SPORTS CULTURE AND ITS IMPACT ON THE ULTRAS' ADVERTISING DISCOURSE TO THE SPORTS AUDIENCE THE AIR FORCE AND POLICE FOOT BALL TEAMS AS A MODEL

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Article history:		Abstract:
Received:	11th November 2022	This study aimed to identify the sports culture and the extent to which it is affected by the advertising speech of the ultras for some sports clubs in order to develop them and achieve their goals. The athlete from the study community, where the sample varied between: illiterate, primary, intermediate, preparatory in addition to the descriptive survey method was applied because it is the appropriate approach that achieves the data objectives using the questionnaire tool for sports culture a questionnaire. The researcher concluded through this study to the weak sports culture among the sports fans, and the reason is the weakness and lack of specialized sports programs in Iraqi satellite channels. This study found the necessity of establishing an Iraqi satellite channel specialized in spreading sports culture to the masses inside sports stadiums and paying attention to the Ultras League through qualitative awareness, and conducting educational courses for sports fans by specialists.
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CHAPTER ONE
1- The definition of the research:
 1-1Introduction and the importance of research:
      The term culture has been preoccupying human thought for a long time and still is, as culture is interconnected with social existence and expresses this existence, including what it contains of remaining customs and traditions, and what it has of an accumulation of heritage that is based on in its subsequent development.

   It is also difficult to enumerate all the definitions and meanings that address the subject of culture due to its abundance, and despite the differences between the definitions about this meaning, they almost completely agree on the importance of social culture and its great role in the civilizational advancement of the peoples of the earth.

   It is also considered a set of social, educational and health values associated with mathematical concepts that focus on creating the best and best behavior, ideas and cultural norms on which the individual's activity in different fields or in different societies is based. Muhammad Hassan defined it as a set of social, educational and health cognitive values associated with mathematical concepts..[1]

1-2 Research problem :
     Advertising speech to the masses is one of the most important types of linguistic and non-linguistic discourse. For its connection in various fields of human life, directly or indirectly, and its foundation on different social, cultural, religious, civilized, commercial, sports and artistic values.

   Advertising has become part of every home, institution, commercial, industrial or media system, and in every discourse, even in our daily speeches. We always use the method of advertising, to commodify ourselves or what is related to us and is related to our interests and social relations, so we speak in a beautiful, interesting and good manner, and we show our virtues without mentioning Disadvantages to promote our goods, or talk about our family and friends and the groups we are associated with or the customs, traditions and rituals that we believe in; in order to pass it on to others.

     And due to the lack of studies that show the levels of sports culture among the sports fans, which are considered as important gains in educating and developing the sports fans who suffer from many problems, so the researcher is

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1- Adnan Al-Khouli, Ameen and Mahmoud: Mathematical Knowledge, 1st edition, Dar Al-Fikr Al-Arabi, Cairo, Egypt, 1999.

required to conduct a study on the development of the sports culture of the sports fans in the Iraqi Premier League and the advancement of its reality.

As for the importance of research, it is directing the role of sports culture among the sports community and wishing ideas for people to be an incentive to learn about sports culture and walk on it receptively and promote the bitter reality and some of the behaviors that occur in the Iraqi Premier League for previous seasons.

1-3 Research Objectives:

Identifying the reality of sports culture and the extent of its impact on the publicity terrace speech of the sports fans.

1-4 Research Hypotheses:

There are no statistically significant differences between the sports culture and the extent of its impact on the advertising campaign speech.

1-5 research areas-:

1-5-1Human field:

Iraqi Air Force football team fans, Iraqi Police football team fans.

1-5-2 Temporal domain:

For the period from 2/9/2020 to 2/3/2021

1-5-3 Spatial Domain:

Air force football team Stadium and the Iraqi police football team.

CHAPTER TWO

2- Presentation, analysis and discussion of the results:

2-1 Study Methodology:

The researcher used the descriptive approach using the random survey method because it is the appropriate approach that achieves the objectives of the study, and depends on studying the phenomenon as it actually exists in reality and is concerned with describing it as an accurate description.

2-2The study population and its sample:

The study population consisted of fans Air force football team and the Iraqi police football team, and Table (1) shows this

Table No. (1) Study community

	The team	Repetition	percentage
1	Air Force Sports team	7200	61
2	Police Sports team	4536	39
	The total	11736	100

The sample of the study consisted of (550) members of the Air Force sports team and (350) individuals, i.e. a sample of (6.6) members of the police sports team from the study population, as the sample varied between

Illiteracy, elementary, intermediate, and middle school, and the descriptive survey approach was applied because it is the appropriate approach that achieves the data goals by using the questionnaire tool for mathematical culture.

