

The role of new media in activating citizenship values to preserve sports facilities

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Abstract---This study aims to clarify the contributions of new media to consolidating the values of citizenship in society in preserving national gains, especially sports ones, given what these facilities provide in protecting young people from deviance And to support community cohesion, especially with the development of the concept of sports in the modern era, as these media work to provide purposeful media content through which they seek to provide advice and guidance on how to preserve these societal gains and ways to preserve them and form a societal culture through community institutions such as the family, the educational institution, the religious institution (mosque or corners) and civil society activities, each from its place, in order to contribute to preserving the security of these gains, whether During matches, sporting events, or on all other days, on the basis that they represent a societal value and do not belong to one group over another, this study belongs to descriptive analytical studies, as it enables the researcher to study reality accurately and identify all its aspects. The study concluded with a set of results, perhaps the most important of which is that new media have become very important in social life, as they can influence public opinion, especially the lower groups Citizenship values have become a major area of circulation in these media, given that there is now a virtual reality that simulates real reality in everything, especially in supporting sports facilities and promoting citizenship values within society.

Keywords---New media, Citizenship values, Sports facilities.

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Introduction

The rapid transformations in the field of media and communication in recent years have led to major changes in modern communication methods through which new communication characteristics and functions have spread, the most important of which is the integration and integration between information and communication technology, which forms the features of a new field and area known as multimedia or new media, and the shift from one-way mass communication means and homogeneous content to interactive communication technologies with two directions and multiple contents. These transformations necessitated the emergence of the new media reformer to express them (W2010). The term new media as a concept refers to the combination of new and traditional communication and broadcasting technology with computers and their networks. Close to it we find network media and cyber or digital media, all of which operate within the framework of new digital and interactive contexts. The technological revolution has come to break down these barriers and become a direct democracy through which citizens can practice it without the need for any means. This has resulted in a new phase based on mutual relations between citizens, government institutions and communication technology, which is called the system of practicing technological democracy (Al-Ayadi 2013) and the methods of practice that branch out from it, perhaps the most important of which is citizenship in the virtual space, as well as ways to preserve social gains, including sports facilities such as stadiums. Perhaps the most important value of citizenship is preserving social gains, perhaps the most prominent of which are sports facilities, which represent the infrastructure within each society. Through which the degree of development of these societies is measured, sports remain one of the most important activities that motivate its practitioners to love the homeland and protect sports facilities through the sound education they receive from social institutions, which are considered the first building block in building society.

Problem

Ibn Khaldun says in his introduction that society and its development cannot come into existence through the superiority and dispersion of individuals' efforts. The person who is naturally aware of his means of livelihood also realizes the necessity of his cooperation and cohesion with the group, as not every person is able to provide for his needs for himself, as that requires cohesion and cooperation among all individuals. The values of citizenship are one of the most important social and moral values that society needs at the present time. They are values that have been and still are of interest to most philosophers and educators throughout the ages because of what they have noticed of the lack of knowledge among the youth about the responsibilities of citizenship and their alienation from society and its institutions and lack of awareness of its processes. The need arises for the role that new media must play (Facebook, Twitter, Instagram, YouTube...) And other means to support the values of citizenship and preserve sports facilities as a social gain through purposeful media content directed at citizens that demonstrates the value of these things in the progress and development of nations.

Anyone who has observed the historical development of communication media technology will notice the significant contributions made by this technology in establishing the concept of the virtual citizen as an important pillar in consolidating digital democracy, which means a set of controls, standards, customs and principles applied in the optimal use of the technology that citizens need in order to contribute to the advancement of the nation. It serves as a guide towards the benefits of modern technologies and protection from their dangers.

Social networking sites are among the latest and most popular communications technology products, as they have a set of characteristics that distinguish them from other websites, which has made them more widespread on the Internet, and this is what encouraged network surfers from all over the world to turn to them (Al-Dailami 2020).

