



The role of awareness media campaigns in spreading health awareness and sports culture among students of the College of Sports Sciences and Physical Activity, King Saud University, Saudi Arabia

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DOI:

[https://doi.org/10.37359/JOPE.V37\(2\)2025.2256](https://doi.org/10.37359/JOPE.V37(2)2025.2256)

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Article history: Received 19/ February/2025 Accepted 12/ March /2025 Available online 28/ June/2025

Abstract

The current research aims to identify the role of awareness media campaigns in spreading health awareness and sports culture among students of the College of Sports Sciences and Physical Activity, King Saud University, Saudi Arabia. The researchers used the analytical approach with its steps and procedures through the analysis of previous studies and reference research related to the field of research in order to achieve the objectives of the research. The electronic questionnaire was used. The researchers randomly selected the research sample, which consisted of (503) female students. One of the most important results was that the awareness media campaigns emphasized the nation's interest in women's health in general and university students in particular. The media has an effective impact on increasing the health awareness of female students at the College of Sports Sciences and Physical Activity at King Saud University. Media campaigns have a significant impact on improving healthy habits, increasing health awareness, and promoting the concept of prevention. One of the most important recommendations was the need to form a committee to evaluate the awareness messages presented by media campaigns, as well as to use innovative methods in this field. Visual and audio media should commit to the continuity, development and sustainability of awareness media campaigns to spread health awareness and sports culture among the public, and to pay attention to presenting more details. The necessity of paying attention to sports media to familiarize female students with the various sports systems, laws and instructions, focusing on hosting analysts and experts in various health and sports specialties, and distinguished champions and players in various activities and all fields.

Keywords: awareness media campaigns, health awareness, sports culture, new media

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Introduction

The media, with all its traditional and modern means, is considered the most important means of mass influence, and it has played a role in the lives of human societies in various parts of the world, as the media has the ability to direct the behavior of individuals and change their beliefs. Therefore, the media in general and the new media in particular have become used in the organization and integrated social construction in order to achieve the interest of the individual and society, whether in various areas of life, including economic, social, health, sports, etc., especially in light of the fact that the media in general is one of the important basic needs of the individual and society. (Faisal, 2020)

The media is concerned with influencing its audience, which consists of individuals and groups who receive its messages, with the aim of investing and enjoying their free time, and then benefiting from this time in recreation and increasing awareness through the messages, programmes and media segments provided by its various means of communication.

Scholars have demonstrated the important role of the media in changing the prevailing norms and values in society. The media, in reality, is a profession and a message, not just slogans that change and alter with changing whims. Rather, it is a thinking mind with a goal and purpose, and a voice that addresses the minds of public opinion. It covers all fields and offers criticism, guidance, and evaluation in a way that benefits and benefits society.

Sports media is an essential element of any sports community, regardless of its level of development. Therefore, it is studied as a social sports phenomenon. However, sports media is nothing more than a branch of a larger and more comprehensive phenomenon, namely the phenomenon of communication. Sports media in all its forms is considered a means of awareness and dissemination of ideas and experiences in the field of sports. This contributes to enhancing sports practice as one of the reasons for advancement and development. The role of sports media is due to its easy access to all individuals at any time and at any point in the world, especially with the spread of modern means of communication. Sports media of all kinds, whether written, audio or visual, seeks, in addition to its media role represented in transmitting sports news and results of various local and international sports tournaments and competitions, to spread sports culture through the programs it broadcasts or the topics it writes. This contributes to the acquisition of a culture in the health, social, educational and cognitive fields, especially among male and female students. (Al-Din, 2019)

Sports media can have significant impacts on individuals and sports institutions, making it a true social force. Because sports media represents an accurate reflection of sports life, the role of sports media has become more important in identifying shortcomings and pointing out the right paths to promote health awareness and sports culture among members of society in general and female university students in particular. (Al-Qaisi, 2019)

A media campaign is a media program directed at specific audiences and seeking to achieve specific communication goals through a set of planned and deliberate efforts. The campaign usually covers a period of time during which it focuses on a number of means or sometimes a single message. Media campaigns involve an analysis of the situations and circumstances related to the audience, which may enable effective strategic decisions to be

made, which can be implemented through designing a series of advertisements and placing them in media messages.

Dr. Naji Al-Maala defined it as the dissemination of information about an idea, service, or product, in a planned and continuous manner, over a continuous period, with the aim of obtaining a response that is consistent with the advertiser's goal. (Habhouh, 2015)

Media campaigns are a general topic that has become a focus of global interest because they are a communication activity aimed at spreading awareness among the public through intensive and continuous efforts undertaken by the communicator, using the best methods and most appropriate media outlets to attract public opinion through appropriate foundations and standards. (Iman Kashid, 2019)

Given the essential role of the media in shouldering responsibility, the multiplicity of media outlets, and the characteristics they possess in effectively raising awareness and the ability to influence the masses, and given the utmost importance of health awareness and sports culture in the lives of individuals and societies, media campaigns have emerged that work to increase health awareness and spread sports culture. From here, the important role of awareness media campaigns in spreading awareness is evident by presenting facts and raising the level of awareness, as they involve an accurate analysis of situations.

