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The role of sports media to spreading sports culture among Iraqi University students from a teaching point of view in the faculty of physical education and sports sciences

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Abstract
The results of the current study, which was conducted on the employees of the Department of Sports Activity in the universities of the Middle Euphrates, who numbered 94 affiliates, holders of doctoral, master's and bachelor's degrees for the purpose of knowing their views on the reality of sports media and its role in spreading sports culture, where the researcher used the descriptive approach in a comprehensive inventory method, where a questionnaire was prepared It consists of 28 phrases distributed over two axes. The first axis contains 15 phrases, while the second axis contains 13 phrases. The results of the study indicated that the role of sports media is weak in spreading sports culture among university students. It also showed that audio media is considered one of the fastest means to spread sports culture, despite the fact that the available sports media does not meet the different orientations of students. The results also indicated that social media is the best way. Currently, to raise the cultural level of students, as it is the most popular among young people.

Keywords: Sports media, sports culture, view in the faculty

1. Introduction
The media at the present time is considered one of the most important and basic components upon which societies rely to spread knowledge, ideas and science. Ideas to be disseminated among societies where the media is interested in individuals for the purpose of spreading culture and benefiting from free time, and it also has a fundamental role in teaching and education as it seeks to develop knowledge and information among the public as it aims to achieve an educational goal linked to the development of human behavior as it seeks knowledge and cultural development The community members (Sultan, Ibrahim, 2002, p. 44) [1].

Sports culture is one of the basic pillars of physical and sports education. It is also one of the modern concepts that were highlighted at the beginning of this century because of its role in creating an image of sport as a healthy, physical and social activity, as well as its role in the formation and development of the integrated personality. The main goal is to spread sports culture. It is an invitation to the individual to take care of his health and physical, educational and behavioral fitness to face and solve most of the problems by occupying leisure time in a manner and manner that is beneficial to the individual and society. (Al-Shafei, Hassan Ahmed, 2003, p.65) [2]

Sports media is defined as the process of disseminating sports news, information, and facts, and explaining the rules and laws related to the sporting activities of society, with the aim of spreading culture among members of society and developing sports awareness (Owais, Khair El-Din Ali & Abdel-Rahim, Ataa Hassan, 1998, p.43) [3].

Sport plays a fundamental role at various levels, including individual, community, national and global levels. On the individual level, sport works to enhance the capabilities of the individual and his general knowledge. As for the national level, it is mainly concerned with social and

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economic growth and also supports the health aspect of it. As for globally, sport can have a positive role. In the long term in the field of political relations. (Al-Khouli, Amin, 1998. p.74) [4]

Sport has a great role for university students, being a social group in dire need of physical and sports activity, as this is a transitional stage from school to university, as it is accompanied by behavioral and physiological changes and a desire for self-realization, as the university student tends to always be good-looking with a decent structure accepted by others. The benefit of sport is not limited to improving the physical capabilities and efficiency of the body's systems, but rather it gives it psychological comfort, security and stability. (Al-Najjar, Reda, 2000, p. 23) [5]

Therefore, the importance of the research lies in giving a picture of the role of sports media in spreading sports culture and looking at the totality of local and international sports activities among the students of the University of Karbala, which contribute to the consolidation of sports values and ethics and the cultivation of team spirit among students in addition to spreading cultural awareness of sports that relieve oneself in a way that benefits And it works.

1.1 Research Problem
As a result of the role of the media on the lives of members of society in broadcasting and disseminating various cultures and imposing itself in receiving various information and cultivating their perceptions and ideas in order to reach customs and values and everything that would contribute to building cultures in society and because university students are considered a segment of the influential segments of society as they are the builders of society only The problems they are exposed to are among the problems that affect their behavior, such as the problem of drug and stimulant abuse, as well as behavioral deviations that arise due to lack of awareness and lack of awareness of its seriousness. And based on our full belief in the importance of preparing university students academic and professional numbers in light of the challenges of the current era, which are trying to distort culture in various ways, which prompted the researcher to carry out this research to support the role of sports media in spreading sports culture and clarifying the importance of sports and its practice on health and occupying leisure time and away from the negatives that lead to Youth delinquency and their involvement in the use of stimulants and drugs that affect their health and put it in its correct position as one of the most important educational priorities in university education institutions and highlight the most important strengths and weaknesses in addition to putting forward a number of recommendations to activate the role of sports media and the possibility of benefiting from it in the educational process.