In our present era, sports have become a social, cultural, political and economic phenomenon that attracts the attention of all segments of society, at a time when media consumption of sports activity has expanded. Which resulted in the public's awareness of the importance of this activity in achieving social rapprochement and cohesion through sports ties that bring together members of society, considering that physical and civic education is not only knowledge but also an embodiment on the ground in order to consolidate the values of patriotism and preserve social facilities such as (sports facilities). We find that sports have a major role in supporting these values through sports activities aimed at achieving a communicative dimension between individuals. Sports facilities are considered among the most important centers that work to enhance the values of citizenship among individuals and urge them to preserve these gains, which have become one of the places that bring together all social classes in their differences around one common goal. The credit for sports facilities goes to the Greeks, who were the first to be interested in holding sports tournaments, represented by the ancient Olympic Games (486 BC). The idea was to establish sports fields in order to accommodate the number of participants and spectators, so that in the modern era it would become one of the most important facilities that contribute to enhancing the values of citizenship, developing sports education, and working to preserve these facilities and ways to protect and secure them.

Perhaps the most prominent consequence of all this widespread technological spread and the overwhelming electronic flood is the occurrence of fundamental transformations in attitudes and behaviors (Watson 2016). Technology, as Muhammad Sabila points out, is not only mechanisms and tools that are used, but it also carries with it a culture, a value system, a vision of the world, and a logic that must be understood. Rather, it carries and broadcasts a change in the meaning of life itself. It extends to all segments of life and existence in societies, and brings about a profound change in the cognitive and mental fields (Spila 2009). If the concept of citizenship is a human taking the virtual world produced by modern technology as his home, then enhancing citizenship in this space requires a system of values that carry within them concepts and values that can be built upon. The virtual space represents a fundamental axis in embodying this feature through the multimedia provided by this network connection. Accordingly, the problem of the study revolves around the basic question, which is:

How is the role of new media embodied in activating the values of citizenship and preserving sports facilities as a social gain?

In order to answer the question, we divided it into the following sub-questions:

- What is the role of new media in supporting the preservation of sports facilities?
- How are citizenship values promoted through various sports activities?
- What mechanisms help support the security and safety of sports facilities through the content provided in the virtual space?

What is the role of social institutions in maintaining the security and safety of sports facilities?

Importance of the study:

The importance of the study lies in the importance of the topic for research to demonstrate the role of new media in promoting citizenship values and contributing to the preservation of sports facilities. The importance of citizenship can be presented in the following points:

The importance of the current study may lie in the importance of the topic that discusses the role of modern technology and new media in maintaining the security and safety of sports facilities.

This study may contribute to finding ways to confront the problems that hinder the provision of security within sports facilities.

It is one of the recent studies that links citizenship values and new media and their role in providing security within sports facilities by employing a social approach.

- It helps society as a whole, especially the youth, and in activating their role in preserving sports facilities through the media content provided in these media.

1954

Study objectives:

This study aims to clarify how new media contribute to strengthening the values of citizenship and preserving sports facilities, as well as ways to achieve security within these facilities, and to show the role of social institutions in achieving this and revealing the degree of impact of new media on society through the content presented that works to consolidate values within the youth, and the type of study (theory/ Process) with the development of a vision through which the role of these media in promoting the values of citizenship and maintaining the security and safety of sports facilities can be demonstrated.

Type and methodology of study:

This study belongs to the descriptive analytical studies, as it enables the researcher to study reality accurately and identify all its aspects, thus revealing the current facts related to the phenomenon (Shafiq 1998). The work in this study focuses on analyzing the content of the social networking site as one of the modern media (the study sample) in order to reach the extent of interaction present in these sites between segments of society. The latter is defined as a set of methodological steps that seek to discover the meanings inherent in the content and the relational relationships of these meanings through organized, objective, quantitative research into the characteristics of the phenomenon in this content (Abdul Hamid 1993), where the trends and nature of the topics up for discussion among the interactors of virtual pages via social networking sites were measured and analyzed. And on the following categories of analysis (word – idea – topic) and on the following categories of form and content (publication type category - public area) content categories (interaction forms category - target audience source – public content – public values).

Study population and sample:

The research community here is represented by the official pages of the ministries in the Algerian government on social media sites. Given the difficulty of analyzing all periods, we chose a purposive sample in which the researcher acquires the vocabulary represented more than others for the information and data he searches for. This sample of our study was represented by the official page of the Ministry of Youth and Sports, which contains more than 380 thousand followers and followers until 01/15/2023. The focus was on the role of this site in consolidating the values of preserving sports facilities, especially with Algeria hosting the African Cup for locals, which requires preserving the security and safety of these properties as well as people, and instilling national values within the fans.

