



Mass Media Role in Spreading the Sports for All Culture among Female University Students in the Sultanate of Oman in the Light of Oman Vision 2040

Badriya. K. Al-Hadabi ¹, Amin Mahmoud Gaafar ²

[https://doi.org/10.37359/JOPE.V35\(3\)2023.1524](https://doi.org/10.37359/JOPE.V35(3)2023.1524)

<https://creativecommons.org/licenses/by/4.0/>

Abstract

The research aims to identify the mass media role in spreading sports culture among women in the Sultanate of Oman in the light of Oman Vision 2040. The descriptive method using the survey way was used. The survey was conducted on a pilot sample of (25) examinees during the period from 2-15 December 2020, and it was conducted on the (84) research main sample members, between December 20/2020 to February 1/ 2021. The results indicated that the mass media focused on the importance of practicing all aspects of sports for all activities in terms of the positive effects on their physical, psychological and social health. The study recommends that sports media should rely on academic experiences to convey their ideas about the importance of women exercising.

Keywords: mass media, sports culture, Omani women.

Introduction

Recently, the world has witnessed tremendous development in scientific and technological progress due to the elevation in the intellectual level of the human mentality. The university is not just curricula, courses, and students, but a factory for conscious minds, tolerant souls, and hearts capable of giving.

⁽¹⁾ Associate Professor, Sultan Qaboos University, Faculty of Education, Department of Physical Education and Sports Sciences bhaddabi@squ.edu.om

⁽²⁾ Assistant Professor, Sultan Qaboos University, Faculty of Education, Department of Physical Education and Sports Sciences a.gaafar@squ.edu.om



And when women began to participate in sports activities in general and the Olympic Games in particular, researchers, especially Western ones, from all disciplines began to be interested in studying the real reasons that made women occupy a backward position in all kinds of sports, especially digital ones. They are compared to men, where the differences between them are very large. (Amer Rashid, 2008)

The media has become a global phenomenon, and therefore the modern person has to face this media phenomenon that besieges him from various directions and languages, at all times, with the media aiming to draw a new path for his life, a contemporary style for his activity, and clarifying how he interacts with his society so that he can understand his issues, face his problems, and invest his leisure time in sporting recreation or all aspects of sport for all, because of its importance in improving the quality of life (Mohamed El Hamahmy, Ahmed Saeed, 2009: 17).

Mohamed Hijab (2000) indicates that the media generally is a method and a process based on the goal of enlightenment, culture, and briefing of accurate information that flows into the individual's minds and their collective conscience, elevating their level and pushing them to work for the public interest, and creating among them a healthy atmosphere of harmony and active movement. (Mohamed Hijab: 2000: 67)

Essam Badawy (2001) mentions that the media is of great importance and necessity in any modern society after the progress of science, knowledge and the application of scientific theories in all aspects of human life. The more complex society becomes because of technological progress, the media becomes more crucial and necessary. Society itself cannot hope for any share of the good unless its elements are compatible and its masses adapt to its civil and governmental organizations. The media is only one of these important means by which this understanding and harmony is achieved through sharing experience, attitude and emotion. Human is a communicative being by nature; therefore, the human society will not exist without communication systems, which some considered as a condition for human being survival in human history, from the ages of stone engraving to the age of satellite broadcasting. It can be spotted in parallel with the development of means of communication and media. Some fundamental changes have also appeared in the media role, making it an essential axis in the



modern society system. The media is, in fact, means of awareness and publishing, no matter how many forms and circumstances there are. It falls into one framework that we can call the cultural media medium of ideas and experiences. This medium, whether it's primitive or civilized, has the first credit for publishing and broadcasting, and without it, societies close their doors, so that each group lives in isolation from others. It also plays a fundamental role in the society's formation and in the spreading and development of the society's production and the transfer of science and knowledge to others. Sports as a small community feature that is associated with the practice of certain physical and intellectual activities among its members depends to a large extent on these means in its transfer speed, development and improve the performance level from the small community scope to the large society scope. (Essam Badawy, 2001: 203)

Taha Abd El Atty (1998) mentions that the media is considered one of the most important elements, and even the most important of all, in providing individuals with general culture, and then sports culture, because of its influence on attracting the individuals attention towards the topic that it deals with in its various mediums. The media is of great importance in achieving the comprehensive development of the individual and society, and it has a distinct influence in its ability to instill ideas and cultural values. (Taha Abd El Atty Negm, 1998: 317)

Khair El Din Owais and Atallah Abdel Rahim (1998) mention that the media is generally a method and a process based on the goal of enlightenment, culture, and awareness of accurate information that flows into the minds of individuals and their collective conscience, elevating their level and pushing them to work for the public interest, and creating among them a healthy atmosphere of harmony, movement and activity. (Khair El Din Owais and Atallah Abdel Rahim, 1998: 67)

Samir Abdel-Hamid Ali (2006) mentions that there is a difference between education and media. If education is the path that leads the student to obtain an academic degree or academic qualification in a one of the knowledge branches, then the media leads to knowing relevant information and facts that connects the person to the society in which he lives or the era to which he belongs. Also, one of the functions of any kind of media is to provide citizens with internal and external news, in addition to providing them with sufficient information and facts about the



sectors that make up society or the institutions, groups and public facilities in this society and about the government apparatus to which citizens of all classes are subject. It is also about the commodities that citizens need in their lives and about the extent of technological progress achieved by the national or global council in various fields. The true advancement measure for every nation is its press that expresses its views and trends, hence, a society deprived of such press remains deprived of the means of material and moral progress. (Samir Abdel Hamid Ali, 2006: 26)

