



The Reality of the Press Relationship as an Organizational Communication Activity of Algerian Sports Bodies from the Perspective of Algerian Sports Journalists

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Abstract ;

This study aimed to analyze the nature of the relationship between Algerian sports bodies and sports journalists, as a component of effective organizational communication. The research adopted a quantitative descriptive approach through an online questionnaire administered to a sample of 100 Algerian sports journalists. The results revealed that 68% of participants viewed communication with sports bodies as "ineffective," while 72% highlighted delays in information flow. The study also identified a positive relationship between the variables of professional experience and type of media outlet and the nature of the relationship with sports bodies. The findings were discussed within the framework of organizational communication theories, with recommendations to enhance transparency and establish two-way communication channels.

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1. *Introduction to the Problematic*

The first subtitle opens with an introduction that presents the specific problem under study and describes the research strategy. The first subtitle opens with an introduction that presents the specific problem under study and describes the research strategy. (Times New Roman13, interline 1.15)

The relationship between sports bodies and sports journalism constitutes a vital element in the fabric of organizational communication, particularly amid the major transformations witnessed in the global and local media and sports landscapes. Sports journalism, as an intermediary between sports institutions and the public, plays a pivotal role in shaping public opinion, disseminating information, monitoring performance, and even influencing decision-making within the sports ecosystem itself (Grunig & Hunt, 1984; L'Etang, 2008). In the Algerian context, where the sports sector is experiencing rapid developments in infrastructure and organizational frameworks, the issue of communication between sports bodies and journalists emerges as a critical factor in determining the success or failure of these bodies' communication strategies (Amara, 2012; Bouskara & Djouadi, 2013).

The Algerian sports scene also provides a fertile ground for studying the relationship with journalism, given the significant

transformations it has undergone over the past two decades. These include the expansion of international tournaments such as the 2022 Mediterranean Games, the 2023 African Nations Championship (CHAN), and the 2023 Arab Games, alongside increased governmental interest in sports, manifested through substantial investments in infrastructure (FIFA, 2022; IOC, 2019). Additionally, the rise of digital sports media has altered communication dynamics, they becoming primary sources of sports information, at times surpassing traditional media outlets (Hutchins & Rowe, 2012; Zouaoui, 2013).

Over the past decade, organizational communication has become a cornerstone of institutional reputation management, as sports bodies no longer operate in isolation from public opinion pressures or transparency demands (Grunig, 1992; McCombs & Shaw, 1972). With the emergence of social media and digital journalism, the speed and accuracy of information flow have become decisive factors in shaping institutional credibility (Sanderson & Hambrick, 2012; Boyle, 2017). However, numerous indicators in the Algerian context reveal a communication gap between sports bodies (such as sports federations and professional clubs) and journalists covering sports affairs. This includes delays in providing official information, which may push journalists to rely on unverified sources (Kaaid, 2020;

Abdelrahman, 2016). Furthermore, infrequent or irregular press conferences weaken opportunities for direct dialogue between sports officials and media representatives (Bouskara & Djouadi, 2013). There is also a notable absence of clear communication policies grounded in proactive strategies, as opposed to reactive, ad-hoc responses (L'Etang, 2008; Fellaq & Karfis, 2013).

Given this context, the study poses the following central question: *"What is the reality of the relationship between Algerian sports bodies and sports journalists as an aspect of organizational communication, and how effective is this relationship from the journalists' own perspectives?"*

This main question branches into several sub-questions, including:

1. How do Algerian sports journalists evaluate the quality of communication with sports bodies?
2. Do journalists' experiences differ based on the type of media they work for (print and its electronic version, radio and television, or digital platforms)?
3. How does weak communication impact media coverage of Algerian sports affairs? In other words, does the lack of information lead to the spread of rumors or non-objective reporting?
4. What pathways are proposed to improve this relationship and enhance organizational communication?

1.2 Research Hypotheses

1. There is a negative correlational relationship between the bureaucracy of sports bodies and journalists' satisfaction with communication quality.
2. Journalists working in digital media face fewer difficulties in accessing information compared to their counterparts in print media and its electronic versions.
3. Journalists' demographic factors influence their level of satisfaction with the communication quality of sports bodies and the nature of their relationships with them.

