

Youth trends towards entertainment marketing in the television competition program

Dr. Afnan Mohammed Shaban

University of Baghdad, Market Research and Consumer Protection Center, Baghdad, Iraq
dr.afnan@mracpc.uobaghdad.edu.iq

Abstract

The research deals with the study of young people's attitudes towards entertainment marketing in the TV competition programme, and it aims to identify young people's attitudes towards entertainment marketing in TV competition programmes, and determine the extent to which young people watch TV competition programmes, the level of youth exposure to TV competition programmes, and the motives behind watching competition programmes. The questionnaire to measure trends was distributed to a sample of (200) male and female students from the University of Baghdad, and the statistical program spss was used to analyze the results, and the research reached several results, including that the percentage of viewing competition programs, especially artistic and lyrical, and the sample watching programs motivated by entertainment and entertainment, There is no significant correlation between demographic variables and watching TV competition programmes, and there are differences in the demographic variables of the sample towards the motives for watching TV competition programmes, with the exception of the gender variable, and there is great agreement on the attitudes of young people towards the entertainment marketing of TV competition programmes.

Key words: Television, entertainment, youth, program, competition, market

Introduction

The research conducts a scientific study on marketing in the field of entertainment and specializes in studying the trends of young people towards the entertainment offered by television competition programs. Entertainment, which is an important media form in the lives of people who listen to news and reports, also need an entertainment program, and here comes the importance of research in discussing this topic, entertainment marketing.

The aim of the research is to measure young people's attitudes towards the marketing of entertainment in television competition programs and to identify the extent to which these programs are watched and the reasons behind watching and whether the respondents watch complete programs and types of entertainment programs for television competitions, as well as researching a new method of marketing which is entertainment and research In different contexts to link marketing with media and its functions.

The research also aims to provide a scientific addition to the studies conducted in the field of entertainment marketing that provide a job that serves the members of society through their entertainment and enjoyment with various media materials. It also presents new proposals for research in the field of entertainment marketing in other areas of the media. A new study is added to media research through diversification in media marketing, which achieves the goal of media in spreading and serving the recipient.

Research Methodology

Research problem: The research problem is determined in answering the question: What are the youth's attitudes towards entertainment marketing in television competition programmes?

Research importance:

The importance of the research is due to the following:

- 1- The importance of the category of young people targeted by the research topic, as they are the most affected by the contents of programs and ideas presented by the media.
- 2- The research deals with a new topic in the field of entertainment marketing through television competition programmes.
- 3- The wide spread of competition programs on satellite TV channels, which requires studying the contents of the programs from several aspects.
- 4- The multiplicity of competition programs reproduced from foreign programs with their new ideas, which attracts a large group of young viewers.
- 5- The need to study marketing from aspects other than commercial marketing, which is the entertainment aspect that depends on humor and entertainment for the viewer.

Research aims:

- Measuring young people's attitudes towards entertainment marketing in television competition programmes.

The extent to which young people watch television competition programmes.

Determining the youth's attitudes towards entertainment in competition programmes.

Determining the motives of young people in watching competition programmes.

Clarify how to watch competition programmes.

Find out what types of TV competitions the sample is watching.

Assumptions:

The first hypothesis: There is a significant correlation between demographic variables in watching TV competition programmes.

The second hypothesis: There are differences in the demographic variables of the sample towards the motives of watching television competition programs.

The third hypothesis: There are significant differences in the attitudes of young people towards the entertainment marketing of television competition programmes.

Research Methodology: The research is a descriptive research, and the survey method is used, which depends on collecting data and information about the phenomenon in question.

Research community and sample: The research community at the University of Baghdad was determined by the Jadiriyah complex, and a sample of university students and professors was selected, and it consisted of (200) male and female students from the University of Baghdad, differing in their characteristics and attitudes.

Research tool: The questionnaire was used as a research tool and was divided into a set of paragraphs and questions that were presented to specialists to verify its validity as a research tool and that it covers all parts of the research and achieves its objectives.