With the emergence of new media and social networking sites, media campaigns, like other media outlets, have expanded to include social networking sites such as Twitter and Facebook, as they are considered fast-spreading, powerfully influential, and inexpensive tools (Qara, 2022).

Sports media campaigns are a contemporary means of performing many tasks, sending numerous messages, and expressing the level of development and progress of nations and their societies. Therefore, it is difficult to distinguish between sports and the media, especially satellite channels that broadcast sporting events, as watching and experiencing sports is ubiquitous. A new outlook has emerged in our current era regarding sports culture, the status of athletes, and the concept of sports as an activity or a commercial institution whose goal is profit, just like other activities and institutions. Some satellite channels have exploited their monopoly on broadcasting sporting events and promoting sports or a particular champion as a means of generating profit, while these sports satellite channels could be used to achieve development and social, cultural, and economic construction, or as part of general culture and national and regional development, and as a means of building competent individuals who are psychologically and physically balanced. There are systems that use sports satellite channels to achieve a kind of balance between different sports and between their cultural and educational nature and their economic and commercial nature. (Sama Walid Lahlouh, 2021)

Media thought and media campaigns play a crucial role in shaping attitudes, spreading health awareness, and increasing sports culture in various fields, including sports. This field abounds with numerous topics and issues that are in dire need of study and discussion within sports programs across various media and communication platforms, to prepare a conscious generation capable of assuming responsibility and embracing any change aimed at raising the profile of sports globally. From this perspective, the media has adopted a sports-oriented approach.

Media campaigns across traditional and new media platforms, such as social media, have an impact on personality, providing a valuable service to viewers across the world.

Given that these platforms spread health awareness and sports culture among viewers in general and athletes in particular, and given that female university students are an important segment upon which the process of societal advancement depends in various aspects of life, including the future of the country, it was necessary to identify the role of awareness media campaigns in spreading health awareness and sports culture among female students at Saudi universities in general and among female students at the College of Sports Sciences and Physical Activity at King Saud University in particular. The results of studies have shown that social media sites play a major role in spreading sports culture among young people, and that Facebook, Instagram, YouTube, and Twitter are the most used sites by sports coaches, as they encourage young people to practice sports through these sites, change the widespread misconceptions about some sports exercises, and clarify the correct methods of playing exercises inside the sports club. (Sama Walid Lahlouh, 2021), (Othman Mahmoud Shahada, 2021)

It can be said that watching and following these media campaigns in various media outlets greatly impacts the culture and knowledge of the youth segment in Saudi society. There is no family in Saudi society without one or more members who follow and interact with them, as many of them rely, in their various methods, on attracting viewers from all over the world in a charming and engaging way by presenting news and reports to their viewers in a beautiful and influential manner, featuring prominent specialized sports figures. These media sites help in bringing about cultural change and forming sports knowledge, as they analyze, explain, interpret, and comment on ideas and opinions while transmitting the facts of various sports competitions and games for various local, international, and global championships. (Osman Mahmoud Shahada, 2021)

The results of a Vansoon study showed that more than half of adults and college students who use websites including Facebook, YouTube, and Twitter admitted that they spend more time online than they do with real friends or family members.

The problem can be formulated through the following question: What is the role of awareness media campaigns in spreading health awareness and sports culture among female students of the College of Sports Sciences and Physical Activity at King Saud University.

Research objective:

The current research aims to identify the role of awareness media campaigns in spreading health awareness and sports culture among female students of the College of Sports Sciences and Physical Activity at King Saud University, by identifying:

-1 Habits and patterns of media students of the College of Sports Sciences and Physical Activity at King Saud University, regarding health awareness and sports culture.

-2 The role of television media campaigns in achieving health awareness priorities for female students of the College of Sports Sciences and Physical Activity at King Saud University.

-3 Cognitive, emotional and behavioral satisfactions of health and sports awareness media campaigns for female students of the College of Sports Sciences and Physical Activity, King Saud University.

Method and tools

Research community and sample:

The research community consists of female students from the College of Sports Sciences and Physical Activity at King Saud University, Riyadh, Kingdom of Saudi Arabia for the academic year 1445-1446 AH. The two researchers randomly selected the research sample, which consisted of (503) female students.

Search tool: Questionnaire form on the role of awareness media campaigns in spreading health awareness and sports culture among female students of the College of Sports Sciences and Physical Activity at King Saud University: Approval was obtained from the Ethics Committee for Human Research at King Saud University.

Survey description:

The researchers used the questionnaire prepared by Halima Haboub (2015), and it was standardized to suit the current environment and the variables of the current research.

Questionnaire axes: The questionnaire consists of (3) main axes, which are:

The first axis: Habits and patterns of female students of the College of Sports Sciences and Physical Activity at King Saud University, regarding media awareness and sports culture.

The second axis: The role of television media campaigns in achieving health awareness priorities for female students of the College of Sports Sciences and Physical Activity at King Saud University.

The third axis: Cognitive, emotional and behavioral satisfactions of health and sports awareness media campaigns for female students of the College of Sports Sciences and Physical Activity, King Saud University.

Survey phrases: The questionnaire consists of (24) phrases distributed over the main axes as follows:

- The first axis: (10) phrases. - The second axis: (7) phrases. - The third axis: (7) phrases.