Abd El Majid Shokry (1995) mentions that what was confirmed by the Ministry of Culture is that the media has become an influential tool in building the culture of the family and the individual, and it is the most important source of knowledge and even the fastest in reaching the kids. In light of this rapidly changing world, the media has become the first mirror that reflects all these changes and reaches every home, family and child. Therefore, the media responsibility grows every day and its responsibility extends to dimensions that did not exist before. (Abd El Majid Shokry, 1995: 15)

Khair El Din Owais and Atallah Abdel Rahim (1998) indicate that sports media is considered part of the communication activity, so it is considered as a public school and a complementary body that continues the work of sports institutions through what is published of sound sports experiences, values and traditions through various media materials that are considered a treatment that reflects adaptation to different sports situations, and this is done through different sports media. (Khair El Din Owais and Atallah Abdel Rahim, 1998: 53)

While Donald (1999) believes that the media means that process that result in publishing of accurate news and information that focus on honesty, frankness, and addressing the minds of the masses and their sublime emotions, and elevating the opinion level. (Donald, h, 1999: 40). Hassan Al Shafei (2003) defines it as spreading of information and news with the intent of spreading culture among individuals and developing them. (Hassan al-Shafi'i, 2003: 12)

Abd El Majid Shokry (1995) believes that the media is publishing of data or information about services or ideas in the various means of publication in return for a fee with the aim of



enlightening public opinion and enlightening it with the ongoing events so that the public can form its opinion on the basis of reality and facts. (Abd El Majid Shokry, 1995: 15)

Yassin Fadl points out that the media in the sports field is the best communication mean for the public, because it presents facts and addresses their minds. Therefore its impact is positive and deeper in relation to the segments it presents, while considering the need to present the media message in an effective manner in order to achieve its positive impact on the audience. (Yassin Fadl, 2010: 52)

Mohamed El Hamahmy believes that sport for all has become a contemporary social phenomenon concerned with the health and physical condition of modern man and his way of defending himself against some harmful variables resulting from the lack of some techniques optimal use. It also provides opportunities for everyone to practice its various aspects of activity freely and in accordance with their tendencies, motives, readiness and capabilities without giving any considerations to: age, gender, human race, religion, or any skill, educational, cultural, social, or economic level, with the aim of achieving a better life for the modern man. (Mohamed El Hamahmy, 1997: 24)

Mohamed El Hamahmy also confirms that sport for all has become part of the social systems fabric that make up society, this is because it is considered an educational means to invest leisure time and one of the preferred types of recreation among individuals of all ages because of its vital role in achieving a better level for its practitioners, that's associated to the physical fitness level and health development, achieving happiness and delaying the symptoms and manifestations of aging. In addition to its contributions to elevating society, increasing its production, and achieving well-being for citizens, that reflects positively on the living standard and improving their life quality. (Mohamed El Hamahmy, 1997: 24)

Mohamed El Hamahmy and Aida Abdel Aziz (2019) confirm that universities have an important role in developing students' tendencies and attitudes towards participating in sports for all programs designed to satisfy their basic needs. Sports for all in universities are an important factor in the formation and development of social relations among students. (Mohamed El Hamahmy, and Aida Abdel Aziz, 2019: 204)



The university student represents an important section of society that seeks to form oneself in a balanced and integrated manner and to build his future in a better way so that he can determine his life path to serve his future goals in order to reach the bright tomorrow he seeks. This is done through positivity, optimism, ambition and success that generate happiness, which achieves the quality of life that is measured through the accurate description of the good life and the individual's sense of contentment, happiness and the ability to satisfy his needs. (Kazem Al Adly, 2006: 65)

Judiths (2001) believes that the university stage is one of the important basic stages in the students' lives because of its effective impact on their growth and the development of their abilities and their physical, mental and psychological preparations. This requires educators to pay special attention and dedicate their efforts and studies to this stage as it is the first basis for building the professional stage of students' lives, drawing their personality's lines, and indicating their future features. (Judiths, 2001:6)

Therefore, the researchers believe that the university stage is one of the most important educational stages that affect the development of the university student's perceptions of his life quality. Hence, his view of his life affects his future performance in all life aspects and his motivation for achievement. Also his attempt to understand and appreciate the quality of life and his realization of its value is an important step towards understanding the quality of life, which affects his performance of his role in life and his motivation for achievement and achieving his goals.

The results of the study of Imam Hussein, Huda Suleiman (2014) confirm that the paragraphs of the student activities curriculum must be in line with the desires and tendencies of the students in a manner commensurate with their ability and abilities, taking into account the individual differences among them.

Youssef Al Khatib (2015) indicates that sports is one of the most important means of the era that can be relied upon in sending many messages to recipients, especially since the sports development and progress in a society is considered the development and progress of nations and



their societies. It is hard to differentiate between sports and the media, since watching and reacting to sporting events exists everywhere. (Yousef Al Khatib, 2015: 89)

Throughout its history, humanity has not known a nation that has achieved progress and advancement without the availability of good education for its children, until it has become recognizable that the development of society in its various fields is accomplished through education. His Majesty Sultan Haitham Bin Tariq Al Said mentioned in the Sultanate's Vision 2040 document that Oman's future vision 2040 is the Sultanate's gateway to overcoming challenges and keeping pace with regional and global changes, investing in available opportunities and generating new ones, in order to enhance economic competitiveness, social well-being, and stimulate growth and confidence in the economic, social and development relations in all Sultanate governorates and concerted efforts between the various parties in spreading awareness and the presence of professional media that enhances community awareness and contributes to social and economic development.

