

The media language of sports journalism and its role in developing some social values
of Algerian youth(A field study from the viewpoint of sports media)

اللغة الإعلامية للصحافة الرياضية ودورها في تنمية بعض القيم الاجتماعية
لدى الشباب الجزائري (دراسة ميدانية من وجهة نظر الإعلاميين الرياضيين)

- PhD s. MOHAMMED ABI¹ - pr. Rachid.bendakfal²

¹- University of Msila -Algérie/ Laboratory: learning and motor control / MOHAMMEDABI@univ-msila.dz

²- University of Msila -Algérie/ Laboratory: learning and motor control / Rachid.bendakfal@univ-msila.dz

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Abstract :The present study aims at recognizing the role of sport media's journalistic language in developing some social values among the Algerian youth. The descriptive method is used since it is more suitable. The case study involves several media channels like journalism, TV's and radios. The study sample involves a hundred journalists that have been randomly chosen. The three chapters questionnaire (media language, cooperation and objectivity) that is used results in the following: First, The media doesn't change the youth's values as it is thought to be, but it just complements the role of the basic educative institutions like family, school, primary groups and mosques. Second, Arabic is a keystone in enhancing journalism students' skills and talents. Third, using the standard Arabic correctly as much as possible as a mean of communication in the media and shrinking the use of the dialects. Forth, Asking public authorities and researchers to pay attention about the importance of social values.

Keywords: Media language, sports journalism, social values

المخلص : هدفت دراستنا للتعرف عن دور اللغة الإعلامية للصحافة الرياضية في تنمية بعض القيم الاجتماعية لدى الشباب الجزائري، واستخدمنا في بحثنا المنهج الوصفي لأنه الأكثر ملائمة وتكون مجتمع الدراسة من وسائل الإعلام المكتوبة والإذاعة والمرئية، حيث اشتملت على 100 صحفي تم اختيارهم بطريقة عشوائية، وأداة البحث تمثلت في استبيان يشتمل على ثلاثة محاور (اللغة الإعلامية، التعاون، العدل) ومن أهم النتائج المتوصل إليها: - أن وسائل الإعلام لا تقوم بتغيير قيم الشباب مثلما يعتقد البعض، وإنما تقوم بدور مكمل لدور مؤسسات التنشئة الاجتماعية كالأُسرة والمدرسة والجماعات الأولية والمسجد- الحرص على أن يستثمر الطلبة الجامعيون وخاصة منهم الذين يدرسون تخصصات الصحافة والإعلام، سنوات دراستهم الجامعية في التزود من معين اللغة العربية والتدريب على سلامة

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التحدث بها - تكريس استخدام اللغة العربية الفصحى في وسائل الإعلام ومحاصرة ظاهرة الاستخدام المكثف للهجات العامية - دعوة الدولة إلى الاهتمام بالقيم الاجتماعية ودعوة الباحثين في هذا المجال للقيام بواجبهم حيال مجتمعهم .
- الكلمات المفتاحية : اللغة الإعلامية، الصحافة الرياضية، القيم الاجتماعية

Introduction and problematic study: The topic of values is one of the topics that has aroused the interest of researchers from various cognitive disciplines and this is for its role in the process of construction and social change, and therefore the values are a reflective mirror of the personality of societies due to their flexibility, proportions and differences from society To another, the concept of values is often linked to the mass media, as the relationship between these two variables has raised a lot of problems, so sports media has become another key factor in the process of stabilizing, changing, developing and creating values within societies as well. The linguistic unit used and press types represent each of them as a basic platform for passing a press speech in line with its editorial line that I drew from the beginning Young people as a social group are of special importance to various media institutions and on more than one level. The process of their upbringing is sound and their educational, educational, and training achievement is good, and according to their values and culture, they can be an important human wealth and capital in the nation's balance, Many field studies and research have concluded that there are significant implications for sports media as they become involved in the socialization of youth and children along with the family, school and mosque, and this study goes to try to link values to sports media and its language used within the limits of the following problem:

General question:?