Scientific transactions of the questionnaire: The researchers calculated the scientific coefficients of the questionnaire as follows:

A- Honesty: Instrument validity means the success of the measurement method in providing the information required to be measured. That is, does the measurement method measure what it is supposed to measure? Does it actually provide us with the required information? To achieve the degree of validity and reliability, the researchers followed the following:

.1A precise analysis of the questionnaire units and their categories and their precise and clear definition. To achieve this, the researchers referred to many previous studies for assistance.

.2To verify the validity of the questionnaire in measuring the research variables, the two researchers presented it to a group of specialists in the field of physical education consisting of (7) experts to judge the validity of the questionnaire in measuring the research variables and achieving its objectives, and reviewing the axes and questions, and their sufficiency in covering all dimensions of the problem that is the subject of the research. The two researchers made the amendments suggested by the questionnaire's judges to make it valid in its final form.



.3The researchers conducted a survey study on a sample of (40) female students. The questionnaire was applied to reduce ambiguity and errors in it, as well as to ensure the ease of the questions and their comprehension by the students. Some questions were modified and formulated according to what the researchers noticed during the application. The questionnaire was developed and formulated in its final form to be ready for application on the research sample.

B- Stability:

The researchers conducted the Test-Re-Test application reliability coefficient to measure the consistency of the answers of the research sample items after a period of time had passed since the study was conducted. This was done by re-applying the field questionnaire to (40) female students in the research sample and other than the primary sample after ten days had passed since the completion of the first study. Then the students' answers to the questions of the first study were compared with their counterparts in the second study using the correlation coefficient between the two applications. The correlation coefficient between the first and second applications of the questionnaire reached (0.92), which is a statistically significant correlation coefficient, indicating the stability of the questionnaire.

Statistical treatments used:

After collecting and tabulating the data, it was processed statistically. To calculate the research results, the researchers used the following statistical methods:

Correlation coefficient. Frequencies. Percentage.

Results and discussion

Presentation and discussion of results:

Table (1) Frequency and percentage of university level female students in the research sample (n = 503)

Response	repetition	ratio	Arrangement
the second	46	%9.15	7
the third	52	%10.34	6
Fourth	80	15.90	3
Fifth	78	%15.51	4
Sixth	74	%14.71	5
Seventh	81	%16.10	2
The eighth	92	%18.29	1
Total	503	%100.00	

It is clear from Table (1): The first place in terms of the classification of female students according to the university level was (eighth), while the last place was (second).

Table (2) Frequency and percentage of sports practice for female students in the research sample) n = 503(

Response	repetition	ratio	Arrangement
player	138	%27.44	2
Recreational exercise only	329	%65.41	1
I only play sports for college.	36	%7.16	3
Total	503	%100.00	

It is clear from Table (2): The first place in terms of female students practicing sports was (recreational practice only), while the last place was (I am not interested in practicing sports except for studying at college).

The answer to the first question, which states:

What are the media habits and patterns of female students in the College of Sports Sciences and Physical Activity at King Saud University regarding health awareness and sports culture.

-1What are the programs you watch the most?The following table shows the programs that the sample of female students are most keen to watch.

Table (3) Frequency and percentage of the programs that the sample of female students are most keen to watch (n = 503)

Response	repetition	ratio	Arrangement
news	72	%14.31	6
films	422	%83.90	2
series	498	%99.01	1
religious programs	41	%8.15	7
Sports programs	224	%44.53	3
social programs	126	%25.05	4
Awareness campaigns	89	%17.69	5

Total number of people asked	503	%100.00	
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Table (3) shows that the first place in terms of the programs that the sample of female students are keen to watch is (series), while the last place is (religious programs). The researchers attribute this result to the interest of female students in watching series and films at that age, and the lack of sufficient interest in learning about all the media campaigns that aim at public health and supporting women in practicing sports activities. Also, the programs that include religious content are not followed in an integrated manner by female students at that stage compared to other media content that occupies their thoughts.

-2What times do you prefer to watch TV?The following table shows the times when female students prefer to watch TV most.Table (4) Frequency and percentage of the times female students prefer to watch television (n = 503)

Response	repetition	ratio	Arrangement
A.M	31	%6.16	4
midday	102	%20.28	2
Night time	328	%65.21	1
Depending on the circumstances	42	%8.35	3
Total	503	%100.00	

It is clear from Table (4): The first place in terms of the times that female students prefer to watch television was:

(The period of staying up late), while it came in the last order (morning).

The researchers attribute this result to the fact that female students at this stage tend to stay up late and not go to bed early, which contributes to their media tendencies to be more inclined to follow and watch during the evening hours.

-2How many hours do you spend watching daily?

The following table shows the number of hours students spend watching daily.

Table (5) Frequency and percentage of the number of hours spent by female students watching daily (n = 503)

Response	repetition	ratio	Arrangement
Less than an hour	18	%3.58	4
From 1 hour to 3 hours	114	%22.66	3
More than 3 hours	167	%33.20	2
There is no specific time	204	%40.56	1
Total	503	%100.00	

Table (5) shows that the first place in terms of the number of hours spent by female students watching daily was (no specific time), while the last place was (less than an hour). The researchers attribute this result to the fact that most female students do not tend to watch for a specific time, but this time is formed according to their free time as well as the day in which it is watched, whether it is at the beginning of the week or daily holidays. Therefore, the time watched varies according to the nature of the day and the nature of the period, whether it is during vacation time or study time. This is what was indicated by the study of

Darial Karima (2018), the results of which indicated that 56% of the sample members confirmed that they are exposed to the media daily.