Define concepts:

The emergence of modern technology such as satellites, electronic computers, cable communication, digital communications, microwaves, and optical fibers was the reason for the emergence of new services in the field of communication such as cable television and others. This development led to the emergence of local and international information networks. After the presence of all this technology, multimedia has become a reality and a tangible reality, and the most important things in it are voice notes, data distribution, voice commands, digital assistance, the image database, and performing many functions (Abdul Wahab 2005).

Social networking sites have become widely popular, of great importance, and have grown rapidly in society, and people have interacted with them a lot, as they communicate through them (Al-Fraïji 2014).

New media:

The emergence of multimedia is due to the coherent text that Bush began in his article published in 1945 and developed as a result of experiments carried out by the MIT team using a huge screen on which images appear from the back and using the screen to display a smaller size than the first and be close to the users as a retrieval tool during playback and the display was provided with stereoscopic sound, and in 1978 in the multimedia laboratories at MIT University in the United States of America,

the scientist Nicholas Negropenti predicted That media technology (press - radio - television) and computers converge, and he said that this is the future of communication technology (Al-Zoubi 2020) Multimedia in English means Melti Media, which is a widespread term in the computer world and symbolizes the use of several different media devices to carry information such as text, audio, graphics, moving images, video, and interactive applications The new media consists of two words, according to the Arabic translation: Melti, which means multiple, and Media, which means a medium or media outlet. It thus focuses on displaying the text accompanied by live video and image clips and special effects, which increases the power of the display and increases the recipient's experience in the shortest possible time and at the lowest cost. It is concerned with displaying information in the form of texts with the introduction of all or some of the following elements: Audio, digital image, animation, live video footage, photography and written text (Timor 1998).

New media is also an attractive term used for various types of electronic communications that are conceivable due to the innovation in computer technology, unlike old media such as newspapers, magazines, books, television, etc., which are not characterized by interactivity. New media has had a great impact in educating users of these media on how to preserve sports facilities and support the values of citizenship through the media content provided by the latter to its audience.

Characteristics and features of new media:

- Virtual connection:

The Internet has contributed to the creation of new virtual communication spaces that did not exist before. This communication space is considered one of the most innovative dimensions of the Internet, according to Dr. Sadiq Rabeh, who pointed out in his study entitled "The Internet as a New Space for Self-Formation" that opens the door to imagination, contemplation, and living in multiple worlds that are not necessarily presented in their surroundings This type of communication has opened up a wide discussion about how to preserve sports facilities and maintain the security and safety of these places through awareness and sensitization through this space.

- Interactive communication:

Interactive was first used as a term in 1954 in Wolfersham's book "The Mass Communication Process and Its Effects." It is considered the most important feature of new media that allows the individual to directly break down the sequence of information, as it allows him to control, choose and display content, and exit and finish the program from any point at any time. At any time, interactive communication created an atmosphere of discussion in developing the necessary measures in order to preserve these societal gains.

- Contact me regularly:

Commitment = the moment and circumstance during access to the Internet and use of its contents. It is characterized by circumstance, i.e. the meeting of the sender with the receiver to exchange communication and information at the same time, directly and on the line.

- Disintegrative communication:

Communication in the context of communication technology has moved towards fragmentation of communication, meaning the presentation of multiple messages that suit the individual or the small specialized group. This fragmentation of messages takes two forms: the first form is controlled by the sender and the second form is controlled by the receiver, as the recipient has an increased scope for choice from multiple means that provide multiple types of information. Multimedia Elements: Nabil Jad Azmi refers to multimedia elements as follows:

- Written texts: These are paragraphs written in text that appear on the screen in the title, explanation, and interpretation.
- Still images: These are still shots of things related to the subject of the show and can be displayed for a specific period of time.
- Colors: Colors are considered one of the most important determinants that affect the quality of images and drawings.
- Sound: It is the most important element of sensory multimedia and means hearing everything ranging from whispers to screams (Azmi 2001).

