

Media, sports and culture: Symbiosis or Integration

الإعلام والرياضة والثقافة: التعايش أم التكامل

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Abstract:

In this article, the researchers critically investigate the interrelated dynamics among media, sport, and culture. Media is the process by which a message is sent via written, audio, or audiovisual media to the audience, and this process entails interaction. Sports are an effective tool for guiding individuals in the right direction and elevating them to a level where they can become helpful to society. Culture is a social phenomenon representing the deepest manifestations of human activity and the most affirming of the continuity of history and the succession of generations.

The researchers found that media, sport, and culture are closely linked, each continuously shaping and being shaped by the others through a process of ongoing mutual influence, in which the media plays the role of mediator between culture and sports. Media is an effective tool for disseminating culture and plays a pivotal role in broadcasting sporting events. Through its coverage of sporting events, it forms a link between sports and culture, highlighting the cultural dimensions of sports and presenting sports as a social and cultural phenomenon, not merely a physical competition aimed at entertainment.

Keywords: Media, Sport, Culture, Cultural Media, Sports Media.

ملخص

يتناول الباحثان في هذا المقال العلاقة الثلاثية بين الإعلام والرياضة والثقافة، باعتبار أن الإعلام هو تلك العملية التي يتم من خلالها إرسال رسالة عبر وسائل الإعلام المكتوبة أو السمعية أو البصرية إلى جمهور المتلقين وما تتضمنه هذه العملية من تفاعل؛ والرياضة باعتبارها أداة فعالة في توجيه الفرد التوجيه السليم والارتقاء به إلى المستوى الذي يصبح فيه نافعا للمجتمع؛ والثقافة باعتبارها ظاهرة اجتماعية تمثل أعمق مظاهر النشاط البشري وأكثرها تأكيداً لاستمرار التاريخ وتعاقب الأجيال. توصل الباحثان إلى أنه هناك علاقة وثيقة ومتشابكة وتأثير متبادل بين الإعلام والرياضة والثقافة، يلعب فيها الإعلام دور الوسيط بين الثقافة والرياضة، إذ يُعتبر الإعلام أداة فعالة لنشر الثقافة، كما يؤدي دوراً محورياً في نقل التظاهرات الرياضية، فمن خلال تغطيته للفعاليات الرياضية يشكل حلقة وصل بين الرياضة والثقافة، حيث يبرز الأبعاد الثقافية للرياضة، ويُقدم الرياضة على أنها ظاهرة اجتماعية وثقافية، وليست مجرد منافسة بدنية تهدف إلى الترفيه.

الكلمات المفتاحية: الإعلام، الرياضة، الثقافة، الإعلام الثقافي، الإعلام الرياضي.

Introduction

The definitions of our contemporary cultures have varied, It is that complex whole encompassing customs, traditions, art, beliefs... (Edward Tylor: 1832-1917). It is also the part of the environment shaped by human beings. "We further define it as the totality of human creative achievements (all that humanity has added to nature), where the term (culture) embodies everything that elevates human life above the animal level, organizing all aspects of life and modes of understanding"¹. Discussing the importance of culture leads to the acknowledgment that one cause of societal underdevelopment is the lack of cultural awareness. Overcoming this backwardness is only possible through cultural development and education, by strengthening culture's role as an active element in comprehensive development. This is achieved via meticulous strategic planning, involving the design of concrete, realistic programs and projects that grasp the subject's significance. Their execution requires the collaboration of multiple stakeholders, such as cultural institutions, educational establishments, and cultural associations... alongside other sectors whose developmental role cannot be understated notably media and sports, which strongly support culture and wield immense influence in promoting cultural values.

The media is regarded as both the driver and the expression of the components of human and social activity. Virtually every media message carries cultural undertones, giving rise to what is termed cultural media a concept tied to the broad and multifaceted definition of culture as the totality of human achievement and the cumulative product of human interaction throughout history. It merges culture as content with media as its vessel, allowing cultural content to leverage the media's platforms, tools, and the unique features of each medium. Since culture is a dynamic process of knowledge renewal refining individuals by assimilating humanity's highest aesthetic values and creative intellectual contributions, then reinforcing and disseminating them to unite people, elevate their sensibilities, and advance their artistic capacities it enriches lives, making them more joyful and humane. Today, through the arts and cultural content they deliver, media outlets can stir in audiences a sense of existence, strengthen collective spirit, nurture patriotic sentiments, and deepen a sense of belonging.

Sport is defined as "a dynamic activity, conducted indoors or outdoors, involving individuals or teams competing for excellence or victory. In general, sporting activities encompass a set of voluntary physical movements engaging all or part of the body, undertaken to strengthen physical health and refine character"². Sport can serve culture by building bridges between diverse cultures, as exemplified by major sporting events where peoples of different backgrounds interact. These events often showcase cultural and artistic symbols such as traditional songs, folklore, folk dances, and indigenous attire as commonly seen in the Olympics or the World Cup. Moreover, sport reinforces cultural values like respect for others, cooperation, fair play, solidarity, and sportsmanship. Beyond this, athletes can be leveraged in the cultural sphere discussing literature, music, and cinema; supporting cultural initiatives; participating in cultural festivals and events; or

¹ Bashir Sharif Barghouti and Yaqoub Khalid Al-Bahbahani, **The New Media System**, second edition, Dar Ruya for Publishing and Distribution, Jordan, 2004, p62

² Amina Kaltouma Madani, **The concept of sport and its strategies in maintaining social cohesion**, Journal of Social Sciences, Volume 14, Issue 01, March 2020, p119

appearing on television programs that blend sport with the arts. Such engagements attract a broad audience, further amplifying culture's reach.

