

## *Electronic Sports Media, and Political Factors in the Phenomenon of Growing Violence in Stadiums: a Semiological Reading of a Sample of Sports Media Pages (Twitter Platform - as a Model)*

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### Keywords

### Abstract

*Electronic sports media; Hafid Derradji and Issam Chawali page; Violence; Sports violence; Twitter;*

*This study aims to address the phenomenon of the growing sports media violence in the digital space in light of the political changes via the “Twitter” platform, through tweets and publications of sports media, within a number of indications, symbols and meanings that constitute violence by them consciously or unconsciously. We seek in our research paper with a descriptive semiological methodology on a sample of the personal and official Twitter pages of the media, Hafid Derradji and Issam Al-Shawali as a model for interpreting the phenomenon of violence in sports stadiums, and their relationships with to the political contexts which are based on the reality of its spread and prevalence. This makes us able to study and understand violence manifestations and growth, so that we can develop solutions and recommendations for this study.*

## الإعلام الرياضي الإلكتروني والعوامل السياسية في ظاهرة تنامي العنف في الملاعب: قراءة سيمولوجية لعينة من صفحات الاعلاميين الرياضيين (منصة تويتر انموذجا)

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الملخص

الكلمات المفتاحية

تهدف هذه الدراسة إلى التطرق إلى ظاهرة تنامي العنف الإعلامي الرياضي في الفضاء الرقمي في ظل المتغيرات السياسية عبر منصة "تويتر" وذلك عبر التغريدات ومنشورات الإعلاميين الرياضيين، ضمن جملة من الدلالات والرموز والمعاني المشكلة للعنف من قبلهم بوعي او بدون وعي منهم. حيث نسعى في ورقتنا البحثية بمنهجية وصفية سيمولوجية على عينة من صفحات تويتر الشخصية والرسمية للإعلامي حفيظ دراجي وعصام الشوالي كإنموذج لتفسير ظاهرة العنف فالملاعب الرياضية وعلاقتها بالأوضاع السياسية انطلاقا من واقع انتشارها وشيوعها للبحث عن تجليات تناميا ووضع حلول وتوصيات الدراسة.

الإعلام الرياضي الإلكتروني؛  
صفحة حفيظ دراجي وعصام الشوالي؛ العنف؛ العنف الرياضي؛  
تويتر.

## ***1- Introduction:***

*Violence has become a societal phenomenon that causes deep changes in the society. The dimensions of violence transformations spread across all fields, and their level reaches various dimensions. This calls for placing it in its theoretical and procedural framework, and subjecting it to study and exploration in order to reveal its manifestations and identify. The theories that explain it and its effects, and perhaps the most prominent form of this is what is described as digital violence that takes dominance. Language and ideological considerations are a way to practice this type of violence through the digital media, which is considered a fertile environment for the growth of this phenomenon. These aggressive forms of digital media have always been linked to the psychology of the audience, in light of the great technological changes. the world is witnessing today, especially at the sports and political level, which carry a number of meanings that widen and narrow in the cultures of peoples according to the level of their practice of sports and politics. This has a very important influence on the course of events, because the tripartite relationship between media, sports and politics is a coherent relationship based on the exchange and integration of roles. This situation makes digital media capable of shaping a vision among the masses and defining their perception.*

*Football is a popular and global sport and it is a means of attractiveness and acceptance. The tweets of the media who closely follow what we live and see via Twitter evoke the vocabulary of rivalry and fights. In fact, the media and sports commentator are a political person who adopts beliefs that are uploaded within media content through their personal blogs that affect the global context to sports events. whether before, during or after the match, these comments cause violence between people. In the midst of this context, this research paper came to be seen as a semiological study centered on symbolic violence through publications and tweets of sports media for football teams through the personal pages of the Twitter platform. This requires that we seek to answer the following main question:*

***How did electronic sports media contribute to the misguided political changes in the growing phenomenon of violence in sports stadiums?***

***- Sub-questions for the study:***

- What is the relationship between political factors and sports media in generating the phenomenon of violence in stadiums?*
- What are the images of violence in the sports media practiced by the media through the Twitter platform?*
- What are the preventive mechanisms and measures that must be adopted by the media to reduce the phenomenon of violence in stadiums?*



### **1-1- Objectives of the study :**

- *Knowing the relationship between political factors and digital sports media in the virtual environment in generating the phenomenon of violence in stadiums,*
- *Shedding light on the images of sports media violence practiced by media influencers and its impact on the fans and sports teams,*
- *Attempting to put in place legal and preventive measures in the digital environment to limit the growth of the phenomenon of violence.*

