

Sports awareness industry in sports news agencies

¹Qasim Hanoon Qasim, ²Shukria Kawkaz Al-Saraj

¹PhD student at the College of Media/University of Baghdad / Teaching at the University of Technology / Media Department, Iraq, qassim_kk1968@yahoo.com

²College of Media, University of Baghdad, Iraq, shukriakawkaz@yahoo.com

Abstract

The study deals with the nature of the relationship between sports news agencies and the awareness industry because of their great importance to the sports audience and its education. The word awareness has become widely spread in various fields, and it is on multiple types and levels, and the dimensions of this awareness do not become clear until after attaching a subsequent adjective to it so that it has a realistic significance. The study shows that there is a relationship between the sports awareness industry and electronic sports news agencies, after which a digital media is characterized by interaction and speed, unlike what is found in the traditional media.

Keywords: Specialized media, sports media, sports news agencies, sports awareness.

INTRODUCTION

The media scene in the nineties of the twentieth century witnessed a great leap in the various aspects of the media, especially after the technological developments and the emergence of the Internet, which opened the way for media institutions to go to specialization and widely for the various types of media.

The field of specialization in sports media is one of the most prominent of these fields after it witnessed a great expansion at the local level with the spread of the phenomenon of daily sports supplements and sports satellite channels, to keep pace with the media development by establishing sports news agencies for the first time at the beginning of this century, especially in Iraq, in addition to the increase in the number of agencies news that focused on the sports aspect on its websites to provide media institutions with sports news and reports, after it was limited to one agency for each country before the advent of the Internet.

The media, including news agencies, play a major role in the process of creating awareness in general, and sports awareness in particular, after the concept of awareness has entered into all aspects of the life and its specialized fields, and interest in it has increased in academic studies in its various disciplines. Therefore, there is a strong relationship between electronic sports news agencies and the awareness industry by presenting different contents and ideas in this interactive digital medium that aims to increase the knowledge of the sports audience, including administrators, coaches, players, masses and others who are related to the sports community.

The research is divided into two topics : the first includes methodological procedures represented in the research problem, its importance, and the objectives it seeks to achieve.

The methodological framework

First: the research problem

The problem of the research is that not studying sports news agencies is not commensurate with being a new phenomenon in sports media, so it is necessary to stand on these agencies and learn about their concept, types and role in creating sports awareness among the public after it has become widely spread among the media and its contact with the public directly and how they benefit from it.

The research problem can be summarized by the main question: (What is the nature of the relationship between sports news agencies and the awareness-making of sports audiences?) From which several questions branch out, including;

What is the relationship between sports news agencies and the sports awareness industry?

2-What are the roles of news agencies to create sports awareness.?

3-What are the important elements that news agencies perform to develop and create sports awareness?

Second, the importance of research

Sports news agencies are a new media phenomenon, as their number has doubled by establishing and allocating websites for them or pages on social networking sites on the Internet that depend on speed and shortness, as well as innovation and work to provide a distinct media material that attracts the recipient or reaches him with information as much as possible and with the least amount of information in the least amount of time.

The importance of the research involves shedding light on agencies and investigating their reality, and their contents, as well as the extent to which the public benefit from them and their reflection on sports awareness as a result of providing them with information and expanded details about events and activities. The research also represents a new field that no other study has previously dealt with independently in the light of follow-up and

informing researchers, although we know the importance of sports in international news agencies, as a large space is devoted to the sports aspect, most notably the French News Agency, which depends on encryption and participation in it in exchange for a financial aspect.

Third; Research objectives

The research seeks to achieve the following objectives;

1-Indicating the type of relationship between news agencies and the sports awareness industry.

2-Knowing the roles played by news agencies to create sports awareness

3-Determine the elements that news agencies perform to develop and create sports awareness.

