

RECOGNIZING OF SPORT AND SPORTING EVENTS IN SOCIAL CIRCUMSTANCES AND RELATIONS OF MODERN TIMES

Dejan Milenković¹ and Vesna Milenković¹

¹Faculty of sport, University „Union-Nikola Tesla“, Belgrade, Serbia

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SUMMARY

In terms of national, political, economic angle or of racial, religious, class, gender equality, sport and sports events are often used to express views, opinions or power of certain groups or individuals. In accordance with the popularity and the prevalence of a certain sport, the nature of the event itself, as well as depending on the means of transmission, messages that are sent are of greater or lesser echoes. The research presented in this paper refers to sport, sporting events and social circumstances and relations that govern the modern world. The aim of the research is to examine the sport and sporting events through the prism of social circumstances and relations in modern age. It also presents many sporting events and various external factors that not only followed but often had a decisive influence on them. The paper applied the historical method and the method of theoretical analysis.

Key words: sportization, society, interest, performance, identity, globalization.

Correspondence author

Dejan Milenković
dejan_milenkovic79@yahoo.com

1. INTRODUCTION

As an integral part of society, sport has always been a reflection of all relations and events that have been manifested in this same society. In terms of national, ethnic, political, economic, racial, religious, class, gender or any other

angle, sports events often, sometimes very violent, used to express opinions, attitudes or power of certain groups or individuals. In accordance with the popularity and the distribution of a given sport, the nature of the sport event itself, as well as depending on the means of transmission, messages that are sent are of greater or lesser echoes. Whichever the reason that is stated, it is clear that sport events have never been only a part of sport; and they never will be.

The aforementioned connection of sport and society is not just typical for the era of modern society and modern sport and sport competitions, but social conditions and relations also have a significant impact on sport (physical) activity since the ancient times. In India there were classes or castas, but on the basis of belonging to the casta it was known what form of physical exercise a person can be engaged in¹. Games that initially had religious and magical character in the culture of Crete and Mycenae, due to socio-economic changes, and the breakup of tribal communities, became sport and entertainment events². In the ancient Olympic Games women could not participate even as viewers, and every violation was punishable by death³. At the time when Greece fell under Rome, the Olympic Games as well depended on the will of Roman Emperor who was in power at that moment. Their attitude towards the success of the games was ranged from active involvement to a complete negligence. The greatest humiliation it suffered during the time of Nero who competed and was declared the winner in the Olympic chariot race despite of his fall and his not finishing the race. On the other hand, Hadrian, who respected the Greek ideals and values, brought it a great revival⁴.

It is believed that the process of the emergence of modern sport began in the late Middle Ages and early Renaissance by the appearance of the need for "brutality to be replaced by sophistication"⁵. A man has sought to civilize himself in all areas of society, including sport. Modern sport was created by 'sportization of entertainment'⁶ in England, in two phases, one of which was related to the

¹ Violeta Šiljak, *The History of Sport*. (Belgrade: Faculty for management in sport University "Braća Karić", 2007), 34.

² Nenad Živanović, *Appendix to Epistemology of Physical Education* (Niš: Panoptikum, 2000), 94.

³ *Ibid*, 117.

⁴ Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 43,44.

⁵ Jean Michael Mehl, *Jeux, Sports et Divertissements au Moyen Age et à l'Age Classique* (Paris: Editions du Comité des Travaux Historiques et Scientifiques, 1993). (according to Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007)).

⁶ Norbert Elias & Eric Dunning, *Quest for Excitement: Sport and Leisure in the Civilizing Process* (Oxford: Basil Blackwell, 1986). (according to Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007)).

seventeenth and eighteenth century characterized by radical transformation of entertainment such as cricket, boxing, horse racing. In the early and mid-nineteenth century, the process suffered its second phase of the profiling of football, rugby, tennis and athletics, and then through further expansion of English sports both in Europe and on other continents.

