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The role of sports media in developing the process of sports professionalism in Algerian sports.

- A field study on some professional Algerian channels-

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Abstract:
The study is concerned with showing the important role played by sports media in developing the process of sports professionalism in Algerian sports. It was carried out at the level of some professional Algerian channels, where the researcher used the descriptive approach to suit the nature of the study, and with a research tool, which is the questionnaire, and it was applied to a randomly selected sample consisting of 58 individuals from broadcasters, journalists and correspondents, so that the researcher finally reached to clarify the great importance of sports media in developing the professionalism system.

Keywords: *Sports media; Sports professionalism; Algerian professional clubs .*

I. INTRODUCTION

The world is witnessing a rapid development in the field of sports today, as sports have become a huge industry that contributes to economic development and strengthening social ties. In this context(Wenner,1998), sports media plays a vital role in shaping public opinion about sports and marketing sports champions in Algeria. The Algerian sports sector has recently witnessed major transformations towards professionalism, which makes the role of sports media more important than ever, given the importance played by the media in shaping public opinion about sports and athletes, and influencing the public's view of clubs and teams(Alexandre,2015). It works to market athletes, clubs and teams, and helps attract sponsors and fans. It increases the public's awareness of various sports issues, such as combating doping and violence in stadiums(Robert,2007). It encourages individuals to practice sports by covering sporting events and spreading the spirit of competition. It exposes violations and corruption in the sports community, which contributes to achieving transparency and justice. It helps build a strong identity for clubs and teams, which increases the loyalty of the fans(Obœuf,2019). It pushes for the development of sports infrastructure, in order to meet the needs of media professionals and provide a suitable work environment. It contributes to the development of sports cadres by providing media training and qualification for athletes and coaches(Thomas,1993).

Since Algeria is one of the third world countries, it has faced many problems in spreading the professional thought among its various classes, through the absence of awareness of the Algerian citizen, player, coach, and the rest, unlike other third world countries, such as the Egyptian state model, which focused on developing sports media, which created a culture of professionalism, which led to a series of internal successes, considering that its teams in various sports are the strongest in terms of professionalism and championships, unlike Algeria, which is at the bottom of the tribe in terms of championships, and this is what made us focus on this study, which raises questions about the role of sports media in developing the process of sports professionalism in Algeria. The study addresses a set of challenges facing sports media in covering professional sports, such as the lack of material and human resources, commercial pressures, and lack of independence. The study also examines the relationship between the quality of media coverage of professional sports and the success of Algerian clubs and teams, and seeks to determine the extent to which sports media contributes to promoting and marketing Algerian athletes locally and internationally(Dehamnia,2024), There are also many studies that show the importance of sports media in the professional system, including the study by "Abdul Wahab Zawawi" 2013, which aims to demonstrate the importance of sports media in influencing sports professionalism, a necessity dictated by the desire and need of individuals to satisfy the desires of knowledge and build sports ideas and exchange them with others and achieve the development of sports and its spread among members of society and encouragement to practice them in modern ways(Zawawi,2013), and the study by "Lamia Talah" 2020, which aims to satisfy his sports media needs, which are increasing day after day, in light of the increase in sports competitions and events(Talah,2020). Today, given that sports have become a basic feature in the lives of societies, various media outlets have come to consider it an ideal tool for bridging a distant circle that even politicians have not neglected to exploit, due to its direct impact on the lives of individuals and societies. Based on this, sports media has become the main factor in influencing societies, where sports activities have come to occupy the forefront in various audio, visual and written media, with the continuous increase in followers and those interested in the field . By highlighting this study, we have the following question: Does sports media contribute to developing the process of sports professionalism in Algerian sports?

And also three secondary questions:

- Do the challenges facing sports media in covering Algerian professional sports have a role in influencing the development of professional sports?

- Is there a relationship between the quality of media coverage of professional sports and the success of Algerian clubs and national teams?
- Does sports media contribute to promoting and marketing Algerian athletes?

Study hypotheses:

- **General hypothesis:**

Sports media contributes to the development of the process of sports professionalism in Algerian sports.

- **Partial hypotheses:**

✓ The challenges facing sports media in covering Algerian professional sports have a role in influencing the development of professional sports.

✓ There is a relationship between the quality of media coverage of professional sports and the success of Algerian clubs and national teams.

✓ Sports media contributes to promoting and marketing Algerian athletes.

1. Importance of the study:

This study gains its importance from the fact that it seeks to gain a deeper understanding of the role of sports media in developing Algerian sports, identifying the challenges facing this sector, and proposing appropriate solutions for its development. The study also contributes to bridging the knowledge gap about the relationship between sports media and sports professionalism in Algeria.

