



RESEARCH ARTICLE - COMMUNICATION

The Role of Sports Commentator in Educating and Raising Awareness of Sports Audience Following Football in Baghdad

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Article Info.	Abstract
<i>Article history:</i> Received 21 April 2025 Accepted 30 June 2025 Publishing 16 July 2025	Sports commentators are the voices one hears during televised sporting events. They provide game-by-game commentary and analysis on everything from professional football to high school basketball, providing insight into what's happening on the field or court as well as key information on the players and teams involved. Sports commentators need to be knowledgeable about the sport they're covering - they cannot just be good speakers. They need to know the rules of the game, how it is played, and the strategies used by different teams and players. This knowledge helps them paint a picture of viewers who may not be aware of the sports being broadcasted. Therefore, we seek in this paper to examine this title, "The Role of Media Sports Commentators in Educating and Awareness of Sports Audiences, Baghdad as a Model" This paper was done quantitatively, using a questionnaire tool. The questionnaire was distributed electronically to those interested in sports commentary, and 400 people completed the questionnaire. The results of the research are as follows. It can be said that there is a role for media sports commentators in educating and educating the masses in Baghdad. Also, the sub-hypothesis test showed that there is a role of commentators in the sports media in teaching professional sports criticism to the masses in Baghdad; there is a role of commentators in the sports media in a large way in spreading the trend towards sports to the masses in Baghdad; there is a role for commentators in the sports media in a large way in promoting the culture of supporting the team or famous players of The masses in Baghdad; finally, there is a significant role of commentators in the sports media in developing the sports culture of the masses in Baghdad.

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1. Introduction

In contemporary society, media perform a crucial function in shaping public perceptions across numerous domain names due to its speedy dissemination, extensive reach, and capacity to conform to the short-paced nature of present day lifestyles. Studies imply that media resources influence approximately 75% of the general public's intellectual imagery, establishing them as a dominant force in constructing societal perspectives and attitudes [1]. This influence extends strongly into the sports zone, in which media significantly shapes public opinion and fosters the development of sports activities way of life. The sports subject is rich with numerous topics and demanding situations that urgently require attention through specialised sports programming throughout multiple media systems. Such efforts are vital for nurturing accountable generations able to embracing modifications that beef up the social and cultural foundations of sports [1].

In this context, the sports commentator emerges as a pivotal determine-the voice through which televised sports activities are conveyed [2]. Commentators offer greater than actual-time narration; they provide expert analysis and insightful observations on video games, starting from professional leagues to high school competitions, imparting background on players and teams alike [3]. Therefore, being a sports activities commentator needs extra than eloquence. A complete expertise of the sport, such as its rules, techniques, and gameplay techniques, is critical [4]. This enables them to interpret the game for each pro viewers and people unfamiliar with the sport [5]. Consequently, sports media has transitioned from being a minor player within the socialization procedure to a highly influential and important factor [6].

The growing importance of sports media lies in its global reach and accessibility, made feasible by using advancements in verbal exchange technologies. The use of radio, TV, satellite TV for PC channels, internet platforms, and print and virtual guides permits for the speedy and tremendous dissemination of sports activities-related content. In unique, sports activities media and its commentators form public opinion and influence teens by means of portraying the conduct of athletes, coaches, and spectators. Therefore, statement content material should goal to elevate focus and sell advantageous social behaviors, contributing to the enrichment of sports activities subculture within the broader community [2]. Amine Al-Saati defines sports commentary as a conscious analysis of the various factors surrounding a competition, including inputs from

administrators, audiences, referees, and media professionals [3]. While news reporting strives for objectivity, sports journalistic commentary involves subjective interpretation, explanation, and advocacy for specific viewpoints [4]. As a form of journalism, sports commentary-whether written, audio, or visual-has gained substantial popularity due to the public's growing interest in sports events. In Baghdad, several factors have heightened the relevance of symbiotic relationship between verbal commentary and visual content, which forms the foundation of live sports broadcasting. The commentator's role extends beyond mere description; they must interpret, clarify, and analyze in real-time, supplementing what visuals cannot convey [1]. They are expected to be fluent, knowledgeable, mentally prepared, and emotionally composed. Additional essential of sports commentary: the global expansion of sports, the emergence of specialized sports institutions, the increasing complexity of sporting events, and the abundance of accessible sports news [5].

