



# The Role of Sports Media in Exercising for Males Over the Age of Forty

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## ABSTRACT

The media contributes to the spread of intellectual and cultural awareness in various aspects of life, including the health aspect, particularly for individuals over forty. Thus, the purpose of this study was to determine “the role of the sports media in exercising for males over the age of forty.” The present investigation employed a descriptive analytical methodology, utilizing a questionnaire form as a research instrument. A sample of forty-five men, aged between forty and forty-nine, who worked out in gyms was chosen. Following the distribution of the questionnaire form to the sample participants, the responses were examined. Many conclusions were drawn, the most significant of which are as follows:

- 1- Sports culture is widely disseminated and older adults are encouraged to exercise thanks in large part to visual media like television and the Internet.
- 2- Exercise helps to reduce the symptoms of some aging diseases and increase physical activity.
- 3- Prior to exercising, the majority of the sample members had trouble with certain movements because of weak body muscles, but afterward, they got better.
- 4- Many of them experienced improvements in their physical and mental health, and they started to advocate for the value of physical activity.
- 5- There is still a moderate demand for sports practice in the hallways, and encouraging others to participate requires a lot of media exposure.

### Keywords:

Sports Media, in Exercising, Males Over the Age of Forty.

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**Chapter One/ Introduction:****1.1 Problem of the Study:**

Exercise plays a major role in the correct development of the body and helps a person prevent a number of illnesses, including blood pressure, diabetes, arteriosclerosis, an increase in body fat percentage, and weak and flexible muscles. The majority of nations on earth have long been attracted to physical activity in all of its forms, and educational establishments place a high value on the teaching of physical education as a means of fostering both physical and mental well-being. However, most schools, especially those in middle and middle school, have abandoned sports instruction due to a lack of school buildings and a lack of understanding of the value of sports for both individuals and society. It is possible for someone to reach later stages of life and engage in minimal sports activity. This procedure carries some risk to the body, including increased or decreased weight and the development of some pathological symptoms like diabetes, high blood pressure, and increased body fat, particularly after the age of forty.

Consequently, experts in the field of sports medicine suggest engaging in activities that help the body burn off unhealthy fat and preserve healthy muscle mass. An individual may gain weight after the age of forty, in which case he needs a weight-loss program. He consumes the right amount of calories during the day and works out to burn off extra fat. Because certain exercises have detrimental effects on people over forty, these must be age-appropriate and performed under the supervision of sports medicine specialists. It is best to exercise three to four times a week and consume foods that support muscle growth. It is best to use print, audio, and visual media to raise sports cultural awareness in order to explain to men over forty why they should exercise. This is because media can use various persuasion techniques and reaches every home. Thus, the following question can be used to summarize the research problem: "What is the role of the sports media in exercising for men over the age of forty?"

**1.2 Importance of the Study:**

- Focusing on a significant social group to foster sports culture and engage in sports for the purpose of physical safety benefits media institutions, particularly those in the sports industry.
- Media organizations find it helpful in encouraging people over forty to participate in physical activity.

This study may add to the body of knowledge already known about this topic from earlier studies.

**1.3 Aim of the Study:**

The current research aims to identify "the role of sports media in exercising over the age of forty."

**1.4 Hypothesis of the Study:**

The main hypothesis: "Sports media contribute to motivating men over the age of forty to engage in physical activities:

Sub-hypotheses:

- 1- Sports media helps everyone learn about physical culture and health.
- 2- Men over forty find that sports media makes them more motivated to participate in sports.
- 3- Men's exercise options beyond the age of forty are described by the sports media.
- 4- The ability of the media to influence people through sound and visuals to exercise is advantageous for everyone, but especially for men over forty.