Citizenship values:

The issue of citizenship has been at the heart of the intellectual concerns of many Western and Arab researchers and academics alike for decades. It has become a political and cultural concern that occupies the minds of leaders, parties and civil society organizations in most countries of the world, and receives the attention and care of non-governmental organizations and ordinary citizens in various postmodern nations and societies. This increasing importance of the issue of citizenship is due to the fact that interest in it is no longer limited to one region of the world without another, as we find in most regions of the world intellectual dialogues related to citizenship rights, but rather political crises are sometimes directly or indirectly related to the legal, political and social framework of citizenship (born Yeb 2010). There is a proposal for an original homeland that constitutes the identity of the individual citizen and a homeland of residence that entails the rights and duties that determine the individual's citizenship. We see this in the following text: "The original homeland is the birth of the man and the country in which he is. The homeland of residence is a place where he intends to settle for fifteen days or more without making it a home (Muhammad al-Jurjani 1995). The Encyclopedia Britannica defines citizenship as: "A relationship between an individual and a state as defined by the law of that state and by the duties and rights contained in that relationship in that state (The New Encyclopedia Britannica). Citizenship values are defined as a set of standards that make an individual or group take a positive or negative position towards something and thus leave an impression about the thing they saw, based on the individual's and the group's assessment of these things according to the knowledge, experiences and principles they have received. The values of citizenship represent the intellectual framework for a set of principles governing the individual's relations with the system in society, which give national achievement a spirit in forming a sense of social and belonging to what is called the individual's will to work nationally according to the limits of duty, with a sense of responsibility to achieve symbols of competence for his society with the world of tomorrow (Abdul Wadud 2004). Perhaps the most important values of citizenship are:

National affiliation:

Patriotism is defined as a sense of connection and commitment to one's country, a particular nation, or a political grouping. Patriotism and loyalty are often viewed as synonymous words. Belonging can be defined as the true affiliation to a particular thing in thought and embodied by one's limbs in action. National affiliation is the true affiliation of an individual to his homeland in thought and embodied by one's limbs in action.

National loyalty:

Loyalty is the essence of commitment, as it supports self-identity on the one hand and strengthens collectivism among individuals on the other hand. Loyalty, in language, comes from "wal," meaning closeness and closeness. Therefore, loyalty, in language, means support and love. However, a term that shares the linguistic meaning that both mean closeness, love, support, and friendship. Loyalty can be defined in its general concept as an individual's feelings and positive emotions of love and support towards a specific subject (Al-Mashaqba 2004).

Democracy:

Democracy is defined as: "the rule of the people themselves" and means that it is, firstly, a form of government, in which citizens participate equally and decisions that affect their lives, and secondly, it means allowing all citizens to propose, develop and issue laws (John Dunn 2005).

The value of rights and duties:

Rights and duties are considered among the most important values and regulations for managing the shared public space. The expression of rights and duties is one of the most important manifestations of citizenship, as rights are represented in enjoying private and public citizenship, such as the right to security, safety, health, education, work, basic public services, freedom of movement, expression, and political participation. In contrast, duties are represented in respecting public order, preserving public

property, defending the homeland, solidarity and unity with citizens, and contributing to building and flourishing the homeland, as the Department of Rights. The scope of these duties may expand or contract based on this or that system.

The value of community and political participation:

Community and political participation is considered the basis of democracy through the expansion of universal suffrage and its extension to varying degrees from one country to another for all members of society, where men are like women, and also through legitimate institutions that encourage and facilitate political meetings and gatherings. As well as civil society movements, which contribute significantly to supporting citizenship through this participation in various entitlements, which establish the formation of a democratic society that works to mobilize the efforts of members of society and its group and organize them to work with official and unofficial agencies to raise society economically and socially. Catherine Key defined it as: a process of preparing the local population to work to achieve the goals of society itself. The values of setting goals and organizing human efforts while the residents themselves work to achieve these goals are reflected in the condition of the local community, placing it in a different situation from another situation that preceded it (Al-Buhairi 2003).

For virtual public space:

- Public space:

Jürgen Habermas defines public space as: "A space of mediation in which private individuals publicly use reason in order to build political consensus" (Al-Ayadi 2014).

Hanna Arendt defines public space as: "The space of representation that assumes the presence of the public who can make judgments on issues of public interest through the element of manifestation, judgments, and positions. If the expression of position and interaction is absent, the first place, i.e. the scene of appearance, lacks its value and importance."

As for the Chicago School, represented by Richard Sennett, public space is considered that place where we find signs and symbols acting by individuals who interpret them in order to build mutual relationships between them (Al-Haidari 2018).

