

## Proposing a media plan through information sources for the written sports press to manage sports crises

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### ملخص الدراسة:

إن التأثير المتبادل بين الإعلام و الأزمة أبرز بوضوح أهمية الدور الواسطي الذي تقوم به وسائل الإعلام في إدارة الأزمة خاصة فيما يتعلق بتقديم المعلومات الخاصة بالأزمة، و التخفيف من حدة توترها إذ يعتبر الإعلام أحد العوامل الرئيسية و أداة من أدوات تجهيزات الأزمة و إدارتها وذلك نظرا لما يتوفر عليه من تأثيرات متباينة وقدرات هائلة تساعد على انتقاله بسرعة كبيرة. ولما له من قدرة على التأثير النفسي على الأفراد و السيطرة الفكرية على المجتمعات و التحكم في سلوكهم و في توجيههم و من ثم يمكن استخدام الإعلام بذكاء في إدارة الأزمات.

حيث يجمع الباحثون و الخبراء في مجال إدارة الأزمات على ضرورة وجود تخطيط و تدريب على الخطط المختلفة لإدارة الأزمات مهما كانت طبيعة هذه الأزمات و نطاقها و مجال تأثيرها. إذ يعد التخطيط العلمي شرط أساسي للنجاح في إدارة الأزمات بمعنى وجود خطط جديدة تتناسب مع الأزمات المتوقعة. بما فيها الخطة او الخطط الإعلامية التي تمثل جزء من كل وليست كيانا مستقلا خارج السياق العام لإدارة الأزمة. حيث أن التخطيط في إدارة الأزمة إعلاميا لايد أن يكمل و يرتبط التخطيط العلمي لإدارة الأزمة و أن يشكل جزء مستقل بنفسه إذ يتعين على وسائل الإعلام أن تعمل كمنظمات رئيسية للتحضير و الاستعداد و الاستجابة للأزمات.

انطلاقا مما آلت إليه الساحة الرياضية الجزائرية من فوضى و أنانية أدى إلى ظهور أزمات في الوسط الرياضي فعلبت السياسة و المزايمة و التراشق بين الفرق و الاتهامات و التحيز... الخ. فلقد حاول الإعلام الرياضي الجزائري بكافة وسائله خصوصا الصحافة الرياضية المكتوبة إثراء الساحة الرياضية و ذلك بالتغطية الإعلامية لأغلب الأحداث و القضايا الرياضية.

### 1 - The study Summary:

The reciprocal influence between the media and the crisis clearly depicted the importance of the media's role in crisis management, especially in terms of providing information about the crisis and alleviating its tension. Media is one of the main factors and a tool for crisis equipment and management. It has a variety of effects and tremendous capabilities to help it move very quickly. As it has the ability to affect the psychological control of individuals and intellectual control of communities and control their behavior and guidance and then can be used to inform intelligently in crisis management.

Researchers and experts in the field of crisis management, agree on the need for planning and training on the various plans for crisis management, whatever the nature of these crises and the scope and scope of impact. Scientific planning is a prerequisite for successful crisis management, in the sense that new plans are appropriate to the expected crises. Including the plan or media plans that are part of each and not an independent entity outside the overall context of crisis management. Planning in crisis management should be complemented by scientific planning to manage the crisis and be an independent part of it self.

The media should act as key organizations to prepare, prepare and respond to crises.

As a result of the chaos and selfishness of the Algerian sports scene, crises have emerged in the sports arena, which have led to the emergence of politics, bidders, inter-division, accusations, bias, etc.

The Algerian sports media in its entire means, especially the written sports press, tried to enrich the sports arena by covering the media for most events and sports issues.

## **2- Introduction and problematic study:**

The sport has become a social reality in most contemporary societies, representing the culture of countries in international forums, and measuring the degree of excellence and development in all fields, and entered the sport in areas not estimated economic and military or political access to the convergence of enemies and enemies and calm the situation in some Tight areas and their value Sport currently has international institutions, national federations, training schools and universities. On the level of competition, it has reached a high degree of professionalism in the field, management or advertising or the language of trade and the organization of tournaments in terms of money spent on players and the development of training methods, and sport has become a great media outlet, whether visual, audio or read, to cover various competitions, Where the Algerian sports media tried to keep up with the printed media (the specialized written sports press) and the emergence of new sports newspapers daily and weekly, where there was chaos and selfishness in the sports center, which led to the emergence of crises and won the policy and the bidding and the difference between Algerian sports teams And the heads of teams and accusations and bias, and it is no secret that the written sports journalism is not specialized as yesterday, after it was limited to the delivery of news abstract and does not carry the message dimensions of civilization and return to society and sports such as development and prosperity. This has led to an urgent need to reflect on the types of its activities and activities in the selection of information material, which contribute to the impact on the sports arena and sport.