### **1-2- The importance of the study:**

*In this study, we emphasize the multiplicity of public space facilities, in the midst of the practice of the sports scene, and the nature of the cumulative psychological mobilization of the audience in light of the virtual media and some sports media. The negative interaction of supporters with the sports reality forms a kind of complexity and overlap in the forms of expression on Twitter, which affected in one way or another value and moral character in society. The systematic establishment of violence among fans of football sports teams leads to the latter sweeping a wide field, characterized by populism and occupying the forefront of the unchallenged global interest of public. The importance of what this research paper touches on centers around the political factors of violence in the sports media pages “Hafid Derradji and Issam Al-Shawali” through Twitter tweets, by shedding light on the relationship of political and sports factors as a source of sports Explaining its image violence, as well as addressing the most prominent mechanisms to treat it and reduce it among supporters.*

### **2- Defining concepts:**

#### **2-1- sports media:**

*According to Faisal Ghamas, it is defines as “that media activity that specializes in presenting news mainly related to sports and related to what sports make of sports events, which is supported by a kind of interpretation and analysis, as well as directing groups and segments of society interested in sports”. (sports media)*

*Khair El-Din Ali Owais and Atta Hassan Abed defines sports media as the process of disseminating news, information, sports facts, and explaining the rules and laws of games and sporting activities to the public with the aim of spreading sports culture among members of society and developing their awareness of sports (Owais & Hassan, 1998, p. 22). According to Lubna Rahmouni, sports media is concerned with clarifying scientific visions about many contemporary problems and issues of physical education and sports through the means of communication and mass media. Its objectif is to spread the culture related to this field and develop their attitudes towards investing their free time in following up on sporting events (Rahmouni, 2018, p. 208).*

## **2-2- Electronic sports media:**

*In English language, electronic media is the one that takes place through electronic methods, especially the Internet. It is characterized by ease of access, speed of production and spread of identity, and occupies a larger area of electronic freedom (Zawawi, 2018, p. 125).*

*Electronic media is also defined as the new media services and models that allow the creation and development of automated or semi-automatic media content and means of communication in the media process using electronic technologies (Al Hadi & Raash, 2020, p. 72).*

*Sports media influencers publish the principles, events, and all sports laws in our research paper on their personal pages. The follower of a sport is affected by their opinions and attitudes, whether positive or negative.*

## **2-3- Twitter:**

*Known as tweets, its users can share their thoughts and words by posting them on their profile pages. The tweets are available on the home page of all the followers (Fathi, 2015).*

*Twitter was created by the American ODEO company in San Francisco in 2006. It was officially launched to users in September 2007 (Al-Marri, 2016, p. 42).*

*Procedural definition is an electronic communication method based on the Internet that enables us to create messages containing a maximum of 208 words that defines the tweet with the ability to publish pictures and video clips as found by the feature of liking, commenting and retweeting.*

## **2-4- The Hafid Derradji account:**

*Hafid Derradji account is the official personal account via the Twitter platform for the media broadcaster and sports algerian commentator Hafid Derradji in the 'beIN SPORTS' channels. It was joined in May 2012 with the aim of communicating with the public.*

## **2-5- The Issam Chawali account:**

*Issam Chawali account is the official account of the Tunisian sports commentator Issam Chawali on the 'beIN SPORTS' channels, which was established in April 2012.*

## **2-6- The Violence:**

*In English language, Violence is defined as a breach of command, lack of kindness. It is the opposite of gentleness.*

*The origin of the word "violence" is Latin. It means the illegal use of physical force to harm people and damage property (Zureik, 2017, p. 17) .*



## **2-7- The Sports Violence:**

*It is an aggressive behavior and violations of applicable regulations and laws that regulate the conduct of sports competitions. Sports violence is of two types: direct, including killing, beating and indirect, using unclear methods to subdue the audience (Maysom, 2016, p. 139). It is a kind of fanaticism, the athletes' confrontation with each other and the presence of supporters, each of them without a symbolic dimension, and the violence used to win and the effective violence against losing is fanaticism (Radawi, 2019, p. 21)*

## **3- Methods and Materials :**

*Our study falls within the descriptive research, which is related to the current situation and the description of what is an object or half of what is an incident. The descriptive approach is important for research in the field of sports, since we know that there are many variables related to physical education and sports that still need to be described and interpreted (Maji, 2000, p. 127).*

*The field of our study is related to understanding the relationships between sports media and the phenomenon of violence in stadiums.*