2. Study Objectives:

This study aims to achieve the following objectives:

✓ Identify the role of sports media in developing the process of sports professionalism in Algeria.

✓ Analysis of the challenges facing sports media in covering professional sports.

✓ Study the relationship between the quality of media coverage of professional sports and the success of Algerian clubs and teams.

✓ Evaluate the contribution of sports media in promoting and marketing Algerian athletes.

✓ Propose a set of recommendations to develop the role of sports media in Algeria.

3. Benefit from previous studies:

✓ This assisted researchers in understanding the nature and significance of the research problem.

✓ This facilitated the researchers' selection of the most suitable scientific statistical methods for data analysis.

✓ Researchers were able to discuss and interpret the results of the current study with the aid of the findings from these previous studies(Dehamnia,2024).

4. Concepts and Terminology Definition:

4.1.Sports media:

Sports media is the branch of media that deals with covering sporting events, and transmitting news and information related to athletes, clubs and sports federations. Sports media includes a wide range of media, such as television, radio, print, websites and social media(Schaffer,2024).

4.2.Sports professionalism:

Sports professionalism is the transformation of practicing sports from a hobby or recreational activity into a primary profession that the individual makes a living from. In other words, it is practicing sports regularly and intensively with the aim of achieving a continuous financial income(Kian,2018).

4.3.Algerian professional clubs:

Algerian professional clubs are sports institutions that work to develop and encourage sports, especially football, in Algeria. These clubs play a vital role in the lives of Algerians, as they bring together fans and provide them with entertainment and enjoyment(Dehamnia,2024).

II. Methods and Materials:

1. Research Methodology :

The researcher used the descriptive approach due to the nature of the study topic, which requires the use of this approach.

2. Study community:

The study community consists of a group of broadcasters media professionals, sports journalists, and sports correspondents for some Algerian channels.

3. Research Sample and Selection Method:

The study sample consisted of broadcasters media professionals, sports journalists, and sports correspondents for some Algerian channels who were selected randomly. The sample consisted from 58 journalists and correspondents, as shown in the following table:

Table (1) : Sample distribution table.

The channel	Journalist/ broadcasters	Correspondent	The total
El Haddaf TV	15	10	25
El Chourouk Tv	05	03	08
El Nahar TV	10	05	15
El Bilad Tv	05	05	10
The total	35	23	58

4. Research Tools:

The chosen tool in the study is the questionnaire.

The questionnaire in this study consisted of 03 axes divided according to the following table:

Table 2 : Represents the questionnaire axes.

Axes	Number of questions
01. The challenges facing sports media in covering Algerian professional sports have a role in influencing the development of professional sports.	08
02. There is a relationship between the quality of media coverage of professional sports and the success of Algerian clubs and national teams.	10
03. Sports media contributes to promoting and marketing Algerian athletes.	10
The rusult	28

- Psychometric properties of the study tool:

- **<u>Tool validity:</u>**
- **Apparent validity of the instrument:**

The tool was presented to a panel of arbitrators comprising professors from various Algerian universities. To enhance the tool's credibility, some colleagues from these institutions were also involved in the presentation, as illustrated in the table below:

Table 3 : It represents the sample of professors selected to prove the validity of the questionnaire.

University	Country	Number of Doctors
National Higher School of Journalism and Information Sciences	Algeria	18
University Of Constantine 2	Algeria	20
University of Batna 2	Algeria	10
University of Jijel	Algeria	13
Unversity Of Setif	Algeria	16
University Of Telmcen	Algeria	13
University Of Ouergla	Algeria	19
University Of Bejaia	Algeria	10
University Of Oran	Algeria	07
The result	126	

The research tool was approved by 92.76% of them, rejected by 7.24%, and they agreed to modify the questionnaire.

❖ Tool stability:

The tool was calculated using Cronbach's alpha equation as shown in the following table:

Table4: It represents the result of the instrument's stability coefficient by applying the Cronbach's alpha equation.

Axes	Cronbach's alpha coefficient	Correlation coefficient between correction by Spearman and Brown equation
The first axis	0.62	0.60
The second axis	0.68	0.69
The third axis	0.67	0.69

From the results of Table 4, it is clear that the study tool is characterized by a high and acceptable degree of stability, by calculating the stability coefficient in two different ways (Cronbach's alpha, the correlation coefficient between the correction using the Spearman and Brown equation).