It is considered that an important moment in establishing the system of modern sport competitions was the late nineteenth century revival of the ancient Olympic games which occurred under the influence of Pierre de Coubertin's idea. However, there were several earlier attempts to get restarted the games of the Olympic type which is, on this occasion, worth of being emphasized. Kotsvoldske games are considered to be the oldest documented example that were renewed by Robert Dover in the seventeenth century with the intention to improve sport and to revive the medieval folk dances⁷. Then in Sweden in the first half of the nineteenth century (1834), organized by Gustaf Johan Scharteau, games of the olympic type occurred, representing panscandinavian solemnity. In 1844 in Montreal, two days "Montreal Olympic Games" were held (held only once) with 29 disciplines. In the nineteenth century Greece also had the Olympic Games (from 1859, 1870, 1875 and 1889) under the auspices of Evangelos Zappas, grain trader. The Olympic Games of doctor Brooks in Much Wenlock, England that have been organized every year for over 40 years should also be mentioned⁸. It is noted that the Coubertin once visited this event which, as it was assumed, was additional encouragement in his intention to revive the ancient games⁹.

The formation and development of modern sport, to this day, has been followed by the external influence of many factors, politics as the most common, then large financial capital, national interests, globalization. In the further course of this paper some individual sport events will be presented through the prism of social circumstances and relations that not only followed them, but often had a decisive influence.

2. THEORETICAL BASIS

The research topic concerns the sport, sporting events and social circumstances and relations that govern the modern world. The aim of the

⁷ Noel Robertson, „The Ancient Olympics: Sport, Spectacle and Ritual“, in *The Olympic games in transition*, J. Segrave & D Chu (Champaign, Ill: Human Kinetics Books, 1988), 74.

⁸ Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 83,84.

⁹ David C. Young, *The Olympic Myth of Greek Amateur Athletics* (Chicago: Ares, 1984), 59.

research is to examine the sport and sporting events through the prism of social circumstances and relations in modern age. The paper applied the historical method and the method of theoretical analysis.

3.RESULTS AND DISCUSSION

In contemporary history, during different varieties and intensities of bloc division of the world that surrounded mankind, and still surround it, sport was openly used as an instrument of politics, economy, expression of national identity, and some countries were investing enormous amounts of money in developing professional sport trying to affirm their political systems, economic power etc. through sports results. "The sum of won medals continuously being published by journalists in the media, is, according to them, the best 'proof' of the worth of the nation ie. of its superiority in comparison to the other one"¹⁰.

International competitions are intensively in the service of showing and proving superiority of one nation over another, an individual or individuals over another, an ideological and economic system over another. The well known motto "win or die", was designed by politicians and businessmen in order to take advantage of someone else's success for their own political or material benefit¹¹. Given the fact that the image of a successful professional and top sport greatly improves the position of the country, groups or individuals in the world and contributes to success in other areas, this industry has always had an important position in society.

Sport and other spheres of social life are also characterized by racial and social relations. Racism in sport is focused on different skin colour which should serve as an explanation for any differences in the intellectual and physical level¹². Oftentimes we have witnessed the insults addressed to dark-skinned athletes at sport events. The struggle of women for equality in sport lasts for a very long time and is not finished yet, because there are still sports institutions which keep up to both formal and informal restrictions on women's participation in sport¹³. Besides, sports results of women are not valued the same as those of men. Oftentimes the quality of play and results in women's competitions are in the shadow of their physical appearance.

¹⁰ Nenad Živanović, *Appendix to Epistemology of Physical Education* (Niš: Panoptikum, 2000), 319.

¹¹ Nenad Živanović, *Apology of physical exercise* (Niš: Panoptikum, 2010), 20-21.

¹² Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 102.

¹³ *Ibid*, 128.

3.1 The Olympics – the hostage of political-economic impacts

Modern Olympic Games represented the fruit of international policy of convergence of the people of the world and the establishment of roads of global capital. However, despite the fact that their main goal was to spread peace among nations, their existence was often used for the purpose of politization¹⁴.

At the beginning, the election of the President of the International Olympic Committee should be mentioned. According to the established rule the president was to be elected from the next host country of the Games. On the basis of this rule in 1894 the first who was elected to be at the head of the International Olympic Committee (IOC) was Demetrios Vikelas from Greece. After the Athens Olympics this position went to Frenchman Pierre de Coubertin, because the next Games were in Paris. However, Baron de Coubertin was asked to continue to perform the duty of the President, the position he held until 1925. The established rule was immediately violated and it has never been acted upon it¹⁵. The principle of independence of the members of the IOC was also introduced, ie. the rule that they would not to be elected by the member states. In that manner, according to Coubertin's idea, the members would not stand preassure in the course of decision-making on a national basis. Although this principle is applied even today it is considered that such a manner of functioning allows oligarchy (compared with the "iron law of oligarchy" by German sociologist Robert Michaels) which use ideals, in this case the independent election of members of a sport organization, as a tool to stay as long as it is possible in power¹⁶. Before the expiration of his mandate, Pierre de Coubertin found himself in another awkward situation when in 1921 he announced his retirement as president of the IOC, and on that occasion appealed for organizing the 1924 Games again in Paris. His request was approved, but the Italian delegation left the meeting disappointed with the outcome, because they hoped that Rome would be given the organization that year¹⁷.

