

# Analysis of the topics of sports talk shows on Iraqi satellite channels: The Captain's Program in Al-Iraqiya Sports Channel as a model

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## ABSTRACT

The objective of this study was to identify the quality and nature of the topics raised in the sports talk programs of the Iraqi sports channel. With this purpose we analyzed how the channel deals with these topics and on what it focuses in The Captain's Program in Al-Iraqiya Sports Channel. We also analyzed the hosted personalities in this program and their role in the sports community. In order to reach the objectives of the research, the survey method and the content analysis tool were used to analyze the episodes of the Captain program of the Iraqi sports channel, through intentional sample represented by a partial enumeration of the episodes of the mentioned program. In this paper we discussed the theoretical rooting of sports talk shows, their quality and importance in discussing the Iraqi sports reality, and a brief overview of the Iraqi sports channel and the Captain Sports talk show. In this study, we hope that we will shed light on knowing the most important topics discussed in the sports talk shows and come up with results that serve the communicator, the audience and the sports community.

## KEYWORDS

Sports topics; Sports talk shows; Satellite channels

## 1. INTRODUCTION

Satellite channels discuss general and specialized topics for different and diverse groups of societies to meet the needs of society, especially the topics in which young people are interested, such as sports, through specialized sports programs.

Sports programs have a great role in knowing what is going on in the sports reality and what is happening behind the scenes of hidden matters to the general public and sports in particular to what is happening between clubs, coaches, players and others. These hidden topics are identified by hosting sports personalities with direct contact with these topics.

Hosting prominent sports personalities represents access to the most prominent of these mysteries that occur far from the view of the public, before and after the start of the matches, and the researcher seeks to know the sports topics that are discussed in these programs with the hosted personalities and to know it through those personalities.

The present manuscript was structured in three topics: methodological framework, theoretical framework, and applied framework. After the discussion about these three topics, the authors present their conclusions and recommendations.

## 2. METHODOLOGICAL FRAMEWORK

### 2.1. Research problem

Determining the research problem is the basis and the main rule for delving into the research topic, and it is the main axis around which the research revolves (Qandilji, 2015: 61). From this point of view, the researcher seeks to know the topics of sports programs in talk shows in Iraqi satellite channels.

The problem of our research revolves around the following main question (What are the topics of sports talk shows on Iraqi TV channels?) From this question, several questions emerge, as follows:

1. What are the contents of the topics discussed in the sports talk shows on Iraqi TV channels?
2. What personalities are hosted in these programs?
3. What are the methods of presenting sports topics in talk shows?
4. What are the forms of presenting sports talk shows?
5. What are the ways to communicate with the hosted characters in the talk shows?

## **2.2. Importance of the research**

The importance of the research comes from the importance of the subject itself represented by sports topics in the talk shows and shedding light on those programs, and determining the usefulness of these programs for sports groups on the one hand and knowing what the topics are in those channels on the other hand, the research also represents an important tributary for scientific libraries, and it becomes a solid source specialized in sports talk shows that lack such topics, as well as motivating researchers to delve into these topics in a deeper and more comprehensive way.

## **2.3. Research objectives**

The research aims to the following:

1. Determine the contents of sports topics in talk shows on Iraqi satellite channels.
2. Know the hosted personalities in sports talk shows.
3. Investigating methods of presenting sports topics in talk shows.
4. Knowledge of the forms of the captain's talk show, the study sample.
5. Access to ways to communicate with the hosted personalities.

## **2.4. Methodology used**

This study is a descriptive study, and to reach the research objectives, the analytical survey method was used.

## **2.5. Research Sample**

In this research, the researcher relied on the intentional sample (by the method of partial enumeration of the Captain program, which was represented by 15 episodes) in order to reach sound results according to the adopted scientific methods in media research, the intentional sample is represented as "it is the category that the researcher intentionally chooses to single out in the belief that it represents the community of his study (Al-Jizan, 2004: 90)

## **2.6. Research Community**

The research community was represented in the episodes of the sports talk show (The Captain), which is shown on Al-Iraqiya Sports Channel.

