



THE GLOBAL CULTURAL SPORTING ENVIRONMNET (M5X020901)

WRIT 1 Assignment

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SMITH O. (964145)

Introduction

The assessment of how the relationship between sport and national identity has been eroded and replaced by a homogenous global sporting culture. The information will be backed with sporting cultures and national identities from all parts of the globe. There will be a country used from each continent in order to show the true impact of globalization on the whole planet, and to show what effects, both positives and negatives, it has on different parts of the world. As part of my evaluation, I will explore current critical arguments, that are both for and against the state. This will be backed up with creditable information with a conclusive answer. The defining of key concepts and demonstration of knowledge and understanding the subject will follow, with sufficient examples of how sport has contributed to national identity. Meanwhile an analysis considering the role of the state and international organisations with regards to national identity and sport. The final evaluation will be supported with the most creditable and important information from the whole assessment, as well as the use of accurate references to support any information that is provided in the assignment.

Key concepts

Kilmek defines culture as 'A culture is the manifestation of human intellectual achievement regarded collectively, which results in collective habits, values, beliefs and behaviour.' (G.Klimek, 2008). Sport and culture complement each other as it allows people from a variety of cultures to express themselves and to show support for their team or nation. 'National identity is when someone has a sense of nation as a cohesive whole, by representing this identify by using distinctive traditions, cultures and language.' (T.Edensor, 2002). This will usually be when someone is representing a country but sometimes people can adopt a new national identity, due to parents/grandparents being born elsewhere. Nationalism is similar to national identity as they identify with their own nation and support its interests. (A.King, 2004). For example, people will support their nations in all competitive sports as they believe the teams represent them and not just the country. 'Globalisation, the process in which a business or organization develops international connections and start to operate on an international scale.' (D.Rowe, 2001). 'Localism is the preference of one geological area in which someone has grown up in or lived for a certain period of time. This can range from a small village or just the country they live in.' (SD.AM, 2015). There are many impacts that a can come as a result of a global sporting culture, such as benefits to small communities. It can also help local communities to integrate in bigger societies and get the people of these communities more involved in sport. 'Neoliberalism is a policy model that encompasses both politics and economics and seeks to transfer the control of economic factors from the public sector to the private sector. Many neoliberalism policies enhance the workings of free market capitalism and attempt to place limits on government spending, government regulation, and public ownership.' (B.Barnier, 2020). 'Denationalization, which is a form of privatization, occurs when a national government sells an asset or operation such as a large government-owned firm to private investors.' (A.Hayes, 2020). Governments do this in an attempt to reduce expenditure on their administration and reduce the amount of responsibility on their government for

workers whilst they will still earn tax from the company/organisation that has been privatised.

The Global Sporting Culture

Sport and national identity are two of the most emotional issues in the modern world, as people will have hatred for someone who has done no wrong, but they just have different loyalties to different clubs. It inspires devotion and frequently leads to violent brawls and abuse. This is a major issue in sports, like football and rugby, which is predominately played in Europe. These sports have dealt with major social issues, such as ethnicity, gender, race, sexuality, age and social class. These major problems have caused much division in other sports too. Football and rugby are just great examples as they are two of the highest played and watched sports in Europe, which both have quite big histories. The global sporting structure has reached levels we have never seen before. FIFA (Fédération Internationale de Football Association) (Cambridge Dictionary, 2020) are in charge of all the international football teams and international tournaments for both men and women. 'There is now 211 countries that are now members of FIFA, which shows how big the global sporting structure has become.' (CNN.ER, 2020). The growth of the FIFA governing body shows the improvement of diplomacy across modern day sports. Countries to this day will put their differences aside to compete in international domestic matches. This shows that the national identity of players is still there for the country of their representation, but most professionals will not play their domestic football in the country that they represent for their whole professional career. This might be due to the major 5 leagues in Europe, The Premier League (England), Serie A (Italy), Bundesliga (Germany), Ligue 1 (France), and La Liga (Spain). These leagues have created their own huge commercial super leagues in one way or another. This has helped cause mass emigration of young players from all corners of the world, especially countries in North Africa and South America. These continents usually produce the best raw talent from a young age as people start playing sport from a very young age. This can be related to the high levels of poverty in the country. Raw talent is then developed, and it gives teams and scouts the perfect opportunity to turn them into the next big thing.