**1.5 Limitations of the Study:**

1. Time limits: 1/7/2023
2. Place limits: gymnasium- Diyala governorate.
3. Human limits: males aging (40-49).

**1.6 Definitions of Basic Terms:**

**Physical fitness:** Mufti Ibrahim described it as "the person's capacity to carry out his daily responsibilities, while still having some energy left over to handle emergency circumstances."<sup>(1)</sup>( Mufti Ibrahim,2014:75)

**People over the age of forty:** "These are individuals whose activity tends to diminish their strength and vitality due to inactivity and lack of output."<sup>(2)</sup> (Kamal& Mohamad, 2009:29)

**Media:** Defined by Rajhi Saber, "It is an objective educational process that organizes human interaction through a variety of media,

including radio, television, and the press. It is based on facts, figures, and statistics.”<sup>(3)</sup> (Hasan Al-Shafi', 2003:37)

**Sports media:** Muhammad Al-Hamami defines it as “the process of educating the public about news, facts, and regulations governing sports activities and games in order to promote sports culture and increase awareness of sports among society's members.”<sup>(4)</sup> (Muhammad Al-Hamami, 1995:79)

## Chapter Two/ Theoretical Background

### Section One: Fitness

#### 2.1 Importance:

Movement specialists believe that physical fitness is essential for everyone, regardless of ability, and that it goes beyond being healthy, improving athletic performance, or being active at work. This significance stems from two facts: first, there is a positive correlation between mental creativity and intellectual aspect when it comes to motor fitness; second, physical fitness benefits all age groups, both male and female. especially when it's framed within a scientific framework with appropriate guidelines for application.<sup>(1)</sup> One of the prerequisites for participating in sports and competitions is physical fitness. For the good skill and motor performance only appears through good level and preparation for physical fitness, “ so the good skill performance and planning only appears through improving the levels of physical fitness.”<sup>(2)</sup>

(Nabeel Mahmood, 2015:435)

(Laith Ibraheem, 2010:44)

#### 2.2 Elements of Fitness:

Experts in the sports field divided the elements of physical fitness into; speed, dexterity, muscular strength, tolerance and equilibrium:

- a) **Speed:** The ability of the body or some of its parts of covering a distance in the shortest amount of time such as speed of movement and speed of response.
- b) **Dexterity:** the ability of changing body positions fast on the ground or in the air smoothly and accuracy, it also works to save effort and is divided into general and private dexterity.<sup>(1)</sup> (Nabeel Mahmood, 2015:439)

c) **Muscular Strength:** It refers to the ability of the muscle to reach its maximum range of motion, which includes both normal and athletic movements utilizing weights and stretching exercises on the muscle. It also means applying the body's maximum effort to overcome external resistance.

#### ❖ The importance of Muscular strength:

Given that most sporting activities require it, it is one of the elements of physical fitness. Strength is important for the following four reasons:

- Being strong is essential for having a good appearance because it allows a person to move coherently in all of their fundamental motions, including walking and standing.
- Since strength is the foundation for carrying out activities, strength is crucial for executing skills to the highest standard.
- Given that strength tests are a reliable indicator of fitness for school-age children, strength is a measure of muscular fitness.

d) **Tolerance:** The capacity of the body to function at its highest level, which entails the security of the respiratory, muscular, and circulatory systems.

e) **Flexibility:** It is the range of motion that the body's individual joints or a collection of joints can achieve. A joint's range of motion based on its anatomical range is expressed by its flexibility.

#### ❖ The Importance of Flexibility:

Among the elements of motor fitness, flexibility expresses one of the fundamental physical traits. Additionally, according to some experts, flexibility plays a major role in the development of voluntary traits like courage, self-confidence, and other traits. Lack of flexibility can result in a number of issues, the most significant of which are:

- The person's slow learning curve and lack of motor proficiency.
- The ease with which a person may sustain different kinds of wounds.
- Difficulty growing different physical attributes like strength, speed, endurance, and agility in the muscles.

-Restricting and restricting the range of motion.  
 -Lowers the effort's economy level. <sup>(1)</sup>  
 (Laith I Raheem, 2010:48)

**f) Balance:** This refers to the person's capacity to keep their body or any of its parts balanced in the range of environmental conditions to which they are exposed<sup>(2)</sup>

(Ayad and Hussam, 2011: 39)

Physical education classes are important in educational and scientific institutions from kindergarten to university, given the significance of physical fitness for the individual and society. As physical fitness is required for students to perform activities in applied lessons, specific exercises were adopted for each age group in order to meet the subject's general and specific goals in an ambitious manner, Physical fitness is one of the most crucial foundations for teaching motor skills in sporting events, so any weakness in this area causes problems applying and learning the skill and occasionally even results in injury."<sup>(3)</sup>(Sary Hamdan, 2000:31)

