

# Sports as Means for Peace- Building and Conflict Resolution: An Analysis

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## **Abstract**

Sport for development and peace or simply known as SDP has always been recognized as an effective tool of communication among underprivileged communities in the developing countries. In the poverty and conflict stricken regions of such countries sports specially football has been regarded to be a useful means for social inclusion, conflict resolution and peace. My present paper examines the role of sports as an appropriate means for development and peace, as a part of social intervention strategy as well as an ideal academic sphere for pursuing research works.

**Keywords:** Sport For Development And Peace, Football, Conflict Resolution, Social Intervention Strategy And Academic Sphere.

## **Introduction**

For centuries, the role and impact of sports on society and nations have been a debatable issue. Sport exerts physical activity involving a competitive attitude among teams or nations with the aim of achieving glory and pride. English Writer and Journalist George Orwell (1945:322) once remarked "sports is also considered by a large sector of society as a practice capable of awakening

exaggerated nationalistic sentiments , intolerance and violence, both in athletes and spectators.....serious sports has nothing to do with fair play. It is bound up with hatred, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence”

But although sport frequently involves competitive and aggressive attitudes, it is still considered to be a useful machinery for expressing moral and corporeal ideals. It has the greatest capability of fostering friendship and uniting people around a common activity even amidst the most unfavorable situations. We can cite the popular case of Christmas truce of 1914 when both German and British soldiers refrained themselves from mutual hostile relationships to exchange gifts and played football match.(Woodhouse:2009:p.27). This example proves the potentiality of sport as an agent of transformation, offered temporary relief to soldiers by refraining them from the fire of mutual hostility.

However, employing sport as an ideal tool of development and conflict resolution is not at all a novel one, This idea for the first time grew up in the 9<sup>th</sup> century BC when an Olympic Truce with the view of putting an end to the frequent warfares among the Peloponnesian city states initiated Olympic games wherein full safety and security were often offered to the spectators.( Olympic.org.2009)

The idea of using sports to advance peace endeavors, is nevertheless, not a new concept. The first documented use of sports to conciliate in times of conflict dates back to the 9 Century BC in ancient Greece with an Olympic Truce intended to stop war between the Peloponnesian city-states during the celebration of the Olympic games. During the truce period, spectators, athletes, artists and their families were able to travel to the Olympic Games and return to their places of origin in total safety (Olympic.org, 2009).

The International Olympic Committee (IOC) plays a significant role in initiating a worldwide movement comprising different governments, UN agencies, private sectors, international and national NGOs addressing and motivating the role of sports to cater social justice as well as equality. Furthermore, the aspect of sports as SDP

has been increasingly becoming an ideal platform for the implementation of development and peace projects and the design of research that employs sports and various types of physical activities with the aim of propelling peace and initiating economic development.

### **Features of SDP**

SDP as a part of social intervention strategy speaks of using games, physical activity for fulfilling peace and development objectives specifically materializing the Millennium Development Goals or in short MDG which advocate realizing the fundamental right of all members of society to participate in games and other kind of leisure activities. SDP also incorporates some non-sport based activities which are capable of dealing with a large number of social issues like ensuring gender equality, peace building and conflict resolution, social inclusion, crime and violence, racism, health education. (Sport for Development and Peace International Working Group :2008). Both developed and developing countries are working on SDP projects in regions with particularly high levels of violence, poverty and conflict. For stipulating diverse policies and pioneering socialist movements SDP has been functional since 1990 the last decade being the prime witness of its intensifying activities. [(Giulianotti:2011) & (kidd:2008)]

In this modern era , the function of sports as an effective tool of catering SDP has been incorporated in the curriculum of a variety of disciplines like International Relations (IR), Conflict and Peace Studies, Sports Studies, Kinesiology, sociology etc. Scholarly, research works are also being pursued in this field.