Whole democratic world tried to boycott 1936 Berlin Olympics. The reson itself, a simple one – presenting the German nation as a higher race and propagandizing the principles of the policy of National Socialism¹⁸. However, Pierre de Coubertin was guided by the motto "sport has nothing to do with

¹⁴ Nenad Živanović, *Apology of physical exercise* (Niš: Panoptikum, 2010), 199.

¹⁵ Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 88.

¹⁶ Ibid, 89.

¹⁷ Ibid, 95.

¹⁸ Nenad Živanović, *Apology of physical exercise* (Niš: Panoptikum, 2010), 200.

politics", and he defended the Nazi regime, calling Hitler "one of the largest builders of modern times"¹⁹. Nazi ideology had a hostile attitude towards sport (other than gymnastics, which are considered the only authentic form of physical exercise) and Olympism in particular²⁰. William Baker had an interesting observation: "The Olympic Games from its very beginning in 1896 had an accompaniment of warrior flags, military marches, patriotic songs and nationalist rivalries. The Nazis did not create such atmosphere, they only led it to absurd limits. They covered 1936 Olympics with political and military uniforms and used it as an opportunity to show German industrial power, cultural taste and athletic superiority"²¹. However, athletic superiority has not shown itself in its best light. Dark-skinned American athlete Jesse Owens took care of that by winning four gold medals (100m, 200m, long jump and relay 4x100m), beating the main German favorite in long jump, Luz Long. Then the Nazi leader Adolf Hitler left the stadium, and Luc Long signed his own death sentence when he congratulated his opponent his victory.

The 1956 Melbourne Olympics have been questioned due to the entry of the Soviet tanks in Budapest and the Egyptian occupation of the Suez Canal. A National Olympic Committee of South Africa has been suspended due to the policy of apartheid from the 1964 Tokyo Olympics²².

The influence of different factors and promotion of all kinds of political, ethnic and any other ideology on sport competitions resultet in ditortion of the reputation of sport. However, even worse scenario than that were violence and loss of human lives. That's exactly what happened at the 1972 Munich Olympics when Palestinian militant group *Black September* killed 11 members of the Israeli Olympic team in the Olympic village. In order to send a message to the world about their national problems, they opted for the most scrupulous way, taking away lives of innocent people. And they drew attention to themselves but achived a completely opposite effect than the one they had expected - condemnation of the entire civilized world.

¹⁹ Ljubodrag Simonović, *Sport, capitalism, destruction* (Belgrade: copyright issue, 2014), 70.

²⁰ Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 98.

²¹ William Baker, *Sports in the Western World* (Totowa: Rowman & Littlefield, 1982), 251 (according to Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007)).

²² Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 104, 105, 106.

The 1980 Moscow Olympics and the 1984 Los Angeles Olympics were characterized by mutual boycotts of certain western and eastern countries due to disagreements with the political ideologies of the other party.

The 1988 Seoul Olympics represented the attempt to start political negotiations on unification of two Koreas. In fact, there was a possibility for organization to be divided into two capitals, Seoul and Pyongyang. However, that idea was abandoned because of the rule that the Games had to be held in the territory of control of a single national committee. The unification of the two national committees failed and on the other hand the rule had to be respected. Optimistic thinking hoped to get two Koreas unified, as two Germanies had done earlier²³. However, the conditions have not been met even today. Moreover, two countries have never been farther apart from each other, as they are nowadays, in the second decade of the 21st century.

Economic influence marked the Games in Atlanta held at the centennial of restoration of modern Olympics in 1996. Despite the fact that it was expected that this honor should belong to Athens, the Games were given to Atlanta, the headquarters of *Coca-Cola* multinational company. Therefore, this event got an alternative name, "*Coca-Cola* games"²⁴.

