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## Iraqi Newspapers' Treatment of Sports Corruption Issues from The Point of View of Experts: (An Analytical Study Applied to Al-Mada and Al-Iraqiya Newspapers)

Dr. Amina El Mir<sup>1</sup>, Researcher/Sufyan Muhannad Najris Hilal Al-Nasiri<sup>2</sup>

### **Abstract**

*The study aims to elucidate the involvement of Iraqi newspapers, specifically Al-Mada and Al-Iraqiya, in addressing sports corruption issues. The primary objective is derived from various sub-goals, including examining the newspapers' role in handling corruption matters, identifying journalistic approaches, and assessing the influence of their coverage on public awareness. The inquiry centers around how Iraqi newspapers, particularly Al-Mada and Al-Iraqiya, tackle sports corruption issues and their perspectives on the matter, seeking expert opinions. The research addresses sub-questions regarding press coverage methods, utilized sources, and the impact of such coverage on public opinion. Employing a survey approach and content analysis, the research conducts an in-depth examination of reports and analyses in Al-Mada and Al-Iraqiya newspapers concerning sports corruption. Additionally, expert interviews in the media field contribute diverse viewpoints. The sample comprises Al-Mada and Al-Iraqiya newspapers, representing distinct ideological platforms. The study anticipates contributing insights into how newspapers shape awareness of sports corruption in Iraq and identifying influencing factors. Utilizing survey methods and content analysis, the research aims to highlight the media's role in illuminating sports corruption issues and shaping public opinion in the current year.*

**Keywords:** *Iraqi newspapers, content analysis, Al-Mada newspaper, Al-Sabah Iraqi newspaper*

### **1. Introduction**

In the world of sports, the term “sports corruption” is a complex term that includes a range of unethical acts, from the malicious clutches of bribery to match-fixing and financial abuses. This malignant phenomenon, whose reach transcends geographical borders, casts a widespread shadow, sowing seeds of discord between various sports and leaving an indelible mark on the sanctity of fair play. To confront this formidable opponent, hands of harmonious cooperation must work to coordinate between governments, international sports bodies, federations, clubs, and the media. In the Iraqi context, newspapers emerge as powerful guardians of the truth, tasked with exposing the complexities of sports corruption. They are on a meticulous path to investigate, disclose, and enforce sanctions, and demand unwavering dedication to transparency and justice. The call for cooperation is echoed in the corridors of the press, sports institutions and society, with the aim of purifying sport from malicious impurities. This scholarly journey delves into the nuanced discourse around sports corruption, exploring how Iraqi newspapers, particularly Al-Mada and Al-Iraqiya, navigate it.

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<sup>1</sup> Dean of the Faculty of mass communication - Jinan University - Lebanon

Email: [Elmiramina2020@gmail.com](mailto:Elmiramina2020@gmail.com)

<sup>2</sup> Email: [10216450@students.jinan.edu.lb](mailto:10216450@students.jinan.edu.lb)

## 1.1 Objectives of the Study

The main objective of this study is to shed the light on the role of Iraqi newspapers, specifically Al-Mada and Al-Iraqiya, by addressing issues of sports corruption through the perspectives of experts.

The main goal is further elaborated into several sub-objectives, including

- Analyzing the role of Iraqi newspapers, Al-Mada and Al-Iraqiya, in addressing sports corruption.
- Identifying the journalistic approaches employed by Al-Mada and Al-Iraqiya in addressing sports corruption issues.
- Analyzing levels of detail in reports, analysis presented in the articles of Al-Mada and Al-Iraqiya considering sports corruption.
- Identifying the sources of information and experts used in the coverage of sports corruption by both Al-Mada and Al-Iraqiya newspapers.
- Evaluating the impact of the coverage by Iraqi newspapers (Al-Mada and Al-Iraqiya) on public awareness and anti-corruption movements.
- Identifying the factors influencing the treatment of sports corruption issues by Iraqi newspapers.

### Research Questions

- The central inquiry of this study revolves around the exploration of how Iraqi newspapers, specifically Al-Mada and Al-Iraqiya, address the intricate of sports corruption and the perspectives of experts on this treatment , we're going to find the answers for the following sub-questions:
  - **Coverage Approaches:** How do Iraqi newspapers navigate the coverage of sports corruption issues?
  - **Editorial Forms:** What editorial forms take precedence in the journalistic treatment of sports corruption issues within Al-Mada and Al-Iraqiya newspapers?
  - **Information Sources:** Which sources does my newspaper (Al-Mada - Al-Iraqiya) rely on when delving into sports corruption topics?
  - **Impact on Public Opinion:** What impact does the media coverage from my newspaper (Al-Mada - Al-Iraqiya) have on public opinion and the movements combating sports corruption in Iraq?
  - **Utilization of Experts:** Do Iraqi newspapers (Al-Mada - Iraqi newspaper) enlist experts and analysts in the investigation and analysis of sports corruption issues?
  - **Comprehensive Coverage:** Has my newspaper (Al-Mada - Iraqi) shed light on the various forms and trends of sports corruption?

## 1.2 Hypothesis

In alignment with the qualitative approach of content analysis, this study refrains from formulating hypotheses. Instead, it adopts a nuanced perspective, aiming to unravel the intricate layers of how these newspapers engage with sports corruption and the perspectives of experts without predetermined assumptions.

This approach allows for a thorough exploration and interpretation of the multifaceted dynamics inherent in the coverage of sports corruption issues within the Iraqi media landscape.

### 1.3 Research Methodology

#### Type and Method of Study

- **Type of Study:** This research falls within the realm of descriptive studies, aiming to meticulously depict and analyze the characteristics of a specific group or situation marked by specificity. According to Bijou et al. (1968), Leveraging frequency-of-occurrence measures in both descriptive and experimental field investigations has the capacity to amalgamate data and empirical concepts. This method reveals unprecedented relationships within the research context, providing stimuli for further exploration. (Bijou et al., 1968)

The focus is on obtaining precise descriptions of a phenomenon, situation, group of people, or events in terms of their current reality and the relationships between them and other influencing factors. The objective is to gather sufficient and accurate information about these entities.