For a television sports activities commentator, it is far vital to understand the skills which consist of voice manage, improvisational capability, an expertise of camera dynamics, effective teamwork, and the capacity to provide well timed, distraction-loose observation for the duration of live coverage [1]. Ethical issues additionally play a significant function in sports remark. Commentators ought to admire the policies of the sport, as well as all stakeholders-players, coaches, referees, spectators, and fellow media personnel-with the aid of selling values together with tolerance, appreciate, and non-violence [1]. Through their narratives, commentators can foster a by using steering away from controversy and focusing on optimistic subjects that inspire a high-quality outlook among audiences [3]. Furthermore, commentators have the unique potential to address demanding situations along with bodily state of no activity by way of disseminating information on sports activities advantages and encouraging participation. Their attain lets in them to persuade person behaviours and societal norms with the aid of selling sports subculture, education, and health cognizance [4]. Continuous schooling and education-conveyed via remark-can manual audiences closer to adopting healthier lifestyles and turning into greater active in sports participation. Given their extensive viewership, sports commentators serve as powerful academic gear that can help foster nice behavioural trade inside society [5].

2. Research Problem

In the contemporary media landscape, sports commentators have emerged as influential communicators whose voices shape public perceptions, attitudes, and behaviors regarding sports. In Baghdad, where football is a dominant cultural and social phenomenon, commentators do not merely report events; they serve as educators, opinion leaders, and cultural intermediaries. Despite the widespread presence of sports media, there remains a lack of empirical understanding of how commentators contribute to raising awareness and educating the sports audience, particularly in relation to ethical sports behavior, professional criticism, and informed support for teams and players. Given the increasing role of sports media in shaping social norms and values, it becomes crucial to investigate the extent to which sports commentators in Baghdad influence the public's sports knowledge, critical understanding, and behavioral tendencies. This research seeks to explore the nature of this influence by examining how commentators affect public engagement with football, promote sports culture, and guide the audience toward more informed and responsible sports fandom. Identifying these roles will not only fill a gap in the literature but also offer practical implications for improving media practices and enhancing the educational function of sports commentary in Iraqi society.

3. Research Importance

The Importance of this study can be analyzed on three levels: academic, practical, and social. At the academic level, this study presents an innovative approach to examining the role of sports commentators as cultural and educational agents, rather than merely technical analysts. By focusing on the football culture in Baghdad, the research attempts to fill a gap in existing literature regarding the intersection of sports communication, informal education, and social behavior in sports. At the practical level, the findings of the research could serve as a foundation for designing targeted training programs for sports commentators, establishing ethical codes of conduct for sports media professionals, and informing policy decisions by cultural and athletic institutions in Iraq. At the social level, considering the power of media in reflecting and influencing social behavior, this research can contribute to enhancing cultural interactions within sports, reducing extreme fan biases and violence, and encouraging more informed, responsible, and active participation of citizens in sports-related activities. Overall, the study aims to investigate the influence of football-an immensely popular cultural phenomenon-through the lens of sports commentators, not just as narrators of matches but as educators and opinion leaders shaping the broader cultural and ethical landscape of sports in Baghdad. If one would like, he/she can also help draft the introduction or methodology section of your paper in the same style.

4. Research Objectives

To understand the role of sports media commentators in educating and raising awareness among audiences in Baghdad, sub-Objectives to identify the extent to which sports media commentators teach professional ethics in sports to the audiences in Baghdad.

- To determine the extent to which sports media commentators promote professional sports criticism to the audiences in Baghdad.
- To explore the role of sports commentators in promoting the sports trend among the audiences in Baghdad.
- To assess the extent to which sports media commentators contribute to promoting support for popular teams or players among the audiences in Baghdad.
- To examine the contribution of sports commentators to the development of sports culture among the audiences in Baghdad.
- This study employs a quantitative research approach, specifically utilizing the survey method as the primary data collection technique. Quantitative research focuses on the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. This approach enables the researcher to quantify variables and generalize results from a sample to the broader population. The survey method is particularly suitable for this study as it allows for the collection of standardized data from a large number of respondents, facilitating the measurement of attitudes, opinions, behaviors, and other defined variables. The structured nature of surveys enhances reliability and validity by minimizing researcher bias and ensuring consistency in data collection.

5. Research Tool

Following a thorough review of the theoretical background and relevant scientific media literature related to the research problem and its associated concepts, a decision was made to use a questionnaire as the main data collection tool. The questionnaire was designed to gather responses from a large number of participants, both directly and indirectly. Its design was informed by previous studies, the experience of earlier researchers, and established scientific principles for questionnaire development. The questionnaire covers five main themes: Professional Ethics Sports Criticism Promotion of Sports Orientation Team Support Culture Development of Sports Culture Research Population. The study population comprises residents of Baghdad Governorate who have an interest in sports and sports commentary. Sampling was conducted using a probabilistic method to ensure representativeness of the population, enhancing the generalizability of the findings. The sample size of 400 participants was determined based on statistical power considerations to detect meaningful effects with sufficient confidence.

