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Role of Audio-Visual Media and its Relationship with Players of Baghdad Directorates' National Teams from Viewpoint of Coaches in Sports and Scouting Activity Departments

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ABSTRACT

Role of audio-visual media and its relationship with players of Baghdad directorates' national teams from viewpoint of coaches in sports and scouting activity department. Visual and Audio Media Role besides its Relationship with Baghdad Education Directorates' Teams Players from Coaches visions in Sports and Scouting Activities Department. Role of visual and audio media lies in highlighting its relationship with players of education directorates teams from vision of coaches. Visual and audio media in field of sports is one of most prominent and important tools in media system for raising level of national team players. descriptive approach using an analytical survey method was adopted, as it is suitable for nature of solving research problem. research population and sample consisted of all coaches in Department of Sports Activities at General Directorate of Physical Education and School Activities in Ministry of Education. research sample was selected purposively and consisted of (30) individuals. After collecting and processing results, researcher reached following conclusions: Sports media plays a role in conveying activities, message, and goals of national teams to players, contributing to sports education and awareness, highlighting roles of champions, stars, and teams, and indirectly documenting activities. Research reached following conclusions existence of media coverage for educational championships, in addition to effective role in spreading sportsmanship, away from hatred and fanaticism. Audio-visual media helps spread sports culture among members of society. Working on disseminating sports-related information, news, and obstacles. Consolidating sports values, principles, trends, and sustainability. It is clear that every society possesses a value system that determines patterns of sports behavior.

Keywords: Audio-visual media; Viewpoint of coaches; Scouting activity.

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ABSTRAK

Peran media audio-visual dan hubungannya dengan pemain tim nasional direktorat Baghdad dari sudut pandang pelatih di departemen kegiatan olahraga dan kepramukaan. Peran Media Visual dan Audio selain Hubungannya dengan Tim Direktorat Pendidikan Baghdad Pemain dari visi Pelatih di Departemen Kegiatan Olahraga dan Kepramukaan. Peran media visual dan audio terletak pada menyoroti hubungannya dengan pemain tim direktorat pendidikan dari visi pelatih. Media visual dan audio di bidang olahraga merupakan salah satu alat yang paling menonjol dan penting dalam sistem media untuk meningkatkan level pemain tim nasional. Pendekatan deskriptif menggunakan metode survei analitis diadopsi, karena cocok untuk sifat pemecahan masalah penelitian. populasi penelitian dan sampel terdiri dari seluruh pelatih di Jurusan Kegiatan Olahraga di Direktorat Jenderal Pendidikan Jasmani dan Kegiatan Sekolah di Kementerian Pendidikan. Sampel penelitian dipilih secara sengaja dan terdiri dari (30) individu. Setelah mengumpulkan dan mengolah hasil, peneliti mencapai kesimpulan sebagai berikut: Media olahraga berperan dalam menyampaikan kegiatan, pesan, dan tujuan tim nasional kepada pemain, berkontribusi pada pendidikan dan kesadaran olahraga, menyoroti peran juara, bintang, dan tim, dan secara tidak langsung mendokumentasikan kegiatan. Penelitian sampai pada kesimpulan keberadaan liputan media untuk kejuaraan pendidikan, selain peran efektif dalam menyebarkan sportivitas, jauh dari kebencian dan fanatisme. Media audio-visual membantu menyebarkan budaya olahraga di kalangan anggota masyarakat. Bekerja menyebarkan informasi, berita, dan hambatan terkait olahraga. Mengkonsolidasikan nilai, prinsip, tren, dan keberlanjutan olahraga. Jelas bahwa setiap masyarakat memiliki sistem nilai yang menentukan pola perilaku olahraga.

Kata Kunci: Media audio-visual; Sudut pandang pelatih; Kegiatan kepramukaan.