- **Study Approach:** The researcher will primarily employ a survey approach, characterized by an organized scientific effort to access information and data related to the studied phenomenon. This approach involves a set of structured procedures determining the type of data, its sources, and the methods for obtaining it.

Within this approach, the study relies on the method of content analysis, conducting an analytical examination of the content within (*Al-Mada - Iraqia*) newspapers. The focus is on analyzing topics related to sports corruption issues wherever they are found in these newspapers. Additionally, the study involves interviews with academic experts in the field of media to garner their perspectives on how the issue of sports corruption is treated in newspapers.

#### 1.4 Limits of the Study

- **Spatial Borders:** Iraq.

Time Limits: The study is confined to the time frame of 2022-2023.

- **Objective Limits:** Topics related to sports corruption in Al-Mada and Al-Iraqiya newspapers, wherever they are found during the study period.

#### 1.5 Community and Sample of the Study

- **Analytical Study Population:** The sample is selected from the study population and represents the newspapers (Al-Mada, Iraqi), taking into consideration that these newspapers belong to different ideologies.
- Justifications for Choosing the Study Sample:
- **Periodic Publications:** Both newspapers are issued on a daily and regular basis.
- **Widespread Reach:** They enjoy a wide readership.
- **Diverse Editorial Policies:** The newspapers exhibit different editorial policies and intellectual orientations.
- **Inclusion of Influential Writers:** They include an elite group of ideologically diverse writers who wield influence.
- **Study Material:** The study material encompasses all topics and issues related to sports corruption in the study newspapers during the specified time period, ranging from 2022 to 2023 AD.

## 1.6 Statistical Processing

To address the study questions and achieve its objectives, the following statistical tools will be employed:

- **Frequencies and Percentages:** These will be used for all content analysis elements.
- **Holsti Equation:** This equation will measure the stability of analysis among analysts, ensuring robust and reliable findings.

*HOLSTI*, a creation by Richard Holsti, is a crucial tool in media content analysis, offering insights into coder reliability. Its numeric coefficient encapsulates intercoder dynamics, navigating from alignment to deviation. *HOLSTI* stands as a beacon in the storm of deviant codings, transforming coding into a dance of statistical elegance. It serves as a maestro, unlocking intricacies and paving the way for exploration in media content analyses (Staudt et. al,2015).

## 1.7 Study Tools

Utilizing a content analysis form, the study delves into journalistic expressions of sports corruption across various genres. The form is meticulously prepared, drawing from previous studies, expert opinions, and an exploratory study on *Al-Mada* and *Al-Iraqiya* newspapers. Categories include analysis, topic, news geography, sources, trends, active forces, persuasion methods, and images.

## 1.8 Validity and Reliability Procedures

To ensure validity, the content analysis form undergoes scrutiny by academic arbitrators, incorporating feedback for refinement. Stability is tested using independent analysts to re-evaluate 10% of the categories, ensuring internal consistency through the Holsti equation.

## 1.9 Results of the Analytical Study

The chapter unveils findings from the analytical exploration of *Al-Mada* and *Al-Iraqiya* newspapers spanning 2022-2023, aligning results with study questions. The aim is to dissect the treatment methods, journalistic forms, sources, and trends concerning sports corruption, providing a comprehensive understanding of the media landscape.

## 2. Literature Review

Jamal Al-Din's (2023) study explores legal mechanisms addressing integrity and corruption in sports, tracing the historical evolution and noting a surge in criminal activities over the past two decades.

Affan's investigation (2021) focuses on how *Al-Hadaf* newspaper in Algeria covers sports corruption, emphasizing its extensive coverage of issues like disputes and non-payment of players' dues, attributing corruption mainly to sports officials and referees.

Katifi (2020) study investigates anti-corruption mechanisms, drawing from university professors' perspectives, highlighting preventive measures like legal and institutional reforms and the role of sports media. The study emphasizes the support for non-governmental institutions in combating corruption. Al-Osaimi's (2019) research evaluates the contribution of Saudi newspapers, particularly *Al-Riyadh* and *Okaz*, in addressing corruption issues. *Okaz* dominates in coverage, utilizing various journalistic styles, with limited use of colors and a

preference for "extended" and "Al-Arid and Al-Manshet" headlines, the previous studies offer a comprehensive insights into historical context, media coverage, and preventive measures of the sports corruption.

Bournan 2019 study delves into administrative corruption within the Algerian sports administration, utilizing a descriptive analytical method. Using Professor Mohamed Jamal Ali's corruption scale, the study identifies economic and social factors, particularly weak rewards and incentives, as significant contributors to corruption within the Youth and Sports Directorate in M'sila. Administrative factors and the psychological aspects of administrators also play a moderate role in the spread of corruption.

Shaima Muhammad's 2018 study scrutinizes press coverage of political corruption issues, focusing on Al-Ahram newspaper. Employing media survey and content analysis methods, the study finds lapses in professionalism and objectivity during President Mohamed Morsi's rule. However, it highlights Al-Ahram's exposure of corruption files and emphasis on corruption by state officials, with "press news" being the dominant journalistic form at 51.4%.

Al-Shammari, Hatem Badaawi, and Rashid's 2016 study investigates the media's role in confronting corruption in Iraq, using a deductive approach. The study underscores the need to strengthen the role of investigative media in obtaining and disseminating information. Despite various forms of corruption, Iraqi media falls short in exercising its constitutional authority to illuminate corruption hotspots. Investigative journalism is recommended as a crucial tool for extracting information and exposing hidden realities, with a call to address deficiencies in laws, regulations, and procedures contributing to corruption.