Fourth: Type of research

This research is a descriptive research, which focuses on describing the nature, characteristics and features of a particular society, situation, group or individual, and the frequency of occurrence of various phenomena (Hussain, 2006, p. 123)

The first axis: sports awareness: concept, Types, Its manufacture

The concept of sports awareness

Awareness in language: the word awareness appears in the dictionaries of the language in the sense of memorization, and awareness of a hadith makes it aware of its memorization. And an ear (conscious) (Al-Razi, 2007 ; 413). And the word awareness linguistically means understanding and sound awareness, as awareness refers to a person's awareness of himself and of what surrounds him directly (Shakerkar, 2019 AD, 125)

awareness in the English language is (Concusses) (Al-Nasiri, 2000AD,. 196) and also (Consciousness), which is originally a Latin word meaning knowledge of things on a continuous basis, and also the word

(Awareness) means awareness. Francis Bacon is the first to adopt this term in 1110 AD, while John Locke is the first who used the word consciousness in theory and in his philosophical discussions, saying, "They always say that man is aware of what he thinks by himself" (Abdul Halim, 2009, p. 169). Studies of consciousness have been booming since the twenty-first century (Blackmore, 2021, p. 7)

In the verses of the Noble Qur'an, there are several indications for the term "awareness." God Almighty says in his Noble Qur'an: "And God knows best what they are aware of." Surat Al-Inshiqaq / verse: 23, meaning that they hide in their chests and hearts, (Sabri, 2017 P.21),

Awareness idiomatically: It is a reflexive mental tendency that enables the individual to become aware of himself and the surrounding environment with varying degrees of clarity or complexity (Al-Salih, 1999 AD, p. 115)

Awareness is defined as: the totality of ideas, knowledge, and culture represented by the individual that make him follow a certain approach, and it also refers to the responses that the person makes to a particular situation" (Ibrahim, 2020 AD, p. 21)

Oxford Dictionary defines awareness as the mutual knowledge between people, or knowledge, firm belief, volume and conviction that leads to conviction of the correctness of something, or the set of thoughts, impressions, feelings and sensations present in a conscious person, and the latter is the characteristic that characterizes individuals' ability to think (Shakerkar, 2019 AD, P. 126)

Sigmund Freud defined consciousness as "the subjective aspect of one part of the physical processes of the nervous system". Because the nervous system consists of a system for converting quantity into quality: "This system is associated with perception, and when it empties energy, it produces consciousness by allowing the nervous system to perceive the quality of impressions coming from the outside world" (Johanssen, 2019, p. 26)

It turns out that most of the definitions that dealt with awareness share a number of elements, including: knowledge, perception, behavior, feeling, , thinking, analysis, culture.

Sports Awareness Definition

Sports awareness: "It is an authority that can influence sports events, and enables the use of information and events to produce ideas that later turn into projects, and then reach the achievements" (Abdul Naeem, 2021, p. 159). It is also defined as: a public awareness based on knowledge of different sports issues and issues, accompanied by this awareness of rejecting fanaticism with belonging and the actual contribution to exemplary encouragement and positive dealing with various sports issues (Al Nader, 2020 AD, P. 460)

The researchers put a procedural definition of sports awareness as: the set of ideas, feelings, f and impressions instilled by the conscious public that affect its sports environment internally and externally, and enable it to employ information or mutual knowledge of various sports issues, to produce ideas that generate projects to reach the achievements and form positions towards them.

Second: Types of sports awareness

There are many types and classifications of awareness: it is classified among the sciences: political, religious, moral, media, philosophical, and historical awareness. It is sometimes classified according to a specific aspect of its manifestations, so it is said: environmental, health, security, and informational awareness, and it is classified on a quantitative basis, as: individual awareness, public awareness, family awareness, and human awareness (Sabri, 2017 AD, p. 22).

The researchers did not find any division of the types of sports awareness, so it can be classified into several types, including;

1-Historical Sports Awareness: It is the conscious awareness that every social activity, whether mental or practical, is a living product of human experience in the frameworks of time and space (Al Waqyan, 2012). All the peoples of the earth practiced sports, but the recording

of sports history did not appear early due to the lack of historical awareness.

The history of football almost reflects the historical awareness and the importance of rooting the games for the peoples. There are more than historical opinions about it and historians have mentioned that this game exists in many civilizations and countries and has different names such as “Suzhou in China, Kalshio in Italy” and others. As for Iraq, it was discovered an important archaeological plaque in the city of Nippur in Al-Diwaniyah governorate proves the existence of the game more than 3900 years ago (Al-Ethawi, 2009 AD, pp. 27-29)

2-Cultural sports awareness: It is the ability of individuals and groups to understand, perceive and adopt ideas, beliefs, concepts and knowledge about the values and objectives of sports practice that affect their personal values and patterns of sports behavior (Said, 2011 AD, P. 16). In the current period, sports media is one of the means that constitutes the cultural and sports awareness of individuals.