Test stability: Cronbach's alpha coefficient was used to ensure the reliability of the test, and it was found that the value of the test coefficient is equal to (76.0), which is a good percentage for the test.

Statistical tools: Use the statistical program spss to unload the data and make statistical tables, and use the χ^2 coefficient and the Pearson correlation coefficient to test the correlations.

Define terms:

- **Attitudes:** are the tendencies that make up the desires of individuals that may be positive or negative, and the emotional side of the behavior of individuals, which helps people to perceive the environment around them (Abdel-Fattah, 2013, pg 4).

Leisure: It is the activity that a person engages in in his spare time for his desires and brings him joy and pleasure (Qutb, 1981, p. 241).

Youth: It is an age stage that a person goes through, and researchers differed in determining the stage of youth, some of them specify that it begins at the age of 15 years, and some specify it at the age of 18 years, and so on, and some say that it begins at the age of adolescence.

Previous studies:

- Study (Al-Kinani and Al-Khamshi, 2020) "Attitudes of young people and girls towards entertainment in the Saudi society in the light of Vision 2030." The study aimed to identify the trends of young people and girls towards entertainment in the light of Vision 2030, and to determine the type of relationship between the demographic variables of the sample and entertainment, and the types of recreational practices. The study was conducted by applying the questionnaire to a sample of (343) males and (368) females of university students in the city of Riyadh. Places designated for practicing hobbies, and one of the most prominent types of recreational practices is browsing social networking sites, and the most prominent obstacles facing the practice of recreational activities are the lack of diversity in recreational activities and activities.

- Study (Sousha, 2016) "Attitudes of university youth towards cloned entertainment programs - a field study of a sample of M'sila University students." The research objective was to know the trends of young people towards entertainment in cloned programs, and to know the programs most preferred by university youth, the reasons for the sample's follow-up to the programs and the extent of the sample's support. A field study was conducted on a sample of (93) male and female youth, and a questionnaire was distributed to the sample. Relaxation, relieving burdens and recreation of the soul, especially programs reproduced for their wide spread in Arab satellite

channels, and that the Star Academy program is the most preferred program for the sample and females follow this program more than males. The respondents feel joy during the follow-up, and some of them watch the programs with the family.

Search scope:

The scope and topic of the research is determined in the entertainment marketing in the television competition program and the trends of youth groups towards it, which is one of the media functions performed by television in addition to other functions, and the entertainment function is the most important of which is one of the means of attracting the audience towards television programs.

Marketing is one of the means of promoting the media product and media ideas, including entertainment marketing, as the broadcast of television competition programs, which are among the types of entertainment programs presented by television, has spread recently. The research is concerned with studying the attitudes of young people towards entertainment programs.

Theoretical framework

Television is one of the means of entertainment and entertainment and it presents many forms of programs and topics of interest to different audiences. It combines the characteristics of all means and uses visual and sound effects, movement and methods of persuasion (Al-Nadi, 2018, p. 187).

Television is interested in presenting programs of an entertaining nature, including competition programmes, as there is competition between satellite channels to present this type of programme. People so that there are incentive prizes that motivate them to participate and win through telephone contact and participation or direct presence in the programs (Moheisen, 2013).

Entertainment is a means by which people can relax and get rid of the burdens of life, which is the goal of TV entertainment programmes.

Television competition programs are one of the types of entertainment programs that work to keep the individual away from the problems of reality, including competition programs reproduced from foreign programs that take an entertaining character (Naily, 2014, pg. 13). By their nature, television programs aim to present topics and contents of various types to large segments of audiences that vary in their cultural, social and economic levels (Shaaban, 2018, p. 135).

Competition programs depend on the element of participation between the audience and the television program, and most of them depend on the participation of the audience inside the studio, or they are in the form of participation by multiple means of communication, which are questions or other forms. A specific field, such as art or sports, including scientific, literary, religious, and others (Dawaya, 2020, p. 106).

