

## The role of mass media in raising awareness of the importance of intellectually disabled participation in Sports for All's activities

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### Introduction and research problem

Media reflects our communities since it depicts the way the communities work. Whatever the type of media, electronic or printed, it assists in keeping individuals informed, entertaining the public and raising their awareness concerning different events and incidents. Singh et al., (2017)

Mass media is playing a key role in boosting awareness of sport importance and increasing sports activities. There is a close relationship between media and sport since sports needs mass media to reach the public whereas media is provided with sport news offered by various activities of sports (Aafid Gulam, 2016)

Samy Elnaggar points out that media aims to provide individuals who follow their programs with credible facts and information to assist them in forming a correct point of view concerning a particular event or incident. This will in turn objectively represent public's ideas, tendencies and trends (3:8)

Hassan Elshafie indicates that the concept of communication and media is considered a process of distributing and correcting information and clarifying facts. It provides as well credible news, accurate information, certain incidents and ideas which are logic as well as sources that serve public interest. Therefore, this ensures its role as a media communication (2:12).

Yassin Fadl argues that media in the sport's field is considered the best public communication media since it provides them with facts. Thus, its programs have a positive and a deeper impact. However, providing the media messages effectively is a prerequisite to achieve its positive impact on public (12:52)

On the other hand, Mohamed Elhamahmy and Aida Abelaziz show that society has to pay much concern to the Sports for All concept through building up a strategy that enhance publicizing this concept. This will provide appropriate circumstances for practicing sports for different segments such as children, youth, elderly, women, patients and disabled. Moreover, this will assist –through mass media means- in building up specific programs for educating Sports for All activities and adopt many of these types of programs from countries which achieved success in implementing these programs.

Since sports play a substantial role in improving quality of life of disabled people, the International Federation of Physical Education Conference (2001) has emphasized the importance of practicing physical activities for disabled as it has a vital role in improving their wellness through enhancing their participation in physical activities throughout their lives (6:917-920).

Although the "Sports for All" concept has gained a considerable attention in contemporary societies due to their important role in human resources development and improving citizens' health and quality of life, this concept encounters various challenges in many developing countries. One of the key challenges is that mass media means does not pay much concern in raising awareness of this concept for all segments as a whole and particularly for intellectually disabled people. In this concern, Mohamed Elhamahmy indicated that many scientific references and research studies that investigates the "Sports

for All” concept point out that the challenges associated with applying this concept are illiteracy, wrong concepts linked to Sports for All, less attention of mass media to Sports for All, the coexistence of certain habits and traditions which limit or prohibit practicing physical activities in many societies, and that countries are paying less attention to organizing media campaigns that aims at raising awareness of “Sports for All” concept. Accordingly, the current study aims at investigating the role of mass media means in raising awareness of the importance of intellectually disabled participation in Sports for All activities.

### **Research objectives**

This study aims at investigating the role of mass media means in raising awareness of the importance of intellectually disabled participation in Sports for All activities through: exploring the contributions of mass media means in raising awareness of the importance of Sports for All in enhancing quality of life, the most important resources in preparing the media message, the effectiveness of the role played by mass media through presenting media programs associated with Sports for All.

### **Previous research**

- In their study entitled “The role of mass media in developing sport”, Mona Tavakolli et al., (2013) (13) used the content analysis methodology of sports programs displayed in channels and news agencies. Their study revealed that these programs’ focus is on news related to sports tournaments, while recreational sports, sports of females and educational sports do not receive a great attention from sports mass media.
- In a study carried out by Ahmed Abdelmohsen (2012) (1) entitled “ media contribution in developing “Sports for All” culture among university students”, the researcher revealed that the media contributes -through its mass media means- in achieving the following objectives: raising awareness of the important position the Sports for All should have in society, overcoming barriers of participating in Sports for All activities, the media contributes through its mass media means in achieving the following: highlighting the importance of practicing Sports for All for elderly and women, forming a public opinion towards the importance of practicing Sports for All activities, raising awareness that participating in Sports for All activities is one of Human rights, encourage recipients of Media messages to practice Sports for All activities. Results revealed as well that the most important mass media means which have a positive impact on enriching university students’ culture in the field of Sports for All are: the internet and television. The study indicated also that newspapers, radio, satellite channels, magazines, press, and books do not contribute positively in providing university students with the culture of Sports for All.
- In Salman Farzalipour et al., study (2012) (14) that investigates “the role of mass media in women sports”, they explored the role of mass media in women sports according to the experts’ perceptions. Their study revealed that the role of mass media which is associated with sports is not positive and that the mass media has an important role in women sports. However, it is not activated.
- Nabil Shamroukh and Draa Karasna (2011) (11) have carried out a study entitled “the role of sports programs in Jordanian television in spreading the sports culture among high school students in Arbid Governorate”. Findings revealed that sports programs in Jordanian television plays a moderating role in developing the sports culture among students as these programs focus on football game.