Due to the importance of sport for all in the women's lives, the conference of the International Federation of Physical Education for women (2001) stressed on the need to focus on the importance of physical activity for women, because of its vital role in their development. The conference also stressed in its recommendations on the need to provide them with more opportunities to practice in all physical activities in order to maintain their health by supporting their participation in physical activity throughout life. (Faculty of Physical Education for Girls in Alexandria, 2001: 917-920)

The results of Ammar Abdel Salman's study (2018) also confirm the need to pay attention to sports culture because of its great impact on the development process of the individual and the institution.

Although sport for all has occupied a position in contemporary societies for its important role in the development process of human, health and citizens and the improvement of their quality of life, sports face many challenges, and among the most important of these challenges is the mass media lack of interest in educating women about the importance of sport to improve their quality of life. The researchers also sees that many scientific references and studies conducted in the

sports practice field have shown that sports face many challenges related to its concept and importance to modern life, and this may be due to illiteracy and misconceptions related to sports, the media's lack of interest in sports, the spread of customs and traditions that limit or prohibit the practice of physical activity in many societies, and the countries' lack of interest in organizing media campaigns to raise awareness about sports practice. Hence, the researchers identified the role of mass media in spreading the sports for all culture among female university students in the Sultanate of Oman in the light of Oman Vision 2040.

Previous Studies:

- Lenneis and Pfister (2017) conducted a study titled “The Participation of Muslim Cleaners in Physical Recreational Activity” with the aim of identifying the reasons that led to their non-participation - who are from the ethnic minorities in Denmark - and identifying the main influences on their attitudes towards participation in physical activity and exercise. The researchers used the interview - as a data collection tool - from members of the randomly selected sample of Muslim working women who migrated to Denmark from various non-Western countries. The most important results indicated that the lack of previous experience in the sports field, physical activity and life conditions lead to participation restriction in physical recreational activity. (Lenneis, V., & Pfister, G, 2017)
- Mohamed Saeed, Noha Al Qalyoubi, (2016) conducted a study titled “The Role of Mass Media in Educating Women on the Importance of Sports for All” with the aim of identifying the mass media in raising awareness of the importance of women's participation in sport activity for all. The researchers prepared and applied a questionnaire- as a tool for data collection - on a sample that was selected in a stratified random way of women. The most important results indicated: The need to pay attention to providing media programs about sports for all according to the nature of women's work. The most used mass media in achieving the goals of sports for all came according to the following order: websites, satellite channels, television, radio, and finally the press. (Mohamed Saeed, Noha Al Qalyoubi, 2016)
- Riham Tahtamouni and Gabriel, Ajreed Al Oudat (2016) conducted a study titled “Attitudes of Jordanian Woman towards some Methods Used for Weight Loss” in order to identify women's attitudes towards some of the methods used to lose weight. The researchers prepared and

applied a questionnaire- as a tool for data collection - on a random sample of women. The most important results showed that aesthetic reasons were the strongest motivation for women to lose weight, and that dieting was the most preferred way to lose weight followed by exercise, while the method of using Medicines are in last place. (Riham Tahtamouni, Gabriel, Ajreed Al Oudat, 2016)

- Ahmed Ghadban and others (2016) conducted a study titled “The Reality of Women's Sports Practice and the Algerian Girls' Attitudes toward that, a Field Study in the Secondary Schools of M'sila” with the aim of investigating the reality of sports practice among Algerian girls. The researchers prepared and applied a questionnaire - as a tool for data collection - on a random sample of secondary school students in the state of M’sila. The most important results indicated that there are positive attitudes towards practicing sports, despite the students’ reluctance as a result of the educational institutions’ marginalization of the role and importance of sports because of the difficulties that hinders practice. (Ahmed Ghadban and others, 2016)
- Abdel Hafeez Mahli (2014) conducted a study aimed at identifying “The Sports Newspapers Media Role in Shaping Sports Public Opinion, and Promoting Attitudes towards Sports in Khartoum State” The researcher used the descriptive approach, and applied a questionnaire on a sample consisting of (101) individuals. The results of the study showed that there is a weakness in the professional performance of sports newspapers, lack of interest in the cultural and cognitive aspects of sports newspapers, and its general tendency to have imbalance in publication and coverage. The study recommended the necessity of specialized scientific preparation in the field of sports media through the faculties of physical education and sports departments and pushing the topics of sports culture, and knowledge technically, administratively, and legally in sports newspapers. (Abdel Hafeez Mahli, 2014)
- Saleh Ammar (2013) conducted a study to identify the role of sports journalism in educating young people about the concept of proper sports culture. The sample of the study was selected randomly from the students of Al-Zawiya University in Libya and a questionnaire was applied on it. The results of the study concluded that the sports journalism has an important role in educating the masses and inciting them to practice sports, and that the sports journalism contributes to the development of good social behavior, and provides

scientific information most of the time and analyzes sports competitions from time to time, but it does not cover all sports activities, and contributes in provoking riots most of the time and provoking hatred between clubs (Saleh Ammar Al-Awaib, 2013)

- Mirsafian & et.al (2013) conducted a study titled “Attitude of Iranian Female University Students to Sport and Exercise” in order to explore their attitudes towards sports and exercise. The researchers used the standardized interview and a questionnaire they prepared as data collection tools, and it was applied on a sample of Iranian female university students who were selected randomly. The most important results indicated that the majority of participants do not practice sports and have negative attitudes towards it, and the media does not play a positive role in developing the women's sports culture, and changing the attitude of female students to practice sports in Iranian society despite its importance as a tool for raising awareness and shaping social values in society. (Mirsafian&et.al, 2013)
- Walton, T (2002) conducted a study aimed at identifying the effectiveness of the media coverage of women's wrestling in the United States of America, where he conducted a successive historical study that dealt with the sports participation of high school female students from 1972 until 2002. He took the whole community and observed from his study, the participation rate in sports rose from 2500 for the year 1972 to one million and half in 2002. The study found a significant decline in women's wrestling as a result of the media coverage lack of that sport and the media's lack of interest in women's sports in general. (Walton, T, 2002)

Research Objective:

Identify the role of mass media in spreading the sports for all culture among female university students in the Sultanate of Oman in the light of Oman Vision 2040.