1.2 Research objective
It aims to identify the role of sports media in spreading sports culture among students of the Iraqi Middle Euphrates universities from the point of view of the employees of the Student Activities Department, by identifying:
1. The reality of sports media in Iraqi universities.
2. Reflections of sports media in the dissemination of sports culture.

1.3 Research field
Human field: It includes affiliates of the Student Activities Department at the Presidency of the Middle Euphrates Universities who hold (PhD, MA, BA) degrees, and their number is (94).
Time field: The period from (1/2/2022) to 15/5/2022).
Spatial field
Department of Student Activities in Al-Furat Al-Awsat Public Universities.

1.4 Research questions
- What is the reality of sports media in Iraqi universities?
- What are the reflections of sports media to spread sports culture?

1.5 Previous Studies
Ibrahim Imam (1995) (6) indicated that the sports media is the system that publishes news and cultural information related to sports. It also presents and clarifies the laws and principles of different sports among all groups of society, encourages the practice of various motor sports activities, and directs them towards exploiting leisure time and investing time in sports. Follow-up and performance of sports activities (Imam, 1995, p. 79).

(Shehada, Othman Muhammad, 2009, p. 58) [7] showed that satellite sports channels have a positive and clear effect in providing the recipient with sports culture, and it also has a significant impact in terms of knowledge and social more than other aspects such as educational and health aspects.

The study of (Lafta, Adnan, 2012,p.33) [8], which was conducted on Baghdad University students, showed that there is a clear demand to follow up on sporting events and their developments by reading Iraqi sports newspapers, as the results indicated that (53%) of Baghdad University students read sports newspapers and follow sports developments.

(Rajhi, Saber, 2012, p. 55) [9] Study showed that sports media in its various means acts as a social institution that responds to the environment through interaction between it and the community. The study also indicated that visual sports media affects positively the development of sports culture among the research sample.

The study of (Laroui, Abdel Kased, 2014, p. 34) [10] also aimed at clarifying the role of sports programs for the first Algerian channel in spreading sports culture among third-year students, kinetic education of the Institute of Science and Technology of Physical and Sports Activities, as the results showed that the television sports media for that channel does not perform its function and that its role is in transmitting Sports analysis of matches has neglected one of its most important functions, which is the educational and guidance function, and its functions were limited to the news and educational functions.

The study of (Zanagi, Bilal, 2020, p. 13) [11] also showed that television sports channels have a major role in spreading sports culture and developing sportsmanship among the players of the Ahly Bordj Bou Arreridj team. He also mentioned that television sports programs have a role in increasing sports awareness among players.

2. Research methodology and field procedures
2.1 Research Methodology
The researcher used the descriptive approach, due to its suitability to the nature of the research.

2.2 Research community and sample
A comprehensive enumeration method was used for all associates in the student activities departments (PhD, MA, BA) in the presidency of the universities of the Middle

Euphrates, where the total number of the sample reached (94) individuals distributed as in Table (1).

Table 1: Numerical description of the research sample

Category	Community	Exploratory sample		Basic sample		Excluded	
		N	%	N	%	N	%
PhD	28	3	10.71	23	82.14	2	7.14
Masters	41	3	7.31	37	90.24	1	2.44
BSC	25	3	12.00	21	84.00	1	4.00
Total	94	9	9.57	81	86.17	4	4.25

It is clear from Table No. (1) Regarding the description of the number of the research sample, (9) individuals were chosen to ration the questionnaire from outside the main sample, as the basic sample became (81) individuals, and (4) were excluded for not completing their answer.