**Research procedures:**

**Research methodology:** the researcher used the descriptive methodology.

**Research population:** the research population consists of individuals working in intellectually disabled people in sport clubs and in Special Olympics Egypt in Egypt.

**Research sample:** the researcher used a randomly selected sample of individuals working in intellectually disabled people in sport clubs and in Special Olympics Egypt. The number of participants is (182) individuals. The researcher carried out a pilot study as well in which 40 individuals participated in order to assess scale validity and reliability.

**Data collection and survey instrument:** To achieve the study objectives, a descriptive research design was employed that applied quantitative technique for data collection and analysis. A preliminary list of measurement items was developed based on in-depth review of relevant literature pertaining to Sports for All and the media to identify constructs and their items. Three constructs have been identified; the first construct is “contributions of mass media means in raising awareness of the importance of Sports for All in improving quality of life”, this construct consists of 14 items. The second construct is “the most important sources in preparing the media message”, this construct involves 7 items. The third is “the effectiveness of mass media means” in which the participants are required to categorize mass media means. The responses were measured using a three point likert-type scale, where 1- yes, 2-to some extent and 3- no.

**1- Scale validity**

A- Content validity: to refine measurement, 9 experts in recreation and sports management, psychology and media in faculty of Physical Education, Helwan University, Alexandria University and Elmansoura University were asked to verify the content validity of the preliminary generated items.

B- Internal consistency reliability: Internal consistency reliability was measured by assessing correlation coefficient between the item and .....

C-

**Results and discussion**

**Table (1) frequencies, percentages and ( $\chi^2$ ) for respondents’ responses to the first construct’s items “contributions of mass media means in raising awareness of the importance of Sports for All in improving quality of life”. (N=182)**

	Items	Yes	To some extent	No	total	%	$\chi^2$
1	Development of physical fitness as a whole	88	70	24	428	78.4	36.0
2	Protection from heart and blood vessels diseases	76	65	41	399	73.1	10.6
3	Protection from Osteoporosis diseases	79	60	43	400	73.3	10.7
4	Reducing the density of triglyceride and cholesterol in blood	81	61	40	405	74.2	13.9
5	Getting rid of excess weight	75	61	46	393	72.0	6.9
6	Protection of obesity	73	62	47	390	71.4	5.6
7	Enjoying activity and vitality	78	65	39	403	73.8	13.0
8	Feeling happy and optimism	80	64	38	406	74.4	14.8
9	Being aware of best ways of investing leisure time in practicing Sports for All activities	71	68	43	392	71.8	7.8

10	Overcoming life routine	70	61	51	383	70.1	3.0
11	Developing relationships between individuals and other participants in Sports for All activities	75	63	44	395	72.3	8.1
12	Developing life experiences	69	64	49	384	70.3	3.6
13	Enjoying the practice of Sports for All activities in open air areas (parks, seashores..)	68	67	47	385	70.5	4.6
14	Increasing the feeling of self-expression	69	64	49	384	70.3	3.6

$\chi^2$  at p (0.05) = 5.99

As shown in table (1), the percentages of participants' responses for the first construct "contributions of mass media means in raising awareness of the importance of Sports for All in improving quality of life" ranged from 70.1% to 78.4%. The researcher ascertain the significant role of mass media means in drawing the attention to the importance of practicing different activities of Sports for All in order to develop physical fitness as a whole, to reduce the density of triglyceride and cholesterol in blood, to feel happy and optimism, and to get rid of excess weight. In this respect, sociologists ensure the importance of Sports for All in increasing the ability to self-expression. It is important as well to pay much concern to the credibility in media sources as it has a substantial impact on its programs' followers. In this regard, Mohamed Elhamahmy and Ahmed Saeed (9: 73) point out that positive outcomes could result from credibility such as presenting the contents of these programs in a more scientific way and persuading the viewers which have positive effect on recipients of media message.

The findings are consistent with Mohamed Elhamahmy et al., (2001) study that the interest of mass media means in ensuring the relationship between practicing different physical activities and protection from heart and blood vessels diseases, improving the wellness of practitioners, providing solutions to lack of movement and psychological and nervous tension. This emphasizes the significant role of mass media in raising awareness of individuals concerning practicing Sports for All activities to improve their quality of lives and being more optimistic and vital, it increases as well self-satisfaction, psychological balance and ability to work (10:156-162).