## **2.7. Research fields and limits**

1. *Thematic field:* It is represented by the 15 episodes of The Captain sports talk show that is shown on the Iraqi Sports Channel, which is the subject of the research.

2. *Temporal domain*: It represents the period from 1/3/2021 to 31/3/2021.

## 2.8. Definition of Terms

1. *Sports topics*: These are sports contents that are circulated in the media and the main concern of the sports community, and are related to all international sports events and games (Kamal, 2017: 48).
2. *Television sports talk shows*: it is relying on the human element to clarify sporting events and their value, and sports talk shows are prepared differently from other programs because their audience is a specialized audience, and it hosts people who specialize in sports affairs talking to viewers and analyzing those events for them (Al-Sharqawi, 2020 :178).
3. *Satellite channels*: They represent the aspects of modern communication that have adopted broadcasting satellites as a means of delivering their media messages directly and instantaneously, and they are the most accurate means of broadcasting because they depend on satellites and modern technology (Al-Zaher and Al-Maamari, 2013: 29).

## 2.9. Procedural definitions

1. *Sports topics*: we mean the sporting events that are discussed by the Iraqi sports channel in its talk show (The Captain).
2. *Sports talk shows*: These are programs presented by specialized channels to the public, in which sports topics are discussed with analysts and experts in sports affairs in various forms and methods.

## 2.10. Previous Studies

### 1. *Study of Hamdi Mohamed (2005) (Mohammed, 2005)*

This study touched on the reality of the talk shows in Al-Iraqiya channel and dealt with the political programs, and the problem of his research represented in answering the questions put forward by the researcher, which are represented in the following: What is the reality and characteristics of the talk shows in the Iraq satellite channel, and what are the types of dialogue topics in the talk shows in the Iraqi channel, and what the audience's opinion of the political talk shows presented by the channel, and what are the characteristics of the workers in the Iraqi channel, and what are the forms of political talk shows in the channel.

The objectives of his research focused on the following:

1. Revealing the basic characteristics of talk shows on Al-Iraqiya satellite channel.

2. Determining the opinions and patterns of viewers' exposure to talk shows on Al-Iraqiya satellite channel.
3. Finding useful and honest scientific facts about talk shows on Al-Iraqiya satellite channel.
4. Disclosure of the distinctive artistic forms of talk shows on Al-Iraqiya satellite channel.
5. The researcher used the survey method and the descriptive method in his research.

He reached the following results in his research, which are as follows: Most of the workers in the political talk shows in Al-Iraqiya satellite channel are males and their motives were financial at work, ignoring the motive of personal readiness and the desire for creativity, the researcher did not explain any field results he reached in his study, that, he focused only on the workers in the results of his research.

## 2. *Study of Al-Hadithi (2001) (Al-Hadithi, 2001)*

This study touched on very important topics embodied in the nature of talk shows on the Al-Iraqiya satellite channel, the research objectives were as follows:

1. Knowing the reality of talk shows on the Iraq satellite channel.
2. Knowledge of the types, functions and sources of dialogue.
3. The researcher used the descriptive analytical approach to reach the research objectives.

The results of his research were: "The talk shows in the Iraq satellite channel dealt with various issues, whether political, social, economic and cultural, among other results, there are types of dialogue that were used in the talk shows in the Iraq satellite channel, including (debate, controversy, and interrogation).

The other main result is that the sources of dialogue are the adoption of the talk shows on the Iraq satellite channel are mainly based on classical language, as well as the use of some phrases in the colloquial dialect, there is another source of dialogue, which is translation from foreign languages.

## **3. THEORETICAL FRAMEWORK**

### **3.1. What are sports talk shows**

Sports talk shows depend mainly on the presenter in the success of the program or not, due to his experience and knowledge in the sports field, which is represented in the knowledge of sports laws, teams, players and coaches, in addition to his experience in presenting sports programs, provided that he employs them correctly in managing the dialogue as well as delivering the correct

information for the recipient and to the extent that it becomes a source of news for the sports audience (Al-Zuwaini, 2012: 84).