Young people are the group most affected by competition and entertainment programs and their demand, and there are fears of the intellectual effects of the contents of the programs that may be positive for some and negative for others according to their cultural and knowledge building. In which the person has his personality and accepts ideas and values, and young people in our time

are affected by the programs they watch and imitate, whether negative or positive (Mansir, 2012, p. 17).

Marketing is one of the most important elements of product or service distribution, and as defined by the American Marketing Association, “all activities aimed at distributing goods and services from the producer to the consumer” (Shuman, 2009, p. 23).

Marketing performs several functions (Shaaban, 2020, p. 133).

- Definition of consumer products or service provided by what.
- Use promotion and distribution methods for selling products by purchase.
- Provide consumer facilities to sell products, follow-up for product quality control.
- Product distribution process transfer from production to sales centers.

Marketing is an outlet for consumption, which represents the use of goods and services, and it varies from person to person according to his social and economic status, and from one period to another. Making a purchase decision (Al-Amri, 2011, p.).

field study

1- sample description

Table (1) Sample Description

Details	Categories	Number	Percentage
Type	Males	94	%47
	Female	106	%53
Age categories	18-21	69	%34.5
	22-25	68	%34
	26-29	33	%16.5
	30 or more	30	%15
Educational level	Academic level	114	%57
	Bachelor of	56	%28
	Master's	30	%15

Table (1) shows the following:

- The percentage of females (53%) with a number (106), which is higher than the percentage of males with a value of (47%) with a number (94).
- The highest percentage of age groups is (21-18) with a percentage (34.5%) with (69), followed in the order by the age group (22-25) with (34%) with (68), and the category (26-29) came with (16.5%) with a number (33), and the category (30 or more) received a percentage (15%) with a number (30).
- As for the academic level, the highest percentage is for the bachelor’s category with (57%) with (114), while for the master’s category, its percentage is (28%) with (56), and for the doctorate category it is forgotten (15%) with (30).

2- TV quiz show viewership

Table (2) Average viewership rate for TV quiz programs

Ad types	Duplicates	percentage
TV quiz show viewership	56	%28
Always	108	%54
sometimes	36	%18
Total	200	100

It is clear from the table that the highest rate is that the sample sometimes watch TV competition programs by (54%) with a total of (108), while (28%) with a total of (56) indicated that they always watch TV competition programs, and that (18%) with a total of (36) They rarely watch TV quiz shows.

3- Motives for watching TV marketing programs

Table (3) Motives for watching TV marketing programs

Motives for watching TV entertainment marketing programs	Duplicates	percentage
Entertainment and entertainment	62	%31
Get various information	13	%6.5
See the latest fashion and fashion	25	%12.5
Learn about new developments and ideas in programs	32	%16
Watch the artists and celebrities who appear in the programs	35	%17.5
A way of looking at and thinking about the information I have that I gain from programs	33	%16.5
Total	200	100

The table shows that the most motive for watching the sample TV competition programs is entertainment with a percentage of (31%) with a total of (62), followed by the motive of watching artists and celebrities who may appear in the programs at a percentage (17.5%) with a total of (35), and that the motive is a means of viewing and thinking about The information that I have and gained from the programs got a percentage (17.5%) with a total of (33), and the motivation to learn about developments and new ideas in the programs got a percentage (16%) with a total of (32), and the motivation to see the latest fashion and fashion came with a percentage of (12.5) with a total of (25), and a percentage of (6.5%) in a total of (13) motivated to obtain various information, which is the lowest percentage for other motives.

4- How to watch competition programs

Table (4) How to watch competition programs

How to watch quiz shows	Duplicates	percentage
only the beginning	39	%19.5
I watch half of the program	70	%35

Watch the full programme	91	%45.5
Total	200	100

The table shows how the sample watched TV competition programmes, and that a large percentage of the eye watched the entire program (45.5%) with a total of (91), and that (35%) in a total of (70) watched half of the programme, while (19.5%) in a total of (39) watched Only the beginning of the program.

