

# University Media and Its Role in Spreading Sports Awareness Among Egyptian University Students

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**Abstract:** The media in its various forms is one of the most important means used in the upbringing of the individual, as it contributes to the formation of personal trends and convictions, through the dissemination of news, programs and dialogues that link the individual to the concerns and issues of his society, as the role of the media extends to the cultural and civilized dimension because of its association with the concept of identity and the concept of self and linking the individual to his culture. It acts as a guide to correct social practices and values. The media is considered a double-edged sword, as it can be a tool that helps the individual to form positive and integrated personal elements from the psychological, social and national aspects if it is used properly, and it may be the exact opposite of that to become a tool that poses a great threat to national identity and culture. And university media and its clear role in spreading sports awareness among Egyptian university students. This research paper also presents a number of suggestions and recommendations for spreading awareness of the importance of practicing sports activities among Egyptian university students.

**Keywords:** University Media, Sports Awareness, Egyptian University Students, Sports Culture

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## 1. Introduction

The media is all aspects of cognitive activities aimed at providing the public with all the news, facts and correct information, and discussing the most important contemporary problems and issues in an objective manner without distortion, which helps to reach the greatest level of knowledge, awareness and awareness, and to inform the public of everything that happens in their societies, which contributes to enlightening opinion public opinion and the formation of the correct opinion among all segments of society. [1].

During the previous years, the environment of sports media systems, especially with regard to the development and expansion of levels of sports competition and the increase in awareness of the importance of the actual practice of sports activities, witnessed a great development that depends primarily on the actual interest in the quality of the sports product and its quality and requirements to reach a distinguished and high quality sports industry [2].

As emphasized that the United States of America is one of the first countries that took an interest in university media since the late eighteenth century, when university journalism

appeared before the journalism curriculum was taught as a recognized science for several decades [3].

University media is the main gateway to introducing the cultural and scientific achievements witnessed by university educational institutions, through the development of new mechanisms and strategies to develop their media performance. Higher Education in all its aspects, whether administrative, university, institutes and various research centers, and between the outside community [4].

As it contributes to the dissemination of programs, plans and decisions, and helps to provide information related to modern university education strategies and projects, to view and benefit from, and to broadcast these activities through its media channels such as newspapers, magazines, and audio radios. Visual and websites [5].

In light of this, the sports decision-makers' interest in applying the concepts of strategic management and their contents to meet the needs of sports media, through extrapolating the future and developing strategic plans based on environmental analysis, including understanding and awareness of the factors of strength and weakness and identifying the most important opportunities and threats in

line with the reality of the sports media organization [6].

Therefore, many thinkers in the field of developing media strategies believe that strategic planning is a thought and a behavior, as it is an effective way to save any organization that seeks to achieve a competitive advantage in light of the economic, environmental, societal, organizational and administrative problems it faces [7].

The percentage of awareness in society depends on the ability of individuals to transform information received data into understanding and then consolidate that information, data and values and transform them into ideas that can be applied and practiced [8].

## 2. Problem and Scientific Addition of Research

### 2.1. Problem Research

Through the work at the media center at Tanta University, noticed a lack of awareness and weakness in the level of sports awareness among a large number of students, not only at the level of Tanta University, but also at the level of a large number of Egyptian university students. This appears through the participation of Tanta University in festivals and summit meetings. Such as the (Egyptian Universities Youth Week), which is at the university level in the Arab Republic of Egypt. This is what called to try to use the media field in order to contribute to spreading sports awareness among students, through research and study to use the university media to spread sports awareness among university Egyptian students.

After reviewing a number of references, studies and specialized scientific periodicals that dealt with the study of university media and a course in spreading sports awareness among Egyptian university students - within the limits of the researcher's knowledge - he noticed that none of the researchers touched on research on this subject, despite the great importance and the message that contributes In it the field of media and its great role in spreading sports awareness among students.