The sports talk shows define, that the programs in which a specialized person or a group of people is hosted who speaks to the audience directly on a diverse sports topic, and the success of the program depends on the personality of the presenter, his specialization, and the way the topics are presented to the guests (Hassan and Dhouib, 2011: 404)

Experience in the field of specialization is considered the backbone in the success of the work, and the presenter of talk shows must possess many characteristics to be successful, which are the following (Haseeb, 2018: 66): Charisma, culture, knowledge in the field of media, proper language, picking terms.

The talk show is one of the incomplete text programs, as the broadcaster or program presenter has a margin of freedom in deleting or adding paragraphs to and from the text, but within the limits of the general framework of the program, It is an incomplete program with a goal, a work team, a budget, a name, and an independent and specific personality that is presented daily, weekly, or when necessary, and in this case it is called a special meeting, talk show templates are templates or formats that fall within the general framework of talk shows on television (Al-Zuwaini, 2012: 85).

### **3.2. Types of sports talk shows**

Sports talk shows do not differ in presentation from other news programs, and there are several types of dialogue that impose a special artistic and intellectual template, which are opinion dialogue, personality dialogue, information dialogue, and specialized dialogue (Abdul Hamid, 2013: 31).

1. *Opinion Dialogue*: It aims to explore the opinion of a specific person on a subject.
2. *Information Dialogue*: This type of dialogue takes place to provide public services.
3. *Personal Dialogue*: This type depends on the personality or the hosted guest by the program, as the dialogue can touch on his biography or specific positions.
4. *Specialized Dialogue*: This type relies on specialized personalities, and this is what suits the mathematical reality.

### **3.3. Characteristics of sports talk shows on television**

Sports talk shows on TV channels have a number of advantages that are as follows (Jaber, 2005: 137):

1. Talk shows achieve direct contact with the audience, in the sense that the programmer tries to ask questions to the interlocutor on behalf of the viewers who frequently ask these questions.

2. Through talk shows, viewers are involved, and this is a clear expression of what is called collective participation.
3. Viewers' desire to see celebrities and well-known sports personalities speaking directly rather than speaking for themselves.
4. The presenter of the talk show conducts a dialogue with the concerned person with the sport event or topic, which increases or enhances the confidence and credibility of the viewers about the event or topic in question (Ali, 2008: 45).
5. Sports talk shows on satellite channels have a feature that is not available in the written journalistic dialogue or radio dialogue, as the viewer of the talk shows in the media, through the non-verbal language used by the interlocutor and the interlocutor through movements, gestures, sounds, and facial expressions, can discover a lot of things about the subject (Khadour, 2002: 16)
6. Through dialogue programs, we can obtain information from the original source itself and opinion on a subject.

### **3.4. The Functions of Sports TV Dialogue (Shabib, 2012:775)**

1. *The media and news function:* This means presenting the dialogue with all that is new about sport events
2. *The function of explanation and interpretation:* it means explaining and interpreting the events and matters that occur in the sport aspects.
3. *The function of education:* it means all the new information and ideas it presents that lead to an increase in the audience's information.
4. *The function of education:* it means educating viewers by way of dialogue with analysts, coaches, experts, or with professional players

### **3.5. Iraqi satellite channels**

Iraqi satellite channels are channels broadcast through a network of satellites that revolve around the earth in specific and well-known paths, generally determined by the angle and direction on the compass to determine the direction of each group of satellite channels that are broadcast on one of the satellites from satellites, and satellite channels are defined as receiving TV transmissions from satellites, directly with TV receivers without interference from large ground receiving stations, or they are those frequencies that are picked up by a specific satellite and broadcast from their broadcasting centers to everyone who receives them (Harbi, 2003: 56).

### 3.6. Al-Iraqiya Sports Channel

#### 1. A brief overview of the channel

It is one of the channels of the Iraqi Media Network, the channel was established on June 12, 2005, and its local terrestrial broadcast began in Baghdad, Karbala, Nasiriyah, and Basra until it started broadcasting via satellite, specifically the Nilesat satellite.