The 2000 Sydney Olympics were met with protests of the Aborigines, the natives of Australia, but those protests were given up when the Australian athlete of Aboriginal origin Cathy Freeman won the honor to light the Olympic torch²⁵.

After eight years of the centenary of the Olympics, Athens still got the honor to host the Games again in 2004. However, the highlights of this event concerned the economic consequences which this country has suffered. The then president of the IOC, Jacques Rogge believed that the Olympics raised the external debt of Greece²⁶ and only with the help of the European Union it avoided the inevitable bankruptcy and dissolution of its economic system. However, regardless of the foreign aid, the economic situation in Greece is still not satisfactory.

²³ Nenad Živanović, *Appendix to Epistemology of Physical Education* (Niš: Panoptikum, 2000), 351, 352.

²⁴ Ibid, 355.

²⁵ Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 117.

²⁶ 2004 Olympics raised debt of Greece,
http://www.b92.net/biz/vesti/svet.php?yyyy=2011&mm=12&dd=27&nav_id=569283

The beginning of the 2008 Games in Beijing was marked by the conflict in Georgia, namely in its region of South Ossetia²⁷ with the involvement of Russia. It is interesting that at that very moment, both Russian Prime Minister Vladimir Putin and Georgian President Mikhail Saakashvili watched the opening of the Olympic Games. And instead of a sporting event to be a big news, once again politics intervened and took over the top spot.

The opening ceremony of the 2012 Olympics in London itself caused a lot of controversy about the symbolism of some of the scenes shown at the event. Many seemingly harmless 'art' messages were sent to television viewers. From occult actions, symbols of secret societies, to demonstration of the power of Great Britain acquired with enslavement of its colonies²⁸.

Economic momentum was also very important at the 2016 Olympics in Rio de Janeiro. Shortly before the opening ceremony of the Games in Rio there were protests organized against corruption and excessive costs of the Olympics and that is precisely the time of the greatest economic downturn of Brazil in recent decades²⁹.

3.2 Other sporting events in the whirlpool of social relations

It is believed that "sport is still an area of social activity where open emotional engagement remains publicly acceptable³⁰. It can be easily seen in the headlines of English media pointing out "thirty years of insults," alluding to the England national football team has been being fasting in its score with Germany for 30 years (1966-1996). Describing the various clashes between two football national teams, it is being compared with the events of the Second World War, and thus sport event is used to discuss not only national identity but all other issues, least of all the sport and the game³¹. A similar style is used by English journalists describing German players as soldiers, thus emphasizing their character, which is characterized by energy, determination, aggressiveness, "German blitzkrieg

²⁷ The war started in South Ossetia, <http://www.politika.rs/sr/clanak/Почео-рат-у-Јужној-Осетији>

²⁸ London 2012: OCCULT ENSLAVEMENT OF MANKIND (VIDEO)

<http://dodjiividi.blogspot.rs/2012/09/london-2012-okultno-porobljavanje.html>

²⁹ Tensions in Rio, <http://sport.blic.rs/brazil-oi/napeto-u-riju-protesti-i-sukob-sa-policijom-uoci-otvaranja-igara-foto/fgsrflp>

³⁰ Norbert Elias & Eric Dunning, *Quest for Excitement: Sport and Leisure in the Civilizing Process* (Oxford: Basil Blackwell, 1993), 354.

³¹ Adam Briggs and Paul Cobley, *The media: An Introduction* (Belgrade: Clio, 2005), 632.

overran the Croatia and now their troopers intend to disperse guys of Terry Venables from the competition"³².

It is very interesting to what extent the Germans are a big problem for the British media. In 1991 all-german final was being played at Wimbledon, the most famous tennis tournament in the world, between Boris Becker and Michael Stich (Stich won 3:0). Several headings attracted the attention: "Everything in me says it's the unknown Kraut", "Incredible Kraut" or "Michael is a powerful new Kraut"³³.

Racism inevitably permeates sport events. The victims of these events are non-white athletes, frequently dark-skinned athletes. Sport viewers have very often treated rudely top black athletes, singing a variety of offensive songs. What is even more inconvenient is that the athletes are doing the same thing among themselves. For example, the Uruguay football player Luis Suarez named 'nigger' his opponent Patrice Evra during the game between Liverpool and Manchester United³⁴.