1.3 Study Objectives

This study aims to achieve the following primary objectives:

1. Analyze the nature of the relationship between Algerian sports bodies and sports journalists, and understand the effectiveness of the communication mechanisms used.
2. Assess the level of transparency and speed of information flow from sports bodies to the media.

3. Identify key challenges and obstacles faced by sports journalists in obtaining accurate and timely information.
4. Compare the experiences of journalists working across different media platforms (print, broadcast, digital) in their interactions with sports bodies.
5. Provide practical recommendations to improve organizational communication strategies between sports bodies and media professionals.

1.4 The importance of the study :

This study holds importance by addressing a critical research problem through two integrated dimensions:

Theoretically, it employs Grunig and Hunt's (1984) model to analyze organizational communication, distinguishing one-way (non-dialogic announcements) and two-way (interactive, feedback-driven) mechanisms, enriching understanding of sports environments. Practically, it guides Algerian sports institutions to craft tailored communication policies, informed by data-driven insights. By addressing journalists' needs, it promotes strategic media partnerships, enhancing coverage quality and institutional transparency. These collaborations aim to bolster credibility, project a positive sports image, and elevate Algeria's regional/international competitiveness.

The dual focus advances academic discourse while offering actionable solutions for real-world sports communication challenges.

In exploring the reality of the relationship between sports journalism and Algerian sports bodies from the perspective of journalists, several local and international studies have contributed to understanding aspects of this relationship, whether on organizational, ethical, or contextual levels. A study by Fellag and Karfous (2013) highlighted challenges related to media ethics in Algerian sports journalism, finding that the absence of clear professional standards leads to conflicts of interest between journalists and sports bodies. Similarly, a study by Qaid (2020) demonstrated that sports journalism plays a pivotal role in shaping public opinion but faces institutional pressures that may undermine its independence. These findings align with Grunig's (1992) argument on how exemplary organizations respond to external pressures by adopting transparent communication strategies—a practice reportedly lacking in the Algerian context, according to local studies.

In the context of crisis management, a study by Bousakra and Jwadi (2013) analyzed the role of print journalism in addressing crises within Algerian sports clubs, noting that the absence of proactive communication plans by sports bodies exacerbates crises. This parallels

Sanderson and Hambrick's (2012) study on the use of platforms like Twitter in crisis management, underscoring the need for Algerian institutions to adopt modern communication tools to enhance collaboration with journalists. Additionally, a field analysis by El Adjroud and Larej (2018) examined the state of specialized journalism in Algeria, pointing to weak training infrastructure and a lack of clear coordination mechanisms between journalists and sports bodies. On another front, Amara (2012) observed the shift of Algerian sports from a tool for national identity-building to a commercialized domain, creating tensions between media objectives and institutional interests. These findings reflect structural challenges requiring organizational reforms to foster mutual trust.

Moreover, the works of Grunig and Hunt (1984) and L'Etang (2008) provide frameworks for understanding effective organizational communication, emphasizing mutual dialogue over one-way promotional models. McCombs and Shaw (1972) also highlighted the media's role in agenda-setting, stressing the necessity for sports bodies to collaborate with journalists to craft balanced narratives.

Despite these contributions, gaps remain in Algerian studies, such as the scarcity of research investigating journalists' own perspectives on their relationship with

sports bodies, or the impact of digital transformation on this dynamic. Hutchins and Rowe's (2012) research on digital media's influence on sports signals an urgent need for similar studies in the Algerian context.

2. the key terms of the study:

2.1 Sports Bodies:

Terminologically, refers to organizations or institutions responsible for managing and organizing sports activities at the local or national level, such as sports federations, clubs, and Olympic committees. Defined as entities that contribute to sports development, event organization, and athlete representation (Westerbeek & Smith, 2005; Bouskara & Djouadi, 2013).

In this study, it denotes Algerian sports institutions that interact with sports journalists, such as national federations and professional clubs, which are central stakeholders in organizational communication and media relations management.

2.2 Organizational Communication

Terminologically, the process of exchanging information and ideas among individuals within an organization (internally) or between an organization and its external partners (externally), aimed at achieving organizational goals and enhancing reputation (Grunig & Hunt, 1984; Smith & Stewart, 2015).

In this study, to the mechanisms and strategies employed by Algerian sports bodies to communicate with journalists, such as press releases, conferences, or digital platforms, to ensure effective delivery of media messages (Hutchins & Rowe, 2012; Zouaoui, 2013).