6. Results

This section presents the results of Spearman's correlation tests between variables related to the role of sports commentators and various dimensions of educating and raising awareness among football audiences in Baghdad. The purpose of analyzing these tables is to examine the strength and direction of the relationship between the activities of sports commentators and their impact on football spectators. Understanding the Spearman Correlation Coefficient the Spearman correlation coefficient ranges from and measures the strength and direction of a monotonic relationship between two ranked variables: A value of +1 indicates a perfect positive relationship, meaning that as one variable increases, the other also increases. A value of -1 indicates a perfect negative relationship, meaning that as one variable increases, the other decreases. A value of 0 indicates no relationship. From a statistical standpoint, correlation coefficients between 0.10 and 0.30 typically indicate a weak to moderate relationship, 0.30 to 0.50 indicate a moderate to strong relationship, and values above 0.50 indicate a strong relationship. Additionally, a significance level (p-value) less than 0.05 confirms the relationship is statistically significant and unlikely due to chance Table 1. It appears that there is a role for sports media commentators in educating and raising awareness among the public in Baghdad.

Table 1. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.301
Sig. (1-tailed)	0	0
N	400	400

A correlation coefficient of 0.301 with a significance level of 0.000 indicates a positive and statistically significant relationship. This suggests that sports commentators play an effective role in enhancing the knowledge and awareness of football audiences. From the researcher's perspective, this result is logical because commentators provide explanations, analyses, and specialized information that directly increase public knowledge and familiarize viewers with different aspects of the game (Table 1). This educational activity helps improve the Table 2. audience's understanding of matches and sub-hypothesis. The sports commentator has played a significant role in sports media in improving the sports ethics for the public in Baghdad.

Table 2. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.215
Sig. (1-tailed)	0	0
N	400	400

A correlation coefficient of 0.215 with $p = 0.000$ indicates a statistically significant positive correlation, showing that sports commentators contribute to motivating and encouraging audiences to participate in sports and physical activities (Table 2). The researcher interprets this value as resulting from commentators' ability to inspire audiences by narrating success stories Table 3. highlighting sports values, and emotionally engaging viewers. The sports commentator important role in teaching professional sports criticism to the public in Baghdad.

Table 3. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.194
Sig. (1-tailed)	0	0
N	400	400

With a correlation coefficient of 0.194 and a significance level of 0.000, the data shows that sports commentators also influence sports criticism, albeit with a slightly weaker effect compared to other dimensions (Table 3). The researcher believes that fair and objective critique by commentators helps shape a more analytical and accurate attitude among audiences, which ultimately contributes to raising the sports culture. The role of the sports commentator to make the public appealed to Table 4 sports through media in Baghdad.

Table 4. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.172
Sig. (1-tailed)	0	0
N	400	400

The correlation coefficient of 0.172 ($p = 0.000$) reveals a positive but relatively weak relationship between commentary and increasing audience interest in sports (Table 4). According to the researcher, this correlation arises because commentators generate excitement, craft compelling narratives, and highlight sporting events, Table 5. which draws more viewers and cultivates interest in sports. The significant role of the commentator in sports media in promoting the attitude of supporting famous teams or players by the public in Baghdad.

Table 5. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.193
Sig. (1-tailed)	0	0
N	400	400

A correlation coefficient of 0.193 indicates that sports commentators play a role in strengthening public support for popular teams and athletes. (Table 5). The researcher interprets this as evidence of the commentators' media influence, as by emphasizing key personalities and exciting moments, they enhance viewers' sense of affiliation and loyalty. The significant role of sports commentators in sports media in developing sports knowledge among the public in Baghdad Fourthly Table 6 the study approach

Table 6. Spearman's test

Spearman's rho	Sport media commentators	educating and raising awareness
Correlation Coefficient	1.000	0.241
Sig. (1-tailed)	0	0
N	400	400

A correlation coefficient of 0.241 with a significance level of 0.000 signifies a notable positive correlation. From the researcher's viewpoint, this is because commentators educate audiences by explaining rules, tactical analysis, and technical details of matches (Table 6). Thereby enhancing the audience's specialized knowledge and contributing significantly to the cultural and informational advancement of the sports community.