2.3 Data collection tools
A questionnaire was designed for the research sample community as a basic tool for data collection in order to know the role of sports media in spreading sports culture among students of the Middle Euphrates universities from the point of view of the employees of the Student Activities Department.

2.3.1 The validity of the content
In order to reach the veracity of the questionnaire form, the form was presented to a group of (10) experts to seek their opinions on the appropriateness of the axes and phrases of the questionnaire to express their opinion on their suitability to achieve the objectives of the research by applying the Loach coefficient for the validity of the content, as shown in Table No. (2).

Table 2: The opinions of the experts regarding the phrases of the initial form of the questionnaire (n = 10 experts)

Axis	Phrase Number	Approving experts	%	Loach coefficient for content validity	Notice
First	1	9	90.00	0.800*	
	2	9	90.00	0.800*	
	3	10	100.00	1.000*	
	4	10	100.00	1.000*	
	5	10	100.00	1.000*	
	6	10	100.00	1.000*	
	7	9	90.00	0.800*	
	8	10	100.00	1.000*	
	9	9	90.00	0.800*	
	10	10	100.00	1.000*	
	11	9	90.00	0.800*	
	12	9	90.00	0.800*	
	13	10	100.00	1.000*	
	14	9	90.00	0.800*	
	15	10	100.00	1.000*	
Second	1	9	90.00	0.800*	
	2	9	90.00	0.800*	
	3	9	90.00	0.800*	
	4	10	100.00	1.000*	
	5	10	100.00	1.000*	
	6	9	90.00	0.800*	
	7	10	100.00	1.000*	
	8	10	100.00	1.000*	
	9	9	90.00	0.800*	
	10	9	90.00	0.800*	
	11	10	100.00	1.000*	
	12	10	100.00	1.000*	
	13	10	100.00	1.000*	

* Satisfactory (minimum statistically acceptable Loach coefficient at n = 10 experts = 0.800) (Ayre & Scally, 2013, p.85) [12]

It is clear from Table (2) that the experts agreed on all the statements of the initial image of the questionnaire, as their opinions ranged between 90% - 100%.

2.3.2 The validity of internal consistency
The validity of the questionnaire statements was confirmed by calculating the Spearman correlation coefficient on the (9) respondents which is represented by all segments of society and outside the basic sample for each statement in the axis and the total questionnaire, as well as the connection of each axis with the total questionnaire, as shown in Table No. (3).

Table 3: The internal consistency of the questionnaire (n = 9)

Axis	Phrase Number	Spearman correlation coefficient		
		Phrase with Axis	Phrase with questionnaire total	Axis with questionnaire total

Axis	Phrase		
First	1	0.926*	0.892*	
	2	0.878*	0.874*
	3	0.878*	0.874*
	4	0.878*	0.874*
	5	0.878*	0.874*
	6	0.878*	0.874*
	7	0.878*	0.874*
	8	0.878*	0.874*	0.995*
	9	0.878*	0.874*
	10	0.878*	0.874*
	11	0.878*	0.874*
	12	0.926*	0.892*
	13	0.878*	0.874*
	14	0.878*	0.874*
	15	0.878*	0.874*
Second	1	0.919*	0.874*
	2	0.919*	0.874*
	3	0.919*	0.874*
	4	0.919*	0.874*
	5	0.919*	0.874*
	6	1.000*	0.952*
	7	0.919*	0.874*	0.952*
	8	0.919*	0.874*
	9	0.919*	0.874*
	10	0.919*	0.874*
	11	0.919*	0.874*
	12	0.919*	0.874*
	13	0.919*	0.874*

*Statistically significant at 0.05 (Spearman's Tabular Correlation Coefficient = 0.700)

It is clear from Table (3) that the correlation coefficients of each phrase with the axis and the total questionnaire, as well as the correlation of each axis with the total questionnaire, are statistically significant, which indicates the internal consistency of the axes and expressions of the questionnaire.