Owing to the wide range of age groups and sports activities available, different groups apply fitness exercises at different levels. For example, kindergarteners use different exercises than do students in primary and secondary schools, Similarly, university students' exercises are different from those done by adults over forty because muscle strength is thought to be one of the key components that makes applying physical fitness exercises possible. "Aging is a reversible process characterized by many morphological and functional changes that include a gradual decline in many physiological capabilities, such as muscle endurance and muscle strength as a whole." Engaging in physical exercise after the age of forty decreases the incidence of diseases and increases energy and activity in the body. <sup>(4)</sup> (Abu Al\_Ula, 2033:113)

The elderly may experience side effects such as joint problems as a result of muscle weakness and decreased flexibility. The individual starts to exhibit signs of aging in the way his muscles form and how well he can perform challenging tasks. "The aging process, one of life's most challenging phases, is brought on by weak

tendons in the muscles. This is followed by a host of biological, social, and psychological changes that cause a number of issues that make it harder for the elderly person to live in harmony with his family and society."<sup>(5)</sup> (Hassaneen, 2004:133)

Because the lack of sports and movement is a result of technological advancement and the nature of modern life, we find that most countries rely on the media to encourage people to practice sports and pay attention to physical fitness in order to maintain health and build a healthy body. "Although it costs the world's nations a great deal of money annually to purchase medicine and treat diseases associated with immobility, individuals can prevent many of these diseases by engaging in physical fitness-focused activities." <sup>(1)</sup>

Consequently, in order to enable the practice and application of exercises that promote blood circulation, breathing, and muscle stretching at home or in sports halls, the appropriate authorities, educational institutions, and sponsors of youth sports must pay attention to this age group and communicate with them directly or through the media. They must also open sports halls and prepare training programs that suit their physical abilities. By planning an exercise program that progresses from easy to challenging and specifies the type of exercise and the duration of each movement. In the past, people over forty showed very little interest in physical activity; however, with the advancement of communication technologies and the notable coverage of sports, it started by raising the level of motivation among people in this age group. A large number of them perform these workouts in gyms or at home. The idea of physical fitness for the elderly has evolved in the eyes of society. Today's society embraces senior citizens who participate in sports with open arms, whereas in the past they were seen as shameful. "Through the sporting context, the individual has activated his social responsibility and connected with society. It also strengthens the components of roles related to movement, organization, and social change. Sport and culture interact to shape a person's attitudes as well." <sup>(2)</sup>  
 (Mufti Ibrahim, 2014:186)

(Akram& Marwan, 2014:75)

## Section Two/ Sports Media

Because of the media's global dominance and expansion, this era is known as the "era of the media." The media has the power to significantly and effectively impact both the individual and society. Daily dissemination of ideas and information by these means put them in competition with educational institutions. She was able to identify new social norms that she wants to force on people and she has the power to change the recipient's mind-set by introducing him to fresh ideas that help shape his personality. If education is the means by which a teacher and a recipient can communicate in both directions and with multiple recipients through discussion and dialogue, then modern technology has allowed the media to accomplish the same through multiple channels and multiple recipients, at both the societal and personal levels, it is feasible to hear the message from the sender and act upon it, and with the help of contemporary media tools, public opinion can be diverted from other topics for days or weeks at a time. The media can also exacerbate problems or offer solutions. One of the benefits of the media is that it conveys information and ideas about a specific issue or a number of issues with cognitive goals that can benefit society, and it has the ability to persuade in communicating the idea, that is, influencing public opinion in the sense of "communicating a specific idea, benefiting others, and influencing public opinion that seeks to Changing thoughts and forming positive individuals."<sup>(3)</sup> (abdul-Lateef amza, 1984:37)

### 2.3 Types of Media:

Media can be classified into the following:

**2.3.1 Audial media:** like sound effects, radio, and sound recordings. Given that humans historically relied on dialogue to spread news, these methods are regarded as some of the earliest forms of communication. As "radio works to connect the individual in his society and the world around him, and to spread culture and knowledge and everything related to the educational aspect," radio and sound recordings were discovered. One of the most

significant aspects of civilization is radio.<sup>(1)</sup> (Rajhi, 2012:64)

**2.3.2 Visual Media:** like images, models, charts, periodicals, and newspapers. These visual tools can be used to advance a particular concept that accomplishes admirable social goals, like media campaigns against illnesses and raising health awareness, informational campaigns about protecting the environment, or caricature drawings that diagnose both positive and negative social situations.