2-3 Steps to implement the research:

The researcher carried out several scientific procedures to achieve the objectives of the study, through the following:

1. Preparing the expressions of the questionnaire fields related to the subject of the research under study in its initial form, and presenting them to the experts, as the experts agreed to divide the questionnaire.
2. Apply the exploratory experiment to ensure its suitability for the research sample and make the appropriate adjustments.
3. Conducting scientific transactions for the scale in terms of scientific conditions.
4. After completing the process of building the questionnaire, the researcher applied the final questionnaire to the research sample. Data collection and statistical processing for the purpose of drawing conclusions.

2-4 Research Tools:

The researcher used to collect the data for this study through:

1. Arabic and foreign sources and references specialized in sports culture and publicity speech.
2. HP laptop with accessories (HP)

variable	Repetition	percentage
illiteracy	77	10
Primary	20	2.6
Medium	215	27.8
high school	327	42.3
undergraduate	134	17.3
the total	773	100

3. SPSS Statistical Bag .

4. Measurement tool (resolution) for the required areas.

2-5 Exploratory Experience:

The researcher applied the questionnaire, which included (36) items, and after reviewing the literature and taking into account the opinions of experts, the researcher developed the questionnaire to become its final form to include (53) items that require response on the five-point Likert scale (strongly agree, agree, neutral, disagree, strongly opposed) and the exploratory experiment is a preliminary experimental study that the researcher conducts on a small sample before conducting his research.

1. Ensure the validity of the paragraphs of the questionnaire fields.
2. Identify the difficulty that the sample faces during the application.
3. Find out the time it takes to fill out the questionnaire.

2-6 Statistical means:

In order to treat the data statistically, the researcher used the statistical bag (Spss.(

CHAPTER THREE

3- Presentation, analysis and discussion of the results:

3-1 Know the total degree of sports culture:

Table No. (3) shows the total score for the sports culture variable

#	The paragraph	SMA	standard deviation	percentage	Event score
1	I watch local and international tournaments and events enough	3.3	1.19	60.6	Median
2	I have knowledge of the laws of sports	3.34	1.08	66.8	Median
3	I don't care about sports skills	3.81	1.18	76.2	Good
4	I have knowledge of sports history	3.40	1.04	68.0	Median
5	I do sports because it keeps me healthy	3.13	1.12	62.6	Median
6	Sports contribute to awakening the collective sense	2.64	1.22	52.8	Weak
7	I follow the dates and places of the most prominent sporting events in the world	3.62	1.14	72.4	high
8	I like the thrill of showing the technical aspects of games through sports satellites	3.48	1.14	69.6	Median
9	I have knowledge of the opinions of sports experts and specialists on various sports issues	3.46	1.07	52.0	Low
10	I know most of the prominent sports personalities in the world	2.60	1.13	66.6	Median
11	Sport develops the concept of belonging to the group and the nation	3.33	1.15	70.0	High
12	I enjoy violence and hooliganism in sports tournaments and competitions	3.50	1.14	54.0	Low
13	Sports programs encourage viewers to belong to youth sports institutions and clubs	2.70	1.14	69.6	Median
14	Sport helps direct an individual's life towards beneficial goals	2.48	1.21	49.6	Low
15	Adherence to the coaches' directives does not limit some deviations from the players	2.27	1.34	51.4	Low
16	Sports sightseeing does not interest me	2.59	1.12	51.8	Low
17	I avoid wrong habits while exercising	2.54	1.01	50.8	Low
18	The link between sport and other sciences is weak	3.62	1.11	72.4	Good
19	Educational research and studies deepen the relationship between sports and the public	3.42	1.14	68.4	Median
20	It is correct sports behavior that keeps the player away from fanaticism	3.14	1.14	62.8	Median
21	I am not interested in cheering for sports teams	4.02	1.08	80.4	Very good
22	The importance of exercise in increasing	3.11	1.12	62.2	Median