INTRODUCTION

Audiovisual media is a fundamental source depended on all local, regional also international societies, to obtain sports information and entertainment via programs of sports. (Brown & Billings, 2013) In comparison with another printed besides digital media, it has overcoming difficulties in addition to obstacles se societies advantage encountering, like illiteracy besides skills lack in utilizing computers besides an or digital devices.

Visual also audio media in sports are regarded most significant tools in media system, raising national team players level. (Ramadhan et al., 2023) Sports audio-visual media, in its different methods, having becomes effected to large extent by national team players thinking according to television and radio channels, sports newspapers and magazines, large number. This effect aiming at improving players' culture, enhancing sports considerate, and to go in line with all newest progresses. (Sanderson, 2013) Thus, sports audio-visual media are playing an essential role to promote and support sports awareness development among of fans besides eliminate unsportsmanlike behavior and violence accompanying it in sports.

This study importance lies in audio-visual media effective role in national team players educating besides propagating sports culture via rules explaining also different sports games besides activities principles, in addition to any modifications might be adopted.

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Visual and Audio Media: This is a media type relying on combining sound and image to transport news, info besides sports entertaining. Including television, (Vasileva & Chumakov, 2024) internet, advertising, and cinema. characterized by "having capability to attract large numbers of society and are usually adopted to enhance considerate besides deliver messages in extra effective manner when compared to traditional media" (McGillivray et al., 2022). Team Players: included school students also players from school teams selected for "education teams during school championships forming an education team besides participating in competitions between provincial educational Teams" (Liu, 2023).

Research Problem: To achieve integration and solidarity among members of sports community, visual and audio media can serve as a tool for mutual support and integration among members of sports community, regardless of affiliations and desires to actively contribute to raising level of sports at all levels. Visual and audio sports media play an effective role in promoting and supporting development of sports awareness among players and eliminating deviant behavior and violence in sports arenas. therefore, we can formulate research problem by posing following question: Is re a relationship between visual and audio media and national team players?

Research Objectives:

1. To develop a questionnaire on visual and audio media and its relationship with national team players from vision of coaches in sports activity department.
2. To identify relationship between visual and audio media and national team players from vision of coaches in sports activity department.

Hypotheses of Research:

1. Existed a connection between visual and audio media besides national team players from coaches vision in department sports activity.
2. A contribution percentage of between visual besides audio media and national team players from coach's vision in department of sports activity

Research Domain:

1. Human Domain: Coaches in departments of Baghdad education directorates.sports and scouting activity
2. Time Domain: From (March 2, 2025 - May 6, 2025).
3. Spatial Domain: departments of Sports and scouting activity.

METHODS

Study participants

In scientific research field, research methodology choice to solve problems depended on problems nature. Thus, descriptive method adopted survey techniques also correlational relationships to solve problems. (Yang et al., 2023) Research population was defined as national sports team's coaches for academic year (2024-2025), represented main stakeholders in study topic. Selecting research sample purposively and included (30) individuals, representing 100% of research population working in department of sports. All (30) participants in key experiment in addition to pilot research.

Tools, Equipment, and Methods Used in Research:

1. Field visits to collect information and data.
2. Scientific sources and references.

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3. Internet.
4. Supporting research team.
5. Data entry form.

Study organization

Scale is regarded one of most common tools of research which is usually educational researchers used, being appropriate for numerous purposes. (Tjønndal, 2020) like data which correspond to sample information and facts via adoption attitude or assessment scales, researcher continued to set two scales for variables of research. first one is Scale of Sports Media, included (20) items, and second one is for selected players, also included (20) items.

Statistical Methods: The researcher used SPSS statistical software.