**2.3.3 Audio-visual media:** including the Internet, television, movies, and theaters. In the modern era, these methods have grown increasingly successful. These methods have gained a lot of popularity and have been able to progress quickly, its ability to combine sound and image is what caused it to become popular so quickly. Contemporary technologies have also helped to enhance these elements by adding visual effects, colors, and methods for altering sound frequencies. The scene the viewer is viewing has become more realistic and occasionally even transcends reality by emphasizing minute details related to the topic at hand. With the help of these resources, television networks with sports and other specializations have emerged. These social media platforms and television networks helped to popularize sports culture throughout society, which increased people's desire to participate in sports as adults and children. In order to make the most of it and provide outcomes that might help people who are involved in sports as well as through communication, the researchers are attempting to shed light on the media that most influences the recipient in this study. After engaging in sports, in order to embrace the best practices to invest in healthy bodies and healthy minds.

**2.3.4 Directed media:** These events, which include lectures, seminars, and conferences, typically involve one person speaking with another or with a group of people. In other words, these are in-person gatherings that typically have an immediate effect, such as "electoral campaigns, lessons, or seminars." There is a dialectical relationship between society and the media. It functions inside the established political, economic, social, and

cultural frameworks of society rather than outside of them.<sup>(2)</sup> (Al-Hussein, 1999:18)

#### **2.4 Merits of Sports Media:**

Given that it caters to a wide age range of viewers, directed media programs like news, social, economic, and entertainment shows, as well as sports media, are very beneficial, programs for boys, youth, the elderly, women, and so forth are all targeted by sports. It is a news and information system that disseminates information about a particular kind of sport via the media, educating the public about sports-related laws, sports participation, and the physical and mental health advantages of participating in sports. uplifting people's spirits and encouraging them to spend their leisure time watching sports."<sup>(1)</sup> Nations, particularly affluent ones, have made an effort to focus on sports media; as a result, social media platforms, newspapers, magazines, television channels, and sports news agencies have all been created, all of which provide insight into sports culture and events.

(Adeeb Khadhour, 1994:77)

#### **2.5 Aims of Sports Media:**

It's limited to the following:

1. Educating the public about the laws and regulations governing sports in order to promote sports culture.
2. Integrating sports values, principles, trends, and behavior patterns from both domestic and global sports communities.
3. Disseminating news, data, and facts about current problems and issues in sports and attempting to analyze and offer commentary on them.
4. Use recreation and entertainment to lift the public's spirits and ease their daily struggles.<sup>(2)</sup> (Uwace & Abdul-Rahman, 1998:45)

In order to achieve psychological comfort and motor and mental activity, sports media also helps to motivate the individual to pay attention to his physical fitness and health condition. Sports media aims to gain the public's affection and engage with the media message in a way that fulfills the public's needs and desires to obtain accurate and persuasive information. Sports media covers more than just popular sports like basketball, volleyball,

and football. Instead, it focuses on various social groups and attempts to illuminate their inclination towards the games they enjoy. Sports media covers programs targeted at adults over forty, and these programs encourage this demographic to take an interest in physical fitness. Sadly, we find that few people in Eastern societies are interested in maintaining physical fitness in order to sustain physical activity. Nonetheless, a lot of men over forty have been inspired to exercise, especially in sports halls, in order to maintain their body structure, thanks to the growth of these facilities, the attention given to them by the sports media, and the guidance of experts in the field. As a result, a lot of men and women have been drawn to the sports programs that are offered by different media outlets. Following forty years of age, to engage in sports and sports media via diverse channels, "An institution of social relations that reacts to its surroundings as a result of its interactions with society. Sports media and the dominant social norms are prerequisites for it to make sense in this society. The sports media is comparable to a woman who represents society."<sup>(3)</sup>

(Uwace & Abdul-Rahman, 1998:23)