1. Research Problem

There exists an inherent interplay between media, sport, and culture, shaped by the distinctive nature of each domain their priorities, modes of operation, and spheres of influence. While in the recent past, the media “did not extend beyond the confines of social interaction within a narrow geographical framework”¹, today, thanks to the development of its means of production, it has become a source that supplies society with more cultural products through continuous mass communication processes between the source of the message and the audience receiving it. Sports can be considered part of culture, as they express the identity of people and highlight many values such as sportsmanship, teamwork, discipline, and belonging... Some popular sports are even classified as part of cultural heritage. The impact of sports is no longer limited to individuals alone but extends to people and countries through the multiple roles they play. Sports have gone beyond being a mere physical activity, a competition aimed at achieving excellence, or an entertainment show. They have come to touch on various aspects of life, influencing and being influenced by other sectors, most notably the media sector, as sports provide it with a vast and diverse audience content that contributes to raising the rates of audience follow-up and interaction with it. Sports have benefited from the media's coverage of sporting events and competitions, increasing their popularity and audience reach, and consequently, their financial gains. While in the past, culture relied on various means to spread and reach the masses, today, in light of the tremendous development in information and communication technology, the primary role of the media is considered to be a vehicle for its transmission. The media, in turn, cannot dispense with culture for two reasons. The first is historical, representing that since communication scholars began defining and codifying the functions of the media, they have placed the educational function of the media at the core of its traditional functions. “Perhaps the first to do this was the American researcher Harold Lasswell in 1948, who made the transmission of cultural heritage from one generation to the next a primary function of the three media functions. The second is that each of the media's functions necessarily includes a cultural dimension. The function of information covers several cultural aspects, and the function of guidance cannot be achieved in isolation from the cultural values prevailing in society”². Furthermore, the functions of entertainment and promotion are intrinsically linked to culture, as they necessarily emanate from a cultural background and ultimately aim to achieve cultural goals. Based on the above, this article attempts to define the geometric relationship between media, sports, and culture and how each party benefits from the others.

2. Research Significance

This article's value stems from the significance of media, sports, and culture in our modern period. This is characterized by the fact that many countries have begun to pay great attention to the media and sports sectors, allocating massive budgets to them. This is due to their awareness of

¹ Fares Ashti, **Global Media, Institutions, Methodology and Issues**, Dar Amwaj, Beirut, 1st edition, 1996, p7

² Nadji Boulemhar, **University youth and cultural television programs**, Dar Elayam, Amman, 1st edition, 2020, p10

their role in building a strong international reputation and their ability to highlight their cultural identity on the global stage. Media and sports embody the most prominent aspects of international cultural exchange and reflect the ongoing and continuous interaction between peoples, which enhances mutual understanding and strengthens relations between societies and cultures.

Cultural exchange is a large and crucial sector that evolves with the growth of societies. It also plays a significant role in disseminating and exchanging ideas, information, customs, and traditions between different peoples and cultures. This contributes to the development of societies by strengthening cultural communication between people and encouraging cultural diversity and respect for others' cultures. Cultural exchange between countries is manifested through joint cultural and artistic festivals, cooperation in the fields of arts, media, and sports, scientific and academic cooperation, and the exchange of various cultural activities and traditional crafts.

Studying the relationship between media and sports and cultural exchange between people and countries is of great importance during this particular period. This is particularly true in light of the tremendous development in information and communication technology, the widespread availability of satellite broadcasting, and the emergence of digital platforms, applications, and social media networks. These developments have contributed to building cultural bridges through which cultural elements can be freely transmitted. Furthermore, the sports sector has evolved, no longer recognizing national borders, with workers in this sector moving from one country to another under employment contracts, for internships, or within the framework of joint sports competitions.

3. Objectives

- To assist in introducing a crucial subject, namely the trilateral relationship between media, sports, and culture, highlighting the impact of each sector on the other two sectors and how they serve each other.
- To review some of the basic concepts of the topic (media, sports, culture, cultural media, sports media, cultural exchange, media exchange, sports exchange).
- To clarify aspects related to the topic, namely, the relationship between media and culture, the relationship between media and sports, and the relationship between sports and culture. This will encourage researchers to conduct further research and studies on this topic or to address it from other perspectives.
- To highlight aspects of media and sports exchange between countries and peoples, and the role of media and sports in promoting cultural exchange between them.
- To make those in charge of the media and sports sectors aware of the importance and vitality of these two sectors and their ability to strengthen relations between countries and build bridges of communication between their peoples. This requires them to develop their skills and harness all their capabilities to achieve this.

4. Concepts

The main Concepts must be well defined so that they are not misunderstood or misinterpreted, and the concepts of this research are:

4.1 Media:

Media (single is medium) is the vehicle by which words, images, information, and ideas are disseminated. Content is mediated if it reaches us through the agency of a medium.

Media are defined as the various different means of mass communication seen as a whole, including television, radio, magazines, and newspapers.

