater than its tabular value (2.11), and therefore this difference in the mean responses of the sample in this axis is statistically significant consequently, we reject H0 and accept H1, this indicates that there is a great role for modern technology in making the communication process faster modern technology plays an important role in accelerating the communication process within sports institutions through the use of smart phones, messaging applications and others employees can communicate easily and quickly at anytime and anywhere, for example managers can send important updates to the team at the moment of need without having to meet face-to-face, this saves time and increases the efficiency of communication and rapid decision-making. Email and text messages can also be used to communicate in sports institutions (Ziani M, 2020), these means allow the possibility of sending important information quickly, which facilitates the communication process and achieves harmony and coordination between members (Meziane G, 2023).

4-4 Discussion of the results regarding the Forth hypothesis

Table N°7: Results of the Statistical Analysis for the Forth axis

Mean average	SMA	standard deviation	T-calculated	T-Table	Statistical Decision
The Forth axis	3.88	1.28	12.861	2.11	Statistical Function
at a significance level 0.05, df = 17, sig = 0.00					

Source: Results content based on SPSS V 22 results

The fourth hypothesis of the study talks about the importance of modern technology in making the communication process more flexible within sports institutions, in table No (7) + (3) we see that the respondents answered that they (agree) by 77.6%, with a SMA to (3.88) and a SD of (1.28), the T_value was calculated at (12.861) is greater than its tabular value (2.11), and therefore this difference in the mean responses of the sample in this axis is statistically significant consequently, we reject H0 and accept H1, members can communicate and conduct conversations at a time that suits them better regardless

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of their geographical location (Hamza, 2019), managers can work together and cooperate remotely, which allows for effective and flexible communication without time and space constraints moreover modern technology can provide flexibility in exchanging sensitive and important information, communications and data protection can be secured through the use of security protocols and encryption technologies, protecting sensitive information and keeping data confidential, the smart grid can be regarded as a contemporary system of networks designed to improve efficiency and reliability through automated control. (Gungor, 2011).

Conclusion:

After testing and analyzing the hypotheses, the key applied findings of this study highlight the significant role that modern technology plays in enhancing the effectiveness of communication processes within sports organizations, the use of technology helps improve the efficiency and quality of communication between various stakeholders, leading to enhanced productivity and performance in communication-related activities furthermore modern technology increases the transparency of communication within these institutions (Scheherazade, 2011), as the use of technological tools and platforms enhances the level of clarity and openness in the exchange of information, thereby promoting trust and accountability (Iameche. a. and all, 2023), additionally the study reveals that modern technology accelerates the speed of communication within sports organizations, as the use of various technological applications and tools facilitates the rapid exchange of information and reduces the time and effort required for communication processes (Aoun, 2014), lastly the findings indicate that modern technology enhances the flexibility of communication within sports organizations, as the availability of diverse communication options and methods allows these organizations to adapt and respond to changing communication needs more effectively, this study provides sports organizations with valuable insights and strategies to leverage modern technology in

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improving their communication practices and overall organizational performance.

Suggestions and recommendations:

- ✓ Create a plan to incorporate technology into both internal and external communication, at the sports organization focusing on tools and platforms that boost efficiency, transparency, speed and adaptability.
- ✓ Offer training sessions and workshops to enhance employee's abilities in using communication tech and inspire them to embrace industry practices.
- ✓ Form a team for communication technology within the sports organization to handle developing and implementing tech solutions while offering technical assistance to staff.
- ✓ Set aside a budget for investing in the technological infrastructure, tools and programs to enhance communication processes ensuring a balance between costs and expected benefits.
- ✓ Regularly evaluate the effectiveness of technology in communication processes assessing its impact on performance and employee satisfaction making tweaks based on outcomes.
- ✓ Foster collaboration with sports organizations sharing experiences and best practices in leveraging technology for communication purposes to elevate the performance of the sports sector.
- ✓ Establish a content management system for organizing and handling information and documents related to communications improving accessibility speed and retrieval efficiency.
- ✓ Use interactive tools like video calls and live broadcasts to boost personalized communication among team members and viewers.
- ✓ Employ social media platforms and intelligent apps to amplify interaction with audiences and stakeholders enhancing engagement levels and promptly addressing their requirements.
- ✓ Establish a variety of communication avenues such as blogs and news letters to deliver valuable information, to both employees and audiences.

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