5- Types of quiz programs the sample is watching

Table (5)Types of quiz programs the sample is watching

Types of competition programs	Duplicates	percentage
Art and singing competitions	74	%37
Cultural and information competitions	61	%30.5
Religious competitions	17	%8.5
Games and entertainment competitions	48	%24.5
Total	200	100

The table shows the types of competition programs that the sample watched, as it got the highest percentage of artistic and singing competitions (37%) with a total of (74), followed by cultural and information competitions that came in a percentage of (30.5%) with a total of (61), while gaming and entertainment competitions got (24.5%) with a total of (48), and religious competitions came in at (8.5%) with a total of (17).

6- Young people's attitudes towards entertainment marketing for television competition programmes

Table (6) Young people's attitudes towards entertainment marketing for television competition programmes

phrases	I don't agree		agree		Neutral	
	repetitions	%	repetitions	%	repetitions	%
Competition programs contribute to improving the mood of the recipient and gives him a sense of comfort and relaxation	157	%78.5	34	%17	9	%4.5
Programs contribute to the discovery of good talents	111	%55.5	52	%26	37	%18.5
You find these programs a waste of time and useless	160	%80	23	%11.5	17	%8.5
You find that some of these programs contradict the prevailing values in	105	%52.5	62	%31.5	33	%16.5

society						
Programs contribute to increasing knowledge and keeping pace with development in modern life	96	%48	67	%33.5	37	%18.5
Contributes to learning about other customs and cultures	104	%52	74	%37	22	%11
Increased access to knowledge and information	135	%17.5	132	%66	33	%16.5
Imitation of foreign versions of competition programs	126	%63	56	%28	18	%9
It caused the spread of the phenomenon of young people imitating the stars who appear in it	137	%68.5	44	%22	19	%9.5
It leads to fun and excitement	135	%67,5	48	%24.5	17	%8.5

The table shows the measure of youth attitudes towards the entertainment marketing of television competition programmes, that a percentage (78.5%) and a total of (157) agree with the statement (competition programs contribute to improving the mood of the recipient and gives him a feeling of comfort and relaxation). As for the statement (programs contribute to discovering good talents), the majority of The sample agrees with it with a percentage of (55.5%) with a total of (111), and (80%) with a total of (160) agree with the statement (You find these programs a waste of time and useless), and there is a large percentage of agreement for the sample towards the statement (You find that some of these programs contradict values prevalent in society) with a percentage of (52.5%), while the phrase (programs contribute to increasing knowledge and keeping pace with development in modern life) got (48%) agreement with a total of (96), and (52%) in a total of (104) agree with the statement (contributes to the identification of other customs and cultures), as for the phrase (increase in access to knowledge and information), a percentage (66%) are neutral with it, with a total of (132), and (63%) with a total of (126) agree with the phrase (imitation of foreign copies of competition programmes), as well as the phrase (caused the spread of the phenomenon of young people imitation of the stars who appear in them), a percentage of (68.5%) agree with it in terms of No. (137), and the phrase (leading to fun and suspense) agrees with it by a percentage of (67.5%) with a total of (135).

7- Arithmetic mean to measure youth attitudes towards entertainment marketing for TV competition programmes

Table (7) Arithmetic mean to measure youth attitudes towards entertainment marketing for TV competition programmes

phrases	mean	standard deviation
Competition programs contribute to improving the mood of the recipient and gives him a sense of comfort and relaxation	2.470	0.532
Programs contribute to the discovery of good talents	2.370	0.750
You find these programs a waste of time and useless	2.715	0.612
You find that some of these programs contradict the prevailing values in society	2.360	0.750
Programs contribute to increasing knowledge and keeping pace with development in modern life	2.295	0.762
Contributes to learning about other customs and cultures	2.410	0.681
Increased access to knowledge and information	2.495	0.763
Imitation of foreign versions of competition programs	2.540	0.656
It caused the spread of the phenomenon of young people imitating the stars who appear in it	2.590	0.658
It leads to fun and excitement	2.590	0.643