Considering the changing nature of platforms and technologies that drive the development of media industries and ecosystems, the construct of media exhibits the following properties¹:

- Media is about networked and non-networked communication channels in the form of platforms and outlets in a society.
- Media transfers value to people/communities via content creation, dissemination, and consumption.
- Media has inherent responsibilities in a society.
- Media involves many formats and content types, serving various consumer needs and delivering different gratifications.
- Media is an ecosystem of interdependent commercial institutions in most societies.
- Media influences and is influenced by culture.
- Media preferences are related to individuals' values.
- Media use influences individuals' values and moral judgments positively and negatively, depending on its context and content.

4.2 Sport:

The definitions of sport have varied, it is “a pattern of organized, competitive, and rule-governed physical activities played for its own sake or as a part of cultural expression”². It is “a social phenomenon involving institutionalized physical contests, subject to formal rules and driven by a blend of physical prowess, strategy, and social meaning”³. It “refers to all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition”⁴, and “the institutionalized competitive physical activity involves rigorous bodily exertion and skill, motivated by intrinsic and extrinsic rewards”⁵.

4.3 Culture:

¹ Chan Olmsted, Sylvia M Wolter, Lisa Charlotte Meitz, Tino Georg Konrad Adam, Elisa Dorothee, **Conceptualizing value: Media definition, dimensions and metric recommendations**, IU Discussion Papers, Marketing and communication, IU Internationale Hochschule, Erfurts, No. 4, June 2024.

² Allen Guttman, **From Ritual to Record: The Nature of Modern Sports**, Columbia University, New York, 1978.

³ Eric Dunning, **Sport Matters: Sociological Studies of Sport, Violence and Civilisation**, Routledge, London, 1999.

⁴ UNESCO, **Physical Activity and Sport**, International Charter of Physical Education, Paris, 2015.

⁵ Jay Coakley, **Sports in Society: Issues and Controversies**, 11th ed, McGraw-Hill, New York, 2015.

Culture is a notoriously difficult term to define. In 1952, the American anthropologists, Kroeber and Kluckhohn, critically reviewed concepts and definitions of culture, and compiled a list of 164 different definitions. Apte writing in the ten-volume Encyclopedia of Language and Linguistics, summarizes the problem as follows: 'Despite a century of efforts to define culture adequately, there was in the early 1990s no agreement among anthropologists regarding its nature'¹.

Tylor said in 1870: Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society². Culture is the way of life, especially the general customs and beliefs, of a particular group of people at a particular time ; it is the arts of describing, showing, or performing that represent the traditions or the way of life of a particular people or group; literature, music, dance, theater, etc³.

4.4 Cultural Media:

The Cultural media occupies a central importance that it gains from the centrality of culture and the important roles played by the media. Cultural media as a concept and practice has sparked many debates and ideas, some of which have been structured within schools and theories that have worked to emphasize the importance and influences of mass media and mass communication on popular and mass culture and culture as a whole, and even the extensions of these cultural influences politically, socially, and economically.

Cultural media is based on recognizing and understanding the nature of media and culture. Media is the transmission of information, ideas, attitudes or emotions through a medium from one person or group to another person or group through symbols; culture is a basic communication tool between humans, and it means interaction between members of society, as "the world of culture is not a static world, but it has its own life and history"⁴. And One of the most important features of our current era is the transformation of media into cultural tools⁵; "and every media has become a dual nature, an industrial and commercial enterprise and a cultural institution"⁶.

4.5 Sports Media:

Sports media is "the complex interaction between sport and the mass media, where sport is mediated, commercialized, and turned into a cultural commodity"⁷. It "constitutes the production and consumption of sport content across traditional and new media platforms, shaping both public discourse and fan identity"⁸. "The sports media complex includes the broad and overlapping systems of communication that promote and shape sport within popular culture"⁹, and all "The

¹ Helen Spencer-Oatey, What is Culture? A Compilation of Quotations, GlobalPAD Core Concepts. Available at GlobalPAD Open House, University of Warwick, 2012, p1

² Sir Edward Burnett Tylor (1832 –1917) was an English anthropologist, and professor of anthropology.

³ <https://dictionary.cambridge.org/dictionary/english/culture>

⁴ Malek Bennabi, The Problem of Ideas in the Muslim World, Dar al-Fikr, Cairo, 2002, p76.

⁵ Bashir Sharif Barghouti and Yaqoub Khalid Al-Bahbahani, Op cit.

⁶ Fares Ashti, Op cit, p95.

⁷ David Rowe, Sport, Culture and the Media: The Unruly Trinity, 2nd ed. Open University Press, Maidenhead, 2004.

⁸ Andrew C Billings, Sports Media: Transformation, Integration, Consumption, Routledge, New York, 2011.

⁹ Lawrence A Wenner, Media Sport, ed, Routledge, London, 1998.

institutions, people, and practices involved in the production and dissemination of information, images, and narratives about sport through various channels”¹.

5. Research Literature

In a study on Media, Sports, and Society², **Wenner** makes a case for the necessity of interdisciplinarity in the socio-cultural study of mediated sport. Focusing on key theories, methods, and findings interwoven in his research agenda, the author summarizes key considerations in understanding mediasport fan experiences, dirt theory, commodification, and mega-events, mediasport fan narratives, and the mediasport interpellation. Moving to consideration of the larger state of play in media, sport, and society inquiry, the author considers the development of the field by characterizing the evolving agenda through five stages. Tensions and opportunities are revealed in considering the complementary and offset priorities of three distinct scholarly dispositions to studying the communication of sport and sitting debates over studying new media impacts.