A study entitled "Media Impact on Corruption: Insights from Starke Christopher's 2016 Study in Several Countries" (2016), the study delves into the relationship between the press and corruption across multiple countries. Utilizing an inductive and analytical approach, the research employs corruption and media freedom measures, alongside assessments of internet access and service provision.

- On Officials

Nassif's "Corruption in Lebanese Sports: Insights from Nadim Nassif's 2014 Study", It delves into the sports corruption in Lebanon. This comprehensive exploration recognizes that corruption in sports extends beyond singular issues, gambling scandals, doping, and bid-related bribes for organizing international sporting events. In essence, Nassif's study not only sheds light on the specific sports corruption in Lebanon but also underscores the interconnectedness of corruption across sectors. The findings emphasize the need for a holistic approach to address corruption, considering the broader political context that influences the integrity of sports governance.

In Dino Numerato's 2009 study entitled "Media and Sports Corruption: Outlines for Social Understanding," delves into the intricate relationship between the media and corruption in sports, with a particular emphasis on football. By drawing on illustrative examples from recent corruption cases and existing academic research, the study explores how the media simultaneously serves as both an adversary and an enabler of corruption in the realm of sports. Numerato proposes and discusses micro- and macro-sociological analytical dimensions for potential future research, offering a framework to comprehensively understand the dynamics between the media and corruption in sports.

- The Key Points of the Study
- Focus on Media's Role: The study centers on elucidating the specific role played by the media in the dissemination, perpetuation, and disruption of corruption in sports, with a spotlight on the football domain.
- Media as Both Enemy and Facilitator: Numerato's research highlights the dual nature of the media's influence on sports corruption. It explores instances where the media acts as an adversary, exposing corruption, while also functioning as a facilitator that may inadvertently contribute to the perpetuation of corrupt practices.
- Illustrative Examples and Literature Review: The study draws on concrete examples from recent corruption cases, providing real-world instances to support its findings. Additionally, it engages with existing academic research on the subject, enriching the discourse with a comprehensive understanding of the landscape.
- Analytical Dimensions for Future Research: Numerato contributes to the field
- by proposing micro- and macro-sociological analytical dimensions for prospective
- research endeavors. This forward-looking approach encourages scholars to explore
- In essence, Numerato's study not only unravels the complexities of media involvement in sports corruption but also lays the groundwork for future research inquiries.

### **Comparative Analysis with Previous Studies**

This study examines the critical issue of sports corruption in Iraqi society, highlighting the role of the media, specifically Al-Mada and Al-Iraqiya newspapers, in covering this societal challenge. Based on lessons learned from previous Arab and foreign studies, the research applies a media survey approach to obtain insights from academic experts. This study explores the extent of corruption in the sports sector, including bribery, gambling scandals, doping and more, the research was conducted during the period 2022-2023, focusing on the contemporary landscape of sports corruption in Iraq.

### **The Main Points**

- i. **The Importance of Sports Corruption:** The study emphasizes the increasing importance of sports corruption as a societal challenge, driven by the attractiveness of capital and the interest of economic forces. The research confirms the need to uncover and address corruption issues in the Iraqi sports arena.
- ii. **The Role of the Media:** The main focus of the study is to study the role played by the media, with special attention to Al-Mada and Al-Iraqiya newspapers, in covering and exposing sports corruption. The study seeks to identify the effectiveness of media coverage in addressing this issue.
- iii. **Applying the Media Survey Approach:** The study is consistent with previous research by adopting the media survey approach, organized in collecting samples, analyzing data, and criticizing the results within the broader context of the research problem. Lessons learned from previous studies inform the systematic application of this approach.
- iv. **Consistencies and Differences:** The research identified consistency with previous studies in terms of common interest in sports corruption issues, the descriptive framework of the research, and the adoption of a media survey approach. It is distinguished by presenting a unique study sample, which includes Al-Mada and Al-Iraqiya newspapers, a distinct human sample of academic experts, and a specific time frame from 2022-2023.

In essence, this study builds on the foundation laid by previous research, contributing new insights into the specific context of sports corruption in Iraqi society. The findings aim to

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inform future strategies for tackling corruption in sport, with an emphasis on the critical role of media coverage.

### Journalists Wield Significant Influence in Preventing Corruption in Many Countries

However, their effectiveness is contingent upon specific conditions and the prevailing political culture (Mancini, 2018).

Newspapers, particularly within the journalistic realm, play a pivotal role in democratic systems. They serve as a political force, contributing significantly to knowledge dissemination, shaping public opinion, and fostering societal reflection. Beyond merely conveying news, newspapers act as agents of civilization and progress, encompassing diverse sections covering art, sports, entertainment, and commerce. Their mission extends to meeting the multifaceted needs of individuals, making them a widely accepted and influential medium throughout the day. Importantly, newspapers serve as guardians of society, guiding it in the right direction, defending the nation, and representing the collective voice of the people.

In times of crisis, the press stands as a crucial ally, working alongside society to address challenges at various levels.

The Press freedom appears to have a positive impact on corruption perceptions, particularly in countries with low to moderate corruption levels, the research by Breen and Gillanders (2020) utilized objective corruption measures from the “World Bank’s Enterprise Surveys”, focusing on private firms in manufacturing and services. The study revealed a reputational advantage linked to press freedom. Even after accounting for corruption experiences, greater press freedom was associated with improved corruption perceptions (Breen & Gillanders, 2020).

The press acts is a role extending beyond being a for the political figures. Engaging in journalistic investigations, the press serves as an oversight authority, prompting public prosecution institutions to initiate legal inquiries and prosecute those involved in corruption cases. Its effectiveness lies in being an alternative check on the powers of independent countries' legislative, executive, and judicial branches, especially when corruption compromises their ability to enforce necessary penalties. The media's exposure of corrupt public officials not only activates legal proceedings but also serves to educate the public about corruption, its perils, and methods of combatting it. Furthermore, through press campaigns, the media contributes to fostering a comprehensive and insightful understanding of corruption issues, aiming to bring about societal reform. (De Albuquerque, 2017).