Does the media language of sports journalism have a role in developing some social values among Algerian youth?

Partial questions:

1- How does the sports journalist assess the linguistic level used by the Algerian sports press?

2- Does the media language of sports journalism have a role in developing cooperation among Algerian youth?

3- Does the media language of sports journalism have a role in developing justice for Algerian youth?

The general hypothesis:

The media language of sports journalism plays a role in developing some social values of Algerian youth.

Partial assumptions:

1-The linguistic level of Algerian sports press is constantly evolving and depends on Standard Arabic from the viewpoint of sports journalists .

2- The media language of sports journalism plays a role in developing cooperation among Algerian youth.

3- The media language of sports journalism plays a role in developing justice for Algerian youth.

2-Previous studies:

The first study:A study by Ahmed Abu Arja (2012) entitled "Evaluating the linguistic performance of the media and the role of these media in the use of classical Arabic". A study from the viewpoint of students of journalism and media at Petra University. It provides various media materials in the media, etc It is the opinion of these students using colloquial language in what the media provides of programs and information materials and how students evaluate the linguistic performance of the media, and what role is required of these means in promoting the use of classical Arabic language and to answer study questions the researcher resorted to using the descriptive approach and the research sample reached 225 individual Media students were done They were chosen

randomly, and the information was collected on the questionnaire. The study resulted in the following recommendations:

- Devoting the use of classical Arabic in the media, and besieging the phenomenon of intensive use of colloquial dialects
- Selecting linguistically competent individuals from th media, especially broadcasters, to avoid making grammatical errors that have negative effects on listeners and viewers.
- Ensure that university students, especially those studying majors, invest Journalism and media, their university years of study in Arabic language training and safety training.
- University professors make sure to present their university lectures in the classical language, and that the interest in the foreign language is not at the expense of the Arabic language.

The second study :Thuraya Al-Tijani study (2007) entitled "The role of television in changing social values in Algerian society" and the overall goal of the study was to contribute to revealing aspects of social change and to answer the study's hypotheses and questions The researcher resorted to using the descriptive approach using a random cluster sample 602 families from the community reached The Algerian has relied on collecting information on the questionnaire, and among the mostimportant recommendations of the study are the following:

- 1-The researcher recommended observing and studying all foreign programs and quotas, extending the imported language, examining its topics and adapting it to the values, customs and traditions of Algerian society.
- 2- The researcher also recommended that program and quota writers choose the efficient topics that guide the appropriate destination community and that improve the transactions of individuals.

3- Warn individuals that television is a tool for entertainment in leisure time, even if it includes educational and educational programs, it does not compensate the family and the school in the education and training of the individual.

4- It also recommended directing social research to address the social problems that Algerian society suffers from, and that research carried out by students not remain subject to inclusion.

Third study:A study of Burgan Muhammad and others (2013) entitled: "The Media Language and the Impact of Persuasive Discourse on the Algerian Media on the Audience" The general objective of the study was:

- Highlighting the importance of the employed media language and analyzing its nature, specifications, and characteristics.

Knowing the distinctive persuasive mechanisms of each mass media.

Highlighting the challenges posed by technological developments and their impact on the production ocontents In order to answer the study's hypotheses and questions, the researchers resorted to using the survey method. The comparative approach was also used and the researchsample reached 4 00 individuals who were deliberately selected and relied on collecting information on the questionnaire. Among the most important results of the study were the following:

1-Language is a system of phonemic symbols that have spread and spread in various ways for individuals to interact with them

2- The media addresses all legal, religious, social, and other angles, but in the language of the media, which is generally distinguished by clarity, contemporary, appropriate, attractiveness, shortness, flexibility and breadth, and finally its ability to develop.

3-The media language of television is intended to be succinctly concise and the TV communicator should let the photo describe the event to the audience.

4- The language of the Algerian media's lack of many communication components, as it still uses traditional editing methods and non-renewable artistic templates.

