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# Attitudes and Perceptions of Media Towards Hand Ball Sport in the Case of Ethiopian Handball Premier League

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**Abstract:** This paper has examined the attitudes and perceptions of sport journalists in covering handball premier league sports that have received very little or no attention in academic studies in Ethiopia. Qualitative cross-sectional design was applied, both available and purposive sampling for data collection. Samples taken for this study were all managers n=10, coaches n= 10, Ethiopian handball federation experts n=7, Sport journals n=7, Total participants N=34, both primary and secondary data sources were used, document analysis secondary data, semi structured interviews and focus group discussion (FGD). Qualitative data were analyzed by the researcher based on research questions. Data was tape recorded and fully transcribed by verbatim. Transcripts were coded, categorized and analyzed using thematic analysis based on the research questions. Quantitative analysis of Descriptive statistics with SPSS version 20 was used for participants' bio data. According to the semi structured interview results sport journalists tend to write stories, which were exposed to incline on the athletics and football sport, the group response shows that lack of cooperation, continuous pressure and relationship with handball federation and sport's Medias, handball experts, officials and government made in depth reporting difficult for TV sports journalists. And the document analysis result depicts that even though the hand ball federation has smart national sport policy for handball premier league clubs and projects through the country there is serious limitations in terms of practice and Government and stalk holders have to fulfill adequate and quality sport facilities for EHBP sport clubs expansion.

**Keywords:** Attitudes, Perceptions, Sport Journalists, FGD, Document Analysis

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## 1. Introduction

### 1.1. Background of the Study

Of all the activities in the contemporary society that enjoy incredible development and massive follower ship, sports hold an eminent place, the term 'sportization' refers a process in the course of which the rules of sports came more and more to be written down, nationally (subsequently internationally) standardized, more explicit, more precise, more comprehensive, orientated around an ethos of 'fair play' and providing equal chances for all participants to win, and with reducing and/ or more strictly controlling opportunities for violent physical contact [9]. This initial sportization of past time occurred in two waves: an eighteenth century wave in which the principal pastimes that began to emerge as modern sports were boxing, cricket, foxhunting and horse racing; and a nineteenth century wave in which soccer, rugby,

hockey, handball, tennis, athletics and water sports such as rowing and swimming began to take on modern forms [3]. Handball, also known as Team Handball or Olympic Handball, is a fast-paced game played in its modern conception in a seven-a-side contest to sixty minutes, divided in to two periods of thirty minutes. Handball's current configuration, however, is not ably different from its original form. Three games are likely for bearers of handball and helped it to grow, although other similar but less popular or organized handball-like practices were being played around Europe at that time. The growth of the sport led to the first application for handball's inclusion in the Olympic Program in 1927. The application's rejection by the IOC demonstrated the need of better organization, so the International Amateur Handball Federation-IAHF was founded on August 4, 1928 [10]. Hence, there was need of a new organizational structure, so the International Handball Federation IHF was founded on July 11, 1946, with headquarters in Copenhagen

Finally, the sport had already consolidated itself and the number of fans and athletes was growing and it is important to note that the sport has been growing a lot more recently. In Rio 2016 Olympic Games, Handball was the second most popular sport after soccer [11].

Africa has seven zones with seven presidential where they are working on the development of handball. It is a much known sport in countries such as Tunisia, Egypt, and Algeria but many of these players that play in the national team, actually play abroad at professional level, such as in France. Reason could be because of financial reasons but also because it is easier to get signed with a club there since the sport is more recognized and developed there [4].