### **3-1-The descriptive approach:**

*According to Al-Mashhadani, it is defined as the following : "It is a set of research procedures that integrate to describe the phenomenon or topic based on collecting facts and data, classifying them, processing them, and analyzing them adequately and accurately, to extract their significance and reach results or generalizations about the phenomenon or topic in question" (Al-Mashhadani, 2019, p. 126).*

*Several considerations led us to choose this approach:*

- *The descriptive approach greatly serves the field of study, by presenting the phenomenon in an accurate and clear manner;*
- *The descriptive approach helps to reveal the backgrounds of the previous topics by trying to know the worlds that cause violence in the virtual environment and ways to treat them;*
- *The descriptive approach sought to reach the results, limits them, and makes appropriate recommendations to reduce the phenomenon of violent language through the pages of sports media figures, and the appearances of the masses that lead to severe accidents;*
- *We relied on the semiological analysis as a tool for analyzing the tweets of the Twitter pages.*

### 3-2- Study covered:

Theories of sports violence are represented in the individual differences between supporters and players in personality characteristics. In return, These theories lead to the emergence of differences in the stimuli of aggression, the symbolic violence and the types of its responses. These factors are related to the characteristics of supporters and the sports environment in general, which are interpreted by specialists in the light of the theories of violence as follows: (Mokrane, 2020, p. 86)

- **The instinct theory:** It is represented in the innate biological instinct, which must be satisfied in the human struggle for life. The proponents of this theory such as believe that the individual can be aggressive, so he tends to the sports field, based on his inclinations and aptitudes, considering the practice of sports activity or contact with its symbols, an acceptable social way out. A night for venting and raising aggressive impulses that some psychologists see as an innate biological instinct.
- **Theory of motivation:** as for the theory of motivation, according to another team of specialists, to interpret sports violence in light of the **theory of motivation**. One of the most important hypotheses of the “theories of motivation” is that aggressiveness replaces frustration in the sense that frustration leads to incitement and creates an atmosphere of quarrels among supporters, or what is called aggressive motivation, which in turn reinforces aggressive behavior.

### 3-3- Research community and sample

Our study is concerned with revealing the indications of violence through the personal pages of sports commentators in the statement channel, through the media, Hafid Derradji and Essam Al Shawali, through the Twitter platform. Athlete violence, so we decided to choose a sample of media pages from the Arab world, as they are known for their high interactive rates, and more popularity and follow-up among Algerian, Tunisian and Arab society in general. The sample that was chosen is an intentional one, because we deliberately chose these units to apply our study to them in accordance with our proposed problem. The intentional sample is defined as: “An intentional sample that does not have randomness according to what they see as features or characteristics that are available in the vocabulary to serve the research objectives” (Al-Mashhadani, 2019, p. 96). To test the sample with what serves and achieves, this purpose or goal (Alyan & Othman, 2000, p. 148). It is known about violence that it carries symbolic, written or verbal connotations, considering the violence of the language is that which the language speaks in the body or the soul and emanating from the utterance of the participants in



*the conversational process in terms that do not mean what is understood by their appearances (Naima, 2021, p. 89) .*

*In order to access to information and reveal the contents of the image and tweets that include signs, symbols and languages, on the basis of understanding the meanings of the signifier, the most appropriate way for our research paper is to adopt the “analysis of the semiological content” as a main tool. In fact, the latter studies the transmission of linguistic signs, visual icons, signs and symbols. It is systematically based on the processes of disassembly and composition, where the semiological analysis embodies the process of searching for meaning and significance and extracting the intention of the generator for logical texts (semiological analysis approach). The semiological goal is to discover the meaning of the signifieds, where the language cannot mention a sign without having a signification. In this situation, the image through the semiological approach contains connotations that search for its suggestive meaning, so that we find that the image has two dimensions that are attached, declarative and implicit in the language, as a result of collective humility that includes semantics (Benammar & Bakhouché, 2021, p. 259) .*

#### **4- Semiological analysis for sample pages :**

##### **4-1- Semiological analysis of Hafid Derradji’s speech and page:**

##### **4-1-1- The designation level:**

*Hafid Derradji’s page shows several different tweets with pictures, videos, and published articles, in various fields (sports, politics, social and personal status, and supplications) that includes various explicit symbolic connotations that bear multiple meanings related to identity, beliefs, and the cultural level. Hafid Derradji singled out football in the world for European, Asian, Arab and Algerian clubs, and the second part was represented in second-class politics. Most of his publications were about normalization, support for the Palestinian cause, and the attack on the Zionist entity, while his other publications were simple, such as supplications and personal cases such as deaths.*