-3Would you like to watch with?

The following table shows the preference for female students to watch TV with someone.

Table(6) Frequency and percentage of female students' preference for watching TV with someone (n = 503)

Response	repetition	ratio	Arrangement
Family	53	%10.54	2
Friends	28	%5.57	4
alone	38	%7.55	3
Depending on the circumstances	384	%76.34	1
Total	503	%100.00	

It is clear from Table (6): - The first place in terms of preference for female students to watch television was with someone (according to the circumstances), while the last place was with (friends). The researchers attribute this result to the fact that most female students do not think or plan to watch programs with a specific person, and they may watch alone or with family or friends without any prior planning from them.

-4Do you watch health awareness campaigns on TV.

The following table shows the extent to which female students watch health awareness campaigns shown on television.

Table (7) Frequency and percentage of female students 'viewing of health awareness campaigns shown on television (n = 503)

Response	repetition	ratio	Arrangement
always	62	%12.33	3
sometimes	317	%63.02	1
rarely	124	%24.65	2
Total	503	%100.00	

Table (7) shows that: The first place in terms of the extent to which female students watch health awareness campaigns shown on television was (sometimes), while the last place was (always). The researchers attribute this result to the fact that female students ' interest in the media campaigns shown was not as required, and that watching such campaigns was average without paying attention to their great importance. This is what was indicated by the study of Darial Karima (2018), whose results indicated that the most common reasons for exposure were following health topics and social issues.

-5Do you watch sports awareness campaigns on TV.

The following table shows the extent to which female students watch sports awareness campaigns shown on television.

Table (8) Frequency and percentage of female students 'viewing of sports awareness campaigns shown on television) n = 503)

Response	repetition	ratio	Arrangement
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always	111	%22.07	3
sometimes	264	%52.49	1
rarely	128	%25.45	2
Total	503	%100.00	

It is clear from Table (8): - The first place in terms of the extent to which female students watch sports awareness campaigns shown on television was (sometimes), while the last place was (always).

The researchers attribute this result to the fact that interest in sports is mainly represented by watching matches and following fitness programs, and that interest in awareness campaigns has not reached an acceptable level.

-6Which of these awareness campaigns interested you.

The following table shows the awareness campaigns that interest female students.

Table (9) Frequency and percentage of awareness campaigns that interest female students (n = 503)

Response	repetition	ratio	Arrangement
Blood donation campaign	345	%68.59	2
Seasonal vaccination campaign	104	%20.68	10
healthy nutrition	322	%64.02	3
Early Cancer Detection Campaign	245	%48.71	6
AIDS prevention campaign	152	%30.22	9
Diabetes and Blood Pressure Diet Maintenance Campaign	424	%84.29	1
Campaigns to raise awareness of the importance of exercise	188	%37.38	8
Obesity campaigns	274	%54.47	5
The Role of Sports in Disease Prevention Campaign	214	%42.54	7
The Role of Sports in Fitness Campaign	275	%54.67	4
Total number of people asked	503	%100.00	

It is clear from Table (9): The campaign to maintain a healthy diet for diabetes and blood pressure came in first place in terms of awareness campaigns that interest female students, while the seasonal vaccination campaign came in last place. The researchers attribute this result to the fact that interest in early detection of chronic diseases, the most important of which are blood pressure and diabetes, is the first concern that the state directs towards educating citizens about their danger and trying to confront them.

-6How long have you been watching these health and sports awareness campaigns?

The following table shows the extent of students' timelines for watching health and sports awareness campaigns.

Table (10) Frequency and percentage of the duration of female students' follow-up in watching health and sports awareness campaigns (n = 503)

Response	repetition	ratio	Arrangement
Less than a year	78	%15.51	3

From 1 to 3 years	141	%28.03	2
More than 3 years	284	%56.46	1
Total	503	%100.00	

It is clear from Table (10): The first place in terms of the extent of female students' time follow-up in watching health and sports awareness campaigns was (more than 3 years), while the last place was (less than a year). The researchers attribute this result to the fact that the field of media awareness has received great attention from governments for many years due to the state's interest in reducing undesirable behaviors and moving towards an integrated Saudi society free of diseases and possessing distinguished health through practicing various aspects of sports activity and staying away from wrong eating habits and traditions.

-7Why do you watch these awareness campaigns?

The following table shows the reasons why female students watch awareness campaigns.