Racist comments do not circumvent even professional sports commentators. In April 2004, former Manchester United manager Ron Atkinson working as an expert commentator on ITV, thinking that the advertizing had begun and that the microphone was muted, called Chelsea player Marcel Desailly 'lazy nigger'. Unfortunately for him, millions of people heard that comment and, regardless of his apology, he had to resign. He was later charged because of insulting a woman of Chinese origin³⁵.

Cricket is very popular in English colony Caribbean. Until gaining independence in 1962, there was a deep racial division in all cricket clubs. Not only that black players could not become captains of national teams, but other incidents as well, have caused outbreaks of nationalist unrest in 1960³⁶. At the 1904 Olympics in St. Louis, colored athletes were forbidden to compete, because they were, allegedly, members of an inferior race³⁷.

³² *Daily Star*, 24. jun, 1996. (according to Adam Briggs and Paul Cobley, *The media: An Introduction* (Belgrade: Clio, 2005), 632).

³³ Adam Briggs and Paul Cobley, *The media: An Introduction* (Belgrade: Clio, 2005), 635.

³⁴ The largest cases of racism in sport, <http://kult.com.hr/najveci-slucajevi-rasizma-u-sportu/> (downloaded 23.3.2017).

³⁵ Ibid.

³⁶ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 115.

³⁷ Ljubodrag Simonović, *Sport, capitalism, destruction* (Belgrade: copyright issue, 2014), 131.

On the other hand, there are examples of black athletes who are globally popular, such as Michael Jordan, Tiger Woods, Muhammad Ali, Ronaldo and others, which are highlighted as great role models for young people. Of course, it would be naive to think that that way racism is eradicated. It is sufficient to say that there are about multi-million contracts for advertising campaigns that many multinational companies have with these athletes, and it is very cost effective to bring them closer to white customers and not allow them to be victims of racism.

Apart from the 'problem' with the skin color, there is interdenominational insulting at sport events. For example a relationship between the Scottish football clubs, Rangers and Celtic. Rangers is associated with the protestants, British unionists, while Celtic is associated with Irish Catholic descent. It is believed that this relationship poses problems in the entire Scottish society regarding anti-irish mood³⁸.

The participation of women in sports has always been met with a bunt in men. Baron de Coubertin believed that the presence of women in sport violate "sealed fate" of women as mothers and wives³⁹. During the period of the *Belle Époque* in France, female cyclists are seen as asexual spinsters or "half-naked, lustful and sexually available"⁴⁰. At the very beginning of the development of modern sport, a special "diminutive" rules for women were introduced (restriction of movement in basketball according to patriarchal norms)⁴¹.

Also in modern sport women encounter inappropriate behavior. The physical appearance of female athletes often affects the frequency of reporting on them, while female sport commentators on television are only expected to be glamorous, but nobody speaks on their professional qualities⁴². Research of the University of Cambridge suggests that female athletes are three times less spoken in a sports context from their male counterparts. The focus switches to the look and marital status. Presentation of women in sport clearly shows the difference in media presence of women and men, but also reflects the value that society cherishes when it comes to women and men. While they are watched through the prism of their partners' achievements or their physical attributes, men are most

³⁸ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 124.

³⁹ Ibid, 130.

⁴⁰ Richard Holt, „Women, Men and Sport in France c. 1870-1914: An Introductory Survey“, *Journal of Sport History*, 18, 1 (1991): 125.

⁴¹ Pamela Dean, „'Dear sisters' and 'Hated Rivals': Athletics and Gender at Two New South Women's Colleges, 1893-1920“, *Journal of Sport History*, 24, 3 (1997): 341.

⁴² Adam Briggs and Paul Cobley, *The media: An Introduction* (Belgrade: Clio, 2005), 640.

often spoken about from the perspective of their results. At 2016 Rio Olympics, there were a lot of such examples. Hungarian swimmer Katinka Hosszú broke world record in 200m medley swimming for two seconds, but the reporter from NBC said that her husband who was also her coach was credited for the success. After the American shooter Corey Cogdell-Unrein won bronze, the media presented her as a wife of American football player Mitch Unrein instead focusing on her success⁴³.