2.3 Press Relationship

Terminologically: The mutual interaction between institutions and media, encompassing information provision, crisis management, and trust-building to achieve shared interests (L'Etang, 2008; Sanderson & Hambrick, 2012).

Operationally: In this study, it reflects the nature of interaction between Algerian sports bodies and journalists, including transparency levels, response speed, and collaboration in covering sports events or managing crises (Al-Ajroud & Oularej, 2018; Fellaq & Karfis, 2013).

2.4 Sports Journalist

Terminologically: A media professional specializing in covering sports events and activities, disseminating news and analyses through various media outlets (Boyle, 2017; McCombs & Shaw, 1972).

Operationally: In this study, it denotes Algerian journalists working in sports media (print, radio, TV, or digital) who engage in reporting on sports affairs and sports bodies, with a focus on their role in shaping public sports opinion (Kaaid, 2020; Abdelrahman, 2016).

3. Methodology

3.1 Study Type and Scientific Approach:

This study adopts a *quantitative descriptive approach*, aiming to analyze the phenomenon under investigation (the reality of the relationship between sports bodies and journalists) through the collection and statistical analysis of numerical data. This methodology is appropriate for measuring sample trends and assessing journalists' satisfaction with communication mechanisms used by sports bodies.

- ✓ **Population:** Includes all sports journalists working in Algerian media (print, audio, visual, digital).
- ✓ **Sample Size:** 100 sports journalists selected via *stratified random sampling* to ensure representation across regions and media types.
- ✓ **Data Collection Tool:** An electronic questionnaire (designed using Google Forms) comprising three main sections.

3.2 Statistical Analysis

- ❖ **Software Used:** SPSS and Excel.
- ❖ **Statistical Methods:**
 - ✓ *Descriptive Statistics:* Frequencies, percentages, and means.
 - ✓ *Inferential Statistics:*
 - *Independent T-test* to compare responses by gender.

- ANOVA to measure differences across media types.
- *Pearson's Correlation* to examine the relationship between years of experience and communication quality evaluation.

Validity and Reliability Controls:

❖ Validity:

- ✓ The questionnaire was reviewed by 5 experts in sports communication for validation.
- ✓ Content validity was calculated using *Lawshe's CVR*, yielding a value of 0.78 (exceeding the minimum threshold of 0.62).

❖ Reliability:

- ✓ *Cronbach's Alpha* coefficient for questionnaire sections was 0.84, indicating high reliability.

4. Exposure, analyses and result exam

4.1 Research Sample Definition

The analysis reveals significant disparities in our sample of Algerian sports journalism, with male dominance (80%) reflecting gender barriers and reduced diversity in PR perspectives. Geographically, northern regions (40%) are overrepresented due to media concentration, marginalizing southern/highland areas. Educationally, most journalists hold degrees (50% Bachelor's, 30% Master's), though 20%

lack formal qualifications, necessitating specialized ethics training. Professionally, mid-career (45%) and seasoned journalists (25%) provide PR stability and crisis expertise, while juniors (30%) require digital upskilling. Media type trends show digital platforms (40%) leading in speed (4.2/5) and transparency (3.7/5) but lagging in source acknowledgment (1.5/5), prioritizing immediacy over accuracy. Traditional print media excels in documentation (4.0/5) but struggles with delays (2.1/5) and censorship-driven transparency issues (1.8/5), while radio/TV (25%) maintains moderate formality. The findings underscore imbalances in regional, gender, and media representation, emphasizing digital media's growing influence alongside enduring institutional challenges. To bridge gaps, the study advocates balancing digital agility with traditional rigor, implementing credibility-focused legislation, and adopting integrated communication strategies to enhance trust and equity between media and sports institutions. Addressing these disparities could foster more inclusive, ethical, and adaptive sports journalism ecosystems in Algeria.

4.2 The Analysis of Variance (ANOVA) for the Impact of Experience and Media Type on Evaluation

The ANOVA analysis in the **table 01** revealed significant effects of both professional experience and media type on

Algerian sports journalists' evaluation of sports bodies' organizational communication performance. Key findings include:

✓ **Impact of Experience:** Statistically significant differences ($p < 0.01$, $F = 12.4$) were found in communication quality evaluation based on years of experience. This suggests that journalists with longer tenure assess communication aspects more critically or in-depth compared to less experienced counterparts.