Table (11) Frequency and percentage of reasons for female students watching awareness campaigns) n = 503)

Response	repetition	ratio	Arrangement
Fill in the blank	184	%36.58	3
Because you have to watch it while waiting for the show to come back on.	89	%17.69	4
Because you liked it	74	%14.71	5
Because you are concerned with the topic of this campaign	42	%8.35	6
Because I believe in the importance of exercise in disease prevention	384	%76.34	1
Because exercise contributes to achieving physical fitness and health.	302	%60.04	2
Total number of people asked	503	%100.00	

It is clear from Table (11): The first place in terms of the reasons for female students watching awareness campaigns was (because I believe in the importance of sports in preventing diseases), while the last place was (because you are interested in the topic of this campaign). The researchers attribute this result to the fact that there are many reasons for female students to follow and watch awareness campaigns because of their importance in informing society of the importance of practicing sports activities to reduce and prevent diseases. What are the programs you watched that didn't affect you? What are the reasons for The following table shows the reasons for not being affected by the programs watched.

Table (12) Frequency and percentage of reasons for not being affected by programs watched) n = 503(

Response	repetition	ratio	Arrangement
The topics raised do not interest you in form or content	174	%34.59	2
The rhetorical style is boring.	98	%19.48	3
It doesn't suit you	57	%11.33	4
Because it did not achieve the desired goal	402	%79.92	1
Total number of people asked	503	%100.00	

It is clear from Table (12): The first place in terms of reasons for not being affected by the programs that were watched was (because they did not achieve the desired goal), while the last place was (they do not suit you). The researchers attribute this result to the fact that despite the existence of these media campaigns that aim to improve the health of society and inform them of the importance of sports in their lives, the highest goal that is required to be achieved to a high degree has not reached the required level due to the scarcity of these campaigns and their failure to reach all sectors of society, as well as their lack of suitability for all spectrums and their focus on older groups that aim to deal with diseases. The answer to the second question, which states:

What is the role of television media campaigns in achieving health awareness priorities for female students in the College of Sports Sciences and Physical Activity at King Saud University.

-8Do you think that health and sports awareness campaigns were an alternative to direct health discourse?

The following table shows the extent to which health and sports awareness media campaigns can be an alternative to direct health discourse.

Table (13) Frequency and percentage of the extent to which health and sports awareness media campaigns can be an alternative to direct health discourse (n = 503)

Response	repetition	ratio	Arrangement
Yes	318	%63.22	1
no	185	%36.78	2
Total	503	%100.00	

It is clear from Table (13): The first place in terms of the ability of health and sports awareness media campaigns to be an alternative to direct health discourse was (yes), while the last place was (no).

The researchers attribute this result to the fact that media campaigns have the ability to raise health and sports awareness, such that they can be an alternative to direct health discourse, as these campaigns presented in various media have the ability to reach all

segments of society, transcending the barrier of time and place, such that they have the ability to direct their content through their various means and without the need for direct meeting with those concerned with the campaign.

-9If your answer is (yes), what are the reasons for that?

The following table shows the reasons why health and sports awareness campaigns can be an alternative to direct health discourse.

Table (14) Frequency and percentage of reasons for the ability of health and sports awareness media campaigns to be an alternative to direct health discourse(n = 503)

Response	repetition	ratio	Arrangement
Because it is carefully crafted with accompanying sound effects.	245	%77.04	1
Because you love her colloquial conversational style.	124	%38.99	2
Because it affects you away from the boring direct preaching	102	%32.08	3
Because it achieved the desired goal	54	%16.98	4
Total number of people asked	318	%100.00	

It is clear from Table (14): - It came in first place in terms of the reasons for the ability of health and sports awareness media campaigns to be an alternative to direct health discourse (because it has a well-thought-out structure with accompanying audio effects), while it came in last place (because it achieved the desired goal). The researchers attribute this result to the fact that one of the most important reasons for the ability of health and sports awareness media campaigns to be an alternative to direct health discourse is that it has a well-thought-out structure with accompanying audio effects, and this is what the media enjoys, which aims in its programs to provide its services through the use of all aspects and exciting audio and visual effects.

-10If your answer is (no), what are the reasons for that?

The following table illustrates the reasons why health and sports awareness campaigns cannot be a substitute for direct health discourse. Table (15) Frequency and percentage of reasons for the inability of health and sports awareness media campaigns to be an alternative to direct health discourse) n = 503

Response	repetition	ratio	Arrangement
Because it is short of the search period	79	%42.70	3
Because she is not familiar with the various aspects of the subject	128	%69.19	1
Because it does not serve the purpose of developing physical fitness and health.	104	%56.22	2
Total number of people asked	185	%100.00	

It is clear from Table (15): - It came in first place in terms of the reasons for the inability of health and sports awareness media campaigns to be an alternative to direct health discourse (because they are not familiar with the various aspects of the subject), while it came in last place (because the research period is short). The researchers attribute this result to the fact that one of the most important reasons for the inability of health and sports

awareness media campaigns to be an alternative to direct health discourse is that they are not familiar with the various aspects of the subject and have not reached the required level of mastery.

-11Based on your observation of these awareness campaigns, what are the most important practices that you advocate the most?

The following table shows the most important practices advocated by awareness campaigns.