Hawkins found that the French sports movie (Big Blue) achieved the highest score on the ladder of consciousness, as it tells the story of the world champion in diving, Jacques Maill, who maintained his record. The film measured a degree of 700 (which is the degree of the unity of life and universal truth), and it had the ability to raise the awareness of the audience and influence them strongly (Hawkins, 2016, pp. 160-161)

3-Physical sports awareness “Sensory”: It is the athlete’s ability to realize his physical and sensory abilities during imagination, so it works to provide him with information about himself and his fantasies and link them to his previous experiences in the process of imagination (Jasim, 2018, P. 450). The American tennis player Andre Agassi, who won the Wimbledon championship for the first time in 1992, surprised journalists when he said that he had previously won it when he was 10 years old! He brought it back to his imagination of winning thousands of times and raising this cup (Salama, 2017, P.. 59)

4-Sports awareness of creativity: it is concerned with cognitive processes, emotional feelings, and physiological experiences accompanying creative thinking that prepare athletes for production towards creativity (Mahdi, 2010, p. 26). Creativity is included in the process of promoting major sporting events. Germany presented innovations to promote the World Cup finals on its soil in 2006, as it presented (1200) applied ideas, from which selected (365) giant sculptures embodying the journey of German discoveries (Abu Al-Yazid, 2006 AD, PP. 44 , 57)

5-Information sports awareness: It is one of the modern terms in the world of information, which is the acquisition of the skill of accessing sports information that is continuously added on the Internet and needed by the person using technology in electronic searches and being able to use its tools (Al-Baheb Foundation for Research Consultations, 2018 AD, P. 66). This type provided a great opportunity for athletes to keep abreast of developments in their specialties and increase their awareness and experience through the wave of information flowing over the Internet and their participation in electronic sports courses and workshops, especially in the COVID-19 pandemic, which made them more use of information after restricted them from direct actual presence in sports fields.

6- Social Sports Awareness: It is the awareness that includes informing the members of society of the various social issues that have an impact in sports institutions and the lives of athletes. The athlete must have awareness of choosing friends and the environment in which he lives, as well as staying away from the unacceptable situations of staying up late and accompanying bad friends that will affect his athletic level.

7-Sports health awareness: It is the set of perceptions, beliefs and visions that help the athlete in his life and determine his healthy behavior. This awareness consists of the totality of knowledge and beliefs that composed about health issues and problems (Al-Sharqawi, 2019 AD, P. 28)

Sports health awareness is mainly based on the process of health education by spreading sound health concepts in society, and its importance appears in sports tournaments. As an example, during the spread of COVID-19, the European Football Association held the European Nations Championship competitions during the months of June and July 2021 AD in more than one country before the finals were held in England and for only four teams, in order to preserve the health of athletes and masses.

Third: The Sports Awareness Industry

Creating awareness today is one of the priorities of what it seeks in society in light of negative or positive developments, and it is necessary to find outlets for awareness through which it reaches people of their different segments (Al-Baldawi, 2013AD, P. 6)

Hans Magnus Entzenberger first coined the term of "consciousness industry," and he identifies the mechanisms through which the human mind is reproduced as a social product, and the most important of these mechanisms are the institutions of the media and education. According to him, the mind industry does not produce anything specific, because its main activity is to perpetuate the existence of the system of human domination over man (Al-Nuini, 2019)

Sports awareness needs those who make it and those who promote it. Making sports awareness is the responsibility of sports decision-makers in countries, and its dissemination and promotion is the responsibility of sports media (Ibrahim, 2020 AD, P. 21)

Through the word, which is a literal means of production, consciousness is created (Al-Ainah Ji, 2016AD, p. 42). The success of the sports awareness industry depends mainly on the ability to communicate with the masses, which need various skills according to the nature of people, their characteristics, and the cultural and environmental levels in which they are located.

There are necessary skills to create sports awareness to influence and mobilize public

opinion to achieve specific goals through the following; (Maqoura, 2017, pp. 16-17)

1-The formation of the consciousness of individuals.

2-Guiding them to the methods and means of positive interaction with local and international sports issues.