Virtual public space:

Riederke Mayor defines virtual or cyber public space as: "A new human and technological environment for expression, information and exchange. It essentially consists of a middle circle that has historically formed between civil society and the state. It is available to all citizens to express public opinion." Bernard Mayage points out that public space is organized through four communication models that are gradually formed by opinion journalism, then mass commercial journalism and finally mass television. Habermas also pointed out that the success of the public sphere depends on:

- Reach and reach.

- Degree of self-control (citizens must be free and free from domination and control).

- The general use of reason (Abbas 2018).

Procedurally, the virtual public space here means that field with diverse dimensions that includes new sectors through which interaction takes place between members of society via this new media, as it can include e-mail, message exchange platforms, or virtual groups via social networking sites through which discussion is managed on issues of common interest to these individuals or groups. Where all individuals are equal in managing the discussion and expressing their opinions freely and democratically, which makes the virtual space the field through which individuals can transcend all the limits imposed in the known traditional spaces, and perhaps the most important thing that this space has produced is: virtual interaction – and virtual community.

Sports facilities:

Given the urgent changes that the world is witnessing in various fields, the development of management methods has become necessary, and this is due to the rapid development of the new technology of media and communication, and even the sports institution, like other institutions, has attracted the attention of specialists to develop its arts and paths to keep pace with this era, because providing money, vehicles and huge sports facilities is not to achieve high-level performance, but rather requires management and organization to achieve the desired goals. A sports institution needs highly qualified and experienced administrators to benefit from the available material and human capabilities. Each sports institution has a framework that defines its functions and determines the authority of each individual in accordance with its internal regulations and laws. Thus, to achieve the desired goals of sports, it is necessary to follow the scientific method in implementing its activities, which requires planning, organization, guidance, and follow-up through objective policies, decisions, and procedures that determine the general framework of work to be able to plan and organize. In order to achieve the goals, there are good results in managing these facilities, which have become one of the most important societal gains that the state strives to preserve by providing all the capabilities to protect them, perhaps the most important of which are new media as well as social institutions in order to instill in the culture of the youth an interest in the gains (Hossam El-Din 1994).

Sports facilities are sports communities in which various sports are practiced, whether individual or group. These facilities have a management that manages them according to a specific program (Hossam El-Din, Matar 1997), or it is that place equipped with sports means and capabilities and designated for practicing sports activities and providing the services necessary to achieve goals.

Sports, present and future (scarf, two slogans 2012). Sports facilities are considered the basic element of every endeavor in sports development, as they control the entire sports future and form the basis without which no endeavor can be undertaken to generalize and expand sports practices. Sports facilities represent any facility open to the public that is specifically prepared for sports and physical practices and that meets the technical, health and security conditions to contain sports and physical activities (Executive Decree No. 416-91 issued in 1991).

The role of social institutions in promoting citizenship values and preserving sports facilities

Social institutions are a component of civil society. They are an organized grouping of local, national, or international groups united by common values and goals, which they work to achieve on a voluntary and relatively independent basis. They complement and influence the performance of these institutions, as they can reach areas where the government does not in some cases. Perhaps the most important of these institutions are the family, the school, the media, and the mosque.

Family:

It is defined as a basic social institution for society consisting of people who are related by marriage and kinship. It is the most important source of customs and traditions, and the most important function it performs is social upbringing (Tabbal 2007). The family is the pillar of society and the crucible that surrounds the individual since birth in order to provide him with the values and principles that help him adapt to society. What distinguishes the family from other institutions and systems is that it is the ideal system capable of playing a fundamental role in achieving the concept of citizenship. Then arises the set of values that are established within its members, perhaps the most important of which is belonging to the homeland, which the family works to strengthen the individual's sense of belonging to his homeland. This is because man is a social being by nature and cannot live isolated from others, as phenomena express the individual's position and vision towards the situations presented to him, whether expressed positively or negatively (Hijab 2004). The family works by raising the youth from the first moment on the values of citizenship and how to preserve public property such as the sports facility.

School:

It is a social institution established by society with the aim of establishing a set of human and moral values primarily through its educational and teaching programs and curricula in accordance with the society's educational philosophy and educational policy, and translating them into a reality embodied in the social behaviors of individuals in a way that preserves the cultural heritage of this society and guarantees the communication and interconnectedness of generations (Rabih 1990) Through the school curricula, it works to establish basic values such as citizenship values and urging society to preserve public property such as sports fields.