2.3.3 Reliability
The reliability of the questionnaire was confirmed by using Cronbach's alpha coefficient on the (9) respondents, who are from all members of society and from outside the main sample, as shown in Table No. (4).

Table 4: reliability of the questionnaire using Cronbach's alpha method (n = 9)

Axis	Phrase Number	Cronbach's alpha reliability coefficient		Reliability coefficient if the phrase is omitted	
		for questionnaire	For Axis	For questionnaire	For Axis
First	1			0.998	0.997
	2			0.998	0.996
	3			0.998	0.996
	4			0.998	0.996
	5			0.998	0.996
	6			0.998	0.996
	7			0.998	0.996
	8	0.999	0.998	0.998	0.996
	9			0.998	0.996
	10			0.998	0.996
	11			0.998	0.996
	12			0.995	0.997
	13			0.998	0.996
	14			0.998	0.996
	15			0.998	0.996
Second	1			0.998	0.997
	2			0.998	0.997
	3			0.998	0.997
	4		0.999	0.998	0.997
	5			0.998	0.997
	6			0.998	0.997
	7			0.998	0.997
	8			0.998	0.997

	9			0.998	0.997
	10			0.998	0.997
	11			0.998	0.997
	12			0.998	0.997
	13			0.998	0.997

It is clear from Table (4) that the reliability coefficient of the questionnaire as well as the reliability coefficients of the axes are statistically acceptable (0.70 or more) (Lance, Butts & Michels, 2006) [13]. Also, the reliability coefficients of the questionnaire and the axes in the case of deleting the phrase are less than their counterpart without deleting the phrase, which means that deleting any a phrase that will negatively affect the reliability of the questionnaire, and this indicates the reliability of the questionnaire, its themes and phrases.

2.4 Exploratory experience
The exploratory experiment was conducted on a sample of (9) individuals from the research community outside the main sample, as shown in Table No. (1) to ensure the validity and reliability of the questionnaire.

2.5 Main experiment
The main experiment of the questionnaire was conducted for the period from 1/3/2022 to 15/3/2022 on the (81) individuals of the main sample, as shown in Table No. (1).

2.6 Statistical treatments
The statistical program SPSS version 23 was used to perform the statistical analysis and the following statistical treatments were used
1- Loach coefficient for the validity of the content, which is calculated as follows: (Ayre, C., & Scally, A. J. 2013) [12]

Loach coefficient for content validity = Number of approved experts - (number of experts ÷2) (number of experts÷2)
- Frequency and percentage
- Spearman correlation coefficient
- Cronbach's alpha stability coefficient
- Chi-square
- Non-parametric Kruskal-Wallis test for comparison between three or more independent groups. (Lance, C. E., Butts, M. M., & Michels, L. C. 2006) [13]

3. Presentation, analysis and discussion of the results:
Table No. (5) Shows the differences between the responses of the research sample groups on the phrases of the first axis, where the responses of the research sample were statistically significant in phrase no. (6), which states (Social media works to spread sports culture among university students), where the responses of PhD holders were The master's degree is in a somewhat inclined direction, and holders of a bachelor's degree are in an inconsistent direction, as the value of Ca2 was 9.738 at p) 0.008.). The results also showed the responses of the research sample are statistically significant in the two phrases no. (13) (the fastest means of sports media to spread sports culture among university students are: television, social media.) and phrase (14) (audio sports media allows university students to access sports facts), where the responses of PhD and master's degree holders came in a somewhat direction, and those with a bachelor's degree in an agreeable direction, as the value of Ca2 was (9.911) ((13.949), respectively, at (p) (0.007) (0.001), respectively. This is consistent with the study of Oqba (2012) [18]. Where he indicated that a large percentage