Table (16) Frequency and percentage of the most important practices called for by awareness campaigns (n = 503)

Response	repetition	ratio	Arrangement
Blood donation campaign	248	%49.30	1
Early Cancer Detection Campaign	145	%28.83	2
Awareness campaigns on the importance of exercising	110	%21.87	3
Total	503	%100.00	

Table (16) shows that the blood donation campaign ranked first in terms of the most important practices advocated by awareness campaigns, while the awareness campaigns on the importance of exercising ranked last. The researchers attribute this result to the fact that one of the most important practices advocated by awareness campaigns is blood donation campaigns, which aim to bring together all segments of society to help their families due to the ongoing need for blood transfusions for all surgical operations performed across the Kingdom, which calls for these campaigns to intensify their efforts to educate citizens about the importance of blood donation due to the ongoing need for it. This is what was indicated by the study by Darial Karima (2018), the results of which indicated that 66.7% of women confirmed that they relied on the media to learn about early detection of breast cancer.

-12Have these awareness campaigns made you practice healthy sports activities in your daily life?

The following table shows the extent to which awareness campaigns can encourage female students to practice healthy sports activities in their daily lives.

Table (17) Frequency and percentage of the extent to which awareness campaigns can direct female students to practice healthy sports activities in daily life.(n = 503)

Response	repetition	ratio	Arrangement
Yes	288	%57.26	1
no	215	%42.74	2
Total	503	%100.00	

It is clear from Table (17): The first place in terms of the extent to which awareness campaigns are able to direct female students to practice healthy sports activities in daily life is (yes), while the last place is (no).

The researchers attribute this result to the ability of awareness campaigns to encourage female students to engage in healthy sports activities in their daily lives. This is what was indicated in the study by Darial Karima (2018), whose results indicated that 86.7% of the sample confirmed that the media has an effective impact on increasing their health awareness.

-13If the answer is (yes), what are the healthy activities?

The following table shows the most important health activities that directed female students to practice healthy sports activities in their daily lives.

Table (18) Frequency and percentage of the most important health activities that directed female students to practice healthy sports activities in daily life(n = 503)

Response	repetition	ratio	Arrangement
exercise	305	%60.64	1
diet	198	%39.36	2
Total	503	%100.00	

It is clear from Table (18): The first place in terms of the most important health activities that directed female students to practice healthy sports activities in daily life was (practicing sports), while the last place was (following a diet).

The researchers attribute this result to the fact that one of the most important health activities that directed female students to practice sports activities in daily life is due to the nature of the specialization in physical education and the focus on female students in following sports programs in order to reach the best level of performance. Therefore, following sound nutritional systems that complete reaching the best integrated body type comes in second place.

-14What are the problems facing the activation of the role of media campaigns in spreading health awareness and sports culture?

The following table shows the problems facing the activation of the role of media campaigns in spreading health awareness and sports culture .Table(19)

Frequency and percentage of problems facing the activation of the role of media campaigns in spreading health awareness and sports culture(n = 503)

Response	repetition	ratio	Arrangement
Lack of sports programs for women	204	%40.56	2
Discussing the role of sports in women's health education and health awareness is not enough.	345	%68.59	1
Not inviting prominent sports figures to highlight the importance of sports culture and health awareness.	177	%35.19	3
Focusing on other media fields at the expense of these campaigns	101	%20.08	4
Officials' lack of awareness of the importance of these awareness campaigns	41	%8.15	5
Total number of people asked	503	%100.00	

It is clear from Table (19): The first place in terms of the problems facing the activation of the role of media campaigns in spreading health awareness and sports culture

was (discussing the issues of the role of sports in women's health education and insufficient health awareness), while the last place was (the lack of awareness of officials of the importance of these awareness campaigns.)

The researchers attribute this result to the fact that there are many problems facing the activation of the role of media campaigns in spreading health awareness and sports culture, the most important of which is that discussing the issues of the role of sports in women's health education and health awareness is not sufficient, and that to achieve integration at this point, media campaigns have not achieved the best performance, and that this awareness needs more campaigns and media materials that highlight its importance and positive role in the lives of Saudi women.

This is what was indicated by the study by Iman Muqadish et al. (2021), whose results indicated that the absence of studies specific to the target audience led to the absence of good planning for media campaigns, which led to the absence of a clear policy pursued by the institution. The answer to the third question, which states:

What are the cognitive, emotional and behavioral satisfactions of health and sports awareness media campaigns for female students of the College of Sports Sciences and Physical Activity at King Saud University?

-15Did these campaigns bring you the following satisfaction?

The following tables show the extent to which the campaigns achieved cognitive, emotional and behavioral satisfaction.

Table (20) Frequency and percentage of the extent to which campaigns achieve cognitive satisfaction (n = 503)

Response	repetition	ratio	Arrangement
Yes	118	%37.38	2
to some extent	202	%40.16	1
no	113	%22.46	3
Total	503	%100.00	

It is clear from Table (20): - It came in first place in terms of the extent to which the campaigns achieved cognitive satisfaction (to some extent), while it came in last place (no). The researchers attribute this result to the fact that the media campaigns did not achieve cognitive satisfaction as planned by the campaigns, as these campaigns should focus on developing the cognitive aspects of the students in terms of introducing them to the theoretical aspects of ideal sports, their components and types of practice, and this should also be consistent with the health fields in order to reach the ideal body free of diseases and postural problems.

