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GLOBAL CULTURAL SPORTING ENVIRONMENT

INTRODUCTION

According to Barrie HOULIHAN Globalisation is a concept that has become part of everyday conversation, with the result that it has lost what small theoretical transparency it had when it first appeared as part of discussion within social sciences in the 1980s around macro level social change. The problems appearing from popularisation of the use of the concept have not been assisted by the over-extension and informal use of the concept within the analysis of the modern development of sport that it brawn have had. The study of sport has three aspects to consider prior to the concept that can be used with confidence.

Firstly it needs to be famous between different dimensions of globalisation, specially the economic, cultural and political and and the consideration of their interrelation and relative significance as well as distinguishing within globalisation like a process and globalisation like outcome..

Secondly, there is a need to identify how globalisation use as an outcome would be acknowledged and set out the criteria that would have to be satisfied before we could surely state either that we now live in a globalised world or that was becoming more or less globalised.

A definition of some key concepts and demonstration about knowledge on global sport, Some examples of how sport helps to national identity, using historical and present day perspectives also an analysis of the role of the state and international organisations with regards to national identity and sport , and must draw on the case studies, will be develop on this essay.

MAIN BODY

This question always comes on the table “ why study globalisation and sport?”when speaking about globalisation of sport. Jarvie and Thornton state that “ An understanding of globalisation is central to an understanding of the changing nature of contemporary sport, culture and society (2012, p. 115). They also had that Globalisation is defined as a historical process involving a fundamental shift or transformation in the spatial scale of human social organisation that links distant communities and expands the reach of power relations across regions and continents. Often used to describe the single world economy, although sometimes employed to define the growing integration of the internationalist capitalist system. Jarvie and Thornton (2012, p.120). Other concepts related to Globalisation are Neo-liberalism which represents the reassertion of the classical liberal concern to promote the maximum possible liberty and /or economic efficiency. Free market over planned economy (Jarvie and Thorton, 2012, p120)

Also the term internationalisation denotes high levels of international interaction and interdependence. The process of internationalisation are often shaped by interstate and transnational agreements (Jarvie and Thorton, 2012, p.120)

In addition the term Glocalization is defined as the” real world” endeavours of individuals and social groups to ground or to recontextualize global phenom (Guilianotti and Robertson, 2000, p.46).

Another concept is Denationalisation which refers to the incorporation of the global into what was previously considered national labour market provides incentives for athletes to migrate and compete in overseas leagues / competitions, which can lead to athletes representing their adopted country. This can lead to the de-ethnicization of the nation in sport; Poli (2007, p. 654).

Global sport has some key characteristics: First is the changing rates of migration of sports personnel; for example in Thailand and China most of the coaches there are coaches who are coming from the United Kingdom, same as the medical staff of some team. In England most of the top teams in the premier league have a foreign staff and manager are not from England.

Second, Transfer of sports finance on a global scale; example the FIFA provided to all the football associations which are affiliated to the organisation, same as UEFA with the European club, the CAF with African club and country.

Third, Exchange of ideas about sport throughout the world; there were some countries where the women for example were not allowed to participate in any sport in some arabic country like soudan, pakistan, Egypt, India...

Four, Emergence of transnational sports organisations.

And Fifth, the Extent to which sporting tastes and cultures have moved across national boundaries to be consumed in different corners of the Earth. (Jarvie & Thornton, 2012, p.115)

For the concepts of Globalisation, Houlihan (2016, p.553-554) identifies three aspects of the concept that need consideration:

Firstly, Globalisation as a process, dimensions and flow, this is internationalisation(greater cross border exchanges and trade, ideas, and people for example trade in athletes. Also the liberalisation, as an example Bosman ruling, liberalisation of cross border Tv media ownership and broadcasting. The Deterritorialization can also be added, and an example can be the development of large fan groups outside national state boundaries, live transmission of international sports events.(Houlihan, 2016, p554-555). For this explanation it looks like globalisation is just for the profit, but it can be argued because some countries do not change the way of thinking about sport for the profit some does to discover other cultures and other ways of life.

The cultural and product convergence can also be added as a globalisation process; Hardy (2012) argues that the nature of the product, specially the game form and goods, have been determined by a narrow range of firms. While Houlihan (2016) confirms that economic interests have become much more important in the last 35 years, more individual value and fewer country bonuses of sport. At the end the integration linking TV media companies and the sports the TV media transmit.