RESEARCH RESULTS

Presentation and Analysis of Results of Visual and Audio Media Scale for National Team Players

Table 1. Illustrates scale of sports media and national team players results

Statistical Methods	Scale of Audiovisual Media	Scale of National Team Players
Mean	78.40	80.93
Hypotical Mean	60	60
Standard Deviation	5.95	6.37
Skewness	0.056	0.452
One-Sample Value	72.08	69.55
Level of Error	0.000	0.000
Level of Significance	0.01	0.01
Significance of Differences	Significant	Significance

Table 1 illustrates sample responses that scale of arithmetic mean for audiovisual media is (78.40), whereas hypnotically mean is (60). Thus, arithmetic mean is greater than hypnotically mean. Considering scale of national team players, mean of research sample arithmetic (80.93), hypnotically mean (60). As arithmetic mean is greater than hypnotically mean for scale of audiovisual media and national team players, this" attributed to fact that coaches in sports activity department having audiovisual media consideration" (Koronios et al., 2020) national team players positive practices. Audiovisual media is regarded audiovisual media profession natural description besides its varied fields. "It included ways designers used in applying and assessing work". (Fink et al., 2009) audiovisual media importance lies in its role when it is compared with another media, in" discovering what can be learned from media process" (Gustian et al., 2024), supporting media professionals to use from it, and in its role in Sharing information with national team players.

Presentation analysis and discussion of results of relationship between scale for visual and audio media and scale for national team players.

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Table 2. Illustrates correlation relationship between scale of Audio-Visual Media besides scale of Players also discussion

Scale	Coefficient of Correlation	Level of Error	Direction of Relation	Significance of Correlation
Audio-Visual Media and Players of National Team	0.830	0.000	Positive	Significant

Table 2 illustrates significant correlation existence a between scale of audio-visual media and national team players 'scale, where correlation coefficient is (0.830) and error level (0.000) at significance level (0.01). This shows positive correlation between two scales. research relates this to (Appelgren, 2022) "audio-visual media national team players' essential role", represented one of most distinguished roles which contributing to realize required purposes of sports games besides capability of applying se purposes in performance of media, its elements, and its values and its capability of respond rapidly. Audio-visual media represented all means in m sound, image, or used together. significance is stressed according to use field, "real significance moreover variety in content y are carrying, that showing cased via numerous, artistic also expressive forms". (Towery et al., 2023)

Table 3. Illustrates rate of participation besides change value for scale of audio-visual media for players of national team

Scale	Coefficient of Simple Regression	Percentage of Contribution	Percentage Adjusted Contribution	Percentage of Change
Audio-Visual Media - National Team Players	0.88	0.86	0.83	7.87

Level of Significance ≤ 0.05

Table 3 illustrates that coefficient value of simple linear regression between audio-visual media besides players of national team is (0.88), with a contribution percentage (0.86). This point out that "rate of participation in audio-visual media for players of national team is strong" (Gustian et al., 2024). research relates this to "audio-visual media effective role for players of national team in sports besides knowing participation extend". (Vasileva & Chumakov, 2024) of outlets audio-visual media in all kinds of propagation sports programs among players of national team. Additionally, it strengths values, principles, and trends of sports, which influence "habits, and behaviors of athletes and youth. As well, highlighting" (McGillivray et al., 2022) sports programs importance, which influence players of national team in improving perceptive sports consciousness, moreover, its "active role via numerous sports programs in a way that helps spread sports among members of society (McCombs & Shaw, 2019).

DISCUSSION

The findings of this study reveal that the arithmetic mean of the audiovisual media scale (78.40) significantly exceeded the hypothetical mean (60), indicating that national team players demonstrate a high level of engagement with audiovisual media. This result

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is consistent with earlier studies that have emphasized the growing role of audiovisual media in shaping the sporting environment. Koronios et al. (2020) argued that the integration of audiovisual platforms into sports settings has become an indispensable mechanism for disseminating tactical knowledge and motivational content to athletes. Similarly, Appelgren (2022) underscored that audiovisual media offers sports professionals a dynamic communication channel that transcends the limitations of traditional print media. The high mean score in this study may be attributed to the widespread availability of digital devices among national team players, enabling them to access diverse audiovisual content ranging from game footage analysis to instructional video programs. Furthermore, the institutional support provided by sports departments in leveraging audiovisual resources, as reflected in the responses of the research sample, creates a favorable environment for players to interact meaningfully with media content. This finding confirms that audiovisual media has become a structural component of elite sports training culture rather than an auxiliary resource.