How the homogenous global sporting structure has affected the United Arab Emirates

The global sporting culture has replaced the sport and national identity, due to people now being more open and accepting of others. This has been helped by huge sports teams and sports organisations breaking into huge markets like Asia and the Middle East. Asia and the Middle East have huge populations and massive trading markets, which will help increase clubs fan bases and increase the sale of merchandise. In Asia there is huge markets like China, Japan and Korea who all have a massive love for sport. In the Middle East the markets are Turkey, Iran, Saudi Arabia and UAE (United Arab Emirates) (WorldBank, 2018). All four of these countries have spent billions equivalent to US dollars in an attempt to grow sport in their countries and used outsourced team investment to help boost their push.

The massive growth of the global sporting culture continues to get larger by the year as more and more countries attempt to grow by using the sports industry as a catalyst. "A sports culture, as well as culture in general, is a culture of a certain social subject. Sports culture of a person is positive value attitude of an individual to sport, social activity and its results in the sphere of comprehension, preservation and development of those versions, sides, functions, components, etc." (S.Yu.Barinov, n.d.). A global sporting culture is when a sport grows to different parts of the world to share the love and enjoyment of the game, that provides a unity of different cultures to come together to enjoy a sport by either competing or spectating. Governments across the world have used sports to open their doors to the western world by using sport and the sports culture.

The increasing global sporting structure has benefited heavily for the UAE, thanks to the progression of globalization and their skyrocketing economy. The United Arab Emirates is home to some of the wealthiest communities in the world and also some of the biggest sporting fans in the world. 'The United Arabs Emirates is currently ranked the highest for economic freedom in the Arabian Peninsula for developed countries.' (Heritage, (2020)). This will mainly benefit the rich and sports teams, as it allows them to spend ridiculous sums of money on sporting facilities, high tech equipment and for some sports players. 'Internationally, sport has helped to promote the state's image beyond its borders and increase its prestige. Sport as a power means helped the UAE, as a small state, to put itself on the international arena, gaining more recognition and interest from other nations.' (D.Galeeva, (2017)). Sport and the UAE are a prime example how globalization can work but also how it doesn't. The native sports have struggled since the country has been outsourcing its physical entertainment, with the likes of football, cricket and horse racing. The most backdated sport in the United Arab Emirates history, would be camel racing. And yes, it is under serious threat. (T.Kelly, (2017)). This threat is horses, more people are interested in the middle east by horse racing. Horses are much faster than camels which makes it more entertaining for the crowd. The good thing is that horses can only race at certain times in the year from harsh high temperatures in the summertime. Which benefits camel racing which can take place all year round as they have adjusted to the harsh environment. It is still regarded as their most loved sport, which shows that people still haven't given up on the sport that is most dear to their hearts. Camel racing has struggled due to the lack of funding by sponsorship and state funding. Camel racing doesn't have the huge markets of the likes of football, cricket and horse racing which are all world-renowned sports. This shows how the sports and national identity of a country has been eroded in the Middle East, with most countries now adopting more westernized sports to be the focal point of their sport's industry. The outcome has led to native sports being outcasted and people replacing parts of their national identity with new sports from the western world. The UAE is so wealthy that it would have been impossible for them to ignore the homogenous global sporting culture, that is growing across every corner of the globe. The culture of the United Arab Emirates has been questioned at times with their strict social laws and lack of laws that protect basic human rights. (K.Katzman, 2010). In recent years, laws have started to become more relaxed as the UAE aims to open their country to more westernisation and capitalism. This allows the UAE to apply for more sporting events, youth, disability and women sporting events included, while not that long-ago women were not allowed to even spectate in these events but now, they're able to take part in the Middle East.

Most sports teams in the UAE are still struggling to win over players with the big names and biggest fan followings, due to the leagues or tournaments structures not being as competitive in the Middle East and the UAE. Sports like golf, boxing and tennis have found it easier for players to migrate to these countries for tournaments but only for periods of a couple of days. The migration of football players has been lacklustre compared to players who are migrating from Europe to America and China. 'Sport, especially football, has rapidly acquired global cultural, commercial, and also political prominence. China recently and belatedly has sought to acquire international recognition in sport and participate in global development by linking soft power, national status, and football. Market principles have been adopted, football clubs are owned by wealthy corporations, partly directed by government, and expensive coaches and players have been transferred from Europe.' (J.Connell, 2017).