##### **4-1-2- The implication level:**

*Hafid Derradji’s page distinguishes itself by carrying violence that is sometimes clear and frank, and sometimes it is hidden in a strict and serious form, behind which it targets supporters of international, Arab and national clubs and teams, as it publishes some tweets that indicate, in their hidden meaning, defamation, leaving a deep impact, especially in statements that carry connotations of belittlement and mockery. Political publications are circulated among groups of young supporters with the aim of entertaining themselves and discharging anger. However, the speed of their spread on social networking sites, their frequent circulation, and their arrival to small groups that*





are fanatical about football and sports clubs that are passionate about it, will build a bad image of the public's personality, and thus cause the production of Hidden violence towards his image as a media personality and the image of Algerian society as a whole. Written violence is semantic because of its power it is a dangerous mechanism, able to control and able to keep the controlled under control and submission (Munadi, 2016). In the content of the implied meaning bears these connotations in a manner of mockery and belittling the origin and value of the advocates through the connotations of several supporters of the Arab countries are targeting. They published their tweet written on it "Long live Algeria" (see to the appendix 1). It is a picture in which there are three players from the Tunisian national team lying on the ground in the field and an Algerian player standing tall and brave and written in the middle of the picture "Desert warriors passed through here" after the end of the match. This picture brought together Algeria and Tunisia in the Arab Cup, in the form of a comic picture, but it carried significant meanings of mockery and humiliation. Language is embodied in social symbolic discourse on two basic hypotheses, the first of which is violence which is a short-term or inherent in humans, and the second is that violence is acquired through behavior and the most prominent manifestation of this behavior is linguistic behavior (Munadi, 2016, p. 39).

We also noticed that during Hafid Derradji's commentary on the match between Syria and Tunisia, the criticism of the Tunisian national team. According to the Tunisian national team, his comments caused an uproar among the Tunisian supporters, and a wave of discontent with the commentator and his country and his people, as his statement enters within the violence of words by presenting provocative statements that uphold the dignity of people and individuals. As for his political tweets, they were all related to supporting the Palestinian cause and attacking the Zionist entity June of the printed countries. Therefore, most of his publications were directed towards the state of Morocco, which opened up a problem between the supporters of the elected and the commentator. Although she posted tweets supporting the Moroccan national team. (see to the appendix 1)

Now the supporters in their comments accuse Hafid Derradji of lacking credibility in his feelings and his hatred of everything that is Moroccan. Violence has settled in a hidden and symbolic way and has become a regular in the media of sports, supporters and fans in the home. It is manifested in entertainment and alleviation of the pressures of daily life and escaping from the crises that young people suffer from. However, this entertainment included in tweets and comments hide psychological and social effects. A deep path found a fertile environment for its growth. We currently do not know its impact, but counting its results will become a feature of supporters and



media professionals, if international laws governing sports media commentary are not applied.

#### **4-2- Semiological analysis of Issam Shawali's speech and page**

##### **4-2-1-. Appointment level:**

The page of Issam El Shawal shows several different tweets that contain pictures and video clips. The viewer of the personal page of the commentator El Shawali finds that it contains publications related to the sports field on a public page. We can also observe that his page does not contain political and social publications, but it includes very few tweets of personal status and prayers only. Concerning his comments on the match between Algeria and Egypt, in the introduction, he said: "Readers of history remember the independence of Algeria and the role of Egypt in spreading the Arabic language and teaching the Islamic religion in Algeria."

Although this was an ordinary introduction to remind us of the common history between the two countries, it carries in its folds many violent connotations, not only against the national team, but also against Algeria, the state and the people. The sentence expresses the abolition and obliteration of Algerian identity and history, and strips them away from the Arabism of their religion, according to concepts belonging to the personality, thinking and style of each individual according to their differences.

##### **4-2-2- Embedding level**

The page that shows the hands of the content is not symbolically violent. Its structure consists of a semiological unit that depicts the various matches that will be commented on, the date and time of their holding. It explains the full details to the followers of the teams and clubs that they love, where the image represents the tweets on the page as a mini sports magazine, providing information in a short and clear way, and although the page is personal to the commentator. He should avoid publishing everything that indicates his political and ideological implications as far as the commentary that he referred to earlier, carried an accurate, clear and explicit meaning to ridicule Algerian history and identity and obscure the truth in words that have significant meaning and no strengthening. As the word in the language expresses a phoneme that is pronounced and then written, as it is something that exists in the external world, but it becomes internal as soon as it is received by the feeling, so it becomes an image (Banradil, 2006, p. 19). This semantic implication, which carries in its imprints symbolic and sarcastic violence, mockery of the team, and belittling of its origin, also carries another implied implication, represented in the fact that the supporters of their team are under the pressure of reaction and backwardness. Therefore, they are continuing in the stage of backwardness and belonging to the French colonizers, far from development and prestigious expression.