Research Procedures:

Research methodology: The researchers used the descriptive survey method due to its suitability to the research.



Research Sample: The research sample was chosen in a stratified random way from the students of Sultan University, and their number reached (84) students, and (25) students from the research community and from outside the research sample were used to find scientific procedures (validity - reliability).

Data Collecting Tools:

The researchers used the scale of the mass media role in spreading sports practice awareness prepared by Mohamed Saeed Mohamed, Noha Al Qaliouby (2016) - as a tool for data collecting - and the scale consisted of (3) axes; the first axis: the mass media contributions in raising awareness of the sports importance in developing women's health and improving the quality of life and it included (26) statements. The second axis: the most important sources of preparing the media message in the field of activating women's practice of sports and it included (8) main statements and (9) sub-statements. The third axis: The mass media effectiveness, which includes (14) statements that are answered through the mass media arrangement, and a three-step evaluation scale was determined: yes (3 points), to some extent (2 points), no (1 point) this is for the sample responses. In calculating the validity, the researchers used the internal consistency validity on a survey sample of (150) individuals and the correlation values were limited between (0.349, 0.874). They also used Cronbach's alpha coefficient in calculating reliability. The reliability values were (0.833, 0.896).

Scale Scientific Procedures:

First: Validity: The internal consistency validity: The internal consistency validity was calculated by calculating the correlation coefficients between the statements and the total score of the axis to which they belong (i.e. between the statement point and the total score of the axis statements).

Table (1): The correlation coefficient value between the statement and the total score for each axis of the survey (n = 25)

The first axis: the mass media contributions in raising awareness of the sports importance in developing women's health and improving the quality of life				The second axis: the most important sources of preparing the media message in the field of activating women's practice of sports for all	
No.	R Value	No.	R Value	No.	R Value
1	0.627*	14	0.519*	1/1	0.536*
2	0.647*	15	0.642*	1/2	0.747*
3	0.558*	16	0.783*	1/3	0.608*
4	0.546*	17	0.853*	1/4	0.695*
5	0.651*	18	0.619*	2	0.536*
6	0.730*	19	0.625*	3	0.587*
7	0.726*	20	0.542*	4	0.685*
8	0.575*	21	0.543*	5/1	0.538*
9	0.519*	22	0.778*	5/2	0.797*
10	0.538*	23	0.721*	5/3	0.628*
11	0.632*	24	0.711*	5/4	0.526*
12	0.562*	25	0.565*	5/5	0.519*
13	0.516*	26	0.651*	6	0.606*
				7	0.592*
				8	0.593*

* Significant at the level of 0.05 = 0.396

Table (1) shows that the correlation value between the first axis statement and the axis total score was significant at the level of (0.05), and the correlation value between the second axis statements and the axis total score was significant at the level of (0.05), which indicates that the scale has an acceptable validity degree.

Second: Reliability: the researchers calculated the scale's reliability by "Alpha coefficient" means for reliability according to Cronbach's modification, where the "Alpha coefficient"

represents the coefficients average resulting from dividing the test into parts by different methods, and therefore it represents the correlation coefficient between any two parts of the scale. Table (2) shows the reliability coefficient by alpha method.

Table (2) Alpha coefficient values for the scale axis (n = 25)

Axis Number	Axis name	Alpha coefficient value
First	The mass media contributions in raising awareness of the sports importance in developing women's health and improving the quality of life	0.766
Second	The most important sources of preparing the media message in the field of activating women's practice of sports for all	0.821

* Significant at the level of 0.05 = 0.396

Table (2) that the coefficients values for reliability using the “alpha” method range between (0.766, 0.821), which confirms that the scale has an acceptable degree of reliability.

Research Application:

The survey was applied on a pilot sample of (25) examinees during the period from 2-15 December 2020, and it was applied on the research basic sample members of (84) examinees, during the period from December 20/2020 to February 1/ 2021.

Results Presentation and Discussion

Table (3) Repetitions, percentages, and χ^2 of the research sample's responses to the first axis phrases, The mass media contributions in raising awareness of the sports importance in developing women's health and improving the quality of life (n = 84)