✓ **Impact of Media Type:** A high F-value (18.7) at a stringent significance level ($p < 0.001$) was observed for the speed of information access, confirming that the type of media (print, audio, visual, or digital) plays a decisive role in shaping journalists' perceptions of information flow efficiency.

✓ **Interaction Between Experience and Media Type:** A significant interaction effect ($p < 0.05$, $F = 6.2$) was found in explaining journalists' reliance on informal sources (e.g., players, fans). This implies that the combination of experience and media type influences information-seeking behavior, potentially due to disparities in access to official sources or experienced journalists' reliance on parallel communication networks.

4. Discussion of Study Results:

The findings indicate a dominance of the **one-way communication model** (as

classified by James Grunig, 1984) in Algerian sports bodies' interactions with journalists. Information is managed as a controlled commodity rather than a collective right. This model, reliant on unilateral flow (sender to receiver only), explains why **68% of journalists** rated communication as "ineffective" and **85%** resorted to informal sources. Aligning with **digital governance theory** (e.g., FIFA Connect framework), the absence of digital infrastructure (e.g., updated databases) reflects an institutional gap that clashes with international standards, hindering transparency.

Key Observations

78% of veteran journalists (>10 years) criticized communication quality, compared to **60% of juniors (<5 years)**. This aligns with the **Job Demands-Resources Theory**, linking accumulated psychological stress (e.g., bureaucratic frustration) to dwindling supportive resources (e.g., unmet transparency expectations). Transparency ratings plummet to **1.5/5 among veterans**, reflecting a credibility crisis per **Bourdieu's Symbolic Capital Theory**, where trust erodes with negative experiences.

Despite digital platforms' speed (**12-hour information access vs. 48 hours for print**), only **15%** are recognized as **official** sources. This marginalization aligns with **Gatekeeper Theory**, where sports bodies label digital media as

"unreliable" while prioritizing traditional outlets (e.g., radio/TV) as "elite channels." This contradicts **DIGITIMES 2023 data**, showing **73% of Algerian youth rely on digital platforms**, highlighting a policy-practice disconnect.

54% of journalists described press conferences as "rare," with **48%** noting biased invitations. This reflects **Gatekeeper Theory**, where conferences "filter" critical journalists, becoming control mechanisms rather than dialogue channels. Compared to European models (weekly strategic conferences), Algerian bodies prioritize justification over communication, signaling a **Grungian communication culture crisis**.

65% of journalists occasionally publish unverified news due to absent official sources, while **58%** withdrew from covering certain bodies. These behaviors align with **Withdrawal Theory** (chronic frustration → disengagement) and **Social Exchange Theory**, where journalists migrate to international media (e.g., beIN Sports) seeking reward-driven environments.

Master's degree holders were harshest critics (**60% "ineffective"**), reflecting higher cultural capital and expectations (**Bourdieu's Social Differentiation Theory**). **Southern journalists (75% "ineffective")** faced worse conditions than northern peers (**65%**), deepening

geographic inequity (**Core-Periphery Theory**).

Female journalists rated communication slightly more positively (**25% "acceptable"** vs. 20% males), possibly due to **differing** interaction strategies in male-dominated environments (**Gender Theory**).

Statistical Validation:

- ANOVA confirmed **experience** ($F=12.4$, $p<0.01$) and **media type** ($F=18.7$, $p<0.001$) as critical factors, aligning with **Media Dependency Theory**, where performance evaluations hinge on **reliance** on official sources. Veterans' criticism (**78%**) stems from accumulated frustrations, while juniors' reliance on informal sources (**70%**) mirrors **Social Network Theory**, where personal networks (players, fans) compensate for institutional gaps (**Granovetter's "Strength of Weak Ties"**)

5. General Findings:

1. Poor Communication Quality:

Overall communication was rated as "ineffective" by **65–78% of journalists**, particularly among those with extensive experience (>10 years), due to the absence of specialized communication officers (PROs) (**73%**) and heavy reliance on informal sources (**85%**).

2. **Information Timeliness:** Delays in information access affected **72% of**

journalists, leading **55%** to publish unverified news and **40%** to depend on anonymous sources.