The purpose of **Kim** and **Park** study about The Relationship between Media Sports Involvement Experiences and Sports Values and Sports Participation³ is to clarify the effect of media sports involvement experiences by youths on the formation of sports values and sports participation. The research subjects include a total of 300 subjects consisting of 150 males and 150 female university students in the Gwangju area in 2015. Data analysis used the SPSS statistics program for frequency analysis, factor analysis, and multiple regression analysis. The results obtained through this process are as follows:

First, out of the sub-variables of sports values, aesthetic, physical, emotional, and social values affected sports media involvement experiences.

Second, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values.

Third, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values.

Lenartowicz and his colleagues aim in their study about Mass Media and Professional Sport⁴ to show the relationship between the mass media and professional sport, with special focus on both the positive and negative impact the mass media might have on the development of sport, complete with changes which the mass media trigger in sport as such. In order to do so, the paper employs a range of theories, including the structural-functional theory, symbolic interactionism and, to a certain extent, the theory of social conflict. Several research methods have been used as well, including the inductive and deductive methods, the idiographic and nomothetic methods and an analysis of publications dealing with the subject. The links and interrelations between sport and

¹ Raymond Boyle and Richard Haynes, **Power Play: Sport, the Media and Popular Culture**, 2nd ed. Edinburgh: Edinburgh University Press, 2009.

² Lawrence A Wenner, **Media, Sports, and Society**, Communication Studies Faculty Works, Loyola Marymount University, 2021, pp1-14.

³ Nam Ik Kim and Sun Mun Park, **The Relationship between Media Sports Involvement Experiences and Sports Values and Sports Participation**, International Journal of Applied Engineering Research ISSN 0973-4562 Volume 12, Number 20, 2017, pp. 9768-9773.

⁴ Michał Lenartowicz and all, **Mass Media and Professional Sport Baltic**, Journal of Health and Physical Activity, Volume 4, No. 4, 2012, January 2012, pp284-294.

the mass media are many and multilayered and opinions on them differ greatly. It is not possible to unequivocally decide whether they are good or bad as far as contemporary people and the modern civilisation are concerned. Like most social and cultural phenomena, they certainly can be both. The mass media and sport are two domains which influence each other and each of them has changed because of the other. One could say that nowadays, the mass media and sport form an almost perfect union.

Dauncey and **Hare** study on Sport and Media¹ present examples of different approaches to the analysis of the sport–media relationship within a broadly defined discipline of cultural history. It looks at key historical periods and their dominant media form in order to give an overview of the evolution – and yet the continuity – of the media in its relation to sport. It presents various ways in which historians have used the press, radio or television as sources for the cultural analysis of key topics: the body, identity of place, celebrity. It aims to give, in passing, a sense of some of the recent debates in the field.

Parker and **Watson** aimed in their study on sport and religion: culture, history and ideology² to map the key features of this relationship focusing specifically on developments in the UK during the 19th and 20th centuries. The aim here is not simply to reiterate a series of existing arguments around the alleged origins of modern-day sport, but to bring together two key narratives which feature heavily within related literatures; those concerning “muscular Christianity” and “rational recreation”. To this end, we begin by addressing the formative and innovative role which the English public schools and the Protestant church in Britain played in the growth of modern sport through what has been termed “muscular Christianity”; an ideology subsequently exported around the globe via British imperialism. The emergence of neo-muscular Christian groups during the latter half of the twentieth century can be seen as a direct consequence of this historical legacy. Modern-day evangelical Protestant organisations, such as, Christians in Sport (CIS) in the UK and the Fellowship of Christian Athletes (FCA) and Athletes in Action (AIA) in the US, have resurrected many of the basic theological principles used to promote sport and physical fitness in Victorian Britain. The article examines the historical and theological development of muscular Christianity and how this has impacted the relationship between sport and religion in twenty first century Britain and North America.

Beck and **Bosshart** in their study on sports and media³ came to the conclusion that the rise of the mass media is the most significant development in modern sports, a development in the context of market forces. The relationship between sports, media, and the advertising industry is symbiotic - a mutually dependent relationship. This means that all elements in that system get a fair share, a share everyone only gets with the help of others while helping others. One could also say

¹ Hugh Dauncey and Geoff Hare, Sport and Media: Representing and Conceptualising Identity and Community, Movement and Sports Sciences - Science et Motricité, October 2013.

² Andrew Parker and Nick J Watson, Sport and religion: culture, history and ideology, Movement and Sport Sciences – Science and Motricité, 86, 2014, pp 71–79.

³ Daniel Beck and Louis Bosshart, Sports and Media, Communication Research Trends, Centre for the Study of Communication and Culture, University of Fribourg-Freiburg, Switzerland, Volume 22 No. 4, 2003.

that the cooperation of the above mentioned partners is crucial for the survival of the three of them. Sports generates news as well as entertainment values. That makes it highly attractive for the media. And the history of the media shows that they exploited that lucrative source from the very beginning. Following their own logic, they added highly marketable qualities to the business of sports reporting. Sporting events underwent dramatization and personalization, and became producers of sensations and stories of human interest. The medium of radio-following the telegraph- allowed live transmissions and added speed to sports reporting. Television added the personal experience of authenticity and offered the possibility of witnessing sporting events without going to the stadium or arena. In addition to that, with the help of different techniques (close ups, slow motion), it created new media realities. At the end television changed sports into a money-making show business. The importance of televised sports made it also interesting for media studies. The long list of books and articles on sports and television gives evidence for the growing interest of media scholars in what has become the most important non-important issue in contemporary societies. The development from sports news in the local columns of newspapers to the creation of sports-only television channels gives further evidence of the importance of sports in leisure societies.