#### 2. Captain Program

A daily program presented rounds and important sport events. It is presented to the sports journalist audience Hussein Al-Bahadli, who hosts elite coaches and sports analysts, sheds light on the results of matches and problems facing Iraqi sports in an excellent league and first degree league and analyzes them for the public, in addition to following up on professional players and everything related to Iraqi national teams and training camps

## 4. APPLIED FRAMEWORK

### 4.1. Research procedures

1. *Scientific observation*: It is the exact type of observation in which the researcher identifies the observations or incidents about which he wants to collect data, and therefore the collected data is more accurate and specific (Al-Aqabi, 2017: 128).
2. *Content analysis form*: The form is one of the research tools designed by the researcher to collect information from the media content to be analyzed and to obtain the data related to it in order to find its recurrence. The researcher resorted to preparing a content analysis form as a suitable measurement tool for the research topic, in line with the problem, questions, and objectives of the research.

**Table 1.** Arbitration of three experts for the categories of analysis

S/N	Experts	Accepted categories	Percentage	Rejected categories	Modified categories
First	Assist. Prof. Dr. Hamid Majeed Fara	42	95.45%	None	2
Second	Assist. Prof. Dr. Mohammed Shaker Mahmoud	43	97.72%	None	1
Third	Assist. Prof. Dr. Husian Ismaeel Haddad	42	95.45%	None	2
	Total	127	288.62%	None	12



## 4.2. Validity and reliability of the analysis

### 1. The validity of the arbitrators' agreement

It means calculating the value of the agreement of a number of arbitrators regarding the significance and importance of the test or scale categories (Abdulaziz, 2015), as 44 categories were developed and presented to the experts, and the percentage of agreement was (96%).

$$\begin{aligned} \text{The validity of the arbitrators' agreement} &= \frac{\text{Total percentage of arbitrators' agreement}}{\text{Number of experts}} \\ \text{The validity of the arbitrators' agreement} &= \frac{288062}{3} = 96\% \end{aligned}$$

### 2. Reliability

Reliability means the percentage of agreement among the researchers who analyzed the reliability sample in terms of content classification, as repeated analysis of the content led to reaching the same results or close to them in the same test (Abdul Aziz, 2015: 275). In order to verify the reliability of the analysis, the researcher relied on the method of consistency between researchers, in the sense that it is necessary for any of the researchers to reach the same results by applying the same categories of analysis on the same content (Al-Mashhadani, 2017: 131), as the researcher presented (25%) of the sample to another researcher (Assist Dr. Anmar Ghafel Sayoud, Head of the Media Department at Imam Al-Kadhim College, Dhi Qar branch), and he analyzed it, so the percentage of reliability was according to the Holsti equation (0.93), which is a scientifically acceptable percentage and as indicated in the equation:

$$\text{Reliability} = \frac{2(M)}{N1+N2}$$

M = the number of agreed cases.

N1 = the number of cases encoded by the arbitrator (1)

N2 = the number of cases encoded by the arbitrator (2)

$$\text{So reliability equation becomes: } R = \frac{(41)2}{44 + 44} = 0.93$$

## 4.3. Descriptive analysis of the categories of content analysis

**Table 2.** The main categories of sports topics in the Captain's program on Al-Iraqiya channel.

S/N	Categories	Repetition	Percentage
1	League matches	115	51.39%
2	Trainers	25	11.16%
3	National team	30	13.40%
4	Administrative problems	14	6.25%
5	financial dues	7	3.12%

6	Match referees	33	14.43%
7	Total	224	100%

Table 2 for the main categories shows that the league matches category amounted to 115 repetitions, with a rate of 551.39, while the coaches category amounted to 25 repetitions, with a rate of 11.16%, and the national team category came with 30 repetitions, i.e. (13.40%) and the administrative problems category came with 14 repetitions, at a rate of (6.25%), and the financial dues category came with 7 repetitions, i.e. 3.12%, and the match referees category came with 33 repetitions, i.e. 14.43%. The league matches came first, as the program's episodes focused on league matches more than other sports topics.