American tennis player Serena Williams is often the target of sexist and racist comments. She has been showed like an animal that looks like a man. One Twitter comment said: "She looks like a gorilla, and she sounds like a gorilla when she grunts when hitting the ball. The conclusion is that she is the gorilla"⁴⁴. Williams boycotted the tournament in Indian Wells (USA) for 15 years (since 2001) because of racist comments that were exposed to her sister Venus, her father Richard and herself for allegedly match-fixing and suspicious withdrawal of her sister Venus from the semifinal match, which the two of them were about to play⁴⁵. Both sisters played again at 2016.

Inevitable political interference in sport events and 'muscle' showing through sport results is nothing uncommon. Positive image that goes to the world when a country organizes sport competition so well, is better than any other advertising. Especially when the legislation of that country has a negative image from not so distant past. Japan, who is trying to show its hospitality, technological advances and organizational skills at every opportunity as the host of some solemnity, could fit in this description. Political interference in sport sometimes is not as benign as an attempt to repair the image. Sometimes it's a cause for war between states. Nicaragua and Honduras began military conflict after the football match of their national teams. In our case, after a football match, it was clear that there would be a civil war. It was the football match between *Red Star* Belgrade and *Dinamo* Zagreb which demonstrated what kind of fate awaited the already seriously disengaged Yugoslavia⁴⁶.

⁴³ Sexism in Rio: Sportswomen in the focus of non/sport reasons, <https://www.krajina.ba/212492/seksizam-u-riju-sportasice-u-fokusu-iz-nesportskih-razloga/> (downloaded 23.3.2017).

⁴⁴ Caution! With every Serena's victory rasism and sexism are coming, <https://www.libela.org/prozor-u-svijet/6397-oprez-sa-svakom-sereninom-pobjedom-dolazi-rasizam-i-seksizam/> (downloaded 23.3.2017).

⁴⁵ Serena continues to boycott Indian Wells, <http://tenisuzivo.com/serena-i-dalje-bojkotuje-indijanvels/> (downloaded 23.3.2017).

⁴⁶ Nenad Živanović, *Appendix to Epistemology of Physical Education* (Niš: Panoptikum, 2000), 319-333.

3.3 Sport globalizing

Globalization is an international exchange in various fields of social life. Although it is often viewed only from the perspective of economics (the free flow of capital - neoliberalism often does more harm than good in developing countries), globalization also refers to culture, commerce, ideas, people, sport. This process represents a desire for "reducing the world"⁴⁷, every corner of the world to be as close to one another, the flow of information and ideas to come together and develop understanding among people.

The process of globalization affects sport too, through several dimensions. Historically, sport events such as the Olympic Games, became world events from the moment when the first Games in 1896 in Athens was attended by 14 countries, to the last in 2016 in Rio, when there were 207 national committees. In economic terms, global revenues from sponsors, television rights and ticket sales were increased. The cultural dimension is reflected in the expression of diversity in sports styles, techniques, clothing, etc. In political terms, host countries can communicate with the audience all over the world. In social terms, a large number of athletes and spectators from around the world come to one place and have the possibility of making friends, learning about other languages and cultures⁴⁸.

Five historical phases of globalization set by Roland Robertson can be also represented on the example of sport. Giulianotti and Robertson modified these developmental stages taking football as an example. *The initial phase* of the development of football represents the prehistory of the game until the early nineteenth century; British expansionist policy has enabled the expansion of football. *Preliminary phase* of football represents an early nineteenth century to the 70s of the same century, when football was first played by different rules and then introduced into a common legal framework. *Phase of supporting* football extends from the 70s of XIX century to 20s of XX century when football became massively popular across Europe and South America, in the colonies of Africa and some parts of Asia and North America. *Phase of the struggle for hegemony* - from the 20s to the late 60s of the last century, is characterized by a power struggle between continental governing body in FIFA. *Phase of uncertainties* - from the 60s to the present day, is characterized by greater political struggle between FIFA, continental organizations, national associations, clubs and sponsors⁴⁹.

⁴⁷ Roland Robertson, *Globalization* (London: Sage, 1992), 8.

⁴⁸ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 287.