This is what was indicated by the study by Iman Muqadish and others (2021), the results of which indicated that the Youth Institutions Office lacks an accurate and specific knowledge background about the target audiences, as evidenced by the fact that it does not have sufficient information about the target audience. Table (21) Frequency and percentage of the extent to which campaigns achieve emotional satisfaction) n = 503(

Response	repetition	ratio	Arrangement
Yes	112	%22.27	2
to some extent	294	%58.45	1
no	97	%19.28	3
Total	503	%100.00	

It is clear from Table (21): - It came in first place in terms of the extent to which the campaigns achieved emotional satisfactions (to some extent), while it came in last place (no). The researchers attribute this result to the fact that achieving emotional satisfactions did not reach the integrated level and needs more focus in order to reach the best emotional state towards practicing sports and the desire to make it a lifestyle alongside the integration of the healthy element.

Table (22) Frequency and percentage of the extent to which campaigns achieve behavioral satisfactions) n = 503(

Response	repetition	ratio	Arrangement
Yes	204	%40.56	2
to some extent	215	%42.74	1
no	84	%16.70	3
Total	503	%100.00	

It is clear from Table (22): - It came in first place in terms of the extent to which the campaigns achieved behavioural satisfactions (to some extent), while it came in last place (no). The researchers attribute this result to the fact that the behavioural satisfactions achieved as a result of the media campaigns in the fields of health and sports did not completely affect the behaviours of the female students and they must be supported in order to achieve their behavioural goals in changing wrong lifestyles and applying sports, nutritional and health behaviours by the female students with some spontaneity and life practice.

-16Do you think these gratifications helped you watch these programs?

The following table shows the extent to which gratifications help female students watch awareness programmes.

Table (23) Frequency and percentage of the extent of the ability of gratifications to help female students watch awareness programmes

)n = 503(

Response	repetition	ratio	Arrangement
negative	161	%32.01	2
positive	342	%67.99	1
Total	503	%100.00	

Table (23) shows that the first rank in terms of the extent to which gratifications can help female students watch awareness programs was (positive), while the last rank was (negative). The researchers attribute this result to the fact that the students 'desire to achieve various gratifications helped them increase their desire to watch awareness programs and

learn about the best ways to benefit from sports and health programs in order to prevent diseases and reach a moderate and ideal health and posture. This is what was indicated by the study by Vanson (2010), whose results indicated that about 53% of those who participated in the survey changed their lifestyles.

-17Did these campaigns provide you with positive information that helped you change your lifestyle?

The following table shows the extent to which campaigns can provide students with positive information that helps them change their lifestyle. Table (24) Frequency and percentage of the extent to which campaigns are able to provide students with positive information that helps in changing lifestyle (n = 503)

Response	repetition	ratio	Arrangement
Yes	110	%21.87	2
to some extent	327	%65.01	1
no	66	%13.12	3
Total	503	%100.00	

It is clear from Table (24): It came in first place in terms of the extent of the campaigns 'ability to provide students with positive information that helps in changing lifestyle (to some extent), while it came in last place (no).

The researchers attribute this result to the fact that the ability of media campaigns to provide students with positive information to help them change their lifestyle did not reach the targeted level. Despite the campaigns' efforts to deliver the gains, they did not achieve integration in delivering their media message and achieving a healthy and athletic life for students through the health, nutritional and athletic information they provide, which helps them achieve the best health and physical condition. This is what was indicated by Halima Habhoub's study (2015), whose results indicated that health campaigns made 69% of the respondents practice healthy activities, 90% confirmed that these campaigns open up areas for them to acquire information, and 75% of these campaigns made them practice sports. Vansoon's study (2010) also indicated that about 53% of those who participated in the survey changed their lifestyles.

-18How do you feel when you watch these health and sports awareness campaigns?

The following table shows how students feel when watching health and sports awareness campaigns.

Table (25) Frequency and percentage of the extent to which female students feel about health and sports awareness campaigns (n = 503)

Response	repetition	ratio	Arrangement
fear	88	%17.50	3
anxiety	107	%21.27	2
Reza	286	%56.86	1
nothing	22	%4.37	4
Total	503	%100.00	

Table (25) shows that: The first place in terms of the extent of the students' feelings when watching health and sports awareness campaigns was (satisfaction), while the last place was (nothing). The researchers attribute this result to the fact that the feeling of satisfaction is the feeling that students feel when watching health and sports awareness campaigns due to the positive content that they provide to students and which aims to develop their physical and health capabilities. This is what was indicated by the study of Halima Habhoub (2015), the results of which indicated that 40% said that these campaigns made them feel satisfied, and 81% of the respondents confirmed that awareness campaigns are considered an alternative to direct health discourse.

-19 If you feel satisfied, what are the campaigns that make you feel this way the most?

The following table shows the campaigns that caused students to feel most satisfied.

Table (26) Frequency and percentage of the campaigns that caused students to feel satisfied the most (n = 503)

Response	repetition	ratio	Arrangement
blood donation	277	%96.85	1
The role of sports in achieving physical fitness	214	%74.83	2
Achieving psychological satisfaction through exercise	123	%43.01	3
Developing mental abilities	41	%14.34	4
Total number of people asked	286	%100.00	

Table (26) shows that the campaigns that caused the students to feel most satisfied were (blood donation), while the development of mental abilities came in last place. The researchers attribute this result to the fact that the campaigns that caused the students to feel most satisfied were the campaigns related to blood donation, as it expresses solidarity with all citizens for their healthy lives. This result is consistent with what was previously recorded by the research sample that blood donation campaigns are among the most awareness campaigns that attract the interest of the students.