of students follow the radio to obtain information, news and ideas in the sports field along with academic achievement within the university in order to raise the cultural and sports level.
The results also showed the differences between the responses of the research sample on the phrase no. (9), which states (diversity of sports media commensurate with the needs and desires of students). The value of Ki^2 was (9.549) at a value of (p) (0.008).
The results also showed a statistical significance in the two phrases no. (8), which states (sports media contribute to raising and increasing the cultural level of sports among Iraqi university students) and phrase (10), which states (athletic academic experts are hosted to encourage university students to practice sports activities). The responses of Ph.D. holders are in an unacceptable direction, Master's degree holders in a somewhat direction, and Bachelor's degree holders in an agreeable direction, as the value of Ca2 (15.158) and ((13.171) respectively at (p) (0.001) for the two phrases.
As for the rest of the phrases, it was not statistically significant.
The results of the current study with regard to paragraph no. (6) agree with what was stated in the results of (Al-Issa, Rana Marwan, 2020, p. 27) [14], where it indicated that social networking sites have a great role in spreading sports culture among Jordanian youth, as it was mentioned that Facebook and Instagram programs are among the most used sites by Jordanian coaches, as they had a major role in encouraging young people to practice sports.
It also agrees with the study (Thi Ngoc, Mai Le &Yang, Jie, 2017) [15], which included a study of the impact of social networking sites (Facebook, Instagram, YouTube) on girls' perception of physical fitness.
As for Paragraph No. (8), the results of the current study of the responses of bachelor's degree holders agree with the results of the study (Al-Qaisi, Ismail Khalil Ismail, 2019,p.104), where he indicated that sports media have a role in supporting the sports culture of the masses, while the results of this study contradict the response of PhD and master's degree holders.
As for paragraph No. (9), the results of the current study contradict what was stated in the results where he indicated that the sports media are working to provide different programs that address all trends.
As for Paragraph No. (13), the results of the study (Khaif, Muhammad Zakaria 2017, p. 225) [17] indicated that sports media does not work to spread sports culture and is far from moving towards practicing sports of all kinds, and thus it is to some extent consistent with the response of the campaign PhD and master's degrees, while the response of holders of a bachelor's degree is contrary.
The results of the current study agree with what was stated in the study (Oqba and Issa, 2012) [18], which referred to the role of audio media on the cognitive side of students, as it indicated that students consider that radio programs are presented in a fun and attractive way, and that they keep pace with scientific development in the field of sports in addition to its great role in clarifying the laws and means of sports activities.

And from the results of the current study, the researcher sees the need to advance the reality of sports media to meet the needs of the student segment, as it must have the ability to keep up with sports events and news and spread sports awareness through news and sports programmes. The researcher also sees the need to develop sports media in all its visual and audio means along with social media in all its forms, in addition to taking into account the benefit of the experiences of sports academics in order to raise the cultural level of sports among university students, which is the nucleus of building society, and it must shed light on the activities carried out by academics such as courses, tournaments and festivals with the aim of encouraging students to participate.

Table 5: the differences between the responses of the categories of the research sample to the phrases of the first axis: knowing the role of sports media in spreading sports culture among the students of the universities of the Middle Euphrates