Every media platform has a distinct audience. While print and radio were the primary media platforms from the turn of the 20th century until the emergence of satellite television channels, public opinion of these platforms gradually shifted away from them, and people's attention shifted from print to television and the Internet. Since no other form of communication that man has invented has been able to bring about such a profound and comfortable change, television is regarded as the most important mass communication medium to which people are exposed. Its influence on people's formation, behavior, and attitudes is well-established, and its political, social, and economic effects—the consequences of which have been growing for decades—have not yet been fully understood.<sup>(1)</sup> Numerous studies show that in terms of influencing certain ideas and beliefs, the media—including television—contributes to cultural implantation. The process of cultural

implantation occurs when a person gives up certain beliefs and habits and adopts new ones in their place. Numerous media theories highlight how the media can have a direct or indirect impact on people's lives and society. These theories include the media discourse theories, the magic bullet theory, and the priority setting theory. (Jehan Ahmed, 1975:64)

The Internet is one of the contemporary media platforms with a sizable audience. Television channels, periodicals, and newspapers all have websites within this network. This network is global in nature, allowing the user to stay up to date on all global events rather than being restricted to any one nation. The public's disinterest in print media, radio, and other media outlets led to their resurgence through electronic newspapers and websites featuring radio, television, and movie content. Sports media outlets were able to establish websites dedicated to promoting sports culture thanks to this network. which raised the number of sports media fans, both among youth and senior citizens. Individuals were free to establish sites within this network, rather than just official organizations. Thus, it is evident that the proprietors of sports arenas have developed sports-related websites that support culture and physical fitness and highlight their significance for human health, particularly It has become a sports culture to be over forty. Participating in sports has become essential for intellectual, educational, artistic, and cultural preparation as it is a part of general culture. Significant research has emerged that substitute or replace the term "physical education" with "physical culture." It is believed that this culture is an essential component of all cultures.<sup>(2)</sup> (Shahinaz, 1986:23)

### **2.6 Theoretical Framework Indicators:**

1. Sports media helps to focus on rules, ideas, and activities related to sports in an engaging manner that entices the reader to follow the event.
2. The technologies used in modern media can replicate reality and try to persuade the general public of the ideas it presents.

3. Sports media helps the recipient become more motivated to practice sports by raising their level of motivation.

4-Those who are physically fit have better blood circulation and more efficient muscles, which is advantageous for those over forty.

5. Sports media emphasizes aging-related illnesses and preventative measures.

## **Chapter Three/ Field Study Procedures**

### **3.1 design of the Study:**

The descriptive method, which is defined as the scientific path leading to truth revelation through a set of general rules controlling the mind's path and operations until they reach a known outcome, was chosen by the researcher<sup>(1)</sup>. The goals of this study can be accomplished with this strategy.

### **3.2 Population of the study:**

The researcher identified the number of sports halls spread in Baqubah District, the center of Diyala Governorate, and there were (8) halls, after proposing the issue with the halls' supervisors, It appears that some halls are used by men who are over forty which are (Al-Battal Hall, Al-Mafraq Hall, Ahmed Hall, Al-Tahreer Hall and Al-Asdiqa' Hall) Regarding the remaining hallways, individuals above forty seldom use them. About 54 men over the age of forty were determined to exercise regularly; the majority of them kept up their exercise routines permanently, while another group only went occasionally (as needed). As a result, the researcher continued training forty-five men, numbering (45).

### **3.3 Sample of the Study:**

The results of the research depend on the sample selection process being accurate and representative of the study population (the sample must possess all the attributes that characterize the original population from which it was taken, in order to represent it correctly).<sup>(2)</sup>

(Horsh, 2001:138)

(Zerwaty, 2002:119)

As it is discussed previously, the research population is specific, so the researcher decided to deliberately select a sample of (45) men. The sample members were selected for the following reasons:

1. Compared to those between the ages of 20 and 30, the proportion of adults over forty who engage in these activities in closed halls is relatively low.
2. The sample members satisfy the research hypotheses, and the research topic is limited to the age group over forty.
3. Men over forty who did not regularly train in these halls were not allowed to participate.
4. The sample members can be directly followed up with because these halls are near the researchers' residence.