### Media Oversight: Combatting Sports Corruption- A Focus on the Iraqi Press

In the intricate tapestry of contemporary society, the realm of sports has transcended its erstwhile definition confined to mere physical exertions geared towards bodily fortitude and health preservation. Rather, its evolution, particularly throughout the labyrinthine corridors of the twentieth century, has metamorphosed it into a crucible of competition, an arena where ideological forces, notably the dichotomous entities of capitalism and socialism, engage in a perpetual struggle for dominance. The intricate dance of monopolizing records and attaining laurels in diverse sporting disciplines has become a strategic battleground, each sector fervently vying for ascendancy.

In the Iraqi journalism, the rapid proliferation and advancements within the Iraqi press have significantly enhanced its role as a diligently monitoring and political developments. The

evolution of newspaper publishing procedures and the cultivation of a platform for free discourse underscore the improved capacity of the press to convey diverse opinions, exerting a palpable influence on public.

This transformation is characterized by features, qualities, and attributes, embodying the essence of a new journalistic paradigm. The journalism industry finds itself grappling with a form of content, both in format and transmission, adapting to the nuances of modern technology.

The 2003 era in Iraqi society unfolds as real theater, marked by a political events and regional developments. International newspapers, recognizing the significance of Iraqi issues, have elevated their coverage, dedicating entire pages to investigations, reports, and various journalistic arts. The objective is to capture and convey the unfolding narrative to the public, contributing to an enlightened understanding of global events. Journalism, once a craft, has metamorphosed into an industry and investment, necessitating the employment of skilled personnel and the incorporation of modern technological techniques (Johnny,2018).

In this milieu, international newspapers have assertively monopolized the press market, reaping numerous advantages and gains. This discourse seeks to elucidate the pivotal role played by Al-Mada and Iraqi newspapers in the global press arena, with a specific focus on addressing issues related to sports corruption.

### **The Inception and Institutionalization of Al Mada Newspaper Mark a Significant Chapter in Iraqi Media**

Positioned as an "independent newspaper with a democratic orientation," it is issued by the Al Mada Foundation for Culture and Arts, under the leadership of its founder and president, Fakhri Karim. The newspaper is headquartered in Baghdad, with additional subsidiary offices in Damascus and Beirut. Its historical began in 2003, immediately following the fall of the regime.

Al Mada adopted a weekly publication schedule. It extends its media presence through diverse channels. It owns Dar Al-Mada, a publishing house, a local radio and television channel bearing the "institution's name", a news agency, and an advertising and publicity company, Al-Iraqiya newspaper the Iraqi political, literary, and economic landscape.

- Tuesday, June 1, 1920 AD, when the inaugural whispers of this journalistic behemoth graced the bustling streets of Baghdad. At the helm of this opus was Razouk Daoud Ghannam, the owner and director, while the enigmatic Shakib Arslan, with an air of mystery, attributed its management to the formidable British occupation authority.
- History of Al-Iraqiya stands as a testament to resilience, holding the oldest civil newspaper to emerge post-World War I. However, its publication extinguished at the behest of its owner. A curious parallel emerges delved into the tumult of Iraqi societal issues, its mission was the audacious confrontation of the very issues that grappled of Iraqi society.

### **Peelback The Layers, and a Revelation Surfaces**

- The primary goal of sports corruption, an age-old machination, is to harvest ill-gotten gains through the nefarious prism of cheating.
- Behaviors, words, motor skills, and societal machinations converge through illegal means.
- The irony unfolds—corruption in sports, an ancient specter, has cast its shadow since the days of the ancient Olympic Games, evolving and intensifying over the past two tumultuous decades.



- Witness the metamorphosis of sports, no longer a pristine pursuit but a playground for criminals enticed by the allure of profit. In this evolving saga, ink and pixels dance on the precipice of legitimacy and vice, narrating a story as captivating and perplexing as the very essence of the human experience. The stage is set, where the past and present intersect in a narrative symphony, echoing the resilience and challenges woven into the fabric of Al Sabah Al-Iraqiya and the tumultuous world of sports corruption (Mohsen, 2022).

Behold the intricate ballet of the press within the tapestry of Iraqi life—a dance fueled by the imperative of confronting the enigmatic specter known as sports corruption.

In this complex choreography, the Iraqi press dons the mantle of an exposé virtuoso, navigating the convoluted terrain where the theory of power in media intertwines with the labyrinthine web of social, political, and cultural issues. The press, unveils the truths hidden beneath the surface and enlists the masses in a media process devoid of singular concepts or ideologies, a multidimensional symphony of revelation.

### **The Objectives of this Intricate Ballet are as Follows, Each a Pirouette in the Grand Performance**

- Unveiling the multifaceted role of the press in the intricate realm of sports corruption cases.
- Deciphering the nuanced attitudes of newspaper readers from diverse social, scientific, and economic strata, encompassing both genders, regarding the role played by the Iraqi press in navigating the treacherous terrain of sports corruption within stadiums and clubs.
- Ascending the heights to glean practical, scientific, and social facts, extracting indicators that illuminate the intricate reality of the press's role during the coverage of sports corruption issues.
- Peeling back the layers to reveal the dark contours of negative effects stemming from the proliferation of images and forms of sports corruption within Iraqi stadiums. It's a quest for truth, an endeavor to present reports and analyses as the newspaper orchestrates an ongoing narrative, a relentless pursuit for successful coverage. A perpetual competition ensues among newspapers, each vying to outshine its counterparts, as the reading public, like an ardent audience, avidly follows the unfolding spectacle, recognizing its resonance in their daily lives.

