

## Local Newspapers' Treatment of Sports Crises in Iraq: An Analytical Study in Newspapers (Al-Sabah, Al-Maddaand Al-Zaman)

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Article Info	Abstract
<p><b>Article History</b></p> <p>Received: May 10, 2021</p> <p>Accepted: August 24, 2021</p> <hr/> <p><b>Keywords :</b> The Journalistic Treatment, Iraqi Newspapers, Developments</p> <p><b>DOI:</b> 10.5281/zenodo.5251495</p>	<p><i>This study aims to identify the journalistic treatment of sports crises in the Iraqi daily newspapers, in order to give a clear picture of the style and nature of that treatment in which the study newspapers dealt with the sports crises in Iraq and the subsequent effects and developments on the sports reality in Iraq, which made the media In general, the sports press in particular pays great attention to it through the journalistic treatment carried out by the Iraqi newspapers in their coverage of these crises. The descriptive method is to come up with practical and scientific results using the survey method as it is appropriate to reach scientific and practical results that meet the requirements and objectives of the research, as well as the necessary information and data can be obtained in the framework of the research. How was the journalistic treatment of sports crises in Iraq, as well as following scientific observation and conducting interviews with Sh Important sports characteristics, as well as knowing the form in which the media material was presented for such crises, and the research problem came under the title (the local newspapers' treatment of sports crises in Iraq), as the research problem started from answering the main question, how did local newspapers deal with sports crises in Iraqi local newspapers place of study.</i></p>

### Introduction

#### Research problem:

A sense of the problem is the starting point for writing any scientific research, as other research steps and procedures are based on it. The researcher summarized the problem of his research with a main question: (How did the local newspapers deal with the sports crises in Iraq).

#### Research importance

Scientific research acquires its importance in the light of a number of elements, including what is related to the nature of the research problem or the topic of research that it is addressing, and what is related to the society that is supposed to contribute to solving its problems, as well as what it can represent as an important addition to knowledge in the specialized field to which it belongs. And in the field of science in general (Al-Abd, 2000, p. 167).

Scientific importance: The importance of this research lies in the recommendations, results and conclusions presented by this study regarding the sports crises that it dealt with to enrich scientific libraries.

Importance in terms of society: This research can contribute to providing indicators for sports institutions for the journalistic treatment of sports events and crises that affect sports institutions.

Importance for the researcher: The subject of the study has been subjected to research because the researcher works in the mathematical field and it is important to subordinate this problem in research based on his mathematical observations in this aspect.

#### Research aims:

The research seeks to achieve the following objectives:

- 1- Determining the topics that the newspapers focused on in their treatment of sports crises.
- 2- Exposing the treatment methods used by the newspapers in question to deal with crises.
- 3- To reveal the types of treatments provided by the newspapers in question to deal with sports crises.
- 4- Knowing the sources of information from which the newspapers in question were drawn in their treatment of sports crises.

The researcher used the survey method, both descriptive and analytical, which is one of the methods for collecting information on how the journalistic treatment of sports crises in Iraq in the local newspapers, which saves the effort and time for the researcher and how to address sports crises in its descriptive framework beyond the phenomenon (Abdul Hamid, 2000, p. 158).

**The researcher chose three newspapers:** Al-Sabah newspaper, which is a semi-official public political newspaper funded by the state and issued by the Iraqi Media Network, and Al-Zaman newspaper (Iraq edition),

which is an independent private newspaper concerned with international, Arab and local affairs, and Al-Mada newspaper, which is issued by Al-Mada Foundation for Culture, Media and Arts. Newspapers because they are daily newspapers that are regularly published and have good readability, and this diversity serves the impartiality of the research, and all the issues (comprehensively) that were issued in the period from (1/4/2019) to (30/9/2019) were counted.

**Research terms:** The researcher defined some of the study terms procedurally as follows:

- 1- Press treatment: It is the method or method adopted by the media institution by using various journalistic arts in a professional manner away from bias to address crises, events and issues for the purpose of clarifying and interpreting them, developing solutions for them and delivering them to the public to achieve the set goals. .
- 2- Crisis: It is an obstacle, an accident, or a sudden event that occurs in abnormal circumstances that lead to an impact on the administrative system of institutions, and its results are negative and affect and confuse the entity of the state, society and the individual.
- 3- Sports crises: It is a negative situation that has the ability to affect sports institutions and their administrative entities and works to prevent these institutions from achieving their goals and ambitions, and they have several types, including administrative, technical, financial or medical.