Another person who argues is Brohm (1978), he states that sport acts as a subtle vehicle for infiltrating capitalist values inside a society because perception of the scheming of sport is so little. Houlihan, 2016, p.556). As an example, there is the Olympic Games woodenly dependent on American corporations, 60% of all remuneration from US businesses. (Houlihan, 2016). Same as Six biggest economies won 39% of all medals at 2012 Olympic Games.(Matthew slides, 2020)

Secondly, Globalisation as an Outcome, Houlihan has recognized three “ clearly observable trajectories of globalisation visible in contemporary sport”, (2016,p.559). At the top of the list the sport is deterritorialized, Houlihan believes that it is no longer explained as a national affiliation example the professional cycling and the F1. He had that “ where nation and nationality mean little in terms of defining identity, the provision of funding or the regulatory framework in which sport takes place. Example commercial opportunity, religion, sexuality or ideology. Houlihan (2016, p.559)

Then, A pattern of intense international sporting competition; these days the international tournaments are becoming more important than the local competitions. The UEFA Champions league is more important than the premier league, french league, spanish league, bundesliga, or serie A. The world cup has become more important than most of the domestic league (Houlihan, 2016).

And the last, Multinationalised sport, Houlihan affirmed that: “ nation is still an important reference point but sports participation and fan identity reflect increasingly common multiple or nested identities” Houlihan (2016, p.559).

It also know that ‘ Globalisation and reactions to it demonstrate the bumpy distribution of power in today;s world of sport’(Jarvie and Thorton, 2012, p. 115)

And Globalisation touches on both a process and an outcome. There is also an absence of agreement amongst academics concerning the nature of globalisation and how far reaching it has become. This reflects both an absence of empirical study and the complex and multifaceted nature of processes engaged. (Matthew slides, 2020)

The critical thinking of this Globalisation of sport can be looked on characteristic , globalised sport internationalised sport and multi nationalised sport.

First, the Nation as a describing part of international sport and nationality as the describing characteristic of sport for men and women. The globalised aspect of this is that, multinational equivocal teams the norm example the F1. The Internationalised sport of that is the teams represent their country for example the world cup, the African Nation cup. And the multi nationalised sport of that is that the nation's primary starting point; teams athletes will compete for their country but also for other political units, example the european teams. (Matthew slides, 2020)

Second is the extension of the diversity of global sport, Diminishing diversity, increasingly uniform pattern of Olympic and major international team/individual sports for the globalised aspect. The internationalise is that: maintenance of vigorous national /regional sporting culture. And for the multi nationalised is growing diversity in terms of opportunities for competitions. (Matthew slides, 2020)

Third is Extent of state patronage of elite sport, Minimal, sports are easily financially self sufficient or attract commercial patronage for the global aspect. Substantial, most Olympic and major international sports depend on state subsidy for the international aspect and Substantial, although some wariness regarding the allocation of national funds to support supranational teams for the multinational. (Matthew slides, 2020)

Four is Extent to which sports businesses and organisations operate within a national framework of regulation, and Self-regulation by the industry or no regulation for the global aspect also, National framework of regulation example licensing of clubs and then National regulatory frameworks important but both businesses and

sports organisations operate within multiple regulatory frameworks, specially within the EU for the multinational.(Matthew slides, 2020)

And the end, Extent to which international sports federations and IOC are subject to domestic control. Immune from domestic regulatory and legal systems or in countries where the legal system is protective of corporate/organisational interests for global, Subject to legal challenge and regulatory oversight at state level, but also at supranational level for international and Subject to legal challenge and regulation at both national and supranational levels for multi national.Houlihan (2016 pp.560-561)

After this Houlihan did an overall evaluation and concluded that: "Place is important for some sports (e.g. football), while for others it is not (e.g. F1). Nationality of players does not prevent strong identification for some sports (e.g. football), whilst for others (e.g. tennis), it does. The 'state is of central significance in determining the pattern of engagement between national and global sport and is far from the residual institution that is sometimes suggested' (Houlihan, 2016, p.566).

This affirmation of Houlihan can be verified today for example some arabic countries where women were not allowed to play football the women are playing now although each country has his own main sport even in most of the country in the world most of the sport can be found. (Matthew, slides, 2020)

The globalisation of sport has an impact on community culture, 'Progressive cosmopolitanism' or 'oppressive imperialism' Scholte (2000) - little evidence of a consensus. Examples exist of local communities responding passively to globalisation, participating in the process and conflicting with it e.g. Olympic boycotts. Debate is not confined to sport (think Brexit for example!!) For example, Giddens (1999) believes globalisation has weakened the nation state to a 'shell institution', which appears the same on the outside but is hollow on the inside, and others have questioned whether we will see the demise of the nation state as an institution (van Deth, 1995; Mann, 1997; Morris, 1997; Schachter, 1997). Also In sport, some argue that nationalism and globalisation are intertwined, so that local and national sport are transformed by global culture (Lee and Maguire, 2009); whereas others argue that sports nationalism is countering globalisation, because of sports dependency on the idea of the sporting nation (Rowe, 2003).(Matthew slides, 2020).

Some Global Organisation like FIFA or CAF for Football for example when they organise a competition if the country choose to host the competition is not ready they always have an alternative solution to make the competition available, for example the last African Nation Cup suppose to be in Cameroon but because the infrastructure was not ready the African Confederation of Football choose the Egypt to organise the African Nation Club. Same as the Olympic game which is supposed to take place in Hong Kong but due to the Covid19 The CIO is looking to relocate that or to take other barriers. The example of the last UEFA champions league can

also be added playing a competition in un country but not as a return game as before, just one due to the Covid 19.