**3.4 Tools of the Study:**

N	Name of the Expert	Specialty	Place of Work
1	Nabil Mahmoud Shaker	Kinetic learning	College of Basic Education/ University of Diyala
2	Adi Karim	Management and Organization	College of Basic Education/ University of Diyala
3	Ihab Nafea	Athletics	College of Basic Education/ University of Diyala
4	Ahmed Abdel Sattar	Media - Television	College of Basic Education/ University of Diyala
5	Laith Abdul Sattar	Digital media	College of Basic Education/ University of Diyala

**3.6 Analysis:**

To determine which paragraphs received the highest scores, the researcher used the results of analyzing the questionnaire's paragraphs and extracting the frequencies from the highest score to the lowest score.

**3.7 Statistical Tools:**

The percentage equation was adopted, which is:

$$\text{Percentage} = \text{part/whole} * 100\%$$

**Chapter Four/ Results and Discussion**

After reviewing the results of the questionnaire items, it showed the following:

1. The first item, which deals with regular or irregular exercise, was the one for which the answer was given. The percentage of sample participants who said they regularly practice physical fitness was 57.7%. The researcher discovered that these people stay in touch with these people all year long through following up

Ten axes with a total of twenty-seven items were included in the questionnaire that the researcher created and gave to the sample participants. This form was submitted to a committee of experts and specialists to ensure its validity before being distributed to the sample members.

**3.5 Validity:**

A committee of experts in the fields of sports and media was given the research tool to determine its validity and reliability. The agreement rate that was obtained was roughly 92%. Here is the list of names of the experts:

with the sample members. The training rooms are meticulous, and 42.2% of the respondents said they receive irregular training. The rationale is that some sample members are preoccupied with work commitments that keep them from talking about exercise, and another group of people visits the sports halls in times of health emergency and works out there on doctor's advice.

2. In response to the second item, which aimed to determine the factors that spur the sample members to engage in sports, 51.1% of the sample members stated that the media serves as their primary source of motivation. It was previously understood that the media's ability to spread was constrained in addition to Men and women over forty used to feel self-conscious about working out at this age, but with the media's widespread and effective dissemination as well as the shifts in popular culture and sports culture, older people's



interest in sports has become mainstream. Also, a percentage of (35.5%) of the sample indicated that their motivation to practice sports came from a sports coach's advice and instructions. Numerous scientific studies have confirmed the benefits of exercise in treating conditions like muscle tension, weak muscle strength and flexibility, and restoring muscle activity. While (13.3%) of respondents said that they are motivated to participate in sports by their friends' and families' support. This is proof that the sports culture that the media has promoted has helped people become more aware of the importance of maintaining one's own health and safety, leading them to share this culture with others.

3. The media outlets that the sample members wished to follow were the subject of this item. Of those in the sample, 46.6% said they use the Internet to keep up with sports events and programs. Unlike television, where the broadcast space is limited and does not allow the individual to choose the time of the program, this network has the advantage of continuously providing information and having a large number of sports websites. This allows the individual to have a better space to choose whenever he wants. While there are almost (31.1%) of responders watching sports on television stated that it has an impact on them, and this desire is reflected in how well and influentially they practice sports. Regarding radio item, 13.3% of the participants said that listening to sports radio shows inspired them to engage in physical activity.

4. The response to the fourth question, which asked what media-related activities people interact with the most? Of the sample, 31.1% said they interacted with sports programs that offered sports instruction and physical fitness activities. This is due to the fact that in order to make it easier for them, they must be aware of the particular sports laws and regulations for each exercise. And (28.8%) Of the sample, said they kept up with sports news, which typically covered all sports-related events and was intended for all age groups. As a result, the sample members are interested in keeping up with this news, particularly when it aligns with their preferences and trends. (26.8%) of the

sample answered that they would like to follow sports games, and each game has its own audience, whether adults or children. (13.3%) answered that they follow sports advertisements. It is noted that the owners of sports halls have websites on the Internet that promote Through it, the sporting activities practiced in this hall are announced.

5. The question "Do you suffer from some lethargy and fatigue before you engage in sporting activities?" was asked in the questionnaire's fifth item. Of the sample, 84.4 percent said that they experience occasional lethargy, which is normal. Certain indicators of aging, like diminished strength, start to show after the age of forty. muscles and the inflexibility of those muscles. As a result, medical professionals and sports experts recommend exercise to preserve muscle mass and body form. In response, 15.6% of the sample said they exercise to prevent and maintain signs of aging as well as to maintain muscle strength and flexibility. They do not suffer from inactivity.