The importance of the study and its objectives:

After referring to the previous studies and researches, the researcher found that many researches were concerned with the topic of social values, and another concerned with the media language without linking them in one subject, hence the importance of the study in revealing the role of the media language for sports journalism in the development of some social values among the Algerian youth. This study is a field scientific contribution on the media language of sports journalism on the topic of social values and young people today are in dire need of it at the present time. This study also achieves goals

Objectives of the study:

1-We would like to reach a clarification and disclosure of the relationship between sports media and the social life of youth and its role in influencing their daily life in all its forms.

2- Highlighting the importance of sports media in socializing and unifying society by providing a common basis for collective values and experiences.

3- Shedding light on the negative aspects of sports media while producing a media language that can negatively affect society.

4- Evaluating the linguistic performance of sports journalism of all kinds

the importance of studying:

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a field scientific contribution on the media language of sports journalism on the topic of social values and young people today are in dire need of it at the present time.

Key words in the study:

Media language:

It is the tool by which media professionals convert information and ideas into readable material

Or audio or video that can be received, understood and understood by the contents it holds in certain artistic forms (Khalil Mahmoud, 2010, p. 20)

Sports Media:

- Dr. Yassin Fadl Yassin advises that sports media "is the process of disseminating news, information and sports facts and explaining the rules and laws of games and sports activities to the public with the intention of spreading sports culture among members of society and developing sports awareness (Yassin Fadl Yassin, 2010, p. 46).

Social Values:

Values are that they are a set of habits, customs, standards of behavior and desired principles that represent the culture of a group of people, a group or an individual, and are considered structural elements derived from social interaction and express basic components of human society, and that its study is important for social research (Radwan, 2010, p. 62)

The practical side:

Methodological methods used:

- **Exploratory study:** The researcher conducted the exploratory study, as it is the rule that The researcher builds on her initial impressions and perceptions about his study and the field of its application, and through it, he got acquainted with the problem of studying in the field and getting acquainted with the research

sample represented by journalists (television, radio, newspaper) and interviewing some journalists with the intention of getting to know more and more closely the phenomenon to be measured in the study. And the final control of the main variables of the study. We had a preliminary visit on 24/12/2017 to the headquarters of the National Radio and Television and exactly to the sports section as well as the headquarters of the private channel Al-Haddaf TV, where we held several meetings with journalists and consulted with them on the subject of the study.

Approach: The researcher used the descriptive approach due to its relevance to the nature and objectives of the study, which GRAWITZ defines as "a finite or infinite set of pre-defined elements on which observations are based" (Maurice Ingres, 2004, p. 298)

Procedures for field application:

-**Spatial domain:** public and private media organizations (written, radio, television).

-**The human field:** Journalists specialized in sports media

-**Time domain:** 25/25/2017 until 10/01/2019

- **Study community and sample:** The study community consists of journalists who specialize in the sports field of all three types (written, radio, television), whose number is approximately 280, and this is during the period of the study. The research sample consisted of 100 journalists who were randomly selected.

Collection of data and information:

We adopted in this study a questionnaire for journalists specialized in the sports field, which contains 21 questions divided into 3 axes.

Scientific conditions of the tool:

- The validity of the tool: "The truthfulness of the instrument used in the research, regardless of the different method of measurement, means its ability to measure what was set for it" (Ghadban Ahmad Hamza, Ayyadi, 2018, p. 178).

"Truthfully means that the test actually measures what it is intended to limit" (Issawi, 1974, p. 54)

- Virtual validity :

It is a measure of the extent to which the test represents aspects of the measured aspect by means of a logical analysis of the elements of the questionnaire, to determine the functions and aspects represented in it (Zawawi Abdel-Wahab, 2018, p. 131). The questionnaire is based on a group of doctors devoted to sports media to take their views with regard to some amendments, so some phrases were excluded for their ambiguity and adding some phrases related to the topic, and the researcher reached the final form of the form

Truthfulness of internal consistency: The truthfulness of the questionnaire, media language and social values was estimated by a factor of internal consistency. The correlation coefficients between each dimension and stairs were calculated. The total of the questionnaire on the 20-sample study sample was as follows:

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Table No(01) sets the correlation between the overall score of a questionnaire and its sub-dimensions.