Media:

They are the techniques, tools and methods through which information or events are delivered to the public. The media is called the fourth estate due to the depth of its influence on the local and global community Where the media works, especially in the modern era, with the development of communication technologies and the emergence of multimedia for social networks, the media has become the primary role in changing the views of the masses towards some important issues, such as supporting the values of citizenship through media content and media campaigns aimed at preserving public property such as sports facilities, as well as maintaining security inside and outside stadiums, as it represents the image of society and the country in general

Mosque:

It is one of the religious institutions within society, and despite its religious character, it carries a set of societal values that it works to establish in society, such as love of the homeland, preserving public property, and defending the homeland in all ways.

Present and discuss data:

Quantitative and qualitative data analysis: The data was collected in composite tables according to the gender variable after we analyzed and classified it. We relied specifically on Facebook due to the great popularity of this type of social networking site compared to other media.

Table No. 1: Participation of new media users on Facebook specifically by gender and participation tools

participate		comment		admiration	
female	male	female	male	female	male
286	10452	1276	17546	1670	91000
				1.9%	98.1%

Source: 01 The table was designed by the researchers according to what was stated in the analysis grid Comment on Table 01:

Table No. 01 shows that there is a large difference in the participation rate between males and females in the process of interaction in issues affecting sports, as well as interest in sports facilities, and this is due to several considerations, the most important of which is the lack of interest in this aspect on the part of the female element compared to males, who we find paying great attention to this aspect, which reflects Mechanisms of emergence in the digital world.

Table No. 02: The nature of the values contained in public debate by gender in new media and Facebook in particular

Positive values: thanks/appreciation		Negative values: attack/fanaticism		Citizenship values		sporting values	
female	male	female	male	female	male	female	male

1960

12	28	09	51	06%	64%	03%	27%
40%		60%		70%		30%	

Source: 02 The table was designed by the researchers according to what was stated in the analysis grid

Comment on Table No. 02:

Table No. 2 shows that the values mentioned in the public debate are that citizenship values represent the largest percentage, reaching 70%, most of which belong to the male category, represented by the call to consolidate citizenship values, while sports values reached 30%, represented by preserving sports facilities, especially in the recent period, which is witnessing development compared to the past This explains that the rate of interaction in virtual space is present among males, as the female group experiences low levels. This is due to several considerations, the most important of which is the lack of interest on the part of this group, especially in the sports aspect, which experiences great reluctance on the part of this group.

Discuss the most important results of the study:

New media play a major role in promoting the values of citizenship and urging the general public to preserve the country's sporting gains. The rate of dealing with publications was higher among males than females, and this is due to the nature of sporting topics, which are known for their low interest from females, while the values of citizenship through these contents find a great response from all segments of society Because citizenship values have a great influence and response from all different segments of society, The posts also received a great response from a large segment of society, such as thanks, appreciation and moral support for these pages in order to continue publishing and urging users of new media to show a sense of responsibility and work together to establish these values in society from a young age, as well as supporting the state's policies in preserving sports facilities that are a gain for the entire society, through the relationship between social networks and new media in order to establish these Values, and the problem of the relationship between social networking sites and the construction of social capital confirms this overlap between the real world, the virtual world, and social capital as defined by sociologist Pierre Bourdieu as: "the set of current and possible resources linked to a permanent network of relationships established in one way or another and linked to mutual knowledge and forms of recognition and exchange."

Summary:

New media have become very important in social life, as they can influence public opinion, especially among lower classes.

Citizenship values have become a major topic of discussion in these media, given that there is now a virtual reality that simulates real reality in everything, especially in supporting sports facilities and promoting citizenship values within society.

State institutions can exploit these various multimedia and social networks in order to support the values of citizenship and consolidate these principles, especially among young people, as well as preserve state property and sports facilities as one of them.

The quality and modernity of the media content and substance presented on these sites had a great impact on individuals in consolidating the values of citizenship, especially in its historical aspect.

The rate of use of these media is constantly increasing, and therefore state institutions are more obligated than ever to provide everything new that affects the citizen and strengthens his connection with the state, as well as to provide media materials urging the citizen to preserve the various state sports and other facilities as a gain for all successive generations.

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