**Table 3.** Sub-categories of the league matches category.

S/N	Categories	Repetition	Percentage
1	Match analysis	49	42.60%
2	Match results	30	26.08%
3	Injuries	4	4.47%
4	Man of matches	32	27.82%
5	Total	115	100%

Table 3 for the sub-categories of the league matches category shows that the analysis of the matches amounted to 49 repetitions, at a rate of 42.60%, as mentioned in the Captain's program episode on 15/3/2021, the results of the matches amounted to 30 repetitions, i.e. 26.08%, as stated in the episode of the Captain program on 22/3/2021, as this episode focused on the twenty-third and twenty-fourth rounds, and that the category of injuries was 4 repetitions at a rate of 4.47%, and we infer this in the episode of the program on 23/3/2021, in which the guest was the captain and analyst Mushtaq Kadhim, and the number of repetitions for the man of the match category reached 32, i.e. 27.82% (Captain Haider Abdul-Jabbar focused on the captain's episode on 22/3/2021, the man of the match who distinguished himself in the rounds is the share of the Police Club, Saad Abdel-Amir), it turned out that the analysis of the matches was in the first place, as it was in many episodes focusing on this category more than other sports categories.

**Table 4.** Sub-categories of the category of trainers.

S/N	Categories	Repetition	Percentage
1	Change of coaches	15	60%
2	Coaches performance	10	40%
3	Total	25	100%

Table 4 in the sub-categories of the trainers' category shows that the change of trainers came with a number of iterations, which amounted to 15 and at a rate of 60%. And we show this in episode 9/3/2021 that the change of coaches had a negative impact on some on them, and the coaches' performance category was 10 at a rate of 40%. Captain Taher Hamid indicated that in Al-Najaf Club, on the date of episode 24/3/2021, the emergence of the coach Hatif Shamran as the sub-categories were different in percentages, as the percentage of repetitions for the category of changing coaches was higher than the performance category, and this indicates the frequent change of coaches in the Iraqi league.

**Table 5.** Sub-categories of the national team category

S/N	Categories	Repetition	Percentage
1	Training camps	5	16.67%
2	Qualification preparations	14	46.78%
3	Players Invitation	11	35.67%
4	Total	30	100%

Table 5 for the sub-categories of the national team category indicates that the category of training camps amounted to 5 repetitions, with a rate of 16.67% (Captain Imad Mohammed on 22/3/2021 in the episode of the Captain's Program in which reports on the team's training and football career were presented), either ,the category of preparations for the qualification amounted to 14 repetitions, at a rate of 46.78%, and we infer this category in the episode of the program on 10/3/2021 that the preparations for the qualification, while the category of inviting players was 11 and at a rate of 35.67%. This is what Captain Bahaa Kadhim stated it on 17/3/2021 in the episode of the program. The table showed that the sports topics for the national team category were different in percentages, as the highest percentage of preparations for the qualification was the highest among all other sports topics in this table.

**Table 6.** Sub-categories of the administrative problems category.

S/N	Categories	Repetition	Percentage
1	The rulers problem with the union	6	42.85%
2	The rulers problem with the clubs	3	21.44%
3	Problems between clubs	1	7.14%
4	Coach and club problem	4	28.57%
5	Total	14	100%

Table 6 for the sub-categories of the administrative problems category confirms that the referees' problem with the union came with 6 repetitions, with a rate of 42.85% (as stated in the referee's speech, Captain Amir, in the episode on 1/3/2021, there are many administrative problems among the referees). The problem of the referees with the clubs, with a number of repetitions, which amounted to 3, at a rate of 21.44% (episode 17/3/2021), while the problems between the clubs amounted to 1 repetition, at a rate of 7.14% (as reported on 10/3/2021, Captain Saad Abd Al-Hamid said that major problems in the clubs are from these problems because of the administrations). As for the problem of the coach and the club, it came with the number of repetitions, 4 and at a rate of 28.57%, as stated in the captain's episode on 9/3/2021 from the words of Captain Farid Majeed.