### 2.2. Scientific Addition to Research

- (1) The scientific addition to the research is due to the important role played by the mass media in spreading sports awareness among Egyptian university students.
- (2) This research helps to identify the role of university media in spreading sports awareness among Egyptian university students.
- (3) The importance of this research is due to its application to one of the most important sectors of the state that has a direct impact on comprehensive development, which is the Egyptian universities sector.
- (4) This research contributes to spreading sports awareness among Egyptian university students in addition to providing students with many experiences, knowledge and life skills as they are the future human wealth of the nation.

## 3. A Set of General Characteristics for Developing a Media Strategy That Can Achieve Its Objectives

- (1) The strategy must be non-routine in nature and always subject to change.
- (2) The strategy must include all administrative levels and functional areas within the organization.
- (3) The strategy always expresses a conception and description of the basic features of the organization, and the nature of its interaction with the external environment with its different dimensions and levels.
- (4) The strategy is not required to express long-term plans, but it can express medium and short-term plans.

## 4. Media of University

The university media is an integral part of the educational media, as it is a form of it, and it is a purposeful media message issued by academic institutions, characterized by accuracy and credibility, with the aim of introducing the university and enhancing its role and position in a way that contributes to achieving its goals and functions [9].

The sports media has multiple roles in all societies in terms of raising the level of sports culture for the masses and introducing them to the importance of sports in their lives, and introducing societies to their sports civilizations, which reflects the advancement and progress of these societies, and finally informing the members of society of all the events and developments taking place in this field [10].

### 4.1. Genesis of Media of University

The emergence, growth and prosperity of university media in any society is a strong evidence of the progress of this society and its advancement., especially in the modern era, today it is in dire need of targeted and specialized media, and the American University of Michigan is the first university that focused on public relations and media activities between universities, as it established a media library in 1879 AD with the aim of influencing the state's policy to support and finance it [11].

### 4.2 Means and Tasks of University Media

Educational media play a major role in the process of teaching and learning, whether it is inside the educational institution itself, such as what happens in schools, institutes and universities, or outside the educational institution, as happens through television, radio, cinema and others. Of which:

1. E-portal;
2. Social networking sites;
3. Educational radio;
4. University newspapers;
5. Educational TV;
6. Educational blogs [12].

### **4.3. The Features to Spread Sports Awareness Among Egyptian University Students**

There is a set of steps used in building the proposed strategy, most of the proposed strategies go according to the following steps:

#### **4.3.1. Environmental Analysis and Diagnosis of the Current Situation**

By analyzing the internal environment with the aim of identifying strengths and weaknesses, as well as analyzing the external environment with the aim of identifying opportunities and threats. Strengths mean all the internal capabilities that help to exploit opportunities and confront threats such as the existing advantages and positives, and weaknesses mean all the factors of deficiency, the interior that hinders the ability to exploit opportunities and always needs follow-up and evaluation. [13].

#### **4.3.2. Drafting the Vision and Mission**

The vision is a description and formulation of the future that the institution aspires to reach and it is a future vision that defines what it hopes the position of the institution will be in the future.

#### **4.3.3. Formulation of Strategic Objectives**

Objectives are the objectives that we wish to reach in the future, and clearly defining objectives is the basis for the success of the strategy, and objectives are formulated by focusing on and strengthening strengths and overcoming and eliminating weaknesses. [14].

#### **4.3.4. Determining the General Principles on Which the Strategy Is Based**

This strategy is based on the foundations and principles set by the new Sports Law (No. 71 of 2017). It is necessary to rely on the important principles and articles contained in this law, primarily aimed at organizing all private matters, practicing all sports activities in the Arab Republic of Egypt.

#### **4.3.5. Determining the Axes of the Strategic Plan**

The current strategy is divided into two main axes:

The first axis: the role of educational institutions in spreading sports awareness.

The second axis: the role of the media in spreading sports awareness. [15].