Dimensions of the questionnaire	Correlation coefficient	Significance level
The sports journalist's assessment of the media language used in sports journalism	,835**	0.01
The role of the media language of sports journalism in developing cooperation among Algerian youth	,845**	0.01
The role of the media language of sports journalism in developing justice for Algerian youth	,817**	0.01

The data shown in the above table indicate that all the values of correlation coefficients for the dimensions of the questionnaire of the role of the media language of sports journalism in developing some social values among Algerian youth are all statistically significant at the level of significance ($0.01 = \alpha$), where all ranged respectively between (0.59) and (0.84) This confirms the extent of consistency and strength of consistencyA questionnaire about the role of the media language of sports journalism in developing some social values among Algerian youth, all of which are statistically significant at the level of significance ($0.01 = \alpha$), where all ranged respectively between (0.59) and (0.84) and this confirms the extent of homogeneity and the strength of the internal consistency of the questionnaire as an indicator of the genuineness of training In measuring the role of the media language of sports journalism in developing some social values among Algerian youth

Consistency of the questionnaire:

It is considered one of the important factors that must be fulfilled for the validity of any questionnaire, as the researcher measured the stability of the tool by calculating the "Alpha Crow Annabakh coefficient" for internal consistency, and the stability of the questionnaire of the role of media language for sports journalism in developing some social values among Algerian youth was obtained, so we got the following result :

Table No(02): The Alpha Kronbach laboratories clarify the question of the role of media language for sports journalism in developing some social values among Algerian youth.

The dimensions of the questionnaire on the role of the media language of sports journalism in developing some social values among Algerian youth	Alpha Kronbach coefficient	Number of phrases
The sports journalist's evaluation of the media language used in sports journalism	0,906	06
The role of the media language of sports journalism in developing cooperation among Algerian youth	0,864	07
The role of the media language of sports journalism in developing justice for Algerian youth	0,863	07

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The statistical methods used in the study:

The researcher used the following statistical methods:

- Statistical program spss version (25).
- Ka² test.
- Alpha-Kronbach Stability Factor.
- The mean and the standard deviation.

Presentation and discussion of the results:

-First: The level of the journalist's evaluation of the media language used in sports journalism and to test the hypothesis was relied on the Ka² test for a single sample or what is called a good conformity test or quality of **reconciliation**, so the result was as shown in the following table

Table No(03)square test to reveal the level of sports journalist's assessment of the media language used in sports journalism.

the decision	Sign	K ²	df	t	recurrence	percentage	Viewer	Answer	
Is statistically significant	0,085	4,940 ^a	2	-10,3	33,3	%23	23	not agree	1
				3,7	33,3	%37	37	Sometimes ok	
				6,7	33,3	%40	40	OK	
				////////////////////		%100	100	Total	
D statistically at 0.01	0,000	20,540 ^a	2	-21,3	33,3	%12	12	not agree	2
				9,7	33,3	%43	43	Sometimes ok	
				11,7	33,3	%45	45	OK	
				////////////////////		%100	100	Total	
	0,000	34,580 ^a	2	23,7	33,3	%57	57	not agree	3

D statistical ly at 0.01				0,7	33,3	%34	34	Sometimes ok	
				-24,3	33,3	%9	9	OK	
				////////////////////		100%	100	Tota	
Is statistical ly significant	0,298	2,420 ^a	2	-7,3	33,3	%26	26	not agree	4
				3,7	33,3	%37	37	Sometimes ok	
				3,7	33,3	%37	37	OK	
				//////////////////// //		%100	100	Total	
D statistical ly at 0.01	0,000	16,940 ^a	2	-18,3	33,3	%15	15	not agree	5
				3,7	33,3	%37	37	Sometimes ok	
				14,7	33,3	48,0	48	OK	
				////////////////////		%100	100	Total	
D statistical ly at 0.01	0,000	79,940 ^a	2	-26,3	33,3	%7	7	not agree	6
				-15,3	33,3	%18	18	Sometimes ok	
				41,7	33,3	%75	75	OK	
				//////////////////// //		100%	100	Total	