3-Urging them to positively interact with sporting events that affect the future of the sporting community.

4-Urging them to initiate business and participate in sports activities that help them to influence on the society.

Responsible entities for creating sports awareness

Sports awareness plays a very important role in the education process, and education has a role in creating this awareness among the sports public. The sports awareness industry is a joint responsibility that bears the burdens of society in its various educational and social institutions, including;

1-The family : It is a basic pillar in society, and the first maker of individuals' opinions and views on life, and it is often difficult for the individual to get rid of the family's influence on him, and often takes the individual from the trends and values of his parents and their view of life (Mahmoud and Al-Khatib, 2016 AD, p. 32). The values and principles related to sports and how to practice and encourage them are rooted in the family.

The researchers believe that there are families that contributed to providing the country with distinguished talents in sport and scientifically, and did not negatively affect their academic achievement, as many parents claim, due to their sports culture and awareness.

2-The school: it is the first episode in the formation or creation of the scientific knowledge awareness of the individual, as well as its attention to the individual's attitudes and behavior in society (Al-Shammari, 2009 AD, P. 90). And awareness-making is a continuous task that starts from the first grades in the

education stages, where science and its role in life have an important and sufficient share in educational programs that seek to formulate a civilized personality who understands the role of science in his life, and tries to contribute to its progress (Al-Qafari, 1998, p. 77). Through physical education lessons and its various activities, it is possible to inculcate the values, practice and encouragement between

students by organizing sports competitions and encouraging their contributions around them, which can expand the scope of developing sports awareness (Abdul Qadir, 2004, p. 73)

3-University: Universities pay great attention to sports activity, which is one of the most student activities in which large numbers of students participate, whether through practice, encouragement or affiliation, hence, the university can play its role in developing sports awareness by introducing young people to the importance of sports in life and how to practice and encourage and staying away from violence, fanaticism, riots, and so on (Abdul Qadir, 2004 AD, p. 74)

The researchers believe that the Iraqi ministry of higher education and scientific research neglected sports by removing it from the school curricula for several years before reversing its decision to return it, which generated great satisfaction among the students, and that this lesson had a strong presence in light of the Covid-19, as the lessons became theoretical and electronic, far from the practical side.

4-Clubs and Youth Forums : It is one of the most important institutions that can play an effective role in creating and developing sports awareness among young people through its balanced education of the human personality at its various levels. Emotional: It is possible to inculcate values and attitudes related to sports and the way it is practiced, and on the dispositional side: it is possible to practice sports of all kinds and in healthy ways away from violence, fanaticism and riots (Abdul Qadir, 2004 AD, pp. 75-76)

5 -The media : The media is the largest and most important tool for creating awareness at the present time, as it transmits news, images

and sounds in different ways “read, audible, and visual”, using the great technological development that comes out every day with a new innovation (Al-Ta’ani, 2020, p. 86). The increased awareness by the media played an important role in reducing tolerance for drugs and violence in every sport (Beck & Bosshart, 2003, p. 20), and the media is working to increase sports awareness among the peoples of the world. There are those who believe that the recipients of the media message should targeted interpretation and assimilation to create and raise awareness (Ali, 2016, p. 14) . Therefore, the sports awareness industry can only take its way to the recipient and interact with it through the one with the first responsibility, the media that does the dissemination and promotion of awareness as it is the main carrier of sports culture and influences the groups of society.

News agencies: the concept, their functions and types

The concept of news agencies

The news agency took its name from the nature of its work as an agent or representative of the media, and it is also a cooperative association in which newspapers participate in collecting news because not every newspaper alone can do this work (Al-Omar, 2020, p. 107)

The two researchers note that most researchers and authors focus on UNESCO's definition of the agency, that it uses a network of correspondents to collect news in a large number of countries, and uses staff in its main centers to edit these global news materials in addition to local news and send them as quickly as possible to the agency offices abroad; The contracting local agency , Newspapers, radio and television stations, etc. abroad, and their direct subscribers (Shafiq, 2011, p. 15) (Mustafa and others, 2012, p. 108)

News agencies “are companies that specialize in collecting information, preparing it as news and redistributing it to subscribers, whether these are media outlets, other institutions and even individuals, and by means of their ability to disseminate mass information in real time

(Silva Junior, Esperidiao, & Aguiar, 2014, p. 40) The News Agency: An organization that compiles and sells news reports to joint news organizations (Malik, 2021, p. 23)

The two researchers believe that the great change that occurred in the news agencies is that they have become a means of communication and reaching the public, as well as remaining as a main source for collecting and distributing news for the media. News agencies and benefit from their news services.

In light of this, the agencies were called electronic news agencies or Internet agencies, as they are defined as “websites with fixed addresses that provide press publishing services using multimedia over the Internet, and the institutions and individuals participate in them with specific financial fees without the non-subscribers being able to view the same pages that are allocated to the subscribers” (Abboud and Al-Ani, 2015 AD, p. 86)

News agency jobs

The main function of news agencies is to provide news on various topics to the media editorial board and subscribers from various institutions to individuals (Тазмина, 2016, p. 7)

There are many functions of news agencies, most notably;

1-The news function: It is the most important function as agencies practice collecting and fetching news and information on a large scale in order to redistribute it on a small scale technically, although its main goal is to disseminate it on a wider scale, and the news of the agency, which it obtains from various facts and events, is more massive and abundant. of those obtained by the mass media, the most immediate and rapid.

2-The guiding function: It is performed by news agencies through comments, articles, special bulletins and studies, as well as by directing news in a different style.

3-The mediating function: the news agency exercises this function indirectly by transmitting information and the latest news from the widest circles of societies through the

mass media, i.e. providing them with it, unlike the media that undertake this task directly (Al-Omar, 2020, pages 112-113)

4-The entertainment function: the news agency performs an entertainment function, but it occupies a very small space in the agency’s field of activity, and chance plays a role in this issue, as the role of the entertainment agency varies in importance according to the type of agency, the dimensions of its work and its fields of activity (Al-Hassan, 2009, p. 37)

Types of news agencies

There are several types of news agencies, some of which transmit news in text, and other photo agencies that transmit events in text and images. Researchers divide news agencies according to geographical coverage into;

1-Local news agencies: UNESCO defines them as collecting and distributing local news in their countries directly through the offices of these agencies abroad or through local agencies contracting with them (Mustafa et al , 2012, p. 108). It also distributes news to international agencies that are associated with it and publish their services (Imam and Ezzat, 2006, p. 61)

2-Regional news agencies: they are agencies in which several countries participate and finance them, and they cover their news without prejudice to one of them, such as: Islamic news agencies (Murad and Badran, 2014, p. 616)

3-International news agencies: These are agencies whose offices are spread all over the world and provide subscribers with the various news materials they request (Murad and Badran, 2014, pg. 616). The most prominent of them are: the French News Agency (AFP), the first agency established in the world in 1835 AD, the American Associated Press (AP) in 1848 AD, and the British Reuters in 1851 AD, with offices in most countries of the world and covering all types of events (Malik, 2021, p. 23)

News agencies are divided according to their activities in the field of media and news into two main types;

1-General news agencies: they cover all kinds of fields, and their media services include all humanitarian activities, including political, economic and sports, examples of which are major international agencies and local agencies (Kafi, Shamailah, and Al-Lahham, 2015, p. 103)

2-Specialized news agencies: They are specialized agencies that provide services in a specific religious, sports, technical, and other topic, and provide their subscribers with a number of analyzes, articles, interviews and investigations (Al-Dulaimi, 2013, p. 66), and they are agencies that specialize in certain types of news or services. media, such as economic, sports or money, (Al-Hassan, 2009, P.. 43). Among its conditions is that it be balanced or independent commercially, economically and financially as much as possible (Ghazi, 2016, p. 173)

The Exchange Telegraph Co Ltd news agency is one of the oldest specialized agencies concerned with economic news and was established on March 28, 1872 (The City of London Corporation, 2022)

Specialized news agencies cover large sectors of business that are difficult to enumerate, including (Mohammed, 2009, p. 177)

1-News agencies, articles and press columns.

2-Photo news agencies, and some of these agencies provide charts and maps.

3-News agencies of clippings and editorial texts specialized in literature, sports and others.

4-Investigative news agencies.

Types of sports news agencies

They are electronic sports news agencies that cover mainly local sports events and activities, as well as publish some Arab and international events, especially in which national teams and teams participate. The researchers divide sports news agencies into;

1-General news agencies: they are agencies that combine general and diverse content, including the sports aspect, for which pages or sections are devoted to the sports aspect and are directed

to a general and heterogeneous audience, such as the Iraqi News Agency "WAA.

2-General sports news agencies: they are agencies that care and focus on the sports aspect in various sports, and their audience is general and diverse in terms of interests and needs, such as the Iraqi Sports Sadaa Agency, whose coverage is not limited to a specific sport, but rather includes all individual and team sports.

3-Specialized sports agencies: they focus on one sport field or game and address an audience specialized in a specialized field, such as the Iraqi website (FIFA Sport Network), a news agency specialized in football, and the agency (Sport Rugby) on social networking sites such as Facebook, Instagram, the first Iraqi and Arab agency specialized in rugby news.

The role of sports news agencies in creating awareness

The media play an undeniable pivotal role in fulfilling the need for awareness by conveying information to the public and exchanging ideas, and these media can play an effective and educational role in awakening and increasing public awareness by disseminating new ideas (Tavakolli, Najafi, & Ramezani, 2013, p. 50), but it also makes the event and formulates the decision related to it, and this reveals the ability of these means to effectively contribute to building awareness, and the various scientific research and studies revealed that these means have become one of the most powerful weapons of the age, superior to all tributaries of thought and sources of thought. Knowledge, and therefore contemporary media activity plays a sensitive and dangerous role, whether in raising awareness or in bringing it down. (Abdul Halim, 2009, pp. 187-188)

There are those who believe that global sporting events and the Olympic Games if they are not transmitted by these means, including news agencies, and are not sponsored by major international companies such as "Pepsi-Cola" and "Adidas" and others, no one knows about them, because these means that take up a large proportion of an individual's time in Society

has become the real tools that create awareness and build reality (Kirat, 2013). The activities of news agencies are very effective and efficient with proper organization, they contribute not only to the success of the organization, but also to the growth of awareness of the whole society (Тазмина, 2016, p. 4)

The media, including news agencies in general and sports in particular, plays an important role in spreading and creating sports awareness and making sure to practice sports activity if it is not at the level of the championship, then the practice is for recreation or public health (Abdullah, 2018, P. 54)

There are important points for spreading sports awareness through the media (Bilal, 2020 AD, p 53)

1-There should be a clear and consistent policy for ways to communicate with the public and to disseminate the goals, plans and sound concepts of sports.

2-Develop plans and programs for optimal use of all media, as well as laying foundations for constructive sports journalistic criticism.

3-Broadcasting sports films that highlight aspects of sports practice and proper training.

4-Organizing conferences, seminars and workshops with specialists in the field of sports.

5-Divide the existing efforts in order to spread sports awareness, and lay the correct foundations and sound concepts for the various programs and topics to reach the basic goal that elevates societies. The sports news agency has become a manufacturer, and its mission is not limited only to transmission, by creating awareness for the recipient or the browser that serves certain trends by including it in discussions and continuous repetition in a maze of opinions.

The two researchers believe that the article or the press column in news agencies plays a major role in the process of creating awareness among the sports audience by presenting the opinions and ideas that the writer expresses himself in order to change their idea or opinion,

even though the user has tools to create his own awareness with himself of the eye, ear and mind. that God gave him.

The space occupied by the major countries on the Internet, whether as users or as sites, shows the reality of what is happening in the manufacture of human awareness and its formation within specific frameworks that serve these countries. The English-language websites constitute 82% of the world's languages, and the production of electronics to serve the Internet and its function constitute 45% between Europe and America and more, all of this in addition to the control of international news agencies over news sources, and this gives a clear picture of the control of these countries over the field of media broadcasting, and the Internet, which leads to directing and misleading minds (Jaber, 2015, pp. 322-323)

The new media, especially the websites of electronic agencies and their pages in social networking sites, most notably (Facebook, Twitter, Telegram, YouTube) has become one of the most important means of creating sports awareness, especially among sports youth who represent a large percentage of the Internet audience and new media, including news agencies. At the same time, news agencies had a major role in supporting efforts to confront the Corona crisis, by raising awareness and education on many sports issues, especially with regard to spreading awareness about the COVID-19, after many athletes, as is the case for the public, were exposed to injuries due to this virus.

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