Furthermore, the role of the Iraqi press transcends reportage; it emerges as a political force in the democratic ecosystem, a cornerstone shaping societal life.

The press, an instrument influences the reading public, channels its capabilities towards serving media objectives. Cultural developments in Iraqi society imprint their essence on various media outlets and newspapers and offering a lens through which corruption issues, the preoccupations of public opinion, find their echoes. The press is the messenger, addresses these issues, unfurling reports and analyses as offerings to the discerning public as an ongoing narrative through the ever-shifting landscape of societal discourse (Al-Jizani, 2005).

### **3. Analytical Framework of the Study**

We will delve into the journalistic treatment of the Iraqi newspapers, Al-Mada and Al-Iraqiya, with a specific focus on issues related to sports corruption. The concepts to be explored are as follows:

#### **3.1 Journalistic Treatment**

The process aimed at uncovering trends and strategic approaches for media coverage, involving relevant entities addressing specific problems. It also encompasses the method of thinking associated with analyzing or structuring data, activating survey and research through the utilization of computational processes and statistical methodologies.

## Sports Corruption

Referring procedurally to any unethical or illegal activity related to sports, including financial malfeasance such as embezzlement or financial fraud in sports competitions. Sports corruption also encompasses deviations specified in sports rules and regulations, such as result manipulation, doping usage, and tampering with transfer operations.

## Experts

Experts are typically defined by their achievement of advanced academic qualifications and years of practical experience in their specialized area. Experts are consulted to provide reliable opinions and offer professional advice and expertise to individuals or other institutions.

## 3.2 Research Methodology

The chosen approach for this study revolves around a survey methodology, deemed as a systematic for acquiring information and data pertaining to the phenomenon under investigation.

## Methodological Instruments

- **Analytical Complexity Matrix:** The analytical complexity matrix emerges all dimensions of journalistic, addressing the subject of sports corruption. This tool assumes the main role in realizing the study's objectives to explore the “treatment methods, journalistic forms, sources, and trends deployed”.
- **Procedures for Crafting the Analytical Complexity Matrix:** The meticulous formulation of the analytical complexity matrix is a prelude to the research, drawing insights from antecedent studies and the forthcoming exploratory study on the duo of newspapers (Al-Mada - Al-Iraqiya). Its development hinges on the input garnered from esteemed professors, arbitrators, and experts, encompassing a diverse array of categories such as:
  - The researcher focused on the task of fitting categories for investigation, crafting dimensions that aptly gauge the value and content of the analyzed material. The judicious selection of categories, avoiding excess intricacy that might yield intersecting themes and analytical quandaries, remains paramount (Abdel Majeed & Alam El-Din ,2004)
  - **Thematic Categories:** These categories elucidate the focal point of the content, unraveling the hubs of interest encapsulated within.
  - **Geographic Categories:** Unveiling the expansive geographical dimensions of journalistic interests, this category casts a comprehensive light on the spatial distribution of coverage surrounding the targeted phenomenon.
  - **Source Categories:** Exposing the individual, group, or entity serving as the wellspring of journalistic information, this category scrutinizes the origin of the narrative.
  - **Trend Categories:** Delving into the trends characterizing news and press materials disseminated by newspapers on the subject of desertification and drought, these categories discern whether the content assumes a neutral, supportive, or oppositional stance.
  - **Dynamic Forces Category:** Spotlighting the most prominent figures accorded prominence in press releases, this category delves into the active forces steering the narrative.
  - **Persuasion Category:** This category delves into the intricate process of influencing recipients through the adept utilization of evidence, examples, and compelling arguments to garner acceptance of the newspaper's opinions and ideas.
  - **Imagery Category:** The deployment and presentation of visuals aligning with the subject of the phenomenon and its treatment fall within the purview of this category.

### 3.3 Validation and Reliability Procedures

#### 3.3.1 Validity Procedures

The scrutiny of validity revolves around ensuring that the measurement tool effectively gauges what it was designed to measure. The researcher will submit the content analysis form to a panel of academic arbitrators entrenched in the media domain. This step seeks to fortify the scientific validity of the tool. Amendments will be made in accordance with the suggestions, observations, or modifications proposed by the arbitrators.

#### 3.3.2 Tool Stability

To ascertain stability, independent analysts will partake in the re-analysis of 10% of the categories. This process serves to demonstrate internal consistency using the Holsti equation:

Reliability Coefficient=

$$\frac{\text{Number of Occurrences of Agreement}}{\text{Number of Occurrences of Agreement} + \text{Number of Occurrences of Disagreement}} \times 100$$

#### 3.3.3 Analytical Study Results

This segment encapsulates the outcomes of the analytical exploration conducted on pages from Al-Mada and Al-Iraqiya newspapers spanning the period 2022-2023. The results will be intricately linked to the study questions, shedding light on the nuanced approach adopted by these newspapers in addressing issues of sports corruption. The focal point remains the perspectives of experts regarding this treatment.

#### 3.3.4 Study Questions

The main question that steers the study is: "How did Iraqi newspapers, specifically Al-Mada and Al-Iraqiya newspapers, deal with issues of sports corruption, and what are the experts' views regarding this treatment?"

This inquiry sets the stage for a comprehensive examination of the newspapers' methodologies and the expert opinions intertwined with their coverage of sports corruption issues.

### 3.4 Exploration of Analytical Categories

- The study dealt with the selection of categories tailored to the essence of the research. Categories followed, and their suitability was carefully weighed to give the material precise dimensions and raise the texture of its content. A closer look is taken at a number of categories, each vying for importance. However, it was the research topic that guided the selection process, weaving a tapestry of categories neatly aligned with the focus of the study to enhance and amplify its findings.
- The categories of analysis, formulated under Samir Hussein's keen eye, emerged as a carefully curated group. It embodies a taxonomy, a classification matrix carefully designed to fit the specificities of the content and analytical objectives. Their role, a symphony of description and classification, forms the bedrock of rigorous thematic analysis, providing the researcher with a palette to draw conclusions seamlessly, with precision derived from holism.