The scale of national team players also recorded a mean (80.93) considerably higher than the hypothetical mean (60), suggesting that the players themselves exhibit positive and constructive orientations toward their professional roles and performance. This elevated mean is theoretically coherent with research conducted by Gustian et al. (2024), who found that athletes competing at the national level tend to internalize higher standards of professional conduct and cognitive readiness as a result of structured exposure to media-based learning environments. Additionally, Fink et al. (2009) highlighted that athletes' positive orientations are partly a product of the methodological diversity in how coaches and media professionals apply and evaluate performance-related knowledge. The fact that the arithmetic mean exceeded the hypothetical mean on both scales simultaneously points to a synergistic relationship: as media engagement increases, so too does the players' constructive orientation toward their sporting roles. This can be reasonably explained by the conditioning effect of repeated exposure to audiovisual content, which reinforces cognitive schemas related to discipline, strategy, and athletic identity. National team environments, by nature, foster higher media literacy among athletes due to the frequency of press engagements, promotional activities, and broadcast obligations that become routine aspects of elite competition.

The Pearson correlation coefficient of ($r = 0.830$) between the audiovisual media scale and the national team players scale demonstrates a strong positive relationship at a significance level of 0.01, which is one of the most theoretically meaningful findings of this study. This result aligns with Appelgren (2022), who established that audiovisual media serves as a critical pillar in sustaining the professional identity and motivational climate of national team athletes. The direction and strength of this correlation suggest that athletes who are more exposed to and engaged with audiovisual media tend to exhibit stronger orientation scores as national team players. This can be explained by the agenda-setting theory proposed by McCombs and Shaw (2019), which posits that repeated media exposure shapes the cognitive priorities and behavioral patterns of its audiences. In the context of national team sports, audiovisual media effectively frames athletic excellence as a cultural norm, thereby reinforcing players' commitment to their roles. Towery et al. (2023) further affirmed this relationship by demonstrating that the artistic and expressive variety in audiovisual content enriches athletes' intellectual and emotional engagement with sport. Thus, the correlation observed in this study is not

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merely statistical but reflects a well-documented socio-cognitive mechanism through which media consumption reinforces athletic identity and professional behavior.

A key reason for the significant positive relationship found in this study lies in the demonstrated capacity of audiovisual media to cultivate sports consciousness and reinforce values among national team players. McGillivray et al. (2022) argued that sports programs disseminated through audiovisual channels play a pivotal role in shaping the habits, beliefs, and behavioral orientations of young athletes by presenting idealized models of professional conduct. The national team players in this study, having been consistently exposed to such content, appear to have developed internalized frameworks that align personal performance standards with broader institutional expectations. Vasileva and Chumakov (2024) similarly found that audiovisual media contributes to athletes' understanding of their participatory roles within the broader context of national sporting systems. This educational dimension of media consumption extends beyond tactical knowledge to encompass ethical values, sportsmanship, and collective identity all of which are essential qualities for national-level athletes. The reinforcement of these values through media channels creates a feedback loop in which athletes who engage more deeply with audiovisual content develop stronger alignment with the behavioral norms expected at elite levels of competition. Consequently, the sports departments' strategic use of audiovisual resources in training environments can be understood as an institutional mechanism for embedding professional culture among national team athletes.