### **An Understanding for Sport – Which Sport Is Needed?**

Under the auspices of development cooperation, those forms of sport are needed, that allow as many to participate as possible, and that have an integrating effect. The link to psycho-social subjects within specific contexts is also very important. The focus should be on exercise, games, and dance, i.e. on sports that function according to uncomplicated rules, that require the simplest of facilities and equipment and that can be played on village fields and in

neighborhoods without a special infrastructure. Traditional athletic activities should be just as important as international ones. Because participation in athletic activities is generally more difficult for girls and women, it should be consciously furthered, and include special events if the cultural context necessitates it.

Ambitious and talented athletes can be encouraged and supported only to the extent that they have been admitted to clubs or that solutions can be found in cooperation with the federations for specific kinds of sport.

Sport offers an activity that is structured and enjoyable, that develops skills, channels emotions, shows how to use rules, and facilitates shared experiences. Physical activity promotes good health and fitness, and leads to physical well-being.

### **Activity and Distraction**

While playing or dancing, attention is turned from misery to pleasure and enjoyment. Sport as "Bread for the Soul" does not change the situation but it can change the atmosphere. It can console by contributing to a daily life that is filled with more hope and countered with more strength.

### **Experiencing Self-Esteem through the Furthering of Skills and Capabilities**

This is achieved on the one hand by learning specific techniques for a particular sport, and on the other hand by accepting different roles such as team captain, referee and line judge, leader of warm-up exercises, good soul as water carrier for the players, author of slogans imparting humanitarian messages.

### **Exemplary Training for Reassurance and Reconciliation in Conflict Situations**

In each game definite rules are stipulated for playing together and competing against each other amidst an amicable and healthy environment. Such rules operate as conflict resolution processes which can be imbibed in our everyday life.

### **Exemplary Training for the Right Dosage of Aggressiveness**

Aggressiveness that conforms to the rules is necessary and desirable in sports. No goal can be reached without it, and competitions would lose their purpose of comparing performance among the participants. A well-measured dosage of aggressiveness – the ability to prevail combined with consideration – is one of the main competencies for shaping a way of life. One should be able to win. Losers merit respect and gratitude because, without their efforts, the victory of the winner would not be possible.

### **Improving Communication Skills through the Feedback Culture of Sports**

Mutual exchange of feedback increases the dignity of social existence by creating solidarity that is vital for enhancing human security and inclusiveness. This feedback culture of sports vividly depicts various aspects of human life, it even strengthens the ability of solving any grave problem, to anticipate, to form strategies and to expose and to scrutinize correlation.

### **Feeling of Group Identity and Togetherness**

This particular feeling of group identity and togetherness may be useful for developing social orientation, a spirit of fair play as well as for resolving conflicts. Games while being played in any village or neighborhood become the central point of attention for the entire community. Some other peripheral activities like dance or playing some traditional games intensify the integrating effect. Participation in all these auxiliary activities along with in sports ensures equality among communities after developing a festive ambience.

Sports offer an ideal sphere for growing mass awareness. Sports is a fundamental means of communications that easily transcends all the limits of language, gender and social class. Dance and sports are frequently enjoyed by a large number of people. They are liable to create ample opportunities. Efficiency in both of them can be acquired within a very short span of time and such skill are totally independent of gender, social background and life history.

Regarding SDP the following important points may be noted down:

1. SDP has been proved to be useful within the context of Natural disasters, in countries disturbed with violent conflicts, with latent tensions and even in countries without suffering from any such grave issues.
2. Sport has always been an effective machinery for providing emergency aids , peace building and poverty alleviation, for spreading education among masses , for removing mistrust as well as for imparting values and norms

### **Conflict Resolving Schemes of SDP**

Although in recent times the concept of SDP has gained popularity as well as mass awareness, many eminent writers including Coalter (2006), Sugden & Hassner (2009) think that only limited research works are being done in this field. However, the prospect of SDP in resolving conflicts as well as in peace building thereby does not get nullified. In this context Galtung's holistic process of peace-building comprising 3R'S or key factors namely: i) Reconstruction of people and places after any violent incident ii) Reconciliation among opponent parties and iii) Resolution of animosities is quite mentionable (1998:p.8).