3. Press Conferences: 54% described press conferences as "rare" and tied to exceptional events, with biased invitations (**48%**) and ignored critical questions (**25%**).

4. Media-Type Disparities: Digital platforms excelled in speed (**4.2/5**) but lagged in source documentation (**1.5/5**), while print media faced slow processes (**48-hour delays**) and censorship.

5. Digital Media Paradox: Digital platforms were fastest (**4.2/5**) and most transparent (**3.7/5**) but weakest in source acknowledgment (**15%**).

6. Psychological

Challenges: 67% criticized time-wasting bureaucracy, **58%** perceived sports bodies as treating media as an "enemy," and **65%** relied on rumors due to transparency gaps.

7. Experience-Media Interaction: Negativity escalated with experience: **78% of veterans (>10**

years) criticized communication, transparency ratings declined, and reliance on informal sources increased, especially in print media.

8. Geographic Disparity: Northern journalists reported marginally better satisfaction (**65% "ineffective"**) compared to southern peers (**75%**), reflecting resource shortages and institutional neglect in remote areas.

9. Gender Differences: Female journalists rated communication slightly more positively (**25% "acceptable"** vs. **20% males**), possibly due to differing expectations or interaction dynamics in male-dominated environments.

10. Education Impact: Master's degree holders were harshest critics (**60% "ineffective"**), while junior journalists (<5 years) remained more optimistic (**15% "good"**).

11. PRO Shortages: 80% lacked dedicated PROs, hindering reliable information flow, particularly in digital platforms (**10% PRO availability**).

Table (1) illustrates the Analysis of Variance (ANOVA) for the Impact of Experience and Media Type on Evaluation

Independent Variable	Dependent Variable	F-Value	Significance Level (p)	Result
Experience	Communication Quality Evaluation	12.4	<0.01	Statistically Significant Differences
Media Type	Speed of Information Access	18.7	<0.001	
Experience × Media Type	Reliance on Informal Sources	6.2	<0.05	Significant Interaction Effect

Source: FENDOUCHI Hamza & AISSA elhadi (2025)

6. CONCLUSION

The relationship between Algerian sports bodies and sports journalists epitomizes a case study of institutional communication failure. The findings reveal a stark gap between modern principles of communication/public relations and actual practices. Instead of serving as a strategic partner in building Algeria's sports reputation and celebrating its athletic achievements, sports journalism has been reduced to a party managed through chaotic or neglectful tools. This has created a bitter reality in sports media, where bureaucracy intersects with rumors, and transparency clashes with exclusion.

The study confirms that the relationship between Algerian sports bodies and journalists suffers from a structural crisis marked by, **absence of strategic vision, reliance on bureaucratic, one-way communication models,** and **dominance of personal relationships over institutional protocols.**

Poor communication quality (68%), delayed information flow (72%), marginalization of digital media (only 15% of sources acknowledged), and accumulated professional frustrations among journalists all signal a decline in mutual trust—the cornerstone of any successful sports media ecosystem.

From an academic perspective, the results align with **One-Way Communication Models** and **Gatekeeping Theory**, where sports bodies (federations, clubs, associations) treat information as a tool of control rather than a constitutional right guaranteed by Algerian law. The scarcity of press conferences and official statements—limited to exceptional occasions—encourages unprofessional practices like "filtering" critical journalists. Practically, this risks transforming sports media into a breeding ground for rumors, stripping sports bodies of a strategic ally capable of enhancing sports popularity, guiding public opinion, and promoting sports culture.

The study exposes an unsatisfactory reality in Algeria's sports communication landscape, dominated by centralization, bureaucracy, and incompetence due to a lack of specialized professionals. While digital platforms offer partial solutions, they must be paired with transparency and organizational reforms. Without structural changes, reliance on informal sources will persist, undermining the credibility of Algerian sports media as a whole.

Ultimately, Algerian sports cannot thrive on athletes' talents alone. Success requires a tripartite synergy: **transparent sports bodies, professional sports media, and an informed public**. Transitioning from a one-way to a participatory communication model is existential in an open world where access to and dissemination of information drives competition. It is time for sports bodies to view sports journalism not as a "nuisance to silence" but as a "voice to harness" a force to propel Algeria's sports legacy into the annals of achievement.

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