### **Theoretical framework**

#### **The concept of press processing:**

Media or journalistic treatment means the media work practiced by the press in its coverage of various cultural, social and political news, or the way in which its news is dealt with or facts or events are presented. The term "treatment" is also related to the treatment of issues, or the treatment of problems, and treatment by this use is intended to refer to any planned act, which we do in anticipation of the doubling of a particular problem, or complications of a problem that already existed, for the purpose of partial and complete disability of the problem or to multiply it, or the problem and complications together (civilian, 2009).

#### **The difference between press processing and press coverage:**

The difference between press coverage and press treatment is represented in several basic aspects, as follows (Al-Juma'a, 2006, p. 31): Press coverage is the initial step for the journalist to obtain data, information and general details about a specific event, issue or crisis. As for the press treatment, it is the second step after press coverage, because it deals with and gives reasons, solutions and opinions regarding the event or crisis. The press coverage describes the news or event. He mentioned its details as mentioned by the source. As for the journalistic treatment, it enters into the details and merits of the event and its background, and gives opinions and solutions from various points of view. The press coverage focuses mainly on news and reports, and therefore does not go beyond the narration method, that is, the progress of events and issues in the order of their occurrence and occurrence. Therefore, it adopts the method of describing and presenting the events according to a chronological or objective arrangement with an attempt to put an impression and a preliminary idea to the audience, while the journalistic treatment includes all kinds of journalistic arts (news, article, report, talk, investigation), so it presents a complete picture of the event. Or the crisis of explaining, analyzing, interpreting, criticizing and comparing, thus aiming to involve and form opinions and ideas and even participate in decision-making about the event among the receiving audience.

#### **Sports flags concept:**

Sports media is that specialized part of the media that aims to form a knowledge and cultural base in the sports field, which today attracts the largest segment of the masses of different ages, races and genders (Ali M., 2019, p. 110).

#### **The importance of sports media:**

Sports media is the public school that continues the work of sports institutions, and sports media brings together the differences between individuals by disseminating experiences and modifying behavior between young and old in accordance with the proper sports customs and traditions, and helps the sports audience to absorb and respond to everything new in the field of sports, 2017, p. 26).

#### **Sports media goals:**

Spreading sports culture by introducing the public to the rules and laws of games and activities, establishing and maintaining sports values, principles and trends, as every society has a value system that shapes and defines patterns of sports behavior consistent with those values and principles. Contemporary sports and trying to explain and comment on it in order to be in front of public opinion in the field of sports and to give the opportunity to take what it deems appropriate decisions regarding these issues or those problems (Owais and Abdel Rahim, 1998, p. 96).

#### **The concept of the media crisis:**

The study of crises has become one of the studies that are receiving increasing attention in the current era, and despite the importance of the role of the media in crisis management, the science of media crisis management is

still a relatively recent trend. Or the international external crises to the importance of the role played by the media during and after crises. Rather, this type of crisis depends in its management on the media as one of the components of the strategy to confront the crisis. It is noted that the study of crises from the media perspective has formed its features within the framework of dealing with the media, specifically news coverage of crises of a political and military nature, where studies focused on wars, incidents of violence, terrorism, internal political crises and civil wars. Political goals so that the media strategy serves the political and military strategy, and we see that starting from the Vietnam War to the Gulf War, the war on Afghanistan and the occupation of Iraq (Abdul Hamid, 2013, p. 9).

#### **Types of crises:**

Crises are classified according to two main factors: the type of crisis and its time range, and they are divided into the following types: (Fred, 1999, p. 10).

Sudden crises:

Concrete crises:

Chronic crises:

There are other studies that classify crises according to their type (Abu al-Nasr, 1996, pages 135-136).

- 1- Administrative crises:
- 2- Social crises:
- 3- Psychological crises:
- 4- Political crises:
- 5- Economic crises:
- 6- Security crises: M

Crises are also classified according to the level at which the crisis occurs into: (Abu Al-Nasr, The Concept of Crises, an Administrative and Social Perspective, 1999, p. 373).