N	Phrase	Dominant trend						Kruskal-Wallis test				
		PhD students (n=23)		Master's students (n = 37)		Bachelor students (n=21)		Rank average			Ki²	Sig level
		%	Dominant trend	%	Dominant trend	%	Dominant trend	PhD students	Master's students	Bachelor students		
1	Sports flags for Iraqi university students achieve their sports culture.	26.09	Disagree	43.24	To some extent	38.10	To some extent	35.57	44.39	40.98	2.426	0.297
2	Mathematical flags meet students' need for mathematical scientific knowledge.	26.09	Disagree	41.89	To some extent	35.71	To some extent	36.41	44.14	40.50	1.869	0.393
3	Sports media works to transfer the modernity of sports information to Iraqi university students.	32.61	Disagree	43.24	To some extent	47.62	To some extent	36.35	42.24	43.90	1.516	0.469
4	Sports media encourages the practice of sports activities among university students.	45.65	To some extent	36.49	To some extent	42.86	To some extent	43.43	38.23	43.21	1.090	0.580
5	Visual sports media have the biggest role in spreading sports culture among university students.	60.87	To some extent	58.11	To some extent	80.95	Agree	38.78	36.95	50.57	5.655	0.059
6	Social media works to spread sports culture among university students.	45.65	To some extent	35.14	To some extent	9.52	Disagree	48.57	42.95	29.29	9.738	0.008*
7	The sports media conveys the novelty of the results of scientific conferences that concern the importance of exercising for students.	34.78	To some extent	33.78	To some extent	54.76	To some extent	38.43	37.45	50.07	4.889	0.087
8	Sports media contribute to raising and increasing the cultural level of sports among Iraqi university students.	32.61	Disagree	51.35	To some extent	80.95	agree	29.83	39.65	55.62	15.158	0.001*
9	Diversity of sports media commensurate with the needs and desires of students.	23.91	Disagree	31.08	Disagree	57.14	To some extent	34.30	38.22	53.24	9.549	0.008*
10	Sports academic experts are hosted to encourage university students to practice sports.	21.74	Disagree	48.65	To some extent	69.05	Agree	28.63	42.15	52.52	13.171	0.001*
11	Sports media contributes to organizing sports awareness initiatives for students.	50.00	To some extent	37.84	To some extent	61.90	To some extent	42.30	35.39	49.45	5.553	0.062
12	Sports flags provide sufficient information and laws related to sports activities.	69.57	Agree	63.51	To some extent	61.90	To some extent	44.65	39.59	39.48	0.924	0.630
13	The fastest way for sports media to spread sports culture among university students is: television and social media.	54.35	To some extent	39.19	To some extent	73.81	Agree	41.91	33.76	52.76	9.911	0.007*
14	Audio sports media allows university students to access mathematical facts.	45.65	To some extent	39.19	To some extent	80.95	Agree	37.67	34.35	56.36	13.949	0.001*
15	The message of sports media reaches all university students in an interesting educational style.	34.78	To some extent	40.54	To some extent	23.81	Disagree	41.13	44.80	34.17	3.250	0.197

* Statistically significant at 0.05 (*p*<0.05) Dominant trend: somewhat disagree (0-33.33%) (Greater than 33.33 -66.66) agree (greater than 66.66).

N	Phrase	Dominant trend						Kruskal-Wallis test				
		PhD students (n=23)		Master's students (n = 37)		Bachelor students (n=21)		Rank average			Ki²	Sig level
		%	Dominant trend	%	Dominant trend	%	Dominant trend	PhD students	Master's students	Bachelor students		
16	University students follow sports media continuously.	47.83	To some extent	41.89	To some extent	28.57	Disagree	44.63	42.00	35.26	2.207	0.332
17	Students learn about the laws of	69.57	Agree	63.51	To some	47.62	To some	46.48	42.38	32.57	4.740	0.093