#### **4.3.6. Implementation Stage**

The stage of implementing the media strategy to spread sports awareness among Egyptian university students requires the establishment of an accredited national media center that follows the Egyptian Council of Ministers and includes all ministries, whether they are (the Ministry of Education, the Ministry of Higher Education or the Ministry of Youth and Sports), and its primary objective is the process of dissemination Correct sports awareness among Egyptian university students, through planning, coordination, follow-up and evaluation of all sports programs and activities provided to students in order to encourage them to practice

sports activities of all kinds within Egyptian universities. Specialists in this field, in addition to representatives from the Ministry of Higher Education and Scientific Research, the Ministry of Education and the Ministry of Information, in addition to a number of media professionals who have a great public turnout so that this center will be a link between governmental and non-governmental organizations in order to reach an important goal, which is the process of spreading sports awareness in Egyptian society in general and for Egyptian university students in particular [16].

#### **4.3.7. Follow-up and Evaluation Stage**

The follow-up and evaluation stage is one of the most important stages of implementing the strategy, where a team is formed to follow up on the implementation of the strategic plan and work on evaluating it, leading to its evaluation according to agreed standards and performance measures, and evaluating the difference between the current situation and the target situation, as through evaluation it is possible to enter Some modifications to the strategic plan according to new changes.

## **5. Steps to Implement the Study Plan**

- 1) Theoretical readings of scientific references and studies related to the research topic.
- 2) Designing the research questionnaire.
- 3) Suggesting the hypothetical axes of the questionnaire form.
- 4) Presenting the virtual axes to the experts.
- 5) Suggest a number of phrases for each axis of the initial questionnaire.
- 6) Presenting the questionnaire to the experts.
- 7) Drafting the final form of the questionnaire.
- 8) Apply the questionnaire in its final form.
- 9) Emptying the data of the questionnaire.
- 10) Presentation and discussion of the results, Reaching conclusions and recommendations.

## **6. Research Procedures**

### **6.1. Research Methodology**

The researcher used the descriptive approach using survey studies as one of its patterns, due to its relevance to the nature and objectives of the research.

### **6.2. Research Community**

The research community represents administrators and supervisors of sports activities in Egyptian universities, directors of student care in public administrations in Egyptian universities, and supervisors of sports activities in the Egyptian Universities Sports Federation.

### **6.3. The Research Sample**

The researcher selected a sample of (140) examined from the supervisors of sports activities in Egyptian universities,

directors of student care in Egyptian universities, and supervisors of sports activities in the Egyptian Universities Sports Federation.

They were divided into (20) examinees to find the scientific transactions "veracity and reliability" of the questionnaire under research, and (20) examinees to conduct the survey study, and the number (100) examined to conduct the final application of the questionnaire under research, which dealt with developing a media strategy to spread sports awareness among Egyptian university students.

## 7. Research Results

Through research and study, the researcher reached some important results, including:

- 1) There are no departments in Egyptian universities specialized in spreading sports awareness among students.
- 2) There are no clear goals and specific and objective criteria through which to develop a media strategy for spreading sports awareness among Egyptian university students.
- 3) Students do not participate in developing plans and programs for practicing sports activities among Egyptian university students.
- 4) A large number of supervisors in charge of implementing sports activities in Egyptian universities are not specialized in this field, and they did not receive specialized training courses.
- 5) The plans organizing sports activities in Egyptian universities do not include awareness activities aimed at spreading sports awareness among students.
- 6) There is no financial budget aimed at spreading sports awareness among Egyptian university students from the Ministry of Youth and Sports.
- 7) There is no financial budget aimed at spreading sports awareness among Egyptian university students from the Universities Sports Federation.

## 8. Recommendations

- 1) A department specialized in spreading sports awareness among Egyptian university students should be created.
- 2) There must be clear goals and specific and objective criteria for setting the media strategy for spreading sports awareness among Egyptian university students.
- 3) Students should participate in developing plans and programs for practicing sports activities among Egyptian university students.
- 4) A set of training courses for qualifying and training supervisors responsible for sports activities in Egyptian universities should be implemented.
- 5) The plans organizing sports activities in Egyptian universities must include awareness activities aimed at spreading sports awareness among students.
- 6) Communication and coordination with the Ministry of

Youth and Sports to provide financial budgets aimed at spreading awareness among Egyptian university students.

- 7) Communication and coordination with the Egyptian Universities Sports Federation to provide financial budgets aimed at spreading awareness among students.

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