#### 3.4.1 Diving into Trends: Unraveling the Fabric of Sports Corruption Coverage

- In the journalistic by Al-Mada and Al-Iraqiya newspapers, the identification of trends embedded in the journalistic narrative, teasing out their frequencies and percentages.

- The frequencies of this trend, juxtaposed against the positive, underscore the newspapers' commitment to presenting a comprehensive spectrum of viewpoints, even those that cast a critical shadow.
- As we navigate this analytical landscape, the following table unfurls a visual guide, capturing the essence of these trends. It serves as a compass on the interplay of positive, negative, neutral, and mixed opinions that shape the narrative of sports corruption within Al-Mada and Al-Iraqiya newspapers:

%	Frequency	Trend	Name of the Journal
58%	36	Supporter of condemning corruption	AL Mada
9%	6	Dissent (denial)	
11%	7	Neutral (unclear direction)	
20%	13	Mixed	
100%	62	Total	
68%	39	Supporter	
7%	4	opposed	
9%	7	neutral	
9%	7	Mixed	
100%	57	Total	

### 3.4.2 Decoding Trends: A Chronicle of Al-Mada and Al-Iraqiya Newspapers

The trends showed the Al-Mada and Al-Iraqiya newspapers' stance on sports corruption. Let us explain the frequencies and percentages:

#### 3.4.2.1 Al Mada Newspaper

- The "supporting condemnation of corruption" trend with frequency of 36, commanding a robust 58%.
- The denying corruption" trend recording a frequency of 6, encapsulating a mere 9%.
- The mixed direction towards denial with a moderate yet significant 20%, emblematic of the newspaper's propensity for a nuanced narrative.

#### 3.4.2.2 Al-Iraqiya Newspaper

- the "supportive" trend a commanding frequency of 39 at 68%.
- Conversely, the "opposing" trend with a frequency of 4, composing a modest 7%.
- The neutral or mixed direction 9%, mirroring the newspaper's narrative.

In this analysis, the narrative woven by Al-Mada and Al-Iraqiya newspapers unfolds support of confronting sports corruption. The presence of oppositional content remains a rare echo, suggesting a conscious editorial choice, perhaps driven by a strategic focus on diverse topics that captivate the public's varied interests.

### 3.4.3 Sources of Press Material Published in Al-Mada and Al-Iraqiya Newspapers

Detecting journalistic assets in two newspapers involves careful calculations of frequencies and percentages. Within this analytical field, the diversity extends from introspective self-editing to reporting emissaries, overlap with external media and distant non-local influences, the following table shows the details:

%	Frequency	Sources	Name of the Journal
13%	8	Reports	AL Mada
77%	48	Self-editing	
2%	1	Other media	
2%	1	Foreign media	
6%	4	Iraqi News Agency	
100%	62	Total	
4%	2	Reports	AL Mada
81%	46	Self-editing	
7%	4	Other media	
4%	2	Foreign media	
5%	3	Iraqi News Agency	
100%	57	Total	

Diving Into the Intricacies of the Al-Mada and Al-Iraqiya Newspapers, A Revelation Surfaces from the following data

- Al-Mada, with an overwhelming burst of (77) reports, predominantly thrives on the complexity of "self-editing" at an astonishing (84%) percentage, showcasing a labyrinth of journalistic autonomy. Meanwhile, Al-Iraqiya mirrors this perplexing dance, boasting (46) instances of "self-editing" at a staggering (81%)—a testament to their editorial prowess.
- The frequencies unfolds, where correspondents find their place with (8) instances in *Al-Mada*, and other media sources interweave at an average of (13%). *In Al-Iraqiya*, the nuances persist, with (4) occurrences of other media sources and a minute presence in correspondents and foreign media, each at (2%)—a paradoxical symphony of journalistic balance.
- Parsing through the intricacies, a grand revelation materializes—the bedrock of both newspapers' journalistic narrative lies in the self-editing saga. Competent editors weave the threads of reliability, allowing these newspapers to not only publish but also eloquently present issues, especially the delicate canvas of sports corruption.

#### 3.4.4 Embarking on the Intricate Analysis of Journalistic Dynamics in Both Newspapers Delves into the Enigmatic Forces Shaping Content

Classified as sports analysts, newspaper editors, anti-corruption government agencies, local luminaries, and foreign figures, these influential orchestrators beckon for a deciphering of their nuanced impact, as intricately revealed below:

%	Frequency	Acting characters	Name of the Journal
16%	10	Sports analysts	AL Mada
67%	42	Journalist editors	
7%	4	Government agencies against corruption	
7%	6	Local personalities	
-	-	Foreign personalities	
100%	62	Total	
12%	7	Sports analysts	AL Mada
59%	34	Journalist editors	
8.7%	5	Government agencies against corruption	
15.7%	9	Local personalities	
3.5%	2	Foreign personalities	
100%	57	Total	

- From the previous table, it is evident that Al-Mada newspaper's active figures predominantly comprised newspaper editors, reaching a peak frequency of (42) at a percentage of (67%).
- Conversely, local figures exhibited the lowest frequency, standing at (6) with a percentage of (7%).
- Similarly, Al-Iraqiya newspaper showcased journalistic editors as the primary active figures, recording (34) instances at a percentage of (59%).
- In contrast, foreign figures emerged with the least frequency, tallying (2) at a percentage of (3.5%).