It has become necessary for the media to deal with the various crises of society. The media may be the first refuge - if not the only - for the person who wants to know the crisis faced by society, and identify the appropriate methods to interact with them, and how to overcome them and overcome, and this requires them to deal with the crisis wisely and craftily until This is what is

known as crisis management, namely, physical, moral, and spiritual management.<sup>1</sup> There is no doubt that media planning is a basic requirement in managing the media crisis of any kind. The crisis is not managed by individual initiatives or efforts or immediate decisions. Therefore, it is wrong to leave Crisis management for management or management (Crisis Group). This term was proposed by Dr. Adeb Khaddour. This team includes representatives of the political leadership, the media leadership and media organizations in different In addition to some experts, specialists and consultants<sup>2</sup> from different disciplines. It is essential that this team be characterized by a high level of consistency and the ability to work together under the physical and moral pressures exerted by the situation of the crisis.

There is no doubt that the media and communication (crisis communication) is one of the necessary sciences and disciplines required within the Azmawi work, but despite the importance and vitality of the media activity at the time of the crisis, there is a great neglect and a strong entitlement to this aspect.

There is also a very superficial view of the crisis in Algeria. Many crises cause officials to assign the tasks and functions of crisis reporting to non-specialists, or to some media professionals who are successful in their media performance in normal situations. However, they may not be so in dealing with crises. From processing and media management.

The underestimation of the role and importance of reporting the crisis sometimes led to mistakes that caused or exacerbated crises. On this basis, studies and research - particularly at the turn of the century - concentrated on highlighting the great role that media can play in the world.

If the crisis is a sudden turning point, the media has an important role to either mitigate or irritate it, and will not be able to deal with it unless it has early planning to deal with it.

Based on the above, this study attempts to answer a fundamental question:

- - Does the proposed media plan contribute to the professionalism of Algerien sports newspapers written to manage sports crises?

Which we will try to answer by answering the following questions:

- - Is the transfer of information from sources contributes to the professionalism of Algerien sports newspapers written to manage sports crises?

<sup>1</sup> - Mohsin Ahmed Elkhediri , Crisis management, Madbouli library, Cairo,no date, P 06.

<sup>2</sup> - Adib Khadour,Media and crisis, Ed 01,“Al Ayam” house for printing and publishing and distribution, Algeria,1999, p 62.

### **3. Hypotheses:**

#### **3.1 General Hypothesis:**

- Media plan contributes to the professionalism of sports newspapers written to manage written sports crises.

#### **3.2 - Partial Hypotheses:**

- Transfer of information from sources contributes to the professionalism of sports newspapers written to manage sports crises

#### **4 - The importance of the study:**

1 - This research is the first attempt to propose an information plan directed to the sports press written to manage sports crises.

2. In turn, this topic of our research deals with the aspect of the project, namely the process of proposing an information plan which contributes to supporting the role of the media in the management of sports crises.

3 - Contribute even if enriching this experience, which if successful, will contribute to a large extent to access the Algerian sports newspapers written to the ranks of success and topping the podium in the management of sports crises.

4 - The importance of any scientific research is not limited to understanding the facts of a given phenomenon, but it is really important to ask new questions that open the way for future scientific studies and this will be discussed in our research.

#### **5- Objectives of the study:**

1. Trying to propose a media plan for the sports press written to manage sports crises.

2 - To know whether the transfer of information from sources contributes to the professionalism of sports newspapers written to manage sports crises.

#### **6 - Definition of concepts and terminology (procedural):**

##### **\* Sports crises:**

Are the various imbalances, whether physical or moral, that revolve around a subjective axis linked to the subjectivity of the people around the crisis (Eg trust, credibility, belonging ...) or as a result of the absence of policy or plans or lack of rationality in decision-making or as a result of an imbalance in the performance of administrative functions , Which passes through the Algerian sports center.

**\* Written sports press:**

Is the Algerian daily or weekly newspapers, which devote all its pages to sports topics (such as goals, nets, sports news, competition, etc.) and deals with sports?

**\* Crisis Management:**

Is the various plans, programs and policies adopted by sports newspapers written to address the various sports crises?

**\* Professional written sports journalism:**

Is based on a vision of credibility and impartiality and non-coloring sports news and adhere to the standards and values of the press known and away from interpretation, and committed to the professional professionalism, objectivity and impartiality, and follow the scientific method in addressing issues of interest to sports and athletes.