	different sports activities through the sports media.				extent		extent				
18	Sports programs supported by sports media contribute to participation in sporting events.	56.52	To some extent	58.11	To some extent	26.19	Disagree	44.72	45.49	29.02	8.333 0.016*
19	Sports media for university students increases their awareness of the dangers and harms of doping.	69.57	Agree	66.22	To some extent	52.38	To some extent	44.72	42.59	34.12	3.004 0.223
20	Sports Flags works increase students' knowledge of notable sports figures.	78.26	Agree	77.03	Agree	71.43	Agree	42.52	41.76	38.00	0.672 0.715
21	Students are watched for sports TV channels.	69.57	Agree	66.22	To some extent	69.05	Agree	42.80	40.01	40.76	0.254 0.881
22	Sports media works to increase the rate of student participation in competitive sports activities.	43.48	To some extent	48.65	To some extent	28.57	Disagree	41.52	44.45	34.36	2.870 0.238
23	Sports programs do not suit the tendencies and desires of university students.	56.52	To some extent	54.05	To some extent	61.90	To some extent	40.50	39.50	44.19	0.625 0.732
24	Audio sports media achieves sports culture among university students.	50.00	To some extent	48.65	To some extent	54.76	To some extent	40.67	39.92	43.26	0.312 0.856
25	Sports media seeks to acquire healthy habits and avoid wrong habits among students.	43.48	To some extent	54.05	To some extent	59.52	To some extent	36.09	41.89	44.81	1.817 0.403
26	Sports media works to increase affiliation with youth sports clubs and institutions.	45.65	To some extent	43.24	To some extent	50.00	To some extent	40.89	39.65	43.50	0.415 0.813
27	Work on the diversity of sports media methods when broadcasting sporting events to increase the participation rate of students.	63.04	To some extent	58.11	To some extent	69.05	Agree	40.70	38.92	45.00	1.063 0.588
28	Increasing students' awareness of the importance of sports through various media.	45.65	To some extent	47.30	To some extent	57.14	To some extent	38.85	39.82	45.43	1.165 0.558

* Statistically significant at 0.05 (*p*<0.05) Dominant trend: somewhat disagree (0-33.33%) (Greater than 33.33 -66.66) agree (greater than 66.66)

4. Discussion

Table No. (6) Shows the differences between the responses of the research sample groups on the phrases of the second axis (knowing the reflections of sports media in spreading sports culture among students of the universities of the Middle Euphrates).

The results showed that there were significant differences between the responses of the research sample groups regarding phrase no. (18), which states (sports programs supported by sports media contribute to participation in sports events). Where the responses of PhD and master's degree holders came in a direction to some extent, and holders of a bachelor's degree in an inconsistent direction, as the value of Ka2 (8.333) at a p value of (0.016). While it was not a statistical function in the rest of the expressions.

In this aspect, a study (Al-Zyoud, Khaled Mahmoud, 2013, pp. 321-p. 345) [19] showed (the role of watching sports satellite channels in spreading sports culture among Yarmouk University students) where this study referred to the knowledge of the role of watching and following up on sports satellite channels in spreading sports culture, as the results showed that sports channels have a positive role in spreading sports culture among students. It also indicated that there are differences in the cognitive, social and educational fields.

In this aspect, the researcher believes that sports media should be in a state of continuous updating to keep pace with developments, and it should also be a means of publishing sporting events first-hand, so that students can learn about the most prominent modern sports activities in an interesting way that attracts young people, as well as its role in raising the spirit of competition and encouraging participation In sports activities that would keep this segment away from many social risks such as drugs and other bad habits.

5. Conclusions and recommendations
5.1. Conclusions

- The results of the current study showed that social media has a great role in spreading the sports culture among the students of the universities of the Middle Euphrates.
- The role of sports media is weak in spreading sports culture among university students.
- The results show that sports media do not meet the different orientations of sports activities among university students.
- The results showed that there are different opinions regarding the role of sports media by highlighting the experiences of sports academics in order to encourage university students to practice sports activities.
- The results also showed that sports media, especially audio media, is to some extent the fastest way to spread sports culture.

5.2 Recommendations

- Activating the role of sports media by spreading sports culture at various levels and emphasizing the role of sports in our daily lives.
- Conducting programs, workshops, courses and seminars that contribute to the dissemination of sports culture, which are held in cooperation between sports media and academics in Iraqi universities.
- Providing financial support for the university sports media, which improves its role in reaching the desired goals.
- Activating the role of audio-visual media and emphasizing its transmission of sports facts in an interesting manner that attracts students and raises the

level of sports culture.
- Support by the Ministry of Higher Education and Scientific Research for university media, and an emphasis on highlighting the activities of the Department of Sports Activities and its role in spreading sports culture.

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