No.	Phrases	Yes		To an extend		No		Estimated total score	%	χ^2
		χ	%	χ	%	χ	%			

1	Maintaining an appropriate body weight	33	39.29	43	51.19	8	9.52	193.00	76.59	23.21
2	Getting a slim figure	29	34.52	45	53.57	10	11.90	187.00	74.21	21.93
3	Developing the elements of physical fitness in general	31	36.90	44	52.38	9	10.71	190.00	75.40	22.36
4	Developing elements of flexibility and agility in particular	33	39.29	43	51.19	8	9.52	193.00	76.59	23.21
5	Prevention from many cardiovascular diseases	29	34.52	46	54.76	9	10.71	188.00	74.60	24.50
6	Prevention from osteoporosis	30	35.71	44	52.38	10	11.90	188.00	74.60	20.86
7	Reducing the density of triglycerides and cholesterol in the blood	32	38.10	41	48.81	11	13.10	189.00	75.00	16.93
8	Getting rid of excess weight	40	47.62	35	41.67	9	10.71	199.00	78.97	19.79
9	Obesity prevention	34	40.48	39	46.43	11	13.10	191.00	75.79	15.93
10	Resist physical collapse in old age	38	45.24	34	40.48	12	14.29	194.00	76.98	14.00
11	Being active and vital	33	39.29	37	44.05	14	16.67	187.00	74.21	10.79
12	Prevention from breast cancer	33	39.29	40	47.62	11	13.10	190.00	75.40	16.36
13	Prevention from dementia (Alzheimer's disease)	32	38.10	38	45.24	14	16.67	186.00	73.81	11.14
14	Prevention from many mental illnesses (stress, anxiety, depression, conflict and psychological frustration)	41	48.81	32	38.10	11	13.10	198.00	78.57	16.93
15	Increase the ability to resist the daily life pressures	42	50.00	31	36.90	11	13.10	199.00	78.97	17.64
16	Feeling happy and optimistic about life	32	38.10	39	46.43	13	15.48	187.00	74.21	12.93
17	Overcoming the negative effects resulting from the phenomenon of social isolation	38	45.24	33	39.29	13	15.48	193.00	76.59	12.50
18	Raising awareness of the best ways to invest leisure time in practicing sports activities for all	31	36.90	41	48.81	12	14.29	187.00	74.21	15.50

19	Increase the ability to overcome the stereotypical way of life	30	35.71	40	47.62	14	16.67	184.00	73.02	12.29
20	Developing communication skills between individuals and groups participating in sports for all activities	35	41.67	38	45.24	11	13.10	192.00	76.19	15.64
21	Feeling psychologically satisfied	32	38.10	37	44.05	15	17.86	185.00	73.41	9.50
22	Develop life experiences	21	25.00	22	26.19	41	48.81	148.00	58.73	9.07
23	Enjoy practicing all aspects of sports activities in the open (gardens, parks, beaches)	30	35.71	37	44.05	17	20.24	181.00	71.83	7.36
24	Increase the ability to face the problems of daily life	33	39.29	40	47.62	11	13.10	190.00	75.40	16.36
25	Increase the ability to express oneself	24	28.57	21	25.00	39	46.43	153.00	60.71	6.64
26	Increase the desire and motivation to work	38	45.24	35	41.67	11	13.10	195.00	77.38	15.64

The χ^2 value at the significance level (0.05) = 5.99

Table (3) shows that the research sample responses on the first axis, mass media contributions in raising awareness of the sports importance in developing women's health and improving the quality of life, ranged between (63.1% - 78.9%) of the maximum score of these responses. The phrases for which the χ^2 value came as significant in the direction of the answer (yes) was as follows: getting rid of excess weight, increase the ability to resist the pressures of daily life, prevention from many mental illnesses (stress, anxiety, depression, conflict and psychological frustration), increase the desire and motivation to work, resist physical collapse in old age, and overcoming the negative effects resulting from the phenomenon of social isolation. The phrases for which the χ^2 value came as significant in the direction of the answer (to an extent) was as follows: Maintaining an appropriate body weight, developing elements of flexibility and agility in particular, developing communication skills between individuals and groups participating in sports for all activities, obesity prevention, developing the elements of physical fitness in general prevention from breast cancer, increasing the ability to face the problems of daily , reducing the density of triglycerides and cholesterol in the blood, prevention from many cardiovascular



diseases, prevention from osteoporosis, getting a slim figure, being active and vital, feeling happy and optimistic about life, raising awareness of the best ways to invest leisure time in practicing sports activities for all, prevention from dementia (Alzheimer's disease), Feeling psychologically satisfied, increase the ability to overcome the stereotypical way of life and enjoying practicing all aspects of sports activities in the open (gardens, parks, beaches). The phrases for which the χ^2 value came as significant in the direction of the answer (no) were as follows: develop life experiences and increase the ability to express oneself.

The researchers believe that this may be due to:

There is an affirmation from the research sample on the interest of the mass media on the importance of practicing sport for all activities in terms of the positive effects on their physical, psychological and social health to overcome both getting rid of excess weight and increasing the ability to resist the daily life pressures. And the confirmation by doctors on the importance of practicing sport for all activity in preventing and overcoming many mental illnesses (tension, anxiety, depression, conflict and psychological frustration), increasing the desire and motivation to work, resisting physical collapse in old age, overcoming the negative effects resulting from the phenomenon of social isolation. Presenting the scientific material in an attractive way leads to persuading the public of the importance and the positive effects resulting from the practicing. The research sample responses also indicated that there is a satisfactory interest by the mass media in the importance of practicing sport for all activity for women, with the aim of maintaining the appropriate body weight, development of elements of flexibility and agility in particular, development of communication skills between individuals and groups participating in aspects of sport activity for all, prevention of obesity, developing elements of flexibility and agility in particular, prevention from breast cancer, increasing the ability to face the daily life problems, reducing the density of triglycerides and cholesterol in the blood, prevention from many cardiovascular diseases, prevention from osteoporosis, getting a slim body, being active and vital, feeling happy and optimistic about life, raising awareness of the best ways to invest leisure time in practicing sports activities for all, prevention from dementia (Alzheimer's disease), feeling psychologically satisfied, increase the ability to overcome the stereotypical way of life, enjoying practicing all aspects of sports activities in the open (gardens, parks, beaches) as

these directed media programs are concerned with clarifying the risks role that occur due to lack of movement on contemporary man, and the role of sport for all in making better use of their leisure time and reduce tension occurring from daily life pressure.