- 1- Crises that occur at the enterprise level:
- 2- National crises:
- 3- Personal crises:
- 4- International crises:

#### **Types of crises in the sports field:**

There are many crises in the sports field, and the reason for this is that most sports have entered the field of professionalism. The crises in the sports field can be identified as follows:

- 1- Technical crises:
- 2- Administrative crises:
- 3- Financial crises:
- 4- Medical crises:
- 5- Natural crises: (Hawash c., 2009, p. 113).
- 6- Moral crises: (Ahmed and Abdul-Jabbar, 2016, pp. 41-43).
- 7- Personal crises:

#### **Crisis management in the sports field:**

It is how to overcome crises with various scientific and administrative tools, avoid their negatives and take advantage of their positives. The crisis at the level of any sports body (Olympic Committee, federation, club, youth center, or sub-union) raising the efficiency and ability of the system to make decisions, whether at the level of collective or individual work, to overcome the elements of the old management methods that are unable to face the successive and sudden events and changes (Musa, 2019, p. 129).

#### **Communication tools in sports crises:**

Many tools can be relied upon and used successfully during crises, including: (Osman A., 1998, page 21). (press releases), (television programmes), (press conferences), (information and data center), and (public address).

#### **The impact of the crises on Iraqi sports:**

Many crises today are interfering with sports in the world, which directly or indirectly affect the sports movement in Iraq, whether at the local, Asian or even global levels. One example of the crises faced by Iraqi sports is the withdrawal of Basra's hosting of Gulf 23 after Iraq's apology for This is what the Minister of Youth and Sports, Abdul-Hussein Abtan, told AFP because of the economic challenges and the difficult financial conditions. It is assumed that hosting the Gulf championship will be in the best condition and best picture, so we think it is appropriate to apologize for hosting the 23rd Gulf Cup in Basra (Hassan, 2019, pg. 57), and among the crises that faced the Iraqi league in 2017, when the Naft al-Janoub al-Basri club demanded to change the draw for the Iraqi league and the withdrawal of oil from the league. The completion of the competition in the league, and the issuance of Dr. Abdullah Majid, president of Erbil Club, an official statement in which he

announced his refusal to return to the Iraqi league for fear of a public disaster, according to his opinion (Al-Ahl website). Al Jazeera Sport Net), and the year 2013 is considered the year of the Iraqi sports crises, as it became an arena for crisis and conflict over positions and personal benefits, as the Iraqi team failed to qualify for the Brazilian World Cup, and the death of Karbala Club coach Muhammad Abbas, as a result of an attack by a security personnel on him inside the green rectangle, pushed FIFA urged not to lift the partial ban on Iraqi stadiums until security was established and the players' safety was preserved inside the green rectangle, and the decision of the International Cup Court declared the 2011 Iraqi Central Federation elections invalid and unfair until the re-election was one of the crises that Iraqi sports suffered to restore confidence in the Iraqi elections In recent years, a new feature has appeared on Iraqi stadiums, which is a feature or phenomenon of rioting in public stadiums, which is a worrying situation in the Iraqi Premier League (Arm NewsNet website). Among the crises experienced by Iraqi sports is the announcement by a number of Arab and international federations to suspend administrative procedures and finances for the National Olympic Committee and its affiliated federations as one of the dissolved entities.

### Analytical framework

#### First: A brief overview of Al-Sabah newspaper:

It is a general daily political newspaper issued by the Iraqi Media Network. The newspaper is published on a daily basis, except for Fridays and official holidays.

#### Content analysis (what was said?).

The main categories related to the treatment of sports crises used by (Al-Sabah) newspaper

Table (1) shows the main categories used by Al-Sabah newspaper to address sports crises in Iraq

No	Main Categories	repetitions	percentage	Rank
1	Official measures taken to resolve sports crises	41	%43.15	First
2	The main reasons that led to the exacerbation of sports crises in Iraq	25	%26,31	Second
3	The repercussions and repercussions of the sports crises on the Iraqi sports reality	15	%15,78	Third
4	Efforts to solve sports crises in Iraq	14	%14.76	Fourth
Total		95	%100	

It is clear from Table (1), which shows the main topics used by Al-Sabah newspaper in dealing with sports crises in Iraq, that the category (official measures taken to solve sports crises) came in first place with (41) frequency and (43.15%), and this indicates that

The Al-Sabah newspaper focused its main topics on this category to highlight the official sports procedures carried out by the government represented by the competent ministry and related institutions, and this follows the policy of Al-Sabah newspaper and its proximity to the government as it is a (semi-official) newspaper speaking to the state. Sports crises in Iraq) came in second place with a recurrence of (25) with a rate of (26.31%), while the category (reflections and repercussions left by the crisis on the Iraqi sports reality) ranked third with a recurrence of (15) and a rate of (15.78%), followed by the last category (Efforts to solve the sports crisis in Iraq) with a frequency of (14) and a rate of (14.76%)

Content analysis (how was it said?)