Some other example or alternative responses are :

Sports role in toppling apartheid system in South Africa. Tackling football corruption in Brazil: 2002 'Law of Moralisation' enforced transparency in sports club administration, and a bill of rights for football fans 'Fans Statute'. Social movements targeting mega-events as a means of protest against the ethics of neo- liberal globalisation – an age of activism. (Matthew slides,2020)

Global sport has also an impact the contemporary capitalism.Capital today is more fluid – looking for the best opportunities in all corners of the world to accumulate greater capital. Sports businesses are no different seeking greater profits. Contemporary capitalism has been marked by the rise of powerful transnational corporations, that take advantage of opportunities to lower the costs of production, by shifting production to poorer countries, or through consolidation, mergers or takeovers.(Matthew slides, 2020)

“There is the almost unquestionable challenge that global sport, in many ways, is part of the hallmark of the triumph of capitalism coupled with the growing ascendancy of economics over politics, of the corporate demands of sport over public policy and of private sporting interest over public sporting interests. Neoliberal thinking about sport, in many ways, implies the end of politics because of the centrality of the market as the resource allocator and the submission of the commons to commodification,” Jarvie and Thornton (2012, p. 421)

During the last siecle Feffer has show some age of activism The Age of Empire 1789 – 1848 The Age of Revolution 1848-1875 The Age of Capital 1875-1914 The Age of Extremes 1914-91 The Age of Activism 1991 – present Feffer (2011, p.1)

Jarvie and Thornton (2016:423) identify 3 main factors of activism: 1. The economic recession; The call for transparency; The increased capacity to socially network. (Matthew slides, 2020)

Globalisation of sport is not always very good, it has some sport activism, Local, national and international protests. Individual, anti global, antiOlympic. (Matthew slides, 2020).

Also the corruption and racism which increased day to day in the world of sport, for example some country to organise some competion they give some money because they want to host the event.

The term anti-global is associated with a antiglobal movement and with many other names – anti-corporate, anti-capitalist, anti-free trade, anti-Olympic. A movement against the transformation of every activity and value into a commodity.

Anti-globalisation consists of radical and moderate viewpoints, in terms of both the causes and solutions. Jarvie & Thornton (2012:132)

Globalisation also had some problem, Jarvie and Thornton have list some of them, Process of globalisation serves wealthy elites at expense of poorer countries; Globalisation undermines working conditions and pay in wealthy countries; Exploits cheap sports labour in poorer countries; Indigenous sporting cultures are threatened; Globalisation as a process is fundamentally flawed and immoral. Jarvie & Thornton (2012:132)

For the problem they have propose some solutions which are: Quotas on the migration of sports talent into the country; Re-evaluation and redistribution of wealth derived from sport to alleviate poverty; Support for campaigns such as Sport Relief and critical evaluation of the role of companies such as Nike Reassertion of the power of national and local sports organisations; Return of economic, political and cultural power to localities;. Jarvie & Thornton (2012:132)

These days there are a lot of brand which come in sport like Nike, Adidas, Puma, Fila, Coca cola, Pepsi, BT, British airway, BMW, UPS who come in sport and are partenaire of some tournament like the Olympic Game, World Cup, UEFA Champions League, World Cup of Rugby, Wimbledon Roland Garros..

In Sport specially football some of the africans migrants move from Africa to Europe to play football, is it not all of them who realized the dream of being professional football player, because it is difficult yo play in Africa the is lack of facility and money. But each European country has their own rules for example to play the premier league or the championship a player needs to be british or have an European passport. While in other European Countries as soon as you have any type of residency you are free to play.

The industry of sport has been between globalisation ,most hard-working disciples. For a number of years now,even before the coronavirus ,globalisation has lost a lot in sport. The stadium is empty most of the clubs are losing a lot of money, And some countries which already put the money to organise some international competition will not have the money invested back due to the pandemie.

Some Anti Global Sport have been mentioned by Jarvie and Thornton, “The term anti-global is associated with an anti global movement and with many other names – anti-corporate, anti-capitalist, anti-free trade, anti-Olympic. A movement against the transformation of every activity and value into a commodity. Anti-globalisation

consists of radical and moderate viewpoints, in terms of both the causes and solutions. "Jarvie & Thornton (2012:132)

Jarvie and Thornton have stipulate some radical problems and solution: for the problem they have state that:"Process of globalisation serves wealthy elites at expense of poorer countries; Globalisation undermines working conditions and pay in wealthy countries; Exploits cheap sports labour in poorer countries; Indigenous sporting cultures are threatened; Globalisation as a process is fundamentally flawed and immoral." Jarvie & Thornton (2012:132)

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CONCLUSION

Houlihan conclude that:'The pattern of engagement between sport in the UK and international sport...corresponds neatly to none of the three ideal types, but rather exhibits a hybrid profile,' (2016, p. 564)

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