Since the category “sports” plays such an important role for the media, they improved the professional competence of the persons who cover sports events and their actors. Sports reporters became well regarded and highly respected journalists in their media concerns. Their main good is entertainment. Sports has the capacity of creating strong and long lasting images for athletes and their countries. Performances of sportsmen quite often are the filters through which the whole world sees a nation, a country, a society, or a party. No wonder that politicians show interest in apolitical events. Good performances, fine success, and glorious athletes create with the help of the media identity and integration. And this, after all, is something every social unit needs.

6. Methodology

Using a qualitative analysis approach, the researchers seek to describe the trilateral relationship between media, sports, and culture, highlighting the impact of each sector on the other two sectors, with presenting the efforts and contributions of researchers in this field.

7. Results and discussion

The researchers came to a conclusion that the relationship between media, sport, and culture, can be summarized as follows:

7.1 Media and Sports

7.1.1 The Historical Emergence of Sports Media:

The relationship between media and sports has gradually evolved, and it was linked to the development of mass communication technologies from print journalism to radio, television, and digital media. The foundations of sports media began taking shape in the 18th century with specialized publications targeting limited audiences interested in horse racing in England. The “Racing Calendar”, published by The Jockey Club in 1751, stands as one of the earliest regular

sports periodicals providing systematic coverage of sporting events¹, As sports journalism developed in the early 19th century, specialized magazines such as Sporting Magazine (1792) and Sporting Life (1821) emerged, primarily focusing on horse racing and betting activities. This reflected the early interconnection between sports and economic interests²; In the United States, the journalist William T. Porter pioneered the first specialized American sports newspaper, The Spirit of the Times in 1831, covering popular sports of the era including hunting, cricket, and boat racing³, In the late 19th century, sports journalism had become more diverse and widespread, In France, publications such as Le Sport (1854) and L'Auto (1900) - later rebranded as L'Équipe, now one of Europe's most prominent sports newspapers – emerged⁴, Meanwhile, in German-speaking regions, Allgemeine Sportzeitung (1878) became one of the first regular German-language publications dedicated to sports coverage⁵.

The evolution of sports media extended beyond print journalism. The early 20th century witnessed its transition to radio broadcasting, where live commentary of matches became commonplace, integrating sports into citizens' daily lives. This was followed by television's revolutionary impact, transforming major sporting events into global spectacles - particularly following the live broadcast of the 1936 Berlin Olympics, which marked the beginning of massive expansion in sports coverage for subsequent Olympic Games and World Cups.

The historical trajectory of sports media demonstrates its parallel development with the infrastructure of mass communication itself. Sports media has played a pivotal role in transforming athletics from simple physical activities into global sociocultural phenomena. With the advent of digital media, sports journalism has entered a new era of unprecedented interactivity and dissemination.

7.1.2 Aspects of Media-Sports Interaction:

The relationship between media and sports has known qualitative transformation, from being just news coverage into an integrated partnership that shapes sports icons and influences mass audiences. While early media focused primarily on reporting match results and performance analyses, it gradually became co-producer of sports events, actively shaping their meanings and directing audience reception.

Television has played a central role in this transformation by enabling live visual consumption of events, thereby enhancing sports' popularity and expanding their audiences. As Rowe observes, "Television has not simply transmitted sport to audiences, but has reconstituted it in terms of rhythm, temporality, and mode of presentation"⁶, Under live broadcasting conditions, sporting events have become "media spectacles" whose details are subjected to aesthetic considerations designed to capture viewer attention.

¹ Janet Lever and Stanton Wheeler, Mass media and the experience of sport, Communication Research, Sage Journals, Volume 20, Issue 1, February 1993, p126.

² Stephen A. Riess, Sport in Industrial America, 1850-1920, Harlan Davidson, 1995, pp 29–31.

³ Ibid, p 30.

⁴ Raymond Boyle and Richard Haynes, op. cit., pp 27–28.

⁵ Janet Lever and Stanton Wheeler, op.cit, p126.

⁶ David Rowe, op. cit., p131.

In this context, athletes have transformed from physical performers into media celebrities, The visual repetition of their images and the media's exploitation of their personal narratives have converted them into "brands" whose influence extends beyond sports to domains such as advertising, popular culture, and even politics¹, A prime example of this phenomenon can be observed in Pele during the 1960s and 1970s, or Beckham later, who seamlessly blended athletic performance with intensive media presence. Digital media and social networking platforms have further amplified this trajectory, enabling athletes to engage directly with their audiences, thereby enhancing personal influence and fostering the development of "emotional fanbases".

In this regard, Hutchins and Rowe argue that digital platforms have redistributed symbolic power within the sports domain. No longer monopolized by media institutions alone, athletes now play a central role in shaping their public image and engaging with public opinion².

The contemporary relationship between media and sports exemplifies a unique model of cultural, commercial, and social interaction, It has transcended traditional news coverage to become an integrated system for manufacturing icons, celebrities, and mass emotional influence, Today, media stands as one of the most critical drivers in shaping modern sports and its stars.

