

**Palestinian sports media and its role in reducing stadium riots
in the northern governorates
(Football stadiums model)**

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Abstract

The aim of this study is to identify the role played by the Palestinian sports media and the extent of its contribution in reducing the phenomenon of stadium riots in the northern governorates, from the view point of the public, negatively or positively. The study aims also to identify the estimates of the sample members of this study concerning the role of sport media, according to the independent secondary variables of study, namely: (gender, place of residence, academic qualification, age group, media follow-up, and media types). The researcher adopted the descriptive approach, using a questionnaire that she designed as a tool for collecting data from a random sample of (350) supporters and fans of the professional soccer teams, for the sports season (2017/2018). The results of the study showed that the Palestinian sports media plays a large role in reducing the public riots in sports stadiums in terms of the arithmetic average on the total score, which reached (3.15), and that dealing with the content of the media message came in the first order with arithmetic average of (3.45). The field of sports media type came third with an average of (3.22), while the field of negative editorial policies came as fourth and last rank with an average of (2.70). The results also showed there are statistical differences in the views of the study respondents regarding the role of the sports media in reducing the phenomenon of public riots, attributed to the variables of: (gender, place of residence, academic qualification, and age group); while the results showed no statistical differences in terms of the variables of watching the media and the type of Palestinian sports media.

The researcher recommended that there is a need for working on strengthening, and investing in, the positive roles of the Palestinian sports media; and on modifying the negative roles. In the transfer of sports news, sports media should keep itself away from media agitation, by focusing on the content of the media message and not on the details of the event as a means of media competition. The researcher also stressed the necessity for programming clear sports media strategy in the Palestinian arena, on the basis that sports media is an integral part of the sports mobility and a partner in its development. The level of educational programs addressed to the public concerning the laws and ethics of clean competition should be increased, and awareness should be spread among the masses about the concept of sports competition and the importance of keeping the public away from fanaticism. That will help the public to deal with winning and loss situations as a community value with positive and negative effects. Developing rules and regulations governing sports journalism in the Palestinian arena is of great importance, as well as the importance of rehabilitating and developing cadres working in the field of Palestinian sports media.

Keywords: Sports Media ... stadium riots... Palestinian sports public

1.1 مقدمة

تأخذ وسائل الإعلام الرياضي "المقروءة، المسموعة، المرئية" أهمية وحيزاً كبيراً عند العديد من الجماهير وممارسي الرياضة والأكاديميين، لما لها من دور هام في إثارة إهتمام الجمهور بالقضايا الرياضية.

وتعتبر وسائل الإعلام الرياضي مؤشراً مهماً في تطور الرياضة وتقدمها، حيث أنها تساهم في تعزيز ثقافة الأفراد وتنمية قدراتهم في متابعة وفهم مختلف الألعاب الرياضية، كما تعزز روح المشاركة لديهم، من خلال عملية التفاعل مع الآخرين عن طريق حثهم على حضور الفعاليات الرياضية التي تعتبر من أهم النشاطات الجماعية والاجتماعية، التي من شأنها توطيد المعرفة والعلاقة بين الإنسان والإنسان، وبناء أفق تعاوني تواصلية فاعل، يتمأسس عليه تطوير الفكر الثقافي الأخلاقي في التعامل بين المواطنين داخل المجتمع الواحد، والتواصل مع المجتمعات الأخرى .

و تحظى وسائل الإعلام بدور هام ومتزايد في ثقافة الدول المتقدمة، حيث إتسع حجم وقت الفراغ المتاح وأصبح الوصول إلى الراديو، والإنترنت بمثابة خدمة يستمتع بها الجميع عبر العالم. (أندروز، 2013، :18)

"ولقد أصبحت الصحافة الرياضية عنوان تقدم وتحضر المجتمعات بما تملكه من قدرات هائلة على حشد الجماهير العاشقة للألعاب الرياضية المختلفة وعلى رأسها كرة القدم عبر موضوعاتها الصحفية التي مهدت لظهور إعلام فضائي جديد لم يتوقف على الصحافة الورقية بل أصبحت الصحافة الرياضية إلكترونية وفضائية". (كمال، 2017، : 13)