How the homogenous global sporting structure has affected Taiwan

The Asian market for sport is huge at the moment and it is constantly growing. The biggest sports market in Asia is China but we will be focusing on one of China's small neighbours. Taiwan have a close relationship with the United States, when it comes down to their sports industry and the most popular sports in the country. The fall of sport and true national identity and the homogenous growth of the global sporting structure has massively benefited the Taiwanese people and Taiwan's economy. The national sport of Taiwan is Baseball, Baseball was first introduced during Japanese rule. 'Taiwan already had its first baseball team in 1906, during the period of Japanese rule. All of Taiwan's club teams now play in the Chinese Professional Baseball League (CPBL), since 2003.' (TaiwanSecrets, 2020). The New York Yankees and The Boston Red Sox's have both played preseason games against Taiwan's clubs, this was for practice and promotion before the MLB season. This has even resulted in some Taiwan nationals now being scouted and playing in the MLB. The MLB being the biggest baseball league in the world and now contains players of Taiwanese origin, shows how the massive global structure has benefited Taiwan's players. In Taiwan, American sports are becoming increasingly popular with the countries general public and become a part of Taiwan's national identity. There have been some negatives that have gone under the radar, but it is less about sport and more about politics. Taiwan has a potential political crisis, as they fear the current Communist Party of China will soon use the military strength of China to claim the Island of Taiwan like they are doing in Hong Kong. (BBCNEWS, 2020). Taiwan has used sport and tourism to promote the democratic views of the country to promote themselves to the west and distance themselves from the Chinese's government's ideology. The global sporting structure has helped the government in Taiwan keep the country separate to China. It allows them to have the freedoms that democracy provides and keep the nation a free one and allow international influence into Taiwan's sports. This allows players and fans to migrate between countries to join other leagues and societies, this also allows the people of Taiwan to spread knowledge and understanding of their culture.

Taiwan might not be the biggest country in the world or even the highest populated country either, with around 23 million residents, they're ranked 57th in the world for

population. (worldometers , 2020). 'Taiwan is ranked as the 11th richest country in the whole world with a GDP per capita of 26,910.229 USD.' (CEIC, 2020). This information shows that Taiwan might not be mighty in numbers and territory, yet they still have a huge impact in the global financial market. Opening opportunities to 'compete in huge trade deals with giants like the USA, China, Japan and Hong Kong.' (Statista , 2020). In Taiwan people are rewarded financially for their efforts in furthering sports development in the country. 'The Legislative Yuan yesterday passed amendments to the Sports Industry Development Act (運動產業發展條例) to grant subsidies and tax deductions to people who help further the advancement of the sports industry.' (S.Lin , 2017). This will encourage the citizens of Taiwan to create new innovative ideas on how to create new advancements in the sports industry. It will also grow the size of the sports industry market in Taiwan, because of the added increase of corporate and independent workers who will be looking to meet the Taiwanese Governments incentive.

How the homogenous global sporting structure has affected Canada

The Canadians are well known for sporting contributions, typically those sports involving either snow or ice. Canada is known for some of the harshest winters which gives the people and athletes plenty of time for practicing for winter sports. Hockey is Canada's official national winter sport and perhaps its greatest contribution to world sport. Canada is considered the birthplace of ice hockey, and Canadians generally regard the sport as their own. In 1879 the first organized team, the McGill University Hockey Club, was formed, and with the advent of a basic set of rules. The sport quickly spread across Canada, eventually leading to what is now known as the National Hockey League. The NHL (National Hockey League) is made up of 31 franchises, 7 in Canada and 24 in the United States (All About the NHL, 2020). The NHL is the biggest hockey league in the world, and it shows that Canada have a big influence in the league with a seven-team membership. Canada are also a huge force on the international stage in hockey as they're currently ranked 1st in the world but they aren't the current world champions. The current World Champions are Finland, who are ranked 3rd in the world rankings. Canada's international hockey team will compete in friendly matches, the Winter Olympics and the Ice Hockey World Championships, which is run by the International Ice Hockey Federation (IIHF). 'Canada is the birthplace of Ice Hockey, it all started in Montreal Quebec Canada, but it is now played in 80 different countries competitively.' (TutorPoint, 2020). Canada gets most of their player migration from Scandinavia, USA and Russia as these countries experience similar climates and have established hockey teams. These teams are both domestic and international, as more countries from Europe are now winning big ice hockey tournaments. Players from Europe are likely to emigrate as salaries are far greater in the NHL compared to European leagues. 'Hockey might be huge in Canada but to Canadian's, it's not their national sport and they actually regard lacrosse as the countries national sport.' (GovOfCanada , 2020). European Ice Hockey is known for more hand work and brutal matches, while in North America, it is known for skill and tactics. The North American game still has its overly brutal contact and violence like the European leagues.

Marketing teams are in charge of growing each club, leagues, other organisation involved around the game like (IIHF) and the Winter Olympics. Their jobs are to grow their portfolios of who they're representing to bring in the maximum profits from advertise and online endorsements. Using online social media platforms such as Twitter, Instagram and Facebook, are all examples of free online advertising. The Ice Hockey teams, and other sporting teams, are now able to pay these companies for sponsored posts which will interact with people who don't even follow the teams.