7.1.3 The Integration Between Sports and Media:

In the modern era, the relationship between media and sports has evolved into an inseparable symbiotic partnership. Media has become the essential intermediary that grants sports their mass appeal and symbolic presence, while sports have emerged as central content that fuels media channels with engaging and profitable material. This integration is founded on cultural, economic, and technological bases, making it a structural phenomenon in the digital age.

- **Media as an Amplifying Force for Sports:**

Media platforms provide sports with unprecedented reach, broadcasting matches and tournaments to a global audience while crafting compelling narratives around athletes and teams, This amplifies both their commercial and social value³, Athletes have transformed into media celebrities, and teams have developed media identities that extend beyond the playing field into digital and cultural spaces, so, sports now rely on media to build their fame and prestige.

- **Sports as Dynamic Media Content:**

Sports offer media a constantly renewing source of content characterized by excitement, tension, and drama, making it one of the most audience-captivating genres. Beyond live matches, sports generate diverse content, including interviews, analyses, news, and fan culture, playing an important role in programming for both traditional and digital media.

- **Technological and Commercial Synergy:**

Technological advancements have deepened the interdependence between media and sports, Innovations such as live broadcasts, slow-motion replays, multi-angle cameras, and interactive viewing experiences have elevated sports into a high-quality media product with global marketability, Moreover, the relationship has become fundamentally commercial⁴, Clubs and federations depend heavily on broadcasting and advertising revenues, while media outlets structure

¹ Raymond Boyle and Richard Haynes, op. cit., p104.

² Brett Hutchins and David Rowe, Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport, New York, Routledge, 2012, p 35.

³ Raymond Boyle, Sports Journalism: Context and Issues, Sage Publishing, London, 2006, p87.

⁴ Hutchins Brett and David Rowe, Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport, Routledge, London, 2012, p109.

their schedules around sporting events, This strategic partnership is based on mutual benefit: media grants sports mass visibility and reach, while sports provide media with dynamic and lucrative content.

As digital transformations continue, this integration is expected to deepen further, making its understanding essential for comprehending the contemporary media and sports landscape.

7.2 Culture and Sports

7.2.1 Historical Background of the Relationship Between Culture and Sports:

The relationship between culture and sports is a complicated, interdisciplinary one that has evolved within shifting social, political, and economic contexts. Despite its apparent simplicity as a physical and recreational activity, sports have long been a cultural phenomenon intertwined with societal values, symbols, and representations.

- **Sports in Traditional Societies: From Rituals to Entertainment**

In ancient civilizations, sports were an integral part of cultural and religious systems. For example, in Pharaonic Egypt, physical activities were closely linked to religious processions and public celebrations, practiced within a ritualistic framework symbolizing power and social order. This reflects an early fusion of cultural and athletic dimensions. As noted by Bilal, “Pharaonic sports were not isolated from public life but rather a reflection of societal values and beliefs”¹.

In ancient Greek civilization, the Olympic Games emerged as a prototype of the close relationship between sports and culture. These games were held every four years in honor of the god Zeus and represented a ritualistic, political, and artistic gathering. According to Allen Guttmann : “sport in classical antiquity was considered an expression of cultural values associated with beauty, discipline, and honor”².

- **The Middle Ages: From Chivalry to Institutional Organization**

In medieval Europe, sports were employed in the service of feudal and religious values. Activities such as jousting and horse racing were linked to concepts of honor and chivalry and were often part of religious or royal celebrations. As Norbert Elias notes, these activities were “used to reproduce and legitimize the social hierarchy”³.

In Islamic civilizations, sports held a significant place within public culture, particularly in the form of horsemanship, archery, and equestrianism, which were considered part of jihad preparation. However, they were also practiced in recreational and educational contexts. Al-Jahiz, in his book *Al-Bayan wa al-Tabyin*, mentions that “knights would showcase their skills before the public as part of moral and aesthetic education”⁴.

- **The Modern Era: The Secularization of Sports and Their Transformation into Mass Culture**

With the Industrial Revolution, sports began to shift from a spontaneous activity to an organized and institutionalized one, requiring rules, regulations, and governing bodies. This coincided with the rise of the nation-state and the crystallization of national identity, as sports became a means of

¹ Abdel Karim Bilal, **Sport and Society in Ancient Egypt**, General Egyptian Book Organization, Cairo, 1995, p42.

² Allen Guttmann, **From Ritual to Record: The Nature of Modern Sports**, Columbia University Press, New York, 1978,p15.

³ Norbert Elias and Eric Dunning, **Quest for Excitement: Sport and Leisure in the Civilizing Process**, Basil Blackwell, Oxford, 1986, p99.

⁴ Al-Jahiz, *Al-Bayan wa al-Tabyin*, ed. Abdel Salam Haroun, Al-Khanji Library, vol. 2, Cairo, 1968, p211.

socialization and fostering a sense of belonging. In this context, Pierre Bourdieu argues that modern sports have become “a tool for reproducing social hierarchy and a field that reflects the class structure of society”¹. Additionally, sports gained a mass character due to media coverage and advances in transportation, allowing for the formation of a broad, culturally engaged audience around teams and athletes.

Sports also played a crucial role in shaping modern popular culture through the adoption of team symbols, the repetition of slogans, and the narratives of victory and defeat, turning stadiums into symbolic spaces parallel to ancient theaters and temples. John Hargreaves emphasizes that “sports have become the daily stage where representations of nationhood, masculinity, and class belonging are displayed”².