Handball was introduced to Ethiopia during the 1967 s through foreign university instructors. After few years, participants consisting of members from the police, military forces and various organs have been provided with the relevant courses on the subject sport, the arrangement of which firstly laid the ground for frequenting the said sport among the countries citizens [12]. One year later, 10 clubs were established in Addis Ababa for the first time, which was followed by the establishment of Addis Ababa handball federation in 1993 under the Addis Ababa sport commission. Then, Ethiopian championship, competitions were organized and conducted, in the case of which Ethiopia has been accredited as one of the international handball Federation member's in 1971. The sport was frequented by 5 clubs only from 2001- 2011, in which case such sporting, which had once been hotshot. It was treated with high frigidty and its popularity was receded in to the period until 2011 and the total number of clubs lowered from 17 to 3. This indicates handball in Ethiopia is done developed yet and the game is excluded from Ethiopian academy sport. There are numerous factors which determine and affect ones sport development. It is the submission of a significant multitude that the media and its continuous growth, is largely responsible for this achievement. Media is the mainly influential device to diffuse views, also be well-organized instrument to make away in to in culture with attitudes [1, 2]. Media can be referred to all the mediums such as TV, Radio, newspaper, magazines, internet etc., which delivers sports information, scenes of sports events and any other related contents. The combination of sports media brings variety of changes and influence to the modern.

Television is the next mainly accepted and commonly attend agenda along with the programs of ETV. In other words, in terms of sports and socialization, individuals and groups form their own sports values based on various view points and perspectives.

In the case of Ethiopian television sports reporting, there seems to be a high tendency to stick to the past, factor rented reporting of sports. There seems to be a problem of in-depth reporting on sports in Ethiopia like many countries. Due to various reasons, selective coverage of sports by media personalities creates a negative influence on sports not frequently covered for example; Handball sport clubs are among such sports. Journalists tend to write stories, which

are exposed to cheer leading, hero-worshipping, inclined to football and it seems clear that the uneven coverage of different kinds of sports in ETV might have an effect on the improvement of other sports [5].

Over the last two years or so, the EHF, for media handball premier league at national level and conducting consent at country level that privileged few elite has attempted to make HB more inclusive, reaching out to the broad strata of the society (EHF manual, 2016). The introduction of sport media as a vital mode of journal to the advance of handball sport clubs have been confronted by usual difficulties. Also the media coverage for Ethiopian handball premier league has caused concern for HB development including EHF and experts.

Accordingly, even though, handball introduced to the country as equal to other sports but there was little media coverage for the sports which creates great leap in expansion for the sport, decreased sport awareness and spectatorship among peoples of the nations.

### **1.2. General Objective**

The overall objective of this study was to investigate attitudes, perspectives and practices of sport media and HB experts regarding their experiences on handball premier league.

### **1.3. Specific Objectives**

The specific objective of this study was:

- 1) Assessing the attitude of sport journalists towards handball premier league in Ethiopia.
- 2) Assessing the perception of sport journalists towards handball premier league in Ethiopia.
- 3) Examining the performance of Handball experts, Ethiopia handball federation for handball premier league sport and their views towards Medias for Ethiopian handball premier league.
- 4) Explore associated factors influencing handball premier league sport development, and its resultant impacts up on the premier league and over all satisfactions with their experiences.

## **2. Research Design and Methodology**

### **2.1. Primary Source of Data**

The primary data was gathered from clubs managers, clubs coaches' handball experts and sport journalist and EHF.

### **2.2. Secondary Source of Data**

On the other hand, the researcher used EHF sport development policy manual, internet, journals, articles, books, magazines, unpublished research as secondary data source.

### **2.3. Sample Size and Sampling Techniques**

In 2018/19 there are 10 handball premier league clubs. All

the clubs (100%) of the population namely (Kirkos, Kolfe, Defense, Federal Maremiya and Federal Police), from SNNP region (Kambata Durame, Butajira Ketema, Diredawa city administration, Gondar city administration and Tigray region was taken for the study and among TV medias, seven (7) TV Medias were purposively taken for the study and the sample size based on theoretical saturation or pre-selected criteria based on the research questions [5].

The researcher consider all clubs because the target population were from all clubs i.e. handball primer league club managers and handball primer league club coaches by using purposive techniques (primer league club managers=10, primer league club coaches=10, sport journalists=7 and EHF president and experts=7) N=34. Concerning EHF the researcher took (7 participants of EHF by considering their role i.e. EHF president, education director, promotion director, tournament director and human resource director) by using purposive techniques because the researcher believes they are key informants and they had key roles and responsibilities especially on primer league club of handball sport than others. Concerning mass media there are a lot of Medias in Ethiopia, but the researcher only were concern with Television because TV is relatively most popular and convenient in transmitting both with audio and visual than other Medias. Accordingly the researcher took Bisrat TV, LTV, EBC meznagna, Fana TV, Addis TV, EBSTV, and Walta TV broadcasting. As the same time the researcher were considered 7 full-time sport journalists from selected TV stations purposefully based on their experience of in transmitting, recording and implementing sport news in the TV station understudy. In the process, 7 sport journals was interviewed, 10 handball coaches, 10 handball club managers and 7 EHF president and experts were participating in focus group discussions (FGDs).