**\* Media Plan:**

Is a mental activity directed at selecting the optimal sustainability of the range of energies available to manage and contain the crisis (by the written sports press).

**7-Related to the study:**

**7-1. Previous studies:**

- This is our first attempt to propose an information plan for the sports press to manage sports crises, so there are no previous studies.
- But this does not negate the existence of similar studies involved with this study, but all at the international level.

**7-2. Similar studies:**

**\* The first study:**

- Study of the author . In his book "Crisis Management" (1999), Fahd Al-Shaalan stressed that the media plan is one of the most important elements of a successful crisis management. It is important to have an information policy based on a media plan for pre-, post- and post-crisis situations. In the crisis, the task of the media includes presenting the facts in a media manner that provides security and tranquility and calm the fear and fear. After the crisis, the media will study its achievements and focus on the positive aspects of its development and address the negative shortcomings. .

**\* The second study:**

It was under the title "Public Relations and Crisis Management" prepared by the student "Kamouche Mourad" Faculty of Humanities and Social Sciences,

University of Constantine during the academic season (2007-2008). And addressed the problematic:

- The role of public relations in the management and management of crises in Air Algérie.

\* The study found the following results:

- The local management of crises through communication or public relations is still at its very beginning, and this leads to the rule of ambiguity and generality on all modern types of management.

- The great overlap between the Department of Communication and Public Relations with the higher departments of the Algerian institutions, which has negatively affected the credibility and independence of the previous districts.

**\* Third study:**

Under the title "Communication Crisis in the Algerian Foundation" by Hamel Mahdia, PhD thesis, Faculty of Humanities and Social Sciences, University of Constantine during the academic year (2008-2009). This study was conducted with ArcelorMetal, a former Al-Hajjar compound, and Sonalgaz, Ffretal (former Asemidal), Ibn Rushd Hospital. The sample was dealt with finally:

- Sendomital: 101 singular.

- Retal: 80 singular.

Sonlegaz: 29 singular.

Ibn Rushd Hospital: 100 singular .

The researcher used the social survey method in the sample, where the latter is the most efficient way to obtain descriptive information. The comparative method was used to discover the points of convergence and difference in the management of the Algerian institution for its crises using the following measuring tools: free interview, interview, questionnaire, , Note, document analysis.

\*The study concluded for a number of results:

- Helps to prevent crisis before it occurs in Algerian institutions.

- Intervention in the Algerian institutions to deal with the crisis during the occurrence.

- The continuity of communication activity beyond the end of the crisis in Algerian institutions.

**\* Fourth Study:**

Was entitled "Planning for the management of the security crisis (an analytical study of the strategy to confront the potential crises in the Hajj season).

The researcher used descriptive analytical method to monitor the security phenomenon leading to the crisis.

The study of the plans for dealing with the potential crises of the pilgrimage has determined the concept of qualitative diversity of pilgrims and the monitoring of the most important security outcomes. He explained that the result of the Hajj from the spatial or temporal accumulation imposed by its structures has a clear impact on the security handling plans and methods of confrontation. He also stressed that the normal confrontation plans for these conditions are the same as a latent security crisis that assumes different plans that correspond to the various security crises, which are often celebrated during the Hajj season in different years.

**\* Fifth study:**

The study of "Chouman Mohammed" was an analytical study of a sample of national and party newspapers in 1998. The researcher used the disaster as a synonym for the crisis and was passed because he tried to explain the stages of the development of the crisis through the treatment of some Egyptian newspapers of the train disaster.

- The study is based on the methodology of the media survey as well as the comparative method for conducting quantitative and qualitative comparisons to cover both national and party newspapers for the various aspects of the disaster.

- The researcher used the content analysis tool as an essential tool to study the collection of information and data.

- The researcher divided the study sample into three levels: the time-related sample, the newspaper sample and the sample related to the journalistic material.

**\* The sixth study:**

Under the title "The role of the Egyptian press in crisis management (survey study on the crisis of 11 September 2001 and its implications)", a study of "Adel Sadek Mohammed Djaloul". This study seeks to know the role played by the Egyptian press in managing crises by addressing the most important crises witnessed by the world at the beginning of the second millennium.

The study was based on the survey methodology and the comparative method. The researcher used the method of analyzing the content of the selected newspapers.

The study concluded in light of the theoretical and field coverage of the subject to the following:

- Media are central factors that play an important role in acquiring information about crises and emergencies.
- The Egyptian elite gives newspapers priority in meeting the needs of knowledge in view of other media.
- The role of newspapers in dealing with crises is linked to the political and intellectual trends adopted by the crisis direction.
- Crisis reporting, reporting and use of news formats.