- **Globalization and the Internationalization of the Relationship Between Culture and Sports:**

In recent decades, the relationship between culture and sports has grown increasingly complicated and diverse due to globalization. Sports have become a platform for cross-cultural expression, a tool for cultural diplomacy, and a component of creative industries intertwined with fashion, advertising, and music. This has led to the formation of a hybrid sports-cultural ecosystem. UNESCO, in its report on Sport and Culture for Development, noted that : “sports today represent a part of the living culture of nations and an effective means of promoting cultural dialogue among peoples”³.

The historical overview demonstrates that the relationship between culture and sports has not been incidental or random. Rather, it has evolved within shifting social and cultural contexts from religious rituals to mass activities, and from local symbolism to global representation. This relationship is based on mutual interplay and interaction, making sports today a distinguished cultural actor.

7.2.2 Aspects of Integration Between Culture and Sports

The integration between sports and culture is an established reality manifested in various aspects of contemporary social and symbolic life. Sports are no longer merely a physical activity but have evolved into a cultural medium, a component of creative industries, a tool for shaping public taste, and a mode of symbolic and aesthetic expression. Likewise, culture itself has become a domain that reproduces sports-related meanings, granting them a symbolic and artistic extension that transcends the moment of competition into a broader space.

- **Sports as a Tool for Building Cultural Identity:**

Cultural identity is one of the domains where the integrative relationship between culture and sports is evident. Sports serve as a collective means of expressing belonging to a society, nation, or local community through flags, uniforms, slogans, and chants that accompany sporting events. For example, national football matches illustrate how sports reinforce national identity, as seen in the case of Brazil’s national team, which has become a global cultural symbol not only due to its players' skills but also because of its association with samba, joy, and Brazilian popular spirit. John

¹ Pierre Bourdieu, **Sport and Social Class**, Social Science Information, Vol 17 N 6, 1978, pp 819–840

² John Hargreaves, **Sport, Power and Culture: A Social and Historical Analysis of Popular Sports in Britain**, Polity Press, Cambridge, 1986, p10.

³ UNESCO, **Sport and Culture for Development**, Report of the International Conference, Paris: UNESCO, 2010, p 5.

Hargreaves asserts that “sports reshape the sense of collective belonging through ritualistic spectacles that fuse emotion with mass participation”¹.

- **Integration in Formal Education and Cultural Policies:**

One of the most evident forms of integration lies in the incorporation of sports into cultural and educational policies, where physical education is viewed as part of a broader project to cultivate a culturally and physically well-rounded individual. In this context, many countries, such as Finland and Canada, have adopted curricula that integrate sports with cultural values like cooperation, tolerance, and discipline².

Moreover, cultural institutions such as museums and cultural centers have begun incorporating sports-related elements into their exhibitions. For example, the Louvre Museum in Paris hosted an exhibition titled *Sports and Art in Ancient Civilizations*, featuring statues and artifacts that highlight the historical cultural connection to sports³.

- **Integration Through Cultural and Sports Diplomacy:**

Today, sports have become a diplomatic tool with cultural significance, serving as a channel for dialogue and rapprochement between nations. Friendly matches, international tournaments, and cross-cultural sports initiatives are all forms of cultural diplomacy.

A notable example is "ping-pong diplomacy" between China and the United States in the 1970s, which paved the way for the resumption of diplomatic relations between the two countries⁴. Similarly, UNESCO organizes sporting events under its "Sport for Peace" initiatives, aimed at fostering intercultural understanding through games and competitions⁵.

- **Symbolic and Aesthetic Integration: Sports as Cultural Performance:**

Sports are not merely physical activities but also a form of symbolic and cultural expression. From this perspective, sports can be viewed as a performative art involving skills, rhythms, and representations that intersect with the aesthetic heritage of societies.

This integration is exemplified in arts such as (Capoeira), a Brazilian martial art with a musical and dance-like character, which emerged from an Afro-Brazilian cultural context, reflecting sports as a cultural manifestation⁶. Researcher Claudia Gasparini emphasizes that “Capoeira is not merely fight or dance but a resistant cultural practice that expresses group identity”⁷.

It is evident that the relationship between culture and sports is not superficial or merely functional but is rooted in a profound integration manifested in identity, education, policy, aesthetic

¹ Eduardo P. Archetti, ***Masculinities: Football, Polo and the Tango in Argentina***, Berg, Oxford, 1999, pp 71–74.

² John Hargreaves, ***op. cit.***, p43.

³ Musée du Louvre, ***Le sport et l'art dans les civilisations anciennes*** (Sport and Art in Ancient Civilizations), Exhibition Catalogue, Paris, 2016.

⁴ Nicholas J. Cull, ***Public Diplomacy: Foundations for Global Engagement in the Digital Age***, Polity Press, Cambridge, 2019, p 87.

⁵ UNESCO, ***Sport for Peace and Development***, United Nations Inter-Agency Task Force Report, United Nations, New York, 2005, pp12–14.

⁶ Matthias Röhrig Assunção, Capoeira, ***The History of an Afro-Brazilian Martial Art***, Routledge, London, 2005, pp 3-5.

⁷ Claudia Gasparini, ***Capoeira as Cultural Resistance: Identity, Performance and Globalization***, Journal of Latin American Cultural Studies, Vol 17, No 1, 2008, p 45.

performance, and diplomacy. This integration has generated new possibilities for understanding sports not as an isolated phenomenon but as an integral part of the cultural fabric of societies.