The results from the table show that the arithmetic mean value of the phrase (competition programs contribute to improving the mood of the recipient and gives him a feeling of comfort and relaxation) is (2.470), which is greater than the value of the hypothetical mean (2) and standard deviation (0.532), and the mean value of the phrase (programs contribute to discovering Good talents) equal to (2.370), which is greater than the value of the hypothetical mean (2) and the standard deviation (0.750). As for the statement (you find these programs a waste of time and useless), the arithmetic mean value is equal to (2.715) which is greater than the value of the hypothetical mean (2). And the standard deviation (0.612), and that the arithmetic mean value (2.360) is greater than the value of the hypothetical mean (2) and the standard deviation (0.750) for the phrase (you find that some of these programs contradict the prevailing values in society), while the phrase (the programs contribute to increasing knowledge and keeping pace with The value of the arithmetic mean (2.295) is greater than the value of the hypothetical mean (2) and the standard deviation (0.762). The hypothetical mean (2) and standard deviation (0.681), and the expression (An increase in access to knowledge and information), the arithmetic mean value equal to (2.495) is greater than the value of the hypothetical mean (2) and the standard deviation (0.763), and on the other hand, the arithmetic mean value of the phrase (imitation of foreign versions of competition programs) (2.540) is greater than the value of The hypothetical mean (2) and standard deviation (0.656), and the value of the arithmetic mean of the phrase (caused the spread of the phenomenon of youth imitation of the stars who appear in it) is (2.590) is greater than the value of the hypothetical mean (2) and standard deviation (0.658), and the results indicate that the value of the mean The arithmetic expression (competition programs lead to fun

and excitement) equals (2.590) is greater than the value of the hypothetical mean (2) and standard deviation (0.643).

Hypothesis Test:

First hypothesis: There is a significant correlation between demographic variables and watching television competition programmes.

Table (8) significant correlation between demographic variables and watching television competition programmes.

The relationship between demographic variables and watching TV competition programmes	Pearson coefficient value	morale level	relationship type
Type	0.006	0.933	nonfunction
Age	0.031	0.660	nonfunction
educational level	0.117	0.098	nonfunction

It is clear from the results of the table the type of relationship between demographic variables and watching television competition programs, as the value of the Pearson correlation coefficient between the variable of the type seen is (0.006) and the level of morality is (0.933), which is higher than the significance level (0.005), which indicates that the relationship is not significant between them , As for the value of the Pearson correlation coefficient between the variable of age and observation, it is equal to (0.031), and the level of morality is equal to (0.660), which is greater than the level of significance (0.005), which indicates that the relationship is not significant, and for the variable of the educational stage, the value of Pearson’s correlation is equal to (0.117) at the level of Significance (0.098), which is greater than the significance level (0.005), which indicates that the relationship is not significant between demographic variables and watching television competition programmes, and thus proves the validity of the hypothesis.

The second hypothesis: There are differences in the demographic variables of the sample towards the motives of watching television competition programmes

Table (9)differences in the demographic variables of the sample towards the motives of watching television competition programmes

Variables	Ch ² test value	df	Indication level	morale level	relationship type
Type	0.720	1	0.396	0.05	nonfunction
Age	27.480	3	0.000	0.05	function
educational level	55.480	2	0.000	0.05	function

It is clear from the table the differences in the demographic variables of the sample towards the motives for watching TV competition programs, as there are differences in the demographic variables of age with the value of the Ka2 test (27.480) with a degree of freedom (3) at the level

of morality (0.000), which is smaller than the significance level (0.005), which indicates the presence of Significant differences towards watching, as well as the educational stage variable with the value of the KA2 test (55.480) with a degree of freedom (2) and the level of morality (0.000), which is smaller than the significance level (0.005), which indicates that there are differences for the educational variable variable towards the motives of watching, while the gender variable with the value of the test Ca2 (0.720) with a degree of freedom (1) with a level of morale (0.396) and a level of morality (0.396), which is greater than the significance level (0.005), which indicates that there are no differences for the gender variable towards the motives of watching television competition programs.