**Table 7.** Sub-categories of the category of financial dues.

S/N	Categories	Repetition	Percentage
1	Players' dues	2	28.57
2	Coaches' dues	1	14.29
3	Clubs dues	4	57.14
4	Total	7	100

Table 7 for the sub-categories of the financial dues category shows that the players' dues amounted to 2 repetitions, at a rate of 28.57%, (Captain Ali Wali in the 17/3/2021 episode of the Captain's Program), while the coaches' dues amounted to 1 repetition, at a rate of 14.29% (as stated in the episode 9/3/2021 by Captain Farid Majeed), and the club's dues were 4 at a rate of 57.14%, as stated in the episode 22/3/2021 Imad Muhammad, and this table indicates that the category of dues Clubs are the most concentrated among the other sports categories, as they came in first place.

**Table 8.** Sub-categories of the match referee category.

S/N	Categories	Repetition	Percentage
1	International Referee	10	%30.33
2	First class Referee	4	%12.12
3	Referee test	9	%27.27
4	Referee Selection Committee	5	%15.15
5	Referee equipment	3	%9.09
6	Referee errors	2	%6.06
7	The total	33	%100

Table 8 for the sub-categories of the match referees' category shows that the international referee category amounted to 10 repetitions, with a percentage of 30.33% (as stated by the referee, Amir Hussein, in episode 1/3/2021). As for the first-class referee, the number of repetitions was 4, at

a rate of 12.12% (as stated in episode 1/3/2021, spoken by Captain Aliwi Al-Hindi), and the referees' test had 9 repetitions, at a rate of 27.27% (as stated in episode 1/3/2021), and The Referees Selection Committee has a number of 5 repetitions, i.e. 15.15% (as mentioned in the episode of the program on 19/3/2021, Captain Safaa Adnan clarified many matters about the mechanism for selecting referees), and the category of equipping referees came with a number of repetitions 3 with a rate of 9.09%, (federal referee Amir Hussein: in episode 1/3/2021 he spoke about equipping referees) and the category of referee errors came with a number of repetitions 2 and with a rate of 6.06% (captain Zaher Midani, player of Al-Zawraa Club, spoke in an episode 4/3/2021).

**Table 9.** The hosted sports personalities.

S/N	Categories	Repetition	Percentage
1	Referees	5	16.67
2	Coach	9	30
3	Player	6	20
4	Sports analytic man	6	20
5	Club management	3	10
6	Disciplinary Committee	1	3.33
7	Total	30	100

Table 9 of the hosted sports personalities indicates that the category of referees had 5 repetitions at a rate of 16.67%, while the coach category had 9 repetitions at a rate of 30%, and for the hope of a player category it amounted to 6 at a rate of 20%, and the category of sports analyst reached 6, with a rate of 20%, and the category of club administration came to 3, with a rate of 10%, and the category of the disciplinary committee reached 1, with a rate of 3.33%. The different numbers of this category of sports personalities that were hosted in the programs that were chosen were different in terms of proportions, but the trainer category was the highest among all the categories that were hosted in the sports episodes.

**Table 10.** Forms of program submission.

S/N	Categories	Repetition	Percentage
1	Individual dialogue	2	13.33
2	Bilateral dialogue	10	66.67
3	Group dialogue	3	20
4	Total	15	100

Table 10 of the forms of program presentation indicates that a single dialogue was with a number of repetitions, which amounted to 2, i.e. 13.33%, the category of bilateral dialogue amounted to 10, i.e. 66.67%, and the group dialogue category amounted to 3, i.e. a percentage of 20%. The category of forms of program presentation was in most of the episodes a bilateral dialogue, despite the difference in the number of people in the episodes, but the bilateral dialogue was the highest percentage.

**Table 11.** Methods of communication with the hosted personalities.

S/N	Categories	Repetition	Percentage
1	Inside the studio	7	46.66
2	Via satellite	4	26.67
3	Through interactive software	3	20
4	Over the phone	1	6.67
5	The total	15	100

Table 11, which shows the methods of communication with the hosted personalities, shows that the number of repetitions inside the studio reached 7, with a rate of 46.66%, while via satellite, the number of repetitions reached 4, with a rate of 26.67%, and through interactive programs, it reached 3, at a rate of 20%, and the category over the phone was 1, at a rate of 6.67%. The method of communication between the program presenter and the guests was different means, but the most important means is direct communication between the presenter and his guests inside the studio.