-20 What is your evaluation of health and sports awareness campaigns?

The following table shows the evaluation of health and sports awareness campaigns.

Table (27) Frequency and percentage of evaluation of health and sports awareness campaigns (n = 503)

Response	repetition	ratio	Arrangement
Good	114	%22.66	3
Good	105	%20.87	2
Medium	245	%46.92	1
weak	48	%9.54	4
Total	503	%100.00	

Table (27) shows that the health and sports awareness campaigns were ranked first in terms of evaluation (average), while they were ranked last (weak). The researchers attribute this result to the fact that the health and sports awareness campaigns received an average evaluation due to the presence of some problems that hinder them and that must be

addressed in the future to achieve the desired goals. This is what was indicated by the study of Rana Marwan Al-Essa (2020), whose results indicated that young people acquired an average degree of good awareness of the importance of sports in our lives and good knowledge of how to play in the sports club.

-21 What are the proposals that would activate the role of media campaigns in spreading health awareness and sports culture The following table shows the proposals that would activate the role of media campaigns in spreading health awareness and sports culture.

Table(28)

The frequency and percentage of proposals that would activate the role of media campaigns in spreading health awareness and sports culture.(n = 503)

Response	repetition	ratio	Arrangement
Allocate a weekly television program to denounce inappropriate behavior in sports.	344	%68.39	7
Call for seminars at colleges to raise awareness of the role of sports on women's health	454	%90.26	2
To cover the media to spread awareness and knowledge about the relationship between sports practice and quality of life.	345	%68.59	6
Attracting female students to regular exercise to achieve physical fitness and maintain health	466	%92.64	1
Achieving an ideal body type by advocating regular exercise	421	%83.70	3
Defining the importance of exercise in achieving the elements of physical fitness to withstand the pressures of life and the hardships of work	411	%81.71	4
Making the appropriate effort for life practice by developing the elements of physical fitness represented by (speed, flexibility, endurance, heart efficiency, and developing cardio-respiratory endurance)	387	%76.94	5
Increase awareness of the type of exercises that are suitable for developing each organ of the body	249	%49.50	9
Emphasize the appropriate load for each training unit.	83	%16.50	16
Emphasizing the harm of stimulants and energy drinks	154	%30.62	14
Emphasizing the role of sports in recreation, improving mood and psychological characteristics, and spending free time in a positive way.	189	%37.57	13
Developing self-esteem, self-confidence, moral values, cooperation and responsibility through practicing sports.	122	%24.25	15
Developing healthy habits before and after exercise	247	%49.11	10
Emphasis on treating obesity through exercise and proper diet.	238	%47.32	12

Providing exercises that are compatible with different types of disabilities for people with disabilities	245	%48.71	11
Addressing uncivilized and inappropriate behavior	314	%62.43	8
Total number of people asked	503	%100.00	

Table (28) shows that: The first rank in terms of proposals that would activate the role of media campaigns in spreading health awareness and sports culture was (attracting female students to regular exercise to achieve physical fitness and maintain health), while the last rank was (emphasizing the appropriate load for each training unit). The researchers attribute this result to the presence of many proposals that would activate the role of media campaigns in spreading health awareness and sports culture, the most important of which is attracting female students to regular exercise to achieve physical fitness and maintain health, as well as calling for seminars to be held in colleges to raise awareness of the role of sports on women's health and to define the importance of sports practice in achieving the elements of physical fitness to withstand the pressures of life and the hardship of work, in order to direct female students to achieve an ideal body type by calling for regular exercise, through making the appropriate effort for life practice through developing the elements of physical fitness.

Conclusions

-1Media awareness campaigns emphasize the state's interest in women's health in general and female university students in particular.

-2The cognitive, emotional and behavioral satisfactions of the awareness media campaigns were achieved on an average level in the field of health and sports for female students of the College of Sports Sciences and Physical Activity at King Saud University.

-3Media campaigns in sports media have a moderate role in spreading health and cultural awareness among female university students, as sports media focuses on a specific sport such as football.

-4The lack of sufficient capacity of media campaigns to provide students with positive information that helps in changing their lifestyle.

-5The positive impact of the satisfaction achieved from media campaigns on helping female students watch awareness programmes.

-6The media has an effective impact on increasing health awareness among female Saudi university students.

-7Media campaigns have a significant impact on improving healthy habits, increasing health awareness, and promoting the concept of disease prevention.

-8The sports media has a great responsibility in raising health awareness and spreading sports culture.

-9The absence of studies on the target audience leads to the absence of good planning for media campaigns, which leads to the absence of a clear policy adopted by the organization.

-10Health issues require longer time and programmes to educate and raise awareness among female university students and increase sports culture.

-11There are some problems facing the activation of the role of media campaigns in spreading health awareness and sports culture, the most important of which is discussing the issues of the role of sports in women's health education and insufficient health awareness.

- 12There are many proposals that would work to activate the role of media campaigns in spreading health awareness and sports culture, the most important of which is attracting female students to practice sports regularly to achieve physical fitness and maintain health.



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