Through the above table, we note that the answers of the study sample members, who totaled (100) individuals, on the phrases of the first axis, which includes "the level of media language used in sports journalism" and the following can be drawn:

The sixth phrase "which stipulated (I believe that the Arabic language is a flexible language capable of meeting the requirements of the modern era in the field of sports media) occupied the first rank in this axis and the individuals whose response centered on the alternative" OK "and the number (75), a percentage of 75%, "Agree sometimes", whose number is (18), with a percentage estimated at 18%, "Disagree". Their number reached (07) individuals, with a percentage of

7%. Where we note from the above table that its value at degree of freedom (2) was estimated at 79,940a, which is a significant value Statistically at the level of alpha significance ($0.01 = \alpha$), so there is a statistically significant difference between the three groups in favor of the third group with the highest frequency (OK).

In other words, the majority of the study sample asserts that the Arabic language is a flexible language capable of meeting the requirements of the modern era in the field of sports media. Sometimes "and the number (37 percentage points estimated by 37% is not approved") and they numbered (15) individuals with a percentage of 15%, and to make sure of the significance of these differences in the frequency and proportions, a statistical significance test was used (k^2), where we note from the above table That its value at the degree of freedom (2) was estimated at 16,940a, which is a statistically significant value at the level of alpha significance ($0.01 = \alpha$), and therefore there is a statistically significant difference between the three groups in favor of the third group with the highest frequency (OK) and the confirmation rate for this result is 99% With a 1% chance of making a mistake. In other words, the majority of respondents assert that they agree that sports journalism on television is the most used form of standard Arabic.

To identify the level of the journalist's evaluation of the media language used in sports journalism, the arithmetic mean and the standard deviation for the first axis were calculated and compared to the theoretical average for the first axis, where it was found that the average scores of the sample individuals in the first axis reached (19,3700) degrees and a standard deviation of (1,95740) Degree, and when performing the comparison between the achieved (calculated) and the average (theoretical) average of (18) degrees where it was found that the difference between the two averages reached 1.37) degrees, [and by using the T-

test for one sample a statistical means in the treatment, it was found that the difference is statistically significant Between both the calculated and the hypothetical means in favor of the computed, what confirms this is the value of (F) which reached (6,999) which is statistically significant at the level of significance ($0.01 = \alpha$) This means that the majority of respondents agree on the media language used in sports journalism is classical

Discuss the results in light of the general hypothesis:

Through the results obtained in the search times tables about the media for sports navigation and its role in developing some social values (the media viewpoint), the researcher sees that one of the reasons for the prevalence of certain terms in the media language, whether foreign or colloquial, is direct contact between communication sites and communication between communication sites. And communication between communication sites and communication with the following lines, that is, the daily language of communication, from the richness of the Arabic language with words and terms.

But the most important characteristic of the media language in the sports field is the ability of the press to assume responsibility towards society in developing social values if they are given the freedom to speak and write without restriction or condition, but in the language of the media, which is generally characterized by clarity, contemporary, appropriateness, attractiveness, brevity, flexibility, breadth, and finally its ability To evolve.

Conclusions and suggestions:

1- That the media does not change the values of youth as some believe, but rather plays a complementary role to the role of socialization institutions such as family, school, primary groups, and messages

- 2- Ensure that university students, especially those who study journalism and media majors, invest their academic years in providing Arabic language instructors and training in the safety of speaking them.
- 3- Devoting the use of classical Arabic in the media, and besieging the phenomenon of intensive use of colloquial dialects.
- 4- The necessity to produce an informational language in sports journalism that includes terms that promote social values (justice and cooperation)
- 5- Inviting the state to pay attention to social values and inviting researchers in this field to do their duty towards their society.
- 6- Selecting linguistically competent individuals from the media, especially broadcasters, to avoid making grammatical errors that have negative effects on listeners, viewers and readers.

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