6. Of the respondents to the sixth item, which asked how people over forty felt about their physical condition after practicing sports, 64.4% said they felt comfortable because of the improvement, while 28.8% said they needed more time to practice. Sports, and 6.6% of the sample said they felt nothing was changing; this is indicative of their desire to continue engaging in these activities.

7-In response to the question, "Where do you get instructions for sports exercises?" (57.7% of the sample), they said they receive them from the sports supervisor in the gymnasium. This kind of media is known as confrontational media because it features individuals with one another or with a group of individuals who are appropriately led and directed. While 35.5% of the sample indicated that they get their directions and instructions from the media—we previously mentioned that television and the Internet have a wealth of programs related to providing instructions and guidelines for exercising and how to apply them to different age groups—6.6% of the sample indicated that they seek advice and guidance from sports physicians.

8- It is typical that the majority of sample members (84.4%) responded "sure" to the question, "When there is an improvement in physical condition, you advise your friends to practice physical exercises." As soon as someone feels better, he starts to advocate for the causes of success, and 15.5% responded. A portion of the sample members support the improvement's status and causes.

9- In the inquiry, "Is there little, a lot, or average interest in people over forty practicing sports?" A majority of the sample (71.7%) responded that there is a low percentage of interest among those over forty. The comparison between the number of youth athletes and the number of adults over forty years of age may be the cause. (11.1%) said that there are a lot of people over forty. This statement may have been made in response to a comparison of their turnout rates in the past and present.

10-When asked what percentage of their daily activities had improved as a result of practicing sports, 51.1% of the sample said it was because they were motivated, driven, and self-assured when practicing these activities; 31.1% said their level of improvement was good; and 71.7% said their rate of improvement was average. Every instance suggests that physical activity has improved the person's overall health, as evidenced by their everyday activities.

**Chapter Five/ Conclusions and Recommendations**

**5.1 Conclusions**

Based on everything mentioned above, the researcher came to the following conclusion:

1. The media, particularly visual media, plays a significant role in raising sports awareness and boosting interest in participating in sports.
2. The public's preferred media platforms, particularly for those over forty, are television

and the Internet, both of which have websites that encourage athletes to participate in sports.

3. The study demonstrated that participating in sports helps to increase physical activity and reduce the signs and symptoms of various illnesses.

4. The majority of the sample members experienced health issues, but participating in sports helped them feel better.

5. A large number of the sample participants (individuals over forty) started encouraging others to participate in sports after they felt that their physical and general health had improved.

6. The interest in sports among adults over forty is still at a moderate level, necessitating increased knowledge and encouragement from others to engage in sports.

**5.2 Recommendations:**

The following are suggested by the researcher:

1. To ensure that giving continues, all forms of media must provide sports culture programming to all societal segments and avoid ignoring individuals over forty, who represent a wealth of knowledge and experience in the country.
2. Establishing senior-only clubs or halls with equipment, sporting goods, and other psychological comforts so they can engage in their hobbies openly and shamelessly.
3. To disseminate health and media culture in a way that aids in disease prevention and the reduction of aging signs, health institutions must create awareness campaigns in collaboration with media institutions.
4. The sporting events and activities that adults over forty participate in should be covered by media organizations, and these programs ought to resemble those that target youth.
5. People over forty still have a (moderate) desire to exercise, and this is a call for the media and social institutions to step up their efforts to encourage people to participate in sports.

**Questionnaire Sample**

1.	Do you often exercise?	Regularly	Irregularly	
2.	What are the means that led you to participate in sports?	Media	Trainer	friends
3.	Any media you follow when practicing sporting activities?	Internet	Television	Radio

4.	What are the activities you interact with more while exercising?			
5.	Do you often feel better after exercising?	Big improvement	Mild improvement	Little improvement
6.	Do you often suffer from some lethargy and fatigue before exercising?	Yes	No	
7.	Where do you get exercise instructions?	Media	Trainer	Sports doctor
8.	Do you encourage friends to exercise when your physical condition gets better?	Definitely	Kind of	
9.	What is the rate of exercise among people over the age of 40?	Little	Mild	A lot
10.	What is the percentage of improvement in your daily activity after exercising?	Good	Very good	Excellent

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