### 3.4.5 The Inclinations that Emerged in the Journalistic Content Published in the Two Newspapers

%	Frequency	The inclinations	Name of the Journal
8.3%	5	Emotional	AL Mada
20.9%	13	Mental	
59.6%	37	Utilitarian	
11.2%	7	Direct Inclination	
100%	62	Total	
5.3%	3	Emotional	
19.3%	11	Mental	
63.2%	36	Utilitarian	
12.2%	7	Direct Inclination	
100%	57	Total	

- For Al-Mada newspaper, we observe that utilitarian inclinations have the highest frequency, reaching 37 instances, with a percentage of 59.6%.
- Conversely, emotional inclinations have the lowest frequency (5), accounting for a comparably lower percentage of 8.3%.
- Similarly, for Al-Iraqiya newspaper, utilitarian inclinations also dominate with the highest frequency of 36 instances, constituting 63.2%.
- Emotional inclinations, on the other hand, have a lower frequency of (3), representing a percentage of 5.3% compared to other inclinations.
- Analyzing the content of both newspapers reveals that Al-Mada tends to extensively cover utilitarian inclinations, becoming a distinctive characteristic within that context. This trend may be attributed to its widespread circulation and significant popularity, steering clear of direct inclinations in its editorial policy.
- In contrast, Al-Iraqiya newspaper exhibits a more independent nature, reflecting a variety of issues and occasionally succumbing to the influence of stakeholders.

### 3.4.6 The Nature of Images and Visual Content Accompanying News in the Two Newspapers

To discern the nature of images accompanying media content, the frequencies can be calculated, identifying their respective percentages and determining whether these images are personal, interactive moments, symbolic, or sports-related humorous images, the following table shows the details:

%	Frequency	The Nature of image	Name of the Journal
19%	12	Personal	AL Mada
56%	35	Interactive/Momentary	
24%	15	Symbolic	
-	-	Sports Humor	
-	-	No Image	
100%	62	Total	
57.8%	33	Emotional	
38.5%	22	Personal	
8.7%	5	Interactive/Momentary	
-	-	Symbolic	
-	-	No image	
100%	57	Total	

From The Previous Table, The Following Observations Can Be Made

- For Al-Mada newspaper, it is noticeable that the most recurring nature of images is "Interactive/Momentary," constituting a percentage of (56%).
- Conversely, images of a "Personal" nature have the least frequency, reaching 12 instances with a percentage of (19%).
- The journalistic content accompanying the news was consistently supported by images reflecting varied moments, such as stadium photos or personal images of individuals mentioned in the news.
- Symbolic images, like those representing the Ministry of Integrity or a club's logo, had a moderate recurrence and percentage, less than momentary images and higher than personal ones.
- For Al-Iraqiya newspaper, the most recurring nature of images is "Personal," with a frequency of 33 instances and a percentage of (57.8%). Conversely, images of a "Symbolic" nature have the least frequency, amounting to (5) instances with a percentage of (8.7%).
- All news articles were supported by images, whether personal or interactive momentary, thus, there was no mention of sports humor images.
- The nature of images accompanying media content in Al-Mada newspaper did not closely align with Al-Iraqiya newspaper.
- The majority of images in Al-Mada had an interactive and momentary nature, influencing the expression of journalistic content.
- Conversely, Al-Iraqiya excelled in personal images mentioned in the news or alluded to in the content, surpassing momentary images.
- Additionally, it's notable that most news in this context lacked humorous sports images or had no image support, relying solely on written content, with all instances featuring expressive images, whether personal, symbolic, or interactive momentary.

### 3.4.7 The Source of Visual Content Accompanying the News

- Navigating the intricate landscape of visual content entwined with journalistic narratives unravels a tapestry of diverse origins.
- The wellspring of images that accompanies news stories manifests in a kaleidoscope of sources—emanating from official entities, Arab and foreign media, intrepid newspaper correspondents, the collective vox populi, or the realm of personal snapshots.

- Undertaking the numerical alchemy of frequencies and percentages for the duo of newspapers becomes the compass guiding our exploration, unraveling the enigma of whether these visual vignettes find their roots in official conduits, resonate from the corridors of Arab or foreign media, materialize through the lenses of dedicated newspaper correspondents, emerge from the collective gaze of the public, or take form as intimate portrayals captured in personal imagery, or perhaps, unfold in their absence, leaving space for imagination to fill the void.

%	Frequency	The Source of Images	Name of the Journal
%12.9	8	Official party	AL Mada
%6.5	4	Arab media	
%1.6	1	Foreign media	
%79	49	Newspaper representatives and photographers	
-	-	No Image	
%100	62	Total	
%5.2	3	Official party	AL Mada
%3.5	2	Arab media	
%10.5	6	Foreign media	
%80.7	46	Newspaper representatives and photographers	
-	-	No Image	
100	57	Total	

- Emanating from the antecedent tableau, a kaleidoscopic revelation unfolds. Behold Al-Mada newspaper: a spectacle where the origins of visual tales transcend. A symphony of frequencies, with the newspaper's heralded correspondents and photographers taking center stage, a crescendo at (49) instances, commanding a staggering (79%) percentage.
- In stark contrast, the visual tapestry woven by foreign media sources remains an ephemeral whisper, a mere (1.6%) fraction of the narrative.
- Meanwhile, the tapestry of Al-Iraqiya newspaper unravels, a narrative spun by the deft hands of correspondents and photographers, a grandeur of (46) instances, orchestrating an overwhelming (80%) of the visual landscape. Yet, in the shadows, the contributions from Arab media, a subtle murmur, a minuscule (3.5%).

### 3.4.8 Geographical Location

The geographical embrace encompassing journalistic content exhibits a diverse tapestry, oscillating between local realms intrinsic to the newspaper or venturing into the realms of international, Arab, or non-specific news.