### **Reconstruction**

Galtung further on speaks of four subcategories of reconstruction namely: rehabilitation, rebuilding, reconstruction and reculturation ...." Sport can benefit each of these subcategories by providing rehabilitation and healing through psycho-social programs , in reculturation by serving as a hook by getting people involved in sport activities and by establishing self self-governing sporting clubs and leagues based on accepted cultural regulations strengthening in this way civil society and democratic processes."(Galtung:1998:p.53-61) Fifa has successfully made arrangements for playing football in many conflict and violence affected regions. For exp. This organization denoted a large amount of money for renovating a football pitch in Gaza which has been bombed by Israel. Furthermore,

after American attack in Afghanistan damaged national stadium, site of executions were renovated and reopened. (Lea–Howarth : 2006 : p.16)

### **Reconciliation**

This stage aims at resolving debate among groups who have previously been both victims and perpetrators. Relating to this process of reconciliation Lederach (2005) speaks of developing some imaginative reconciliation methods. SDP is one of such most important conflict reconciliation methods. Sport by developing a strong sense of security and normality can easily resolve conflicts (Serena: 2009 : p.11) Hogland and Sundberg (2008) have cited instances wherein sport has significantly contributed to the process of conflict resolution and peace-building in South Africa via the following three ways:

#### **Symbolic Way of Reconciliation at the National Level**

Sport confers upon every state an opportunity of representing herself on the international platform under the banner of “Rainbow Nation” or “Multicultural Nation”. In case of South Africa when South African Olympic team in 1992 Olympic got barred from participating in the tournament then the Olympic team consisting of both black and white athletes flew in an airplane being covered by the country’s national flag. This event clearly depicts the utility of sport as a way of representing the political as well as social shift of the nation.

#### **Reconciliation through Communal Activities**

Sport is an important part and parcel of demobilization and integration processes, in the process of rehabilitating child soldiers and frequently found to be played in the refugee camps. Additionally through football tournaments and competitions communication among diverse communities becomes easier thereby strengthening communal harmony.

#### **Reconciliation via Individual Progress**

The above-mentioned stage rests upon the idea that any individual can be at peace with the entire society only when he/she would be at peace with himself/herself. In order to fulfill this goal in

our country SDP programs are designed for fostering life skill trainings , gender empowerment, HIV awareness etc apart from organizing and playing football matches. In any multicultural country like South Africa given SDP programs being permeated with right values and managed correctly can set fort an ideal example of peace-building and conflict resolution.(Sugden:2009) .

Any nation' success of employing sport as an effective machinery of change and transformation, as demonstrated by by Keim (2003) is embedded in the fact that some important measures were adopted to bring about change in the superstructure of sport. Such transformations occurred in two ways: i) First sport – governing bodies stipulated some strategies that guarantee multiculturalism and ii) secondly, at some basic levels i.e. schools and committees have conducted programs that not only strengthen communal harmony but also aimed at eradicating some grave social issues HIV, juvenile crime and violence.

### **Resolution**

A voluntary organization called “Football for peace (F4P)”, for the last ten years has been working in the Middle East Asia by bringing together Israeli and Arab children to play football amidst a non-violent setup.( Savir:2008:p.75). Coaches of this organization use conflicts that may arise among participants, to introduce teachable moments, a space utilized to encourage children to learn how to solve disagreements in a constructive way. (Lea–Howarth 2006: p.13).

In addition to this, Schrich (2005) speaks of ritualistic framework of sport which can operate as a peace-building apparatus by humanizing both victims and perpetrators of violence who once have been either dehumanized by others or have attempted to dehumanize others. In an attempt rituals can take up the form of physical activity or sporting event.

### **Recommendations and Conclusions**

#### **Sport for Development and Peace Interventions**

Thus, because of its universal and cross-cultural nature sports ca easily transcend all geographic and social barriers and



thereby can become an effective means of social interactions. Team sports develop interactions among participants on and off the field. Moreover participants may utilize situations of conflict that naturally arise from these mutual communications to solve various disagreements. For example, football matches played without referees definitely is a way of encouraging participants to negotiate the rules of game as represented by football for peace methodology.