7.2.3 Manifestations of Exchange Between Culture and Sports

The concept of exchange between culture and sports refers to the interactive process through which culture and sports mutually influence one another, whether at the level of symbols and meanings or in policies and institutions. While integration reflects an organic coexistence, exchange... Revealing a Dual Influence: Culture Reshapes Sports Practices and Representations, While Sports Contribute to Cultural Renewal and Enrichment.

- Culture as a Framework for Sports:

Sports are practiced within cultural frameworks that define their rules, values, and aesthetic standards. Each society reshapes sports according to its cultural specificities, whether in the rituals of play, the conceptualization of competition, or the interpretation of success and failure. For example, in Japanese society, sumo wrestling is practiced within a cultural framework imbued with ritualistic and spiritual dimensions that transcend mere competition, Eric Dunning argues that : “sports are rooted in the cultural structure of society and cannot be understood outside the system of symbolic meanings surrounding them”¹.

- Sports as a Medium for Promoting Culture:

Sports are used to promote national or popular culture on a global scale. Nations invest in hosting major sports events to project their cultural images. For instance, in 2008, Beijing Olympics, where the opening ceremony showcased China’s history and civilization².

Football exemplifies this exchange, as stadiums become platforms for artistic performances. Opening ceremonies, for instance, often feature music and folklore displays that reflect the host country’s identity³.

- Exchange between Language and Symbolic Expression:

Sports have influenced everyday language and popular culture, introducing athletic terminology into common discoursephrases, so "fair play", "offside", and "injury time" are now widely used. Additionally, sports serve as metaphors in literature and art to convey themes of struggle, success, or transformation.

Conversely, sports have borrowed cultural symbols and expressive styles. Stadium designs, team uniforms, and even goal celebrations now incorporate local or global cultural patterns⁴.

- Mutual Influence in Media and Symbol Production:

Athletes have become cultural icons, their images in cinema, advertising, and fashion. They are no longer just players but symbols embodying cultural values such as resilience, perseverance, or patriotism. Roland Barthes notes that “an athlete transforms into a cultural symbol when reproduced in media as a social narrative”⁵.

On the other hand, sports media borrows from popular culture in its presentation employing dramatic storytelling, music, and visual language inspired by cinema or literature⁶.

¹ Eric Dunning, **Sport Matters: Sociological Studies of Sport, Violence, and Civilisation**, Routledge, London, 1999, p28.

² Susan Brownell, **Beijing’s Games: What the Olympics Mean to China**, Rowman and Littlefield, Lanham, 2008, pp15-18.

³ Maurice Roche, **Mega-events and Modernity: Olympics and Expos in the Growth of Global Culture**, Routledge, London, 2000, p122.

⁴ Grant Jarvie, **Sport, Culture and Society: An Introduction**, Routledge, London, 2006, pp 154-158.

⁵ Roland Barthes, **Mythologies**, trans. Annette Lavers, Hill and Wang, New York, 1972, p91.

⁶ Raymond Boyle and Richard Haynes, **op. cit.**, pp 44-49.

- Exchange in Educational and Pedagogical Systems:

Modern educational systems integrate sports into cultural projects to promote common values like cooperation, respect, discipline, and fairness. On the other hand, culture is used to frame sports pedagogically by linking them to concepts of citizenship, diversity, and development.

In Canada, for instance, The National Program for Physical and Cultural Education intertwines sports with the cultural values of Indigenous peoples, reflecting a knowledge-based and pedagogical exchange between the two domains¹.

The exchange between culture and sports is not merely a superficial relationship of influence, but rather a dynamic process through which both culture and sports mutually reshape one another generating meaning, enriching society, and renewing identity. This reciprocal interaction manifests across multiple domains including language, arts, education, media, and symbolic production, thereby cementing sports' position at the heart of cultural processes.

Conclusion

The researchers determines that both sports and cultural sectors are fundamentally connected to the media, which acts as a vital channel for connecting and reaching the audience. They cannot be envisioned as having an effective and influential role in society without strengthening and consolidating their relationship with the media and capitalizing on its vast potential. While sports and culture relied on various means to spread and reach the public in the past, today, with the development of mass media, they are entirely dependent on the media, which is considered the primary transmitter and official sponsor of sports and culture. The media has played a significant role in enhancing the popularity of sports and giving them a new dimension through its coverage of sporting events worldwide. It continues to influence how they are organized and presented to the public. Media is described as "sport" when it provides sports content. Media also provides a cultural dose to the public, contributing to the acquisition of new information and experiences and allowing them to keep up with and experience aesthetic and creative experiences in literature and the arts. Media is described as "cultural" when it provides cultural content or broadcasts a cultural message.

The integration between culture, sports, and media has become increasingly evident. Each part of this trinity represents a social phenomenon that has evolved over the ages, and a dialectical, interactive relationship exists between them. Each element influences and is influenced by the other two. The media provides culture and sports with optimal marketing to ensure effective promotion and dissemination, achieving their desired goals. It can reshape the cultural structure of society and expand the scope of sports. Sports also contribute to enhancing cultural exchange between countries and peoples. Culture and sports are two essential resources that media professionals cannot do without, providing them with the vital material from which they derive the ability to survive, continue coexisting with the public, and achieve their communication goals.

¹ Don Morrow and Kevin B. Wamsley, **Sport in Canada: A History**, Oxford University Press, Don Mills, 2017, pp213-215.

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