The results clearly demonstrate that sports commentators, as key actors in sports media, hold a multifaceted and critical role in shaping the attitudes, behaviors, and sports culture of their audiences. Due to their broad reach and high influence, they can effectively convey educational and cultural messages, provide constructive criticism, and stimulate interest and motivation toward active sports participation. This multifaceted role underscores the necessity for commentators to uphold accuracy, fairness, and professional ethics. Given the audience's trust in commentators, even minor misrepresentations or biases could have widespread adverse effects on public perceptions and behaviors. Furthermore, the findings reveal that the culture of supporting teams and players, along with the advancement of sports knowledge among Baghdad's public, owes much to the work and influence of sports commentators. This highlights the urgent need to enhance the commentators' specialized knowledge, cultural awareness, and professional responsibility to sustain and strengthen this critical role. From the researcher's viewpoint, these results emphasize that sports commentators in Baghdad function not only as event narrators but also as informal educators who can positively transform attitudes, increase knowledge, and promote a healthy sports culture within society. Therefore, improving the skills and expertise of sports commentators should be prioritized in educational and cultural programs to enable them to perform their roles effectively and contribute to sustainable sports development in Baghdad.

7. Conclusion and Recommendations

7.1. Conclusion

The results indicate that sports commentators play a significant role in educating and raising awareness among football audiences in Baghdad. The findings reveal a clear and positive influence of commentators in various aspects related to sports culture and public perception.

- **Role of Commentators in Promoting Professional Ethics in Sports.** Sports commentators play a crucial role in promoting professional ethics in sports for the audience in Baghdad. Respect for rules, opponents, referees, spectators, tolerance, non-violence, and avoidance of offensive language are all issues that commentators should address. They can significantly contribute to fostering a healthy sports culture by promoting mutual respect and avoiding controversial topics, which in turn enhances the overall sporting experience for viewers.
- **Role of Commentators in Educating the Audience with Professional Criticism.** Sports commentators are vital in providing professional sports criticism to the public in Baghdad. They should offer fair, unbiased critiques, ensuring that the audience receives accurate and

responsible commentary. This ability to offer insightful, balanced criticism without bias is critical to maintaining public trust and promoting an informed sports culture.

- Role of Commentators in Encouraging Sports Participation. Commentators have the potential to significantly influence the public's attitude toward sports by promoting physical activity and educating viewers on the benefits of participating in sports. Through their widespread reach, commentators can raise awareness and encourage healthy behaviours by providing information on the positive impacts of sports on health and well-being.
- Promoting Team and Player Support Among Audiences. The role of sports commentators in promoting team and player support is crucial in shaping public opinion. By highlighting the achievements and positive qualities of teams and players, commentators can contribute to a supportive environment for sports in Baghdad. This support fosters a sense of pride and unity among the audience, which is essential for the growth of sports culture.
- Enhancing Sports Culture in Baghdad. Sports commentators play a pivotal role in shaping and developing sports culture in Baghdad. Their ability to engage the audience through insightful commentary, highlighting the values and ethics of sports, is essential in cultivating a positive sports environment. By focusing on the behaviours and actions of athletes, spectators, and coaches, commentators can contribute to a more inclusive and respectful sports culture.
- These findings underline the importance of enhancing the skills and ethical standards of sports commentators to ensure that they continue to have a positive impact on sports culture in Baghdad. The most important recommendations in this study.

7.2. General recommendations

- According to the majority of respondents regarding the role of sports media commentators in Iraq, it is highly recommended that cultural and sports organizations provide a set of cultural teachings that can be suggested in sports commentary. This will allow commentators to consider and apply these teachings while providing their explanations.
- It is recommended that a sports or cultural institution or organization should always take responsibility for assessing the commentators' interest in cultural matters in order to minimize the potential for cultural deviations through cultural and sports commentators within Iraqi society.
- According to the majority of respondents regarding the role of sports commentators in educating Baghdad's football audiences, it is proposed that a team of sports experts and elites be responsible for providing valuable and practical information related to sports in order to professionalize the public's understanding of sports in Iraq.
- It is recommended that media institutions and communication tools take the issue of sports commentators' professional ethics seriously when evaluating and critiquing sports programs.
- Attention should be given to national culture, pride, as well as sports legends and stars, in order to expand the original and national culture.
- It is recommended to establish professional sports schools and academies to promote Iraqi sports, with a focus on strengthening and teaching national culture at the adolescent and children levels.
- It is recommended to organize practical and in-service training courses for sports media commentators in order to enhance their academic level and interest in cultural matters and professional ethics.
- It is suggested that a special award be considered for the best commentator to motivate sports media commentators every year, taking into account cultural, educational, and media criteria relevant to the Iraqi people.

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