⁴⁹ Richard Giulianotti & Roland Robertson, „Die globalisierung des fußballs: 'Glokalisierung', transnationale konzerne und demokratische regulierung“, in *Fußballwelten: Zum Verhältnis von*

However, indirectly, sport has often been largely damaged by the process of globalization. The fact that everything depends on money, quite easily causes the sport to become a kind of hostage because of neoliberal policies primarily in the developing countries. A situation like this occurred in Zambia where the privatization of the state stake in mining, was followed by higher unemployment and therefore there were less audience at football stadiums, and on the other hand, corporations that took over the mines have reduced the funds for sport and recreation of their employees⁵⁰. The financial crisis in Korea influenced the reduction of resources in the public and private sector for funding sport programs and development projects⁵¹.

Finally, the process of globalization did not yet completely rule either sport or its economy. Consumers are buying tickets and goods and subscribe to television channels which are most often of national or regional type. Earnings from international competitions, too, are often regional. Flow of athletes generally flows from already tried and tested routes⁵², such as, for example, the Spanish football league which mainly supplies itself with players from South America⁵³. States encourage national authorities to participate in the organization of international competitions that attract foreign direct investment, but it also strengthens the local economy. An example of this is South Korea after the organization of the 1988 Olympic Games and the 2002 football World Cup⁵⁴.

Although globalization has its positive side, which is reflected in connecting people around the world, opening borders for culture, education, sports, new ideas, nevertheless it can create, by poor placement of this process, inequality among people and lagging all forms of resources in developing countries. However, the negative influence of this process is not always completely successful. This can be seen in the case of "americanization"⁵⁵ in sport. American sports, teams and players are very popular and they are the main news in international media. In America, large sums of money interflow from the world of

Sport, Politik, Ökonomie und Gesellschaft, Peter Lösche, Undine Ruge & Klaus Stolz (Wiesbaden: VS Verlag für Sozialwissenschaften, 2002), 219-251.

⁵⁰ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 295.

⁵¹ J. K. Park, „Sports Industry in the Korean Economy“, *Japan Journal of Sport Sociology*, 7 (1999). (according to Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 295).

⁵² Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 296, 297.

⁵³ Pierre Lanfranchi & Matthew Taylor, *Moving With the Ball* (Oxford: Berg, 2001).

⁵⁴ Ahn Min-Seok, “The political economy of the World Cup in South Korea“, in *Japan, Korea and the 2002 World Cup*, John Horne & Wolfram Manzenreiter (London: Routledge, 2002), 168-169.

⁵⁵ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 298.

television rights on transmission of sporting events. The way of presenting sporting events as a spectacle, as it is done in America, is increasingly being used in other countries too. Seen from another angle, the American sport competitions are of a very closed type, which is considered to be a poor feature of someone who tends to expand its influence all over the world⁵⁶. Their national championship in American football and baseball are considered the world championship although only their teams are competing for the title of the world champion⁵⁷. Television audiences outside America is still very interested in both local sporting events and non-US sports, such as football, which is still the most popular sport in the world. There are also world sports stars with big contracts and their permanent presence in the media in non-US sports. In order to take over an overall dominance at the global level, the US sport and economic machinery by disrupting global cultural dialogue, instead of popularizing their sport, achieves exactly the opposite⁵⁸. World Cup breaks records in television viewership as opposed to, for example, the Super Bowl, partly because of the popularity of football, but also because of the cultural diversity that carries global competition such as the World Cup⁵⁹.

4.CONCLUSION

Development of modernized sport, whose occurrence is associated with the beginning of the modern era, took place simultaneously with the turbulent changes in society. As a relatively autonomous subsystem of society, sport is a kind of social phenomenon and it is of great interest and relevance to modern society. It became a lucrative business and apart from sport competitions it implied the possibility of making a profit in sport and entertainment industry. Sport is a reflection of society, since it reflects all its positive and negative sides.

Although it is believed that sport can never be in the spotlight because of its status in society and the real need for other, more important spheres of society (business, economy, science, education) to occupy that place, sport has always 'fought' to approach closer to the center of social events from the marginal ones⁶⁰. That's why it tried, sharing certain problems in society with other subsystems, to

⁵⁶ Ibid, 299.

⁵⁷ Martin J. Gannon, *Understanding global cultures*, 2nd edition (London: Sage, 2000), 225.

⁵⁸ Christofer R. Martin & J.L. Reeves, "The whole world isn't watching (but we thought they were): The Super Bowl and United States solipsism", *Culture, Sport, Society*, 4, 2 (2001), 214.