	the efficiency of the body and functional systems				
23	I am fully aware of the dangers of steroids	3.74	1.03	74.8	Good
24	The monopoly of some channels to broadcast sports events deprives some viewers of the right to watch	2.10	0.99	42.0	Low
25	I know how to prevent and treat injuries	3.02	1.17	60.4	Median
26	Women's exercise gives them agility and physical beauty	3.21	1.18	64.2	Median
27	Therapeutic rehabilitation programs and a healthy body are not important to me	3.29	1.07	65.8	Median
28	The external environment of the fans influences the stadiums	3.50	1.15	70.0	Good
29	Poor capabilities caused the deterioration of sports culture	3.00	1.24	60.0	median
30	The weakness of the administrative side in the clubs caused the deterioration of the sports culture	3.77	1.00	75.4	Good
31	Failure to choose a law pertaining to the Ultras Association is a cause of poor culture	4.05	1.04	81.0	Very good
32	The influence of communication sites is the reason for the deterioration of culture	3.22	1.01	64.4	Median
33	I think of all possible alternatives to solve the problems	3.40	1.13	68.0	Median
34	My focus on immediate team results caused poor culture	3.33	1.14	66.6	Median
35	The League does not have the power to deal with the problems of the masses	3.47	1.17	69.4	Median
36	I confine my thinking to the positive aspects of the solution I am inclined to	3.21	1.14	64.2	Median
37	An organized method is not used in facing problems for the masses	2.84	1.24	56.8	Low
38	I control my temper when I get angry	2.74	1.02	54.8	Low
39	I can control my emotions when under any pressure	3.60	1.14	72.0	Good
40	I am calm under any pressure I am exposed to	3.78	1.01	75.6	Very good
41	I am able to feel happy emotions as fun	3.58	1.22	71.6	Good
42	I feel stressed when facing the pressures of life	2.58	1.13	51.6	low
43	I make sure to evaluate solutions after trying them in practice	3.86	1.05	77.2	Good
44	I see problems as a natural thing in human life	1.83	1.00	36.6	Very low
45	I try to predict what the results will be before I adopt a solution	3.84	0.92	76.8	Very good
46	Change is important in the conditions experienced by sports clubs	3.65	1.11	73.0	Good
47	Receive material and moral incentives to support change	2.13	1.07	42.6	Very low
48	The association deals with the masses on clear goals	3.34	1.03	46.8	Very low
49	Exposing the causes of failure and explaining them with the masses	2.46	1.07	49.2	Very low
50	Developing the motives of the masses and their tendencies towards team love	2.59	1.23	51.8	Very low
51	Proposing courses on sports culture for sports fans	3.16	1.17	63.2	median
52	An integrated decision and unification of the efforts of the Sports Association	3.08	1.26	61.6	median

53	Interaction and respect between the team and the sports fans	3.62	1.25	72.4	median
	Total degree of sports culture	3.11	0.35	62.2	median

From the previous table, paragraphs (21, 31) got a very good rating, while paragraphs (3, 7, 12, 18, 23, 28, 30, 39, 40, 41, 43, 45, 46, 53) got With a good grade, as for paragraphs (1, 2, 4, 5, 8, 9, 11, 19, 20, 22, 25, 26, 27, 29, 32, 33, 34, 35, 36, 51, 52, and the degree The College of Sports Culture) got a medium grade, while paragraphs (6, 10, 13, 15, 16, 17, 37, 38, 42, 50) got a low grade, while paragraphs (14, 24, 44, 47) , 48, 49), have received a very low rating.

By monitoring and recording the role of sports culture in order to detect those exposed to mental and social health deviations. As well as monitoring and recording the positive aspects of sports culture in the development of belonging, sportsmanship, tolerance, cooperation, understanding, integration and teamwork. It is necessary to reveal the successful experiences in the field of spreading the culture of sports practice for society in the championship sector in all institutions and for the various stages of the age in clubs, federations and the Olympic Committee, as well as shedding light on the efforts of leaders in various fields, in the field of supporting sports culture and calling for the practice of sports and true sportsmanship and setting an example Valid at the subjective, collective, institutional, local and national level. Recording the efforts of non-governmental organizations, the business sector and political institutions in supporting and spreading culture.[1]

2-3Results related to the hypothesis, which states:

There are no statistically significant differences at the level of significance (a = 0.05) in the degree of sports culture and sports advertising, due to the culture variable.

Table No. (4) shows the statistical differences between the variables of the sports culture and the advertising campaign speech

Sports culture n = 496		The public speech = 277		value (T)	degrees of freedom	indication
average	deviation	average	deviation	2.704	771	0.007
3.13	0.360	3.06	0.333			

•Statistically significant at the level of significance (0.05) and the tabular (t) value (1.96)

From the previous table, the calculated (t) value is greater than the tabular (t) value, and the level of significance is less than (0.05), meaning that there are statistically significant differences in the degree of sports culture activities, and the advertising speech of the terrace, due to the variable of sports culture, where it was The average sports culture is greater than the average sports advertising discourse.

From here, sports culture must be developed for sports fans, as they are one of the main needs of the sports institution and the fans in general. Related to sports, consolidating theoretical knowledge of sports and promotion, establishing a knowledge structure within the academic system, raising awareness of the importance of physical activity on various aspects of the human personality, and the promotional and sports interests and trends are based on correct and well-established knowledge bases.[2]

CHAPTER FOUR
4- Conclusions and recommendations:
1-4 Conclusions-:

The researcher concluded the following:
1- Low frequency of interaction between sports culture and advertising discourse.
2- The absence of sports culture among the sports fans, and this is what made the sports fans absent from the stadiums.
3- The weakness of the publicity speech among the masses, even if it is present in negative ways.

4-2 Recommendations:
1- Conducting other studies on more clubs for advertising discourse to educate the sports fans.
2- Emphasizing the promotion of sports culture through special programs and seminars in this regard.
3- Establishing channels specialized in spreading awareness of sports fans and renouncing violence.
4- Conducting courses on sports culture for the masses by specialists from university professors and specialists.

SOURCES
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