#### **2.4. Document Analysis**

Abstraction of information was made from the following data sources and other relevant records that were considered to be useful by the researcher. The secondary sources include: written handball policies and guidelines of EHF manual. Thus, documents like EHF foundation policy, Ethiopian sport proclamations and guidelines, and EHF visions, missions and legislation would be broadly explored. Also, this instrument includes checklists to obtain information about the prevailing EHF sport policy, and administrative records. Document analysis was an efficient and effective way of gathering data because documents were manageable and practical resources. Documents were commonplace and come in a variety of forms, making documents a very accessible and reliable source of data [10].

#### **2.5. Semi Structured Interview**

Sport journalist interviews were conducted using an open-ended semi structured interview guide. Each interviewee were asked by guiding questions with follow up probes to deeply understand issues related to the Ethiopian handball

primer league and their Medias attitude and perception towards it. The researchers took field notes and the whole interview was recorded by tape recorder. An interview would be prepared to collect data from the sport journalists concerning their views and comments about their experience in covering, recording broadcasting about Ethiopian handball primer league are existent and the perceived benefits of their involvement in the process. This tool consists of broader questions like 1) how the sport journals interviewee perceived the handball sport and other related matters, 2) his or her experience of Ethiopian handball primer league games, 3) planning, preparation and broadcasting of the handball primer league games, and 4) the opportunities and challenges he/she sought and his/her recommended suggestions for better development of handball sports.

#### **2.6. Focus Group Discussions (FGDs)**

According to Richard A, et al. (2002) focus groups were a wonderful method for gathering information to collect data from the recent handball experts concerning their views and comments about handball sport and what he/she had achieved as a result of their involvement in the federation [6]. This tool consists of broader questions like 1) how the pupils and clubs/regions perceived the sport and those contextual factors associated with the premier league, 2) his or her experience in handball sport, 3) planning, preparation and execution of the handball sporting handball primer league in particular in Ethiopia, and 4) the opportunities and challenge he/she sought while working in handball federations and experts, and 5) his/her recommended suggestions for better quality and quantity handball sport primer league development. For the purpose of simplifying comparisons and ease of analysis, similar contents would be included in the semi structured interview and focus group discussion.

#### **2.7. Data Collection Procedures**

This study was a unique evidence base on the nature of handball sport and development use of handball primer league of the handball Sport program as applied in Ethiopian premier league context. The research undertaking proceeded from a qualitative analysis of EHF and Handball sport clubs related documents, followed by further analyses of sport journalists interviews, hand ball primer league team managers and coaches and focus group discussion with the current EHF experts, club managers and coaches' in the academic year 2018/19. In this study, club managers, club coaches and EHF experts were participated in separate focus group discussions regarding their experience and perspective about handball sport primer league development, media and EHF interconnections in broadcasting the game. Further, 7 sport journalists were interviewed in separate sessions. Each session of FGD took an average of 8:30-9:00 am hours, 30 minutes for each and each session of interview took an average of 15-20 minutes. This Semi structured interview was reviewed and expanded immediately after each session of data collection. The sport policy of Ethiopia and EHF

document were identified and reviewed using pre-structured checklist.