❖ **Logical truth:**

Table 5 : The correlation coefficient represents the stability of the study tool as a whole with its axes and the logical validity of each of them.

Axes	Correlation coefficient	Logical truth
The first axis	0.620	0.780
The second axis	0.787	0.854
The third axis	0.868	0.877
Measuring tool as a whole	0.750	0.869

Table Num 4 shows that the logical truth of the study tool's axes ranged between (0.780 and 0.869), while the correlation coefficient ranged between (0.620 and 0.750), while the logical validity of the tool as a whole reached 0.866, which indicates that the measurement tool with its axes enjoys a high degree of self-validity.

5. Statistical Analysis

- Arithmetic mean.
- Standard deviation.
- relative importance.
- Degree

6. Search Fields:

6.1.Spatial Field:

The study was conducted on some private Algerian channels that cover various sporting events.

6.2.Temporal Field:

The study was conducted during the period from 09/29/2024 to 01/10/2025.

III. Results :

7.1.Presentation of the Hypotheses Results:

Table 6 : It represents the percentages and K^2 of the results of the sample members' answers to the first axis.

Phrase	Yes		No		rarely		K^2
1. Do you think that the lack of media coverage of various sports other than football hinders the development of these sports?	k	%	k	%	k	%	k
	53	90,62	01	1,56	04	7,81	94,92
2. Do you think that the excessive media focus on the negative side of sporting events negatively affects the enthusiasm of players and fans?	46	79,68	08	14,06	04	6,25	62,48
3. Does the lack of in-depth analysis of sports performance in the media affect the improvement of the level of players and teams?	33	56,25	06	10,93	19	32,81	19,72
4. Does the weak cooperation between sports media and sports federations affect the development of Algerian sports?	54	93,57	02	3,12	02	3,12	105,04

5. Do you think that the harsh criticism directed at sports media negatively affects the quality of media coverage?	38	65,62	09	15,62	11	18,72	30,12
6.Does the lack of clear professional standards in sports media affect the quality of media coverage of sporting events?	58	100	00	00	00	00	128,01
7. Do you think that the media focus on the commercial side of sports affects sporting and ethical values?	58	100	00	00	00	00	128,01
8. Does the lack of live media coverage of important matches affect the fans' enthusiasm and their following of sports?	58	100	00	00	00	00	128,01

Table 7 : : It represents the percentages and K² of the results of the sample members' answers to the second axis.

Phrase	Yes		No		rarely		K²
1. Do you think that the wide media coverage of Algerian clubs and national teams contributes to increasing their popularity?	k	%	k	%	k	%	k
	53	90,62	01	1,56	04	7,81	94,92
2. Does the quality of sports analysis and commentary in the media affect your assessment of the performance of players and teams?	46	79,68	08	14,06	04	6,25	62,48
3. Do you think that sports media plays an important role in motivating fans to attend matches?	33	56,25	06	10,93	19	32,81	19,72
4. Do you think that constructive criticism from the sports media contributes to developing the performance of players and teams?	54	93,57	02	3,12	02	3,12	105,04
5. Do you think the sports media puts pressure on sports federations to make better decisions?	38	65,62	09	15,62	11	18,72	30,12
6. Have you noticed that the sports media focuses on the positive aspects of Algerian sports more than the negative aspects?	58	100	00	00	00	00	128,01
7. Do you think that sports media contributes to spreading the culture of sports among young people?	58	100	00	00	00	00	128,01
8. Do you think that sports media deals with sports news with high professionalism?	58	100	00	00	00	00	128,01
9. Do you think that sports media contributes to uniting the masses around the national team?	58	100	00	00	00	00	128,01
10. Do you think that sports media contributes to marketing Algerian players and the Algerian league?	58	100	00	00	00	00	128,01

Table 8 : : It represents the percentages and chi-square(K^2) of the results of the sample members' answers to the third axis.

Phrase	Yes		No		rarely		K^2
1. Do you think that the sports media in Algeria gives Algerian athletes enough media coverage?	k	%	k	%	k	%	k
	53	90,62	01	1,56	04	7,81	94,92
2. Does sports media contribute to building a positive image of Algerian athletes?	46	79,68	08	14,06	04	6,25	62,48
3. Does sports media cover different sports, not just football?	33	56,25	06	10,93	19	32,81	19,72
4. Does the sports media focus on the achievements of Algerian athletes or only on the mistakes?	54	93,57	02	3,12	02	3,12	105,04
5. Does the sports media provide in-depth analyses of the performance of Algerian athletes?	38	65,62	09	15,62	11	18,72	30,12
6. Does sports media contribute to increasing the popularity of Algerian athletes?	58	100	00	00	00	00	128,01
7. Does the sports media promote sponsors and commercial partners of Algerian athletes?	58	100	00	00	00	00	128,01
8. Does the sports media cover local sports tournaments and competitions well?	58	100	00	00	00	00	128,01
9. Does sports media contribute to encouraging young people to practice sports?	58	100	00	00	00	00	128,01
10. Do you think that sports media in Algeria is developing positively?	58	100	00	00	00	00	128,01