⁵⁹ Richard Giulianotti, *Sport, a Critical Sociology*. (Belgrade: Clio, 2008), 299.

⁶⁰ Dragan Koković, afterword - *Sport as a mirror of society*. In *Sport and Society: History, Power and Culture*, Graham Scambler (Belgrade: Clio, 2007), 322.

'catch up' with the current changes in local and global (glocal level). "If we add to this the knowledge that the history of society and sport is closely connected with the development of social division of labor and technological innovation, it is clear that the desired ideal is difficult to reach. Industrialization, commercialization, and globalization have made the sport become a kind of industry in which the rules and priorities are known"⁶¹. Sport thus became directly connected to the development of the entertainment industry. While in schools in Victorian England sport was advocated to discipline youth and the formation of a strong, prominent personalities who would manage certain segments of society⁶², after the era of liberal capitalism, sport was given the components of entertainment, health and longevity.

In the postmodern, in media-consumer society, media sport communication is not only to transfer events and reporting on it, but it continues after the sport competition in the field. Social media enable the audience who use a remote controller, to become active observers who will afterwards, as users of the Internet, by means of reading, commenting and creating their software packages, get the role of creators and broadcasters⁶³. With the kind of comfort benefits of monitoring sporting events, connection of sport and media is an integral part of a new way of life, friendship among people and leisure.

As one of the most important media content, sport has become a popular area through which the whole range of the most common themes –from political, to cultural, economic, social, can easily be monitored. Although these social areas are not directly associated with sport, watching sports events through the prism of social relations leads to the conclusion that sport has always been the first who reflected, quite realistically, the changes that were happening in its environment.

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⁶¹ Vesna Milenković & Dejan Milenković, „Media and development of communication in sports“ (the paper presented at Sport, Health, Environment. Belgrade, Serbia, October 30th. 2014).

⁶² Graham Scambler, *Sport and Society: History, Power and Culture* (Belgrade: Clio, 2007), 54-74.

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САГЛЕДАВАЊЕ СПОРТА И СПОРТСКИХ ДОГАЂАЈА У ДРУШТВЕНИМ ОКОЛНОСТИМА И ОДНОСИМА САВРЕМЕНОГ ДОБА

САЖЕТАК

Посматрано из националног, политичког, економског угла или угла расне, верске, класне, родне равноправности, спорт и спортске манифестације често се користе за изражавање мишљења, ставова или моћи одређене групације односно појединца. Сходно популарности и распрострањености датог спорта, значаја саме манифестације, као и у зависности од средстава преношења, поруке које се шаљу имају мањег или већег одјека. Предмет истраживања у овом раду тиче се спорта, спортских догађаја и друштвених околности и односа који владају у савременом свету. Циљ истраживања је сагледавање спорта и спортских догађаја кроз призму друштвених околности и односа у савременом добу. Представљено је више спортских догађаја и различитих

спольних фактора који су их пратили и често имали пресудан утицај на њих. У раду су примењени историјски метод и метод теоријске анализе.

Кључне речи: спортизација, друштво, интерес, представа, идентитет, глобализација.

ПРИЗНАНИЕ РОЛИ СПОРТА И СПОРТИВНЫХ СОБЫТИЙ В СОЦИАЛЬНЫХ УСЛОВИЯХ И ОТНОШЕНИЯХ СОВРЕМЕННОСТИ

АННОТАЦИЯ

С точки зрения национальных, политических, экономических отношений или расового, религиозного, классового, гендерного равенства спорт и спортивные события часто используются для выражения взглядов, мнений или влияния отдельных групп или индивидов. В соответствии с популярностью и распространенностью определенных видов спорта, характера самого спортивного мероприятия, а также в зависимости от средств передачи, сообщений о них в обществе распространяется определенная спортивная информация и складывается конкретное общественное мнение. Исследования, представленные в настоящей статье, относятся к спорту, спортивным событиям и социальным условиям и отношениям, которые определяют современный мир. Целью исследования является изучение спорта и спортивных событий через призму социальных условий и отношений в современную эпоху. В статье также представлены многие спортивные события и различные внешние факторы, которые не только им сопутствуют, но часто имеют решающее влияние на них. В статье применены исторический метод и метод теоретического анализа.

Ключевые слова: спортизация, общество, интерес, представление, личность, глобализация.

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