The previous is consistent with the results of Mohamed El Hamahmy and others (2001) in that the interest of the mass media in clarifying the relationship between the physical activity practice and prevention from diseases related to cardiovascular and the development of general health for practitioners and compensation for the phenomenon of lack of movement and psychological and nervous tension. But it confirms the important role in educating and inspiring individuals on the importance of practicing sport activities for everyone to improve their quality of life and to be more optimistic, active, energetic, in a state of satisfaction and psychological balance, and to increase the ability to motivate to work. (Muhammad El Hamahmy and others, 2001)

The researchers also see that the presence of female media specialists in women's sports leads to stimulating women's motivation at all ages to practice sport for all activities. Khair El Din Owais and Atallah Abdel Rahim (1998) see that the media is generally a method and a process on which the goal of enlightenment, culture and awareness of true information that flows into the minds of individuals and their collective conscience, elevating their level and motivating them to work for the public interest, and creating among them a healthy climate of harmony, movement and activity is based. (Khair El Din Owais and Atallah Abdel Rahim, 1998: 67)

Table (4) Repetitions, percentages, and χ^2 of the research sample's responses to the second axis phrases, the most important sources of preparing the media message in the field of activating women's practice of sports for all

No.	Phrases	Yes		To an extend		No		Estimated total score	%	χ^2
		χ	%	χ	%	χ	%			
1	Media films that show the contributions of exercise for all in achieving each of the following goals:									
1/a	- Prevention from some diseases resulting		41.67	32	38.10	17	20.24	186.00	73.81	6.64

	from lack of movement and weight gain (cardiovascular diseases, bone and joint diseases)	35								
1/b	- Prevention from some diseases resulting from the daily life pressures (tension, anxiety, depression, conflict and psychological frustration)	36	42.86	33	39.29	15	17.86	189.00	75.00	9.21
1/c	Increase the ability to resist physical collapse in old age.	37	44.05	36	42.86	11	13.10	194.00	76.98	15.50
1/d	- Increasing the ability to solve the problems facing women at all life stages	39	46.43	35	41.67	10	11.90	197.00	78.17	17.64
2	Presenting media segments on models of sports for all programs and activities that are suitable for women at every age stage	11	13.10	35	41.67	38	45.24	141.00	55.95	15.64
3	Presenting media segments on models of programs for sports for all activity that aims to develop all elements of physical fitness for women.	12	14.29	33	39.29	39	46.43	141.00	55.95	14.36
4	Presenting of some successful experiences in developed countries in the field of developing sports for all for women	32	38.10	41	48.81	11	13.10	189.00	75.00	16.93
5	Conducting media discussions with everyone who calls for the need for women to participate in sports for all, including:									
5/a	Sports celebrities	11	13.10	33	39.29	40	47.62	139.00	55.16	16.36
5/b	Famous Artists	12	14.29	35	41.67	37	44.05	143.00	56.75	13.79
5/c	Famous politicians	13	15.48	33	39.29	38	45.24	143.00	56.75	12.50
5/d	Famous educators and social workers	12	14.29	33	39.29	39	46.43	141.00	55.95	14.36
5/e	Famous economists, investors and businessmen	11	13.10	35	41.67	38	45.24	141.00	55.95	15.64
6	Presenting the research and scientific studies results that illustrate the role of effective practice of women in improving their quality of life	30	35.71	40	47.62	14	16.67	184.00	73.02	12.29
7	Discussing the problems facing women's practice of sport for all activities, with an illustration of what is the problem, the reasons that led to its existence, and how to	15	17.86	30	35.71	39	46.43	144.00	57.14	10.50

	address and overcome it.									
8	Paying attention to presenting media programs on sports for all, according to the nature of women's work. (working women, housewives)	14	16.67	31	36.90	39	46.43	143.00	56.75	11.64

The χ^2 value at the significance level (0.05) = 5.99

Table (4) shows that the research sample responses percentage on the second axis that the most sources of preparing the media message in the field of activating women's practice of sports for all ranged between (55.1% - 78.1%) of the maximum score of these responses. The phrases for which the χ^2 value came as significant in the direction of the answer (yes) was as follows: Increasing the ability to solve the problems facing women at all life stages, increase the ability to resist physical collapse in old age, prevention from some diseases resulting from the daily life pressures (tension, anxiety, depression, conflict and psychological frustration) and prevention from some diseases resulting from lack of movement and weight gain (cardiovascular diseases, bone and joint diseases). While the phrases for which the χ^2 value came as significant in the direction of the answer (to an extend) was as follows: presenting of some successful experiences in developed countries in the field of developing sports for all for women and presenting the research and scientific studies results that illustrate the role of effective practice of women in improving their quality of life. The χ^2 value came as significant in the direction of the answer (yes) was as follows: Discussing the problems facing women's practice of sport for all activities, with an illustration of what is the problem, the reasons that led to its existence, and how to address and overcome it, conducting media discussions with everyone who calls for the need for women to participate in sports for all, including: famous artists, famous politicians, paying attention to presenting media programs on sports for all, according to the nature of women's work (working women, housewives), presenting media segments on models of sports for all programs and activities that are suitable for women at every age stage, presenting media segments on models of programs for sports for all activity that aims to develop all elements of physical fitness for women and conducting media discussions with everyone who calls for the need for women to participate in sports for all, including: famous educators and social workers, and economists, investors and businessmen and sports celebrities.