### **2.8. Method of Data Analysis and Presentation**

This study was involved qualitative datasets on the nature, processes and development of handball premier league sport and Medias found in Ethiopia. The qualitative data were obtained from interviews, focus groups, and reviewed document was recorded and further transcribed by verbatim to words. Then, the results from the different interviews and focus groups were condensed as per the themes and sub-themes based on research questions. Similarly the data from the document review were content analyzed and summarized manually by the researcher, i.e. Documents like EHF foundation policy, Ethiopian sport proclamations and guidelines, and EHF visions, missions and legislation would be broadly explored. Sport journalists views and comments on the Ethiopian handball premier league and their effects were systematically analyzed from the comparative perspective to see patterns of similarities and differences across the different stake holder groups (sport experts and Medias) involved in the study, as well as across federations and clubs. Finally, study findings from each data collection method were summarized in the major thematic areas. For demographic quantitative data analysis the researcher was used both descriptive and inferential statistics to analyze data on demographic characteristics respondents, Microsoft Excel 2007 and SPSS (Statistical Package for Social Science) version 20. The organized informants bio data's result was presented in descriptive statistical, specifically in the form of tables frequency, percentages, mean, median, mode, maximum and minimum. As it stated by [8] descriptive characteristics refer to qualitative phenomenon which cannot be measured quantitatively; only their presence or absence in an individual item can be noticed.

## **3. Conclusion**

Based on the major findings of the study, the following conclusions have been drawn. The basic motive of the study is to show the influences of the sports media journalist attitudes and perceptions that affect the development of handball sport premier league clubs in Ethiopia, or the growth of handball sport premier league clubs in Ethiopia based on Ethiopian Handball Federation.

The participants examine a lot of the attitudes and perceptions that shape different sports journalists' texts. For example rather than focusing on variety of sports, most sport journalists focus and cover their favorite sport, which is often soccer and sometimes athletics. According to this study, Fana TV, Walta TV, EBC mezenegna, Bisrat TV, Ebs TV, LTV and Addis TV broadcasting sport coverage largely ignores handball primer league sport. This also leads to wide criticism by viewers of handball primer league sports in Ethiopia. Among the 34 respondents, 20 handball experts, 7 handball federation and 7 sport journalists sport department heads point their partiality to athletics and more in football

coverage to the fact football attracts large audience and is the number one choice of their viewers. However, their coverage has created an un-even shock in sports, which has a global importance on creating the good image of the country.

According to the discussion of handball experts, the continuous pressure and relationship from handball federation, managers, officials, and supporters should have to be made with Medias. This means that the sport journalists attitude and perception practices tend to be more results than deep reports.

Nearly all interviewees and focus group discussion participants agreed that it was not common to see a critical approach in the coverage of sports on TV broad casting and based on the document analysis even though handball federation have manuals, sport proclamation, national sport policy, vision, mission, rules and regulation to enhance HB premier league clubs throughout the country but the Ethiopian HB federation should not put into practice to spread the clubs by using them. Their job involves a close working relationship with different stakeholders in the local and domestic sports scene. Whenever TV broadcasting sport reporters did say something critical about the sport, they would subject themselves to conflicts with concerned bodies. Therefore, TV broad casting journalists would seem to have a limited role in presenting in-depth stories. Sport journalists also experience from a lack of capacity, and security problems occasionally produced reports focused on results of games. Some television sports journalists also pointed out that the difficulties they face when they try to change the attitude on reporting. The long serving journalists established a kind of trend not going with the current status of sports reporting, Sport journalists need to overcome these perspectives.

Further perspectives often observed in the views of sports journalist on TV broad casting was cheerleading on football and athletics. Due to these point the FGD participants focus on their discussion handball federation should have to do more with TV broad casting to announce and to have public base on the handball primer league clubs unless and other wise these ball game could not be enhanced in Ethiopia and also Ethiopia handball federation should have to practice per as sport policy given from Ethiopian (Mo YS).

## **Declarations of the Author**

This thesis is my original work and has not been presented for any degree in any university all the resource of materials used for the thesis has been dully acknowledged.

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**Appendix**

Demographic features of the semi structured interview Study Participants (Figure 1 to Figure 7).



Figure 1. L TV Sport Journalist Interviewee.



Figure 2. Fana TV Sport Journalist Interviewee.



Figure 3. WALTA TV Sport Journalist Interviewee.



Figure 4. EBC TV Sport Journalist Interviewee (P).

Focus Group Discussion of informants (Figure 5, Figure 6 and Figure 7).



Figure 5. Demographic features of the FGD interviews of Study Participant Managers.



Figure 6. Demographic features of the study participants in FGD interviews of coaches.



Figure 7. Study participants of the FGD interviewee of Handball federation officials & experts.

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