The third hypothesis: There are significant differences in the attitudes of young people towards the entertainment marketing of television competition programmes

Table (10)are significant differences in the attitudes of young people towards the entertainment marketing of television competition programmes

T test value	the number	mean	standard deviation	df	morale level
62.646	200	2.71500	0.612	199	0.000

The table shows that the value of the t-test is equal to (62.646), the mean value is (2.71500), the standard deviation is (0.612) and the degree of freedom (199) at the level of significance (0.000), which is smaller than the level of significance (0.05), which indicates the existence of significant differences in trends Youth towards entertainment marketing for TV competition programmes.

Results and conclusions:

- 1- There is a good turnout from the sample to watch TV competition programmes, because competition programs are entertainment programs that cause fun for viewers and get rid of the burdens of daily life, so viewers look for something that will entertain them.
- 2- The sample’s motive lies in entertainment and entertainment and watching stars and celebrities, and this indicates that these programs aim at entertainment and entertainment in addition to other goals and depend in achieving their goals on the use of stars and celebrities to attract the audience and raise the viewership of the program.
- 3- The competition programs are attractive and fun, and this is what prompts the majority of the sample to watch the programs in full, as new ideas are used in the programs and the use of the latest technologies and technology in presenting the programs.
- 4- The programs of artistic and singing competitions attract the majority of viewers from the sample, and the individual sample also tends to the type of cultural and information competitions.
- 5- There is no relationship between demographic variables and watching TV competition programmes, which indicates that competition programs can attract males and females of different age groups, cultural and educational levels.
- 6- There are trends for young people towards entertainment marketing for competition programmes.

Discussion

This research presents a study of young people's attitudes towards entertainment marketing in the television competition programme. Broadcasting this type of program on television channels, reproduced from it, as the channels focus on the entertainment aspect, which attracts the largest number of viewers, including the youth category, and that the main reason for watching lies in the desire to obtain entertainment, entertainment and the pleasure of watching and take a rest after the trouble of the day and its daily problems, as entertainment and entertainment is one of the basic functions of the media, including television programmes, and competition programs use their methods to draw the viewer's attention and convince him, including the use of celebrities and stars, which is one of the methods of influence and persuasion strategies used in television programs, and the audience loves lyrical programs, including those that present young talents in various forms. New in presentation, it appeals to different age groups, social and cultural, as everyone follows it.

Theoretical Contributions

This study contributes to presenting new scientific frameworks for the concept of marketing away from marketing products, but the goal is to shed light on a new style of marketing, which is entertainment or entertainment marketing, and that the research provides citations and theoretical and scientific evidence for the field of research, as the research studies the trends of young people towards entertainment marketing offered by channels. Television in its various programmes, including television competition programmes, and the research seeks to identify the trends of the audience, the youth group in particular, and they are the category that is fascinated by means of communication, including television, which is a means of communication for transmitting information to the recipient and revealing its impact on the viewing audience.

The field of marketing is a wide and large field in which there are many methods, means, theories and types, and that entertainment is one of the forms and types of marketing that provides a social service to people by employing media that seek to achieve the largest number of viewing, as it is a social means that serves the public and aims to achieve material and moral profit as well. The research is characterized by the lack of scientific studies conducted on entertainment marketing, as most of the studies focus on the marketing of products and goods and their distribution in the market, but the research here focuses on marketing of another kind, which is entertainment and humor, and this study attempts to make a new contribution to media studies in the field of television programs and marketing. Added to other literature in the media.

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