Sport can be fun, and positive values learned during games such as team cooperation, fair play and leadership can be replicated in daily life. To be successful, SDP interventions should take into consideration the specific cultural dynamics where programs take place and concentrate on the most suitable sport (e.g. cricket as a more popular sport than football in India or Pakistan; gender awareness and sensitivity in regions where this is a major issue, with mixed-teams not always being possible in some countries). Finally, monitoring and evaluation of activities should be mentioned in this section, as this is certainly one aspect of SDP programs that poses considerable challenges to the people implementing the program and to financiers. Reports should not be limited to narrating simple outputs but they should be means to rationally analyze and assess the impact of SDP interventions and the possible ways in which programs could be improved. Academic institutions may support this process by developing rigorous monitoring and evaluation systems in conjunction with NGOs and grassroots organizations.

### **Limitations of SDP**

Since sport is invariably associated with competition and aggression so very often it leads to violence instead of eradicating violence in and outside the field. Since some forms of sport require physical contact among players so it has got ample opportunity of spreading violence among players. It is only because of this that the principle of fair play and mutual respect is often emphasized in any sort of game. It also appears to be an essential aspect of SDP. Lea – Howarth (2006 : p.44) remarks; “Although sport can address many of the factors included in conflict transformation processes. it is by no

means a comprehensive and holistic peace-building strategy and should not be propagated as a panacea to cure the world's most pressing issues ; sport alone will not create any significant social change." Furthermore, the additional limitation of SDP interventions is that both coaches as well as researchers are ignorant of the intricacies of sport, impeding a greater understanding of the relation between sport and peace building.

### **Scope of Research in SDP**

However, only little bit of academic research work has been done in SDP, though it appears to be an emerging academic field of research. Consequently Giulianotti (2010 : p.2009) suggests that research has to go beyond mere case studies and have to be more and more critical. Following the same path, Sugden and Hasener (2009 : p.22) lay stress on the " need for more research in this field to construct and share a more body of knowledge , thereby providing a wider understanding of the role of sport as a social catalyst." Studies which are being pursued in this field are not grounded in recent conflict resolution approaches of SDP, thereby, demanding further research works in this field.

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# Motivation and Self–Confidence in Sports

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## Introduction

It is hard to envisage anything being more important to success in sport than motivation. Despite the widespread assumption that great sport performances are often based on the natural innate ability of the sportsman, yet the athletic literature clearly elucidates that athletes have excelled owing to their internal desire, as compared to physical attributes such as strength power, size, and quickness.

A close examination of the training and preparation habits of all great performers further indicate the importance of both physical ability as well as a drive of being the absolute best. When Michael Jordan finished his college career at North Carolina he possessed only an average outside jump shot. Through thousands of hours of practice and working on technique, he became a complete player.

Motivation can either be intrinsic or extrinsic. Intrinsic motivation refers to the internal desire of a person to succeed at a task. Extrinsic motivation, on the other hand refers to exerting effort to do a task in order to gain fame, power, wealth and so on. Evidence suggests that external rewards are often only fleeting motivators, and in the long term, can actually undermine intrinsic motivation.

Although self-confidence and motivation are not synonymous, yet these two concepts are related closely. Athletes who have strong motivation are likely to be very self-confident about their

abilities. However, global self-confidence and situation-specific self-confidence are not the same. Global self-confidence refers to more of a personality disposition. An individual can show a large amount of global self-confidence and yet be unsuccessful at a specific sport . Global self-confidence is a personality trait that assists in daily functioning. It can be vital in motivating an individual to try new things. Still, it is not similar to believing that one can perform well at a specific task. For example, the basketball player who possesses situation-specific self-confidence really believes in her ability to make free-throws when the conditions call for it in the game. During the closing moments of a game, when there is a close competition, the coach would want the basket ball in the hands of the player who completely believes that he can succeed. This is referred to as situation-specific self-confidence.

In this chapter we will discuss what self-confidence is and ways in which it can be developed using self- talk.

### **Models of Self Confidence**

In this section, cognitive models like Bandura's self-efficacy, and Vealy's sport confidence will be discussed. Each of these models reflect the idea of situation-specific self-confidence, rather than regