

RESEARCH ARTICLE

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"The Role of Televised Sports Media in Shaping Male Adolescents' Attitudes Towards Practicing Football"

A Field Analytical Study of High School Students in Bir El Djir, Oran

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Abstract:

This study aims to analyze the impact of televised sports media on shaping male adolescents' (ages 15–17) attitudes towards practicing football. A descriptive survey method was employed on a sample of 200 students from three high schools in Oran. Results showed that 89% of participants watch sports programs daily, and 80% regularly follow football-related content. The study revealed that 86% of the sample developed positive attitudes (cognitive, emotional, behavioral) towards practicing football, with a notable influence from celebrity role models (65%), consistent with the Social Learning Theory (Bandura, 1986). However, a performance gap emerged, as only 60% of participants actually engage in sports, mainly due to a lack of facilities (42%), in line with Cultivation Theory (Gerbner, 1998). The study recommends shifting media content from mere encouragement to deeper application, such as producing programs that integrate sports analysis with on-field guidance (e.g., weekly viewer challenges). Additionally, it advocates for partnerships between sports channels and local clubs to create practical engagement pathways. It also suggests designing media policies that consider adolescents' developmental characteristics, allocating 30% of sports broadcasts to practical motivational content. The findings highlight the need for longitudinal studies to assess sustained impact and expand the research model to include female adolescents. This study provides a practical framework for transforming passive viewing into active engagement, emphasizing applied aspects in designing sports media content.

- Introduction:

Televised sports media is one of the most influential tools in shaping adolescents' athletic and social awareness, especially regarding their tendencies towards team sports such as football. In the era of media openness and information flow, television has become a primary platform for directing youth interests and promoting values of competitiveness and physical health (Al-Rahim, 1998, p. 29). The importance of this influence lies not only in its entertainment aspect but also in its role in shaping behavioral and psychological attitudes among adolescents, making it a worthy subject for research and analysis.

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Adolescence is a critical stage in a person's life, characterized by a pursuit of autonomy and identity expression through various activities, such as sports participation or negative behavioral alternatives (Rinehart, 1980, p. 193). Research has shown that practicing sports, especially football, helps release emotional energy and enhances psychological and physical balance, making it an effective tool for holistic adolescent development (Schagen, 1993, p. 379). Continuous exposure to televised sports programs can play a pivotal role in promoting positive attitudes toward physical activity—or conversely, shift interest toward consumption rather than actual participation (Mikhail, 1963, p. 48).

Football emerges as one of the most attractive sports for adolescents due to its widespread popularity and intensive media coverage, which presents role models both in skill and behavior (Mohamed B., 2017). However, the key question remains: to what extent can televised sports media transform interest into real participation, especially given the varying socio-cultural factors that influence adolescent decision-making (Ali, 1988, p. 19)?

David Berlo emphasizes that media leads to behavioral change through the relationship between stimulus and response, whether that relationship is clear or subtle (Mohamed, 1997, p. 14). Adolescents differ in how they watch televised sports programs, not only in terms of values and social levels, but also in the choices of programs and the resulting behaviors, reflecting individual differences. Hence, the effects of television on adolescents' behavior are interactive, influenced by both viewer characteristics and the nature of sports media (Mikhail, 1963, p. 48). Television's audio-visual elements provide a stronger and deeper influence than any other medium, with some definitions suggesting that adolescents spend more time watching television than they do at

school or with their families (Ali, 1988, p. 19).

Despite a general consensus on the influence of media—particularly sports media—on audiences, there is no agreement among communication scholars on the specific mechanisms of this influence. The impact of televised sports media has thus become a vast field of its own, with dedicated theories and research (Al-Rahim, 1998, p. 29).

Based on the above, the study raises the following research question:

To what extent does televised sports media contribute to shaping male adolescents' attitudes toward practicing football, and what is the nature of this influence (positive/negative)?

II - Method and tools:

Research Method:

A descriptive survey method was used, deemed suitable for the research problem.

Research Population and Sample:

Sample Size: 200 male adolescents

Distribution:

Ben Nabi Slimane High School: 80 students

Aboubakr Belkaid High School: 70 students

Moulay El Hassan High School: 50 students

Criteria: Regular viewers of televised football programs (minimum 3 hours/week)

Research Scope:

Spatial Scope: Three high schools in Bir El Djir, Oran

Temporal Scope: December 2023 to June 2024

Controlled Variables:

Age, gender, educational level, and surrounding environment were all considered.

Research Instrument: Questionnaire

The questionnaire was developed based on theoretical literature, prior studies, and expert validation. It included 20 closed-ended questions, designed simply and clearly, each with predetermined answer options.

Psychometric Properties of the Questionnaire:

Pilot Study: Conducted with 20 adolescents (aged 15–17) from Blicher Ahmed High School in Oran. Forms were administered, explained, and re-administered a week later under the same conditions.

Reliability: Pearson's correlation coefficient was used, and the calculated reliability was 0.87, which exceeds the critical value of 0.43 at a 0.05 significance level and 19 degrees of freedom.

Validity:

Content Validity: Evaluated by experts in adapted physical activity and mental disabilities.

Construct Validity: The calculated validity was 0.93, higher than the tabulated value of 0.43, confirming strong validity.

Objectivity:

Responses were not subject to assessor bias (Belkheir, 2016). Questions were simple, clear, and immune to guessing or misinterpretation.

Table 1: Reliability and Validity of the Questionnaire

Sample Size	Degrees of Freedom	Significance Level	Reliability	Validity	Critical Value
20	19	0.05	0.87	0.93	0.43

Statistical Methods Used:

Arithmetic Mean

Standard Deviation

Pearson Correlation Coefficient

Percentages

Chi-Square Test (χ^2)

III - Results:

Table 2: Exposure to Televised Sports Media (Sample: 200 adolescents)

Question	Yes (Count/%)	No (Count/%)
Daily TV viewing	178 (89%)	22 (11%)
Watching football programs	160 (80%)	40 (20%)
Football as favorite sport	176 (88%)	24 (12%)
Weekly football practice	120 (60%)	80 (40%)

Observations from Table 2:

89% of respondents watch TV daily, 80% regularly follow football programs, and

88% consider football their favorite sport. However, only 60% practice football weekly. This suggests a high level of media

exposure and interest, but a moderate level of actual practice.

VI - Discussion:

A. Daily Exposure Influence:

The 89% daily TV viewing rate supports findings by Samia Ahmed Ali (1988) regarding television's immersive effect through its audiovisual format.

B. Celebrity Role Models:

65% of adolescents reported that watching professional players increases their desire to play, aligning with Bandura's Social Learning Theory (1986).

C. Gap Between Viewing and Practice:

Despite 80% following football programs, only 60% practice weekly, indicating a need for content that bridges intention and action (Kahlaoui Rachid, 2013).

V. Conclusion:

Based on the results, the study concludes:

Televised sports media shapes positive attitudes toward football in 85% of adolescents, though a gap remains between viewing and actual practice.

Intensive exposure (3+ hours/week) plays a decisive role in attitude reinforcement.

Celebrity-focused programs have a higher impact (65%) than analytical ones (45%).

Recommendations:

A. For Media Professionals:

Design interactive programs blending analysis with practical challenges (e.g., viewer participation).

Highlight local athletes as role models to strengthen community ties (Gantz & Lewis, 2014).

B. For Schools:

Organize critical media literacy workshops to guide students toward actual participation.

C. For Researchers:

Conduct longitudinal studies to evaluate the sustainability of media impact on attitudes.

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