*This symbolic violence is also distinguished in the words of the plant and through its space by the possibility of concealing behind symbols, semantics and meanings. Their accusations and tendencies revolve around sports, in essence related to social, psychological, behavioral and linguistic symbolism. Within the manifestations of violence through these tweets, the symbolic meanings appear in what is expressed in the linguistic sense through the virtual sites.*

#### **4-3- Discoussion :**

*Our study came to the official personal pages of the sports media in the 'beIN SPORTS' channel, whose pages contain several diverse and different tweets written in classical Arabic, where we analyzed the semiology of tweeting. He was accused of knowing its semantic symbols. Despite the multiplicity of publications and their difference between the two pages. The practice of violence in the written language is a sample of violence that remains hidden in the minds, and this is what we concluded from our analysis of those tweets:*

- *The practice of direct sports commentary and what comes from words bearing violence that may be endless in the language of discourse. If we link it to the Arab social environment and the political conditions that the commentator is also a surround the time period of sports games. Human being who sometimes tends to take positions.*
- *Violence in virtual sites that is found in personal pages is not always negative if the offender does not cross the limits of the other and is not questioned in the mass media.*
- *There is a triple triangle between media, sports and politics, and one side cannot be isolated from the other.*
- *Virtual sites, especially Twitter, are the fertile ground for the emergence of sports violence and its multiplicity of contents, whether social, cultural or even linguistic, due to its flexibility, sensitivity and ability to adapt to changes.*
- *Violence in new ways has moved from reality to electronic sites through immediate and rapid interactions and comments on any publication. Professional, public actors with great popularity, whose pages harvest many followers from various circles and fields, are involved in this dangerous mechanism.*
- *The official personal pages of the media on the virtual sites express their opinions and ideas freely. When these pages come to influential and active personalities whose opinions are adopted among a large youth circle of followers, the media must know what they will write and when, especially since football has fanatics, any word can have moral violence.*

#### **4-4- Study recommendations :**

*To reduce the phenomenon of violence in stadiums, the media must adhere to the principles and laws imposed on it:*



- Giving importance to digital spaces, personal communication, and patterns of effective communication, and its role in shaping public opinion.
- Paying more attention to the language of discourse used and avoiding the terminology and names that are applied to teams and supporters. Also, it is important to not leaving a psychological impact that pushes young people towards sports violence while analyzing and commenting on matches between teams, especially in football, which is very popular.
- Focusing the sports journalist in publishing on his page on positive events and behaviors of players and fans to support the spirit of sports.
- Avoid publishing statements that offend one of the parties to the match, and refrain from defamation, slander, and incitement to violence against a person or body.
- Focusing more on addressing and following up the repercussions of the digital environment on young people, as they use Twitter the most, as they are a refuge away from the pressures of legal and family censorship.
- Each of the media, as one of the 100 influential people in the world, should use their personal pages to spread security, peace, and the spirit of neutrality and awareness. The must leave the political matters away from the sport.

### **5- Conclusion :**

We conclude at the end of our research paper; that sports media through the virtual environment is nothing but an extension of the mass media, simulates reality and shows its psychological, social and political repercussions. With images of tweets that express their thoughts and beliefs with all the meanings of violence, mockery and ridicule that the follower receives, and analyzes them according to the context in which they exist. The Arab environment, characterized by social and intellectual hegemony and domination, legitimized the dimensions of violence in stadiums. The virtual environment, particularly Twitter, embraced it as a platform for celebrities to freely express themselves without restrictions and rules, thus making it easier for Arab youth to become influenced by their ideas and beliefs. Finally, the journalist's profession does not stop at the end of their duties in the institution, but rather goes beyond to reach the sites, as they are in the view of the media follower on the move Appendices.

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Appendices

Figure N° 1



Table N°1

Profil page	Page information			
	Nature of the page	Follow-up	The date of join	Interactive
Hafid derradji @derradjihafid	Personal and official, verified by Twitter	2.926.921	May2012	Likes 1,656 Retweets 139 Shares 106

Source: Prepared by researchers based on Twitter

Figure N° 2



Table N°2

Profil page	Page information			
	Nature of the page	Follow-up	The date of join	Interactive
Issam chaouali @chaouali1970	Personal and official, verified by Twitter	2.176.401	April 2012	Likes 10 k Retweets 470 Shares /

*Source: Prepared by researchers based on Twitter*