## **8- Field procedures:**

### **8-1- Survey study:**

The purpose of the survey is to make sure that the place of study is suitable for the research and the validity of the tool used on the subject of the research, and before we started the field study, which is the distribution of the form to the sports journalists representing each of the sports newspapers daily and weekly we conducted a survey of some Algerian sports newspapers (Sports, nets) so that we can know some aspects surrounding our subject in order to avoid difficulties in researching the subject in order to develop the questionnaire.

### **8-2- The limits of the study:**

- Spatial boundaries: The spatial framework of this study is determined in the headquarters of specialized sports newspapers located in Algiers.
- Time Limits: This study was conducted in 2013-2014.

## **9- Methodological procedures for the study:**

### **9-1- Study Approach:**

The choice of research methodology is one of the most important stages in the process of scientific research, and based on the subject of research, the most appropriate approach is the descriptive approach that we are gathering information and data on the subject and therefore the approach we will follow to study the subject is descriptive which is considered to study the prevailing facts associated with a particular phenomenon or situation , A group of individuals, a group of events, or a particular set of situations. <sup>1</sup>

### **9-2- Community and Study Sample:**

It is often difficult for social research to study the whole society or the group of words it represents. We will select a sample of the sample from which the research will be conducted. The original community consists of the chief editors

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<sup>1</sup>- Hussein Abdel Hamid Ahmed Rachouan, In the science curriculum, University Youth Foundation, Alexandria, Egypt, 2003.P 66.

of the specialized sports newspapers (07), namely Al-Heddaf, Al-Shabab, Al-Khabar, Le Buteur, Planete Sport, Maracana, Compétition. The sample is defined as: (part of all of a society)<sup>1</sup>, in an intentional manner and this is until we get more accurate and objective results.

### 9-3- Study tool:

In light of the objectives of the study and the nature of the study, and to choose the hypothesis of research and to determine the extent of achievement. We used a questionnaire form.

- Questionnaire is a survey tool to collect data related to a specific subject by preparing a set of questions and a variety of questions ... <sup>2</sup>

### 10- View and analyze and interpret the results in light of the study hypothesis.

#### \* Presentation of the results of the first hypothesis:

- Transfer of information from sources and contribution to professional sports newspapers written to manage sports crises.

1- Presenting and analyzing the results of the questionnaire questionnaire addressed to the editors of the written Algerian sports newspapers.

- The first axis: the basic sources on which the sports press depends on dealing with crises in sports clubs.

#### - Question 01:

-Do you compete among themselves to access the source of crisis-related information?

The purpose of the question: To know the opinion of the editors whether there is competition between sports newspapers to access the source of information related to crises.

**Table (01):** shows the distribution of the responses of the editors in accordance with the proposed answers to question 10.

Responses Standards	Yes	Sometimes	No	Total
Repetition	07	00	00	07
Percentage	100 %	00 %	00 %	100 %
Significance	/			Statistical Test
Ka 2	/			
Statistical decision	/			

<sup>1</sup> - Mohamed Hassen Alaoui and Ossama Kamel Rateb, Scientific research in physical education and Sport Psychology, Arab thought House, Cairo, Egypt, 1993, p 143.

<sup>2</sup> - Mohamed Hassen Alaoui and Ossama Kamel Rateb, Reference already mentioned, P 152.

**\* View and analyzing of data:**

The results obtained in the table show that the editors' answers were unified in the answer to yes (100%). Therefore, we conclude that the editors agree that the sports newspapers compete among themselves to reach the source of information related to the crises. Coverage of various aspects of the crisis media may be signed in errors related to accuracy and clarity .<sup>1</sup>

**- Question 02:**

- Do you rely on documents as a primary source of crisis management?

The purpose of the question: To know the opinion of the editors whether sports newspapers rely on documents as a basic source in dealing with crises.

- **Table (02):** shows the distribution of the responses of the editors in accordance with the proposed answers to Question 02 as well as the statistical test.

Responses Standards	Yes	Sometimes	No	Total
Repetition	04	02	01	07
Percentage	57.1 %	28.6 %	14.3 %	100 %
Significance	0.05			Statistical Test
Ka 2	2.000			
Statistical decision	is not valid			

- \* The level of significance equals: 0.05

- **Data presentation and analysis:** By discussing the results presented in the table, we find that the responses of the sample were divided according to the following percentages: **yes** (57.1%), response rate for **somtimes** (28.6%), and **No** (14.3%), and there are no significant differences at the level of significance 0.05, we conclude through this that the editors have different views on the possibility of considering documents as a source in dealing with crises.

**- Question 03:**

Always rely on data from national sports federations to deal with crises?