The researchers believe that this may be due to:

The multiplicity of media message sources helps greatly in activating women's practice of sports for all. Among the most important of these sources is presenting of some successful experiences in developed countries in the field of developing sports for all for women, especially those that deal with issues related to women's health, preventive healthcare, sports psychology and sociology since its availability helps positively in clarifying the importance of sport for all to increase the women's motivation to activate their sport for all activities practice, in order to help increasing the ability to solve the problems facing women at all life stages, increase the ability to resist physical collapse in old age, prevention from some diseases resulting from the daily life pressures (tension, anxiety, depression, conflict and psychological frustration), and prevention from some diseases resulting from lack of movement and weight gain (cardiovascular diseases, bone and joint diseases). While the lack of media segments presentation on models of sports for all programs and activities that are suitable for women at every age stage, and not seeking the help of famous artists, sports celebrities, politicians, educators and social workers and economists, investors and businessmen clearly affects the clarification of the benefits resulting from the practice, whether physical, health, psychological or mental, and the formation of positive attitudes towards the practice of Omani women in sports activities for all.

This is consistent with Abdel Karim Darwish and Laila Takla (1995) mentioned that the media is an effective field of social, political and economic service, and is characterized by the rapid access of its content to all groups, ages and locations. Thus it contributes to the development of collective awareness and influencing the daily movement of individuals in various aspects of life with what it publishes from thought and culture that helps to form a public opinion that is able to absorb what is happening in society and the surrounding communities from political, social and sports events. Therefore the government is interested about the media and gives it priority. (Abdel Karim Darwish and Laila Takla, 1995: 124)

Issa Al-Hadi (2013) also confirms that sports media works to form positive attitudes towards physical education, competitive sports, and sports for all in order to increase the demand for active participation in its various activities, by clarifying its importance in human life and

society. (Issa Al-Hadi, 2013: 9), These results is in agreement with Mohamed Saeed, Noha Al Qalyoubi (2016), in the need to pay attention to presenting media programs about sports for all according to the women's work nature, and the study of Oday Hassan, Abdel-Jalil Nasser (2017) shows that the influence of the media is very helpful in motivating women to exercise, and that the importance of the information aspect is no less than the importance of other aspects, and sometimes its impact may be greater than any other aspects, and the study of Mirsafian & et.al (2013) that the media does not play a positive role in order to develop a women's sports culture and changing the attitude of female students to practice sports in Iranian society, despite its importance as a tool for raising awareness and shaping social values in society. And a study of Walton, T (2002), which found a significant decline in the women's wrestling sport as a result of the lack of media coverage of this sport and the media's lack of interest in women's sports in general.

Table (5): The research sample's responses repetitions to the third axis phrases, the effectiveness of mass media

No.	Phrases	Television	satellite channels	Radio	Press	Webs ites
1	The most widely used mass media in achieving the following goals:					
1/a	Introducing women to the concept of sports for all	7	30	8	12	27
1/b	Stimulating the motivation towards satisfying the inclination to move, play and be active in leisure time	9	35	9	2	29
1/c	Developing knowledge of the role of sport for all in enhancing women's health	11	30	10	6	27
1/d	Developing knowledge of the sports for all importance in enriching women's lives	11	31	12	5	25
1/e	identifying the role of sport for all in improving women's quality of life	10	32	12	6	24
1/f	Introducing women to the forms and aspects of sport for all activity	15	25	10	6	28
1/g	Learning aspects of sport for all activity that are characterized by a lifelong nature, such as walking, swimming, speedball, table tennis, aerobic exercise...)	10	28	12	4	30

1/h	Developing positive attitudes of women towards sports for all	13	25	10	5	31
1/i	Developing physical fitness for women in the youth stage	11	26	12	5	30
1/j	Developing physical fitness for middle-aged women	13	22	11	9	29
1/k	Developing physical fitness for women in the elderly stage	14	24	10	5	31
1/l	Educating women about the importance of practicing all forms of sports for all in the open air	13	20	12	6	33
1/m	Raising awareness of sports for all roles in activating the women's social life.	9	22	12	7	34
1/n	Educating women about the need to consider the nutritional balance, as (the appropriate number of calories) and how (proteins, carbohydrates, fats, vitamins, minerals, fluids)	10	33	7	8	26
	Total	166	416	154	94	430

Table (5) shows that the mass media used the most in achieving the sports for all goals came as follows: (websites), then (satellite channels), then (television), followed by (radio), and finally (press). The researchers believe that this is due to: the spread and frequent use of websites and the ease to follow them, as well as their interest in providing multiple models of sports for all activities and their importance in women's lives, with the presentation of many appropriate models and applications that suit women in all their age stages. Also, the large number of satellite channels, whether open or encrypted, is characterized by its diversity and the large number of its media sources, in addition to hosting many specialists in various fields, whether sports, health or medical, that its topics help in improving the women's quality of life. The weakness of the television media sources compared to both websites and satellite channels affected the usage of many age groups and made them prefer websites to gain information without effort unlike radio and the press.

The researchers also see that Omani women are forming tendencies towards practicing sport for all due to their awareness as a result of the interest of the media, educational and social institutions concerned with providing ways to practice sport for all activity.



These results agree with Mohamed Saeed, Noha Al Qalyoubi (2016) (11), and came according to the following order: websites, satellite channels, television, radio, and finally the press.

Conclusion

In light of the research results and within the research sample limits, the researchers concluded the following:

- The focus of the mass media on the importance of practicing all aspects of sports for all activities.
- Enjoying practicing all aspects of sports for all activities in the open (gardens, parks, beaches)
- The most important sources of preparing the media message in the field of activating women's practice of sports for all were identified in: increasing the ability to solve problems facing women in all their life stages, increasing the ability to resist physical collapse in the old age.
- The mass media does not contribute to the development of life experiences, and increasing the ability to express oneself.
- The mass media used most in achieving the goals of sports for all were as follows: (websites), followed by (satellite channels), then (television), followed by (radio), and finally (press).