**Table 12.** Methods of displaying sport topics.

S/N	Categories	Repetition	Percentage
1	News	15	4.47
2	Report	11	3.38
3	Live transmission	15	4.48
4	Film material	40	11.83
5	Personal interview	33	9.62
6	Graphic	25	7.50
7	Fixed image	36	10.50
8	SG	167	48.60
9	Total	343	100

Table 12 on the methods of presenting sports topics shows that the news had a number of repetitions of 15 with a rate of 4.47%, and the category of the report amounted to 11 with a rate of 3.38%, and the category of live broadcasts amounted to 15 with a rate of 4.48%. As for the film material, it amounted to 40, with a rate of 11.83%, and the category of personal meetings amounted

to 33, with a rate of 9.62%, and a category of graphics amounted to 25, with a rate of 7.50%, and fixed image amounted to 36, with a rate of 10.50%, while the number of repetitions of SG was 167, with a rate of 48.60%. The ways of presenting the subjects were different during the program, but the highest percentage among the presentation was via SG, which was at the top of the percentages.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. With regard to the contents of the topics of The Captain sports talk show on Al-Iraqiya Sports Channel (What was said)**

1. The “Captain” program focused on its episodes on league matches in the first place more than other sports topics, with a rate of 51.39%.
2. The category of matches came in first place because the program focused on it in many episodes more than other sports categories, with a rate of 42.60% at the expense of the category of injuries in the last place.
3. The Captain program focused on the category of changing trainers by 60% at the expense of the performance category.
4. The program focused on the topic of preparations for the qualification, with a percentage of 46.78% at the expense of other sports topics.
5. The program's episodes focused on the referees' problem, at a rate of 42.85%, among other sports problems that the program dealt with.
6. Dues of sports clubs (57.14%), which is the most dealt with in the Captain program among other sports categories.
7. The category of international referee (30.33%) is the highest among the categories of match referees among all the sports categories that were presented in the program.

### **5.2. With regard to the technical form of the sports topics in the program The Captain (How was it said)**

1. Most of the categories that the program hosted in its episodes are coaches with a rate of 30% among other categories of sports personalities.
2. Regarding the forms of presentation of the program in most of its episodes, the bilateral dialogue was the highest rate (66.67%), despite the difference in the number of people in those episodes.

3. The direct communication between the program presenter and guests in the studio was the highest (46.66%) among the other various means of communication.
4. The Captain program used different presentation methods for sport subjects. The SG method was the highest with a rate of 48.60%.

### 5.3. Recommendations

The authors recommend the following:

1. The need for the program to focus on all subjects in a fair manner, due to their contribution to the success of the various sports matches.
2. The program and the channel must pay attention to the subject of the coaches' performance, as it is the reason for their change.
3. The need for the program to pay attention to the various administrative problems without focusing on one of them.
4. The need to focus the program on the mistakes of referees, especially international ones, as it is a gateway to evaluate the performance.
5. The need to give the program more importance to other forms of tripartite or group dialogue.
6. The need to activate other interactive communication methods with the hosted personalities.
7. The necessity of diversity in the ways of presenting sports topics and distributing interest in all of them.
8. Opening up to European and international leagues in order to give the viewer a picture of what is happening outside the country in terms of development in the sports field.

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## APPENDIX

Some episodes of the Captain program through the following links

<https://www.youtube.com/watch?v=9PnPt1ajwPg>

<https://www.youtube.com/watch?v=9PnPt1ajwPg&t=878s>

<https://www.youtube.com/watch?v=sQQMKiG-J3Q&t=55s>

<https://www.youtube.com/watch?v=yelyrd-Zz4c>

<https://www.youtube.com/watch?v=XbLV7BlyrbY>

<https://www.youtube.com/watch?v=SH64mRT2ASg&t=3429s>

<https://www.youtube.com/watch?v=F1ogGJbf1Ag>

<https://www.youtube.com/watch?v=kBt-33rQYuA>

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The authors declare no conflict of interest.

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