<sup>1</sup>- Mohammed Shoman, information and crisis, theoretical input and practical practices, “Al-Alami” House Publishing and distribution Books, Cairo, 2002,p 73.

The purpose of the question: To know the opinion of the editors whether sports newspapers are always dependent on the statements issued by the national sports federations in dealing with crises.

\* **Table (03):** explains the distribution of editors' answers according to the proposed answers to Question 03 as well as the statistical test.

Responses Standards	Yes	Sometimes	No	Total
Repetition	02	04	01	07
Percentage	28.6 %	57.1 %	14.3 %	100 %
Significance	0.05			Statistical Test
Ka 2	2.000			
Statistical decision	is not valid			

- \* The level of significance equals: 0.05

\* **Data presentation and analysis:** By discussing the results in the table, we find that the responses of the sample were divided according to the following percentages: **yes** (28.6%), response rate **Sometimes** (57.1%) ,with **No** (14.3%), and there are no differences of statistical significance at the level of significance 0.05, we conclude through this that there is a difference in the views of the editors on the fact that the sports papers always rely on the data issued by the national sports federations in dealing with crises, Mathematical (media) lack of coordination between them and sports federations, making it difficult to get the job done On the sports news from official sources <sup>1</sup>.

**- Question 04:**

-Do you rely on the statements of the media officials at the level of sports clubs in dealing with crises?

The purpose of the question: To know the opinion of the editors whether sports newspapers rely on the statements of the media officials at the level of sports clubs in dealing with crises.

\***Table (04):** The distribution of the editors' answers according to the proposed answers to question 04 as well as the statistical test.

<sup>1</sup> - Faysal Elghamid, Radio Magazine, No. 31, Monday 20 to 26 September 1993.P 45.

Responses Standards	Yes	Sometimes	No	Total
Repetition	00	03	04	07
Percentage	00 %	42.9 %	57.1 %	100 %
Significance	0.05			Statistical Test
Ka 2	3.70			
Statistical decision	is not valid			

- \* The level of significance equals: 0.05

- Data presentation and analysis: By discussing the results presented in the table, we find that the responses of the sample were divided according to the following percentages: yes (00%) and response rate is **Sometimes** (42.9%) and answer **No** (57.1) , And there are no significant differences at the level of significance 0.05, we conclude through this that the editors of different opinions on whether sports newspapers rely on the statements of the media officials at the level of sports clubs in dealing with crises.

**- Question 05:**

- Is it based on the statements of the presidents of sports clubs in press conferences dealing with crises?

The purpose of the question: To know the opinion of the editors whether sports newspapers rely on the statements of the presidents of sports clubs in press conferences in dealing with crises.

\* **Table (05):** The distribution of the editors' answers according to the proposed answers to question 05 as well as the statistical test.

- \* The level of significance equals: 0.05

Responses Standards	Yes	Sometimes	No	Total
Repetition	05	01	01	07
Percentage	71.4 %	14.3 %	14.3 %	100 %
Significance	0.05			Statistical Test
Ka 2	4,571			
Statistical decision	is not valid			

\* **Data presentation and analysis:** By discussing the results presented in the table, we find that the responses of the sample were divided according to the following percentages: the answer rate is yes (71.4%), the answer rate is

sometimes (14.3%), and answer with **No** (14.3%), and there are no significant differences at the level of significance 0.05, we conclude through this that the editors differed opinions on whether sports newspapers rely on the statements of the presidents of sports clubs in press conferences in dealing with crises.

### **11- General conclusion:**

Through our study, which focused on the proposal of an information plan for the sports press written to manage sports crises, and after conducting the field study and gathering information and data on the subject and the statistical processing can be summarized the most important results reached in the following points:

- Sports newspapers compete among themselves to access the source of information.
- There is a difference in the views of the editors on the possibility of considering documents as a key source in dealing with crises in sports clubs.
- There is a divergence in the views of the editors-in-chief on whether they always rely on statements made by the Sports Federation in dealing with crises.
- Differences of opinions of the editors on whether sports newspapers rely on the statements of the media officials at the level of sports clubs in dealing with crises.
- There is a divergence in the views of the editors-in-chief on whether sports newspapers rely on the statements of club presidents in press conferences in dealing with crises.

### **12- Suggestions:**

- The need to build a media strategy to contain crises within sports clubs.
- Establish independent departments or press teams to address sports crises in each sports newspaper.
- Organizing training courses for sports journalists and improving their social level.
- Establishment of a specialized subdivision in sports sports media at the level of sports federations  
And the ministry will.
- Establishment of specialized media committees at the level of Algerian sports clubs.

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