Ice Hockey even had its place in the cold war which kept tensions high around the world, but teams still competed while many countries were at war with each other. 'International hockey among the United States, Canada, the Soviet Union, and Czechoslovakia between 1947 and 1980. The nature of this hockey competition, shared U.S.-Canadian antipathy to the Soviets, and Czechoslovakian hostility to the Soviets after 1968 illuminated both the apparent strengths of Communist regimes and the latent strengths of Western democracies and provided important clues to the eventual outcome of the Cold War. The never-acknowledged plane crash that devastated the leading Soviet hockey club in 1950, the 1957 and 1962 world tournament boycotts brought on by the Hungarian invasion and the Berlin Wall, the bitterness of the Soviet-Czechoslovakian games after 1968, the 1972 "Summit Series" pitting Canadian professionals against the Soviet national team, other détente-era contests matching Soviet and North American teams, and popular American response to the 1980 Olympics at Lake Placid.' (J.Soares, 2007).

Conclusion

The relationship between sport and national identity has been eroded and replaced by a homogenous global sporting culture. The information gathered in the assignment has shown me how the global sporting structure has now replaced sport and national identity. The point has been proven by using three main sources and examples from around the world, also from different corners of the world. The sources used, Sport in The United Arab Emirates, Taiwan and Canada were very resourceful and gave different examples of how their countries had adapted to the homogenous global sporting culture over sport and national identity. The affect of Globalisation and the fast-emerging global sporting structure in the Middle East has benefited countries like the United Arab Emirates due to their vast amounts of wealth and high levels of interest into sport. Some may say that the Sheikh's from the Middle East have been negative in sports like football by flooding money into teams to win championships, but they also provided huge new infrastructure and jobs across the sports. The money invested by the Sheikh's provide clubs who were once average, the new ability to fight for titles and trophies across all sports. It has turned sports like football from non-profit and fan based owned clubs, to clubs that are now owned by millionaires/billionaires and are now run similarly to corporations. They're now focused on making profit and not many clubs in professional football are owed by the fans.

Taiwan has used sport and the forever growing global sporting structure to help aid their political independence from the Republic of China. Taiwan shares a lot of the democratic views of the West and not views similar to China. Taiwan has close

relationships with many American sports leagues but mainly with the MLB, as baseball over the last century has become the national sport of Taiwan. As a result, this has created even bigger ties to their more democratic counterparts in the West of the globe. America has been a huge influence in the Asian part of the globe, ever since the last world war that ended in 1945.

Canada has benefited greatly from the global sporting structure. Ice Hockey was created and founded in the Canadian heart lands, but it has since emigrated to Europe. The physicality of some of the players in Europe are quite superior due to the environment they grew up in, for example the Serbian's and Russians are both well known for their brute strength and determined attitudes. Other countries in Europe like Norway and Finland, who are the defending World Champions, are more well known for their tactical and skilful style of play. Europeans are then likely to emigrate to North America, which will help increase the skill level of the NHL and the European's will receive a much better annual salary in North America compared to the European leagues. This shows how the global sporting structure has benefited the Canadian Ice Hockey teams as the emigration of players gives them a better chance of success with more options to choose from to pick for their rosters.

The global sporting structure overall has been mainly successful as it has brought hundreds of countries together over the years. It has also allowed some countries governments to achieve diplomacy in the process, which has then opened the access to countries that were once closed to tourism. Albania was once a country who were once closed to all tourism for decades due to them being under a dictatorship. The dictatorship fell after the death of Enver Hoxha which then lead to Albania becoming more democratic and open to accepting new tourists. Increasing the countries earnings and raising their GDP. This then allowed Albania players from all sports to emigrate to countries with teams with better facilities and the opportunity to explore the world, while also having the luxury of freedom. The global sporting culture helps support movements like online social media movements that has put pressure on governments which are holding their countries back.

The negatives of the quick growth of the global sporting structure might be that the demand for natural resources becomes very high due to the need for new infrastructure across the new and current nations. This of course leads to a negative effect on the environment, with deforestation and use of fossil fuels usually being involved. The world is currently suffering from an environmental crisis with the levels of carbon dioxide emissions rising each year. This can lead to job uncertainty in some countries as it can sometimes (but very rarely) lead to immigrants being given jobs over natives to do the same job for a cheaper labor price. Governments across the world have put sanctions in place to prevent this from happening. Immigration workers aren't a negative, but government support and organization of immigrants has come under major scrutiny. This is shown in the UK with Brexit and immigration being the main focus on the vote for Brexit. People have argued this wasn't a valid argument, which shows that a global structure can be comprised by the media and political parties.

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