Recommendations:

In light of the conclusions reached by the researchers, they present the following recommendations:

- Conducting meetings with decision makers in the Omani society, in order to clarify the positive outcome of practicing all aspects of sport for all activity in improving the Omani women's quality of life.
- Preparing workshops, seminars or panel discussions about Omani women's practice of sports for all, including the following topics:
 - Prepare female media specialists in women's sports.



- The necessity for sports media to rely on academic experience to convey their ideas about the importance of women exercising.
- Conducting media discussions with celebrities who call for the necessity of women's participation in sports for all including: educators, social workers, economists, investors, businessmen, and sports celebrities.

References:

- El Hamahmy, Mohamed. (1997). Sports for All, "Philosophy and Application", Al-Kitab Publishing Center, Cairo.
- El Hamahmy, Mohamed and Saeed Ahmed. (2009). Educational Media in the Fields of Sports and Leisure Time Investment, Al-Kitab Publishing Center, Cairo.
- El Hamahmy, Mohamed and Abdel Aziz, Aida. (2010). Recreation between Theory and Practice, Al-Kitab Publishing Center, Cairo.
- Al-Khatib, Youssef. (2015). The Role of Bein Sport Channels in Enhancing the Sports Culture Level among Jordanian Youth and Strengthening their Social Relations, Jordan.
<http://repository.yu.edu.jo/xmlui/handle/123456789/13682>
- Al Shafei, Hassan. (2003). Media in Physical Education and Sports, Dar Al-Wafaa for Publishing, Alexandria.
- Al Adly, Kazem. (2006) Quality of life as Perceived by the Students of the Faculty of Education in Rustaq and its Relationship with some Variables. Proceedings of the Symposium on Psychology and Quality of Life, Sultan Qaboos University, Sultanate of Oman, 17-19 December.
- Al Owayeb Saleh (2013) Sports Journalism and its Role in Educating Young People about the Concept of Sound Sports Culture, Research Summaries of the Fourth International Conference, Sports in Confronting Crime, Dubai Police General Command, United Arab Emirates.
- Badawi, Essam. (2001). Encyclopedia of Organization and Administration in Physical Education, Dar Al-Fikr Al-Arabi, Cairo.

- Tahtamouni, Riham and Ajreed Al Oudat, Gabriel (2016) Attitudes of Jordanian Woman towards some Methods Used for Weight Loss, Human and Social Sciences, Volume (43), Appendix (4), University of Jordan.
<https://journals.ju.edu.jo/DirasatHum/article/download/9232/6912>
- Hijab, Mohamed. (2003). Information and Development, Dar Al-Fajr for Publishing and Distribution.
- Saeed, Mohamed and Al Qalyoubi, Noha (2016). The Role of Mass Media in Educating Women on the Importance of Sports for All, Scientific Article, Issue No. 10, European Journal of Sports Science Technology, International Academy of Sports Technology.
- Shokry, Abd El Majid. (1995). Media Communication, Development, Future Prospects and Challenges of a New Century, Al-Arabi Publishing, Cairo.
- Owais, Khair El Din, and Abdel Rahim, Atallah. (1998). Sports Media, Book Center for Publishing, Cairo.
- Abdel Hamid, Samir (2006). Media and Public Relations in the Sports Magazine, Mahi Computer Services, Alexandria.
- Ghadban, Ahmed and Breki, Al-Taher Haddab, Salim and Khoja, Basem and Shalabi, Walid. (2016) The Reality of Women's Sports Practice and the Algerian Girls' Attitudes toward that, a Field Study in the Secondary Schools of M'sila, an Upgraded Research, Published, Al-Tahaddi Journal, Institute of Science and Techniques of Physical and Sports Activity, Larbi Ben M'Hidi University, Oum El-Bouaghi, Issue (10), Algeria.
- Fadl, Yassin (2010). Sports Media. Amman, Jordan, Dar Osama for Publication and Distribution.
- Faculty of Physical Education for Girls. (2001). The Fourth International Scientific Conference, “Lifelong Learning for More Active Girls and Women.” The Conference Organized by the Faculty of Physical Education for Girls at Alexandria University in the period from October 26-29, Conference Folder.
- Mahli, Abdel Hafeez (2014) The Sports Newspapers Media Role in Shaping Sports Public Opinion, and Promoting Attitudes towards Sports in Khartoum State, Unpublished Master's Thesis, Sudan University of Science and Technology, Khartoum, Sudan.



- Negm, Taha. (1998). Mass Communication in Modern Arab Society, "Subject and Issues", University Knowledge House, Cairo.
- Donald, h.(1999).Sohnston Journalism and Miolialdid , New Yourk Bonas and Nobble Books.
- Judiths S. Eaton.(2001).Accreditation council for higher Education Accreditation) , Washington DC, August.,
- Lenneis, V., & Pfister, G.(2017). When girls have no opportunities and women have neither time nor energy: the participation of Muslim female cleaners in recreational physical activity. Sport in society, 20(9), 1203-1222 ,
- Mirsafian, H., Doczi, T. and Mohamadinejad, A.(2013). Attitude of Iranian Female University Students to Sports and Exercise. Iranian Studies. 47,951-66.
- Walton, T.(2002). Pinned by Grander Construction? A Critical Analysis of Media Representations of Female Amateur Wrestling in the United States. DAI-A,63(5.(