**Table (2) frequencies, percentages and ( $\chi^2$ ) for respondents' responses to the second construct's items "important sources in preparing the media message". (N=182)**

	Items	Yes	To some extent	No	Total	%	$\chi^2$
	<b>Media films that illustrate contributions of participating in Sports for All activities</b>						
1	Protection from diseases that result from lack of movement and overweight	75	68	39	400	73.3	12.0
2	Protection from diseases the results from stress of daily life (tension, anxiety, depression, psychological frustration)	73	60	49	388	71.1	4.8
3	Increasing the ability to solve disease problems that meet intellectually disabled people	75	61	46	393	72.0	6.9
4	Presenting media programs about models	70	65	47	387	70.9	4.8

	and various activities of Sports for All that suit intellectually disabled people in different stages of their lives						
5	Presenting media programs about models and various activities of Sports for All that aims at developing physical fitness	76	62	44	396	72.5	8.5
6	Presenting successful experiences of developed countries in practicing sports for intellectually disabled people	78	64	40	402	73.6	12.2
	Carrying out media interviews with those that call for participation of intellectually disabled people in Sports for All activities. This includes:						
7	Sports celebrities	73	66	43	394	72.2	8.1
8	Art celebrities	75	64	43	396	72.5	8.7
9	Politicians celebrities	72	65	45	391	71.6	6.5
10	Educators and socialists celebrities	71	62	49	386	70.7	4.0
11	Economists, investors and entrepreneurs celebrities	73	67	42	395	72.3	8.9
12	Presenting findings of scientific research that clarify the role of effective practicing in improving intellectually disabled quality of life	74	64	44	394	72.2	7.7
13	Discussing problems that encounter intellectually disabled in practicing activities of Sports for All and shedding light on causes of these problems and proposed solutions	75	60	47	392	71.8	6.5

$\chi^2$  at  $p$  (0.05) = 5.99

As illustrated in table (2), the percentages of participants responses for the second construct "the most important sources in preparing the media message", ranged from 70.7% to 73.6%. The findings revealed that the highest percentage given was for presenting successful experiences of developed countries in practicing sports for intellectually disabled people (73.6%), this emphasizes that presenting actual experiences of success of intellectual athletes who have the greatest sporting achievements are highly regarded and valued since it is considered a rich source of information for media that involves different topics concerning the health and wellbeing of intellectually disabled and actual successful events along with interviews conducted with celebrities in advanced countries who set sports for intellectually disabled as key priority of these countries. This is in line with what Adel Abdelghaffar refer to that selecting guests of media programs carefully depends on certain subjective criteria such as the guest's specialty, his/her experience, his/her communication skills to convey the information to the viewers appropriately, the guest's appeal (4:10) The study results are also in line with what Ali Embaby indicates that the media aims at convincing the public through presenting information and facts that are associated with the media contents supported with numbers and statistics (5:9) and the findings are consistent as well with the results of Ahmed Abdelmohsen (1), Elhamahmay(8), and Yassin Fadl (12).

**Table (3) frequencies and categories of participants' responses to the third construct's items "the effectiveness of mass media means"**

Means	Frequencies
Television	82
Satellite channels	91
Radio	55
The press	49
Electronic websites	84

As shown in Table (3), the most important mass media means in achieving the objectives of Sports for All are Satellite channels, Electronic websites. The researcher considers that the reason might be the interest that the Satellite channels and Electronic websites show in presenting various topics, programs, successful experiences, scientific research and different studies with respect to Sports for All. These means present as well different statistics, graphs that illustrate benefits and values of Sports for All for intellectually disabled people through their participation in physical activities.

### Conclusion

Building upon the study findings, the researcher concludes the following:

- Mass media has a critical role and contributes in raising awareness of the importance of intellectually disabled participation in Sports for All activities to improve their quality of life and to enjoy a better life.
- The most important sources in preparing the media message concerning activating the participation of intellectually disabled people in Sports for All activities are: Presenting media programs about models and various activities of Sports for All that aims at developing physical fitness as well as protection from certain diseases that results from lack of movement and overweight.
- The most effective mass media means in achieving the objectives of Sports for All are as follows: satellite channels, electronic websites, television, radio and the press respectively.

### Recommendations

**Based on the study results, the researcher proposes the following recommendations:**

- Cooperation among ministries of Media, Education, Youth and Sports and faculties of physical education and Special Olympics Egypt to raise the awareness of the importance of intellectually disabled participation in the Sports for All activities to ensure increasing participation of practicing activities of Sports for All.
- The importance of employing the results of scientific research in Sports for All to enrich the content material of media presented to the public and to the intellectually disabled people through mass media means. Accordingly, this will enhance the effect of the media message and emphasize the importance of the regular practice of Sports for All activities for a better life of intellectually disabled people.

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