7.2. Discussion:

Based on the above tables we note that the majority of the sample members, numbering 48 individuals, answered "yes" to questions No. 01, 02, 03, 04, 05, 06, 07, 08, 09, 10 with percentages of 90.62%, 79.68%, 56.25%, 93.57%, 65.62%, 100%, 100%, 100%, 100%, 100%, respectively. As for the second category, which answered "no" to all the previous questions with percentages of 1.56%, 14.06%, 10.93%, 3.12%, 15.62%, 00%, 00%, 00%, 00%, 00%, respectively. As for the third category, which answered all the previous statements with "Rarely" and in percentages respectively 7.81%, 6.25%, 23.81%, 3.12%, 18.75%, 00%, 00%, 00%, 00%, and through statistical processing of the questionnaire using the chi-square goodness-of-fit test, we found that the chi-square for the sample's answers to questions No. 01, 02, 03, 04, 05, 06, 07, 08, 09, 10 were respectively 94.92, 62.48, 19.78, 105.14, 30.12, 128.01, 128.01, 128.01, 128.01 at a degree of freedom of 2 and a significance level of 0.05 Where we notice Sports media in Algeria has faced many challenges that hinder its effective contribution to the development of professional sports and the promotion of Algerian athletes. The most prominent of these challenges are the focus on football (the interest of the sports media in Algeria is often limited to football, which marginalizes other sports and deprives them of sufficient media coverage. This excessive focus on football negatively affects the development of other sports and limits the chances of success of Algerian athletes in these sports), lack of professionalism: the sports media in Algeria suffers from a lack of professionalism, as sports analysis is often characterized by superficiality and bias, and media coverage lacks accuracy and objectivity.

This negatively affects the quality of information received by the public and weakens their confidence in the sports media, commercial pressure (the sports media is exposed to great commercial pressure, which leads to a preference for news that serves the interests of sponsors and financiers at the expense of objectivity and professionalism. This negatively affects the quality of media coverage and reduces the media's ability to play its supervisory role), lack of strategic planning (the sports media in Algeria lacks long-term strategic planning, which leads to the dispersion of efforts and the inability to achieve clear goals), weak infrastructure (many media institutions in Algeria suffer from weak infrastructure, which limits their ability to provide high-quality media coverage), regarding the relationship between the quality of coverage Media and the success of Algerian clubs and teams There is a close relationship between the quality of media coverage of professional sports and the success of Algerian clubs and teams. Good media coverage contributes to: increasing the popularity of sports (attractive media coverage contributes to increasing the popularity of sports and attracting fans to stadiums), motivating athletes (positive media coverage motivates athletes to exert more effort and achieve better results), attracting sponsors (good media coverage attracts sponsors and commercial partners, which provides financial support to clubs and teams), building a positive image of Algerian sports (positive media coverage contributes to building a positive image of Algerian sports at the local and international levels), as for the contribution of sports media in promoting and marketing Algerian athletes, sports media plays a crucial role in promoting and marketing Algerian athletes, through: increasing awareness of athletes' achievements (the media contributes to informing the public of the achievements of Algerian athletes, which increases their popularity), building a strong personal image (the media helps build a strong personal image of athletes, which makes them more attractive to sponsors and commercial partners), opening new doors for athletes (the media can open new doors For athletes, such as sponsorship and advertising contracts).

IV .Conclusion:

The study showed that sports media in Algeria faces many challenges that affect its role in developing professional sports and promoting athletes. The most prominent of these challenges are the excessive focus on football, lack of professionalism, commercial pressures, and the absence of strategic planning. Despite these challenges, it was found that sports media plays a crucial role in increasing the popularity of sports, motivating athletes, attracting sponsors, and building a positive image of Algerian sports. To improve this role, it is proposed to focus on enhancing professionalism in sports media, diversifying coverage to include all sports, building partnerships between sports media, sports federations and clubs, and developing sports media infrastructure. Through these efforts, sports media in Algeria can play a more effective role in developing Algerian sports and promoting Algerian athletes locally and internationally.

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