The unveiling of this geographic tableau materializes through the meticulous calculation of frequencies and percentages for the two newspapers:

%	Frequency	The Geographical Location	Name of the Journal
85%	53	Iraq	AL Mada
3.2%	2	Arab countries	
1.6%	1	Foreign countries	
9.6%	6	Not specific or general	
100%	62	Total	
68.4%	39	Iraq	
5.2%	3	Arab countries	AL Mada
15.7%	9	Foreign countries	
10.5%	6	Not specific or general	
100%	57	Total	



- In the realm of Al-Mada, a geographic ballet unfolds. The frequencies, where the news content finds its home within Iraq's embrace, a resounding (53) instances, dominating at a staggering (85%) percentage.
- In stark contrast, foreign contries, a mere whisper, a (1), linger at the periphery, a fleeting (1.6%) of the narrative. Enter the domain of Al-Iraqiya, a geographical odyssey woven with threads of intricacy. The epicenter pulsates with news content tethered to Iraq, an overwhelming (39) instances commanding a (68.2%) stronghold.
- In the shadows, the Arab countries, a subtle echo, a mere (3), paint a mosaic representing a (5.2%) fraction of the geographic symphony.
- The geographic entanglements unveils a harmonious convergence in both newspapers. The echoes of news reverberate predominantly within the borders of Iraq, an undeniable resonance in the repetitious cadence.
- The focal lens of local news, especially regarding the intricate tapestry of sports corruption, takes precedence in the enigmatic narratives spun by both Al-Mada and Al-Iraqiya newspapers.

#### **4. Conclusion**

Unveiling the trends in both Al-Mada and Al-Iraqiya newspapers, a multifaceted narrative unfolds:

##### **Support Against Sports Corruption**

- Al-Mada displays 58% support against corruption, overshadowing 9% opposing inclination.
- Al-Iraqiya resolute 68% support against corruption, with a mere 7% fostering dissent.
- Both newspapers were against the sports corruption.

##### **Sources of Press Materials**

- Self-editing emerges in both narratives, accentuating an inherent reliance on internal reservoirs for disseminating news.
- A distinguished journalistic team within these editorial domains, adept in quality content on sports corruption issues.

##### **Acting Forces or Personalities:**

- The editorial realm takes the forefront of the newspaper editors as the main actors in both sagas.
- Al-Mada leans heavily on its editors, commanding a 67% while Al-Iraqiya treads closely with a 59% dependence.

##### **Interaction**

The internal sources characterizes the coverage of sports corruption, with an influence on shaping public opinion.

##### **Mainstream Analysis**

- The positive and supportive analysis of the anti-corruption crusade eclipses the negative counterpart in both realms.
- This tendency hints at a deliberate effort by newspapers to accentuate the positive strides in combating sports corruption.

- In essence, Al-Mada and Al-Iraqiya newspapers emerge as vibrant conduits in transmitting and dissecting the realm of sports corruption in Iraq, exhibiting an affirmative interaction with anti-corruption endeavors.

### Holsti Equation

#### Al Mada Newspaper

$$\text{Reliability Coefficient} = \frac{\text{Number of Occurrences of Agreement}}{\text{Number of Occurrences of agreement} + \text{Number of Occurrences of Disagreement}} \times 100$$
$$42 / (21 + 42) \times 100 = 66.7\%$$

#### Iraqiya

$$\text{Reliability Coefficient} = \frac{\text{Number of Occurrences of Agreement}}{\text{Number of Occurrences of agreement} + \text{Number of Occurrences of Disagreement}} \times 100$$
$$34 / (22 + 34) \times 100 = 60.7\%$$

Al-Mada: 66.7%

Al-Iraqiya: 60.7% 7.

### Trends in News Coverage

- Al-Mada: 58% support against sports corruption.
- Al-Iraqiya : 68% in favor of anti-corruption cause.

### Sources of Press Materials

- Al-Mada leans as secondary support, while Al-Iraqiya tilts more heavily on these emissaries.

### Active Forces

Newspaper editors emerge as the first force in both narratives.

### Grooming

A preference dominates both Al-Mada and Al-Iraqiya's approach to news dissemination.

### Images and Visual Content

- A captivating imagery narrative with real-time and interactive visuals claiming the light.
- Al-Mada integrates personal photos as a secondary focal point, while Al-Iraqiya heavily relies on these intimate captures.

### Source of Graphic Content

The newspaper's own delegates and photographers stand as the primary architects of pictorial narratives.

### Geographical Location

- A resounding focus on sports corruption within the borders of Iraq echoes through both narratives, amplifying through repeated frequencies.

### Holsti Equation

$$\text{Reliability Coefficient} = \frac{\text{Number of Occurrences of Agreement}}{\text{Number of Occurrences of agreement} + \text{Number of Occurrences of Disagreement}} \times 100$$

The total number of occurrences of agreement was 654 and the total number of occurrences of disagreement was 182.

From here, we can calculate the reliability coefficient as follows:

$$654 / (654 + 182) \times 100 = 78.22\%$$

Reliability coefficient: 78.22%, a large percentage of reliability.

#### 4.1 Recommendations

Based on the intricate analysis of sports corruption coverage in Al-Mada and Al-Iraqiya newspapers, a spectrum of suggestions emerges to enhance press efficacy:

- **Diversify News Sources:** Forge alliances with news agencies for enriched content and broader coverage.
- **Improve Communication with the Public:** Boost social media engagement for wider outreach.
- **Directing Positivity:** Emphasize positive aspects of anti-corruption efforts.
- **Deeper Analysis of Issues:** Elevate analytical depth for nuanced insights.
- **Diversity in Visuals:** Enhance the use of expressive images for impactful storytelling.
- **Achieving Balance in Presentation:** Strive for equilibrium between favorable and opposing trends.
- **Develop Journalists' Skills:** Facilitate investigative journalism training.
- **Improving Transparency:** Disclose information sources transparently.
- **Highlighting Successful Cases:** Showcase success stories to inspire further action.
- **Interactive Audience Engagement:** A Conduct opinion poll for reader needs alignment.

In essence, this multifaceted analysis provides profound insights into the newspapers' approach to sports corruption, paving the way for strategic enhancements and an enriched journalistic landscape.

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