The simple linear regression analysis yielded a coefficient of (0.88) with a contribution percentage of (0.86), indicating that audiovisual media accounts for approximately 86% of the variance in national team players' performance orientations a remarkably high explanatory power. This finding is corroborated by Gustian et al. (2024), who reported that audiovisual media engagement constitutes a strong predictor of athletes' participatory quality and cognitive preparedness within competitive sporting contexts. The high regression coefficient implies that the relationship between media exposure and player orientation is not merely correlational but carries predictive significance, meaning that investments in audiovisual media infrastructure are likely to yield measurable improvements in player performance indicators. Vasileva and Chumakov (2024) reinforced this interpretation by documenting that the extent of athletes' media participation is directly linked to the breadth of their tactical knowledge and the efficiency of their in-game decision making processes. The adjusted contribution percentage of (0.83) further confirms that this predictive relationship holds robustly even after accounting for potential confounding variables. From a practical standpoint, these regression results justify the prioritization of audiovisual media programs within national sports development policies, as such programs demonstrably contribute to the formation of high-performing athletes. The change percentage value of (7.87) additionally signals that incremental improvements in media quality and accessibility can translate into meaningful gains in athlete performance standards over time.

Beyond individual performance enhancement, the results of this study reflect the broader cultural function of audiovisual media as an instrument for propagating sports values and expanding the reach of sporting culture across societal levels. McCombs and Shaw (2019) emphasized that media institutions wield significant agenda setting power,

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meaning that the type and quality of sports content disseminated through audiovisual platforms directly influences what audiences including athletes perceive as important, valuable, and worth emulating. In the context of national team sports, this agenda-setting effect operates at two levels simultaneously: it shapes public perception of elite athletics while simultaneously reinforcing the professional identity of the athletes themselves. Towery et al. (2023) further elaborated that the expressive richness of audiovisual content, encompassing narrative, imagery, music, and commentary, creates a multisensory experience that accelerates the internalization of sports values compared to text based media. The findings of the present study, particularly the high mean scores on both scales, suggest that this internalization process has been successfully operationalized within the national team environment. The capacity of audiovisual media to simultaneously reach mass audiences and deliver targeted professional content to athletes makes it uniquely suited for bridging the gap between elite sports performance and broad public sports culture. This dual function justifies its central role in national sports communication strategies and explains the strong quantitative relationships observed in this study.

The cumulative evidence presented across the three analytical tables in this study carries significant practical and theoretical implications for the development of national team sports programs. Theoretically, the findings validate the application of media dependency theory in elite sports contexts, wherein athletes' cognitive and behavioral orientations become increasingly intertwined with the audiovisual media systems they regularly engage with. Appelgren (2022) noted that the professional necessity of media engagement at the national level creates a structural dependency that, when managed effectively, becomes a powerful developmental tool rather than a distraction. Practically, the high correlation and regression coefficients suggest that sports administrators should treat audiovisual media programs not as supplementary activities but as core components of athlete development curricula. McGillivray et al. (2022) recommended that sports organizations develop tailored media programs that align content with the specific developmental needs of national team players, ensuring that media consumption translates directly into performance improvements. The significant one-sample t-test values (72.08 and 69.55) further indicate that the observed performance levels substantially exceed baseline expectations, suggesting that the current media engagement strategies employed by the sports departments under study are producing above-average outcomes. Future research should explore the specific types of audiovisual content whether tactical analysis, motivational narratives, or documentary-style programming that most effectively predict improvements in national team players' performance orientations, thereby providing more granular guidance for sports media production and distribution policies.

CONCLUSIONS AND RECOMMENDATIONS

Research reached following conclusions existence of media coverage for educational championships, in addition to effective role in spreading sportsmanship, away from hatred and fanaticism. Audio-visual media helps spread sports culture among members of society. Working on disseminating sports-related information, news, and obstacles. Consolidating sports values, principles, trends, and sustainability. It is clear

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that every society possesses a value system that determines patterns of sports behavior.

Recommendations

Based on research findings, researcher recommends following necessity of paying attention to reality of sports audio-visual media at all administrative, financial, and professional levels. Emphasizing that media outlets, in all forms, shed light on all sports games. Sports media enjoys an effective role in delivering its activities, goals, and message to national team players, and its contributions to sports awareness and education. Shedding light on roles of heroes, stars, and teams, as well as highlighting history of activities directly or indirectly.

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