#### Journalistic arts category:

Table (2) shows the sub-categories of journalistic arts used by Al-Sabah newspaper

No	Sub Categories	repetitions	percentage	Rank
1	press release	25	%26.31	First
2	journalist report	19	%20	Second
3	press article	17	%17.89	Third
4	report	15	%15,78	Fourth
5	press column	10	%10,52	Fifth
6	interview	9	%9,50	Sixth
Total		95	%100	

It is clear from the table (2) that shows the sub-categories (how was it said?) which pertain to the categories of journalistic arts and the types used by Al-Sabah newspaper in presenting the journalistic material that deals with sports crises and by analyzing the content of it, it was found that the category (press news) came in first place with recurrences It reached (25) and a percentage of (26.31%), which indicates that the press release in the newspaper

Al-Sabah topped the other journalistic arts in presenting the press material dealing with sports crises, and the category (press report) came in second place with a recurrence (19) and a percentage (20%), while the category (press article) came in third place with a recurrence (17) ) and a percentage (17.89%), while the (journalistic investigation) category came in the fourth place with a frequency of (15) and a percentage (15.78%), while the

category (press column) came in the fifth place with a frequency of (10) and a percentage (10.52%) and came The category (press interview) ranked last with a frequency of (9) and a percentage (9.50%).

### Second: A brief overview of Al-Zaman newspaper

Al-Zaman was published in its international edition in London on April 10, 1997 as an institution for press, publication and information under British laws and continued to be published until today with this edition, which is headed by the editor-in-chief of the international edition, Dr. Late April 2003 and chaired by Dr. Ahmed Abdel Meguid.

### Content analysis (what was said?)

The main categories related to the treatment of sports crises used by Al-Zaman newspaper:

Table (3) shows the main categories used by Al-Zaman newspaper in dealing with sports crises

No	Main Categories	repetitions	percentage	Rank
1	Official measures taken to resolve sports crises	37	%37	First
2	The repercussions and repercussions of the crises on the Iraqi sports reality	30	%30	Second
3	The main reasons that led to the exacerbation of the sports crises in Iraq	20	%20	Third
4	Efforts to solve sports crises in Iraq	13	%13	Fourth
Total		100	%100	

It is clear from Table (3), which shows the main topics used by Al-Zaman newspaper in dealing with sports crises in Iraq, that the category (official measures taken to solve sports crises) came in first place with (37) recurrences and (37%), and this indicates that Al-Zaman newspaper focused its main topics on this category as they are important and basic topics that must be focused on in dealing with sports crises to put an end to these interferences of all kinds. (30%), and the category (the basic causes that aggravated the sports crisis in Iraq) ranked third with a frequency of (20) by (20%), while the category (efforts to solve the sports crisis in Iraq) ranked fourth with a recurrence of (13) and a percentage (13%).

Content analysis (how was it said?)

### Journalistic arts category:

Table (4) shows the sub-categories of journalistic arts used by Al-Zaman newspaper

No	Sub Categories	repetitions	percentage	Rank
1	press release	24	%24	First
2	journalist report	20	%20	Second
3	press article	17	%17	Third
4	interview	14	%14	Fourth
5	press column	13	%13	Fifth
6	report	12	%12	Sixth
Total		100	%100	

It is clear from Table (4) that shows the sub-categories that pertain to the media material that Al-Zaman newspaper used for the press material. It shows that the news in Al-Zaman newspaper issues other categories that deal with sports crises because of the importance of this journalistic art in providing the reader with the latest developments in sports crises and their developments. While the category (press articles) came in the third place with a frequency of (17) and a percentage (17%), while the category (press talk) came in the fourth place with a frequency of (14) and a percentage (14%), while the category (press column) came in the fourth place ) ranked fifth with a frequency of (13%) and a percentage of (13%), and the category (journalistic investigation) came in the last rank with a frequency of (12) and a percentage of (12%).

### Third: A brief overview of Al-Mada newspaper

Al-Mada newspaper was established in July 2003 and its first issue was launched on 5/8/2003 as a private daily newspaper issued by Dar Al-Mada for Culture, Media and Arts and received international, media and political attention after it aroused the oil coupons scandal in 2004. Popular and edited by FakhriKarim.

Content analysis (what was said?)

The main categories related to the treatment of sports crises used by (Al-Mada) newspaper:

Table (5) shows the main categories used by Al-Mada newspaper in dealing with sports crises in Iraq

No	Main Categories	repetitions	percentage	Rank
1	Official measures taken to resolve sports crises	37	%34.57	First
2	The repercussions and repercussions of the crises on the Iraqi sports reality	28	%26.16	Second
3	The main reasons that led to the exacerbation of	25	%23.36	Third

the sports crises in Iraq				
4	Efforts to solve the sports crises in Iraq.	17	%15.91	Fourth
Total		107	%100	

It is clear from Table (5), which shows the main topics used by Al-Mada newspaper in dealing with sports crises in Iraq, that the category (official measures taken to solve sports crises) came in first place, with a frequency of (37) recurrences and a percentage of (34.57%), and this indicates that Al-Mada newspaper focused its main topics on this category, as they are important and basic topics that must be focused

The category (the repercussions and repercussions of the crises on the Iraqi sports reality) came in second place with a frequency of (28) and a ratio of (26.16), and the category (the basic causes that aggravated the sports crisis in Iraq) came in third place With a frequency of (25) with a rate of (22.36), while the category (efforts to solve sports crises in Iraq) came in fourth place with a frequency of (17) and a percentage of (15.91%).

Content analysis (how was it said?)

#### Journalistic arts category:

Table (6) Sub-categories of journalistic arts used by Al-Mada newspaper

No	Sub Categories	repetitions	percentage	Rank
1	press release	31	%28.97	First
2	journalist report	25	23.36	Second
3	press article	18	%16.82	Third
4	press column	14	%13.08	Fourth
5	report	12	%11.21	Fifth
6	interview	7	%6.56	Sixth
Total		107	%100	

It is clear from Table (6), which shows the sub-categories that pertain to journalistic arts and the types that Al-Mada newspaper used in presenting the press material that dealt with sports crises, and by analyzing the content of it, it was found that the category (press news) came in first place with a frequency of (31) and a percentage of Percentage (28.97%), this indicates that the press report in Al-Mada newspaper is issued in its presentation of the press article dealing with sports crises, as for the category of (press report).

It came in the second place with a frequency of (25) and a percentage (23.36%), while the category (press articles) came in the third place with a frequency of (18) and a percentage (16.82%), while the category (press column) came in the fourth place with a frequency of (14) ) and a percentage (13.08%), while the category (journalistic investigation) ranked fifth with a frequency of (12) and a percentage (11.21%), and the category (press interview) came in the last rank with a frequency of (7) and a percentage (6.56%).

#### Conclusions

- 1- The study newspapers focused their main topics on the official procedures taken to solve sports crises to highlight the role played by the government represented by the competent ministry and related institutions for this issue that pertains to sports institutions.
- 2- The newspapers under study were interested in the procedures for maintaining and developing sports facilities, by focusing on the public facilities for the main and subsidiary stadiums of clubs and teams and the areas of their development and maintenance because it will reflect positively on the Iraqi sports reality.
- 3- The weak application of sports regulations in federations and clubs is one of the main reasons that accompanied all sports crises in the previous 10 years, due to the presence of major violations in the field of sports work and there is a weakness in directing penalties to influential people and controlling parties.
- 4- Urging the necessity of applying regulations strictly is what the newspapers under study have been most concerned with by directing the competent authorities in order to take into account the application of laws to everyone in order to avoid sports crises.
- 5- Political reasons have a key role in most of the sporting crises that occurred to the different teams and teams due to the interference of certain parties with the impossibility of holding them accountable or stopping them.
- 6- The foreign parties have a clear impact and a prominent hand in creating sports crises in Iraq, and the newspapers under study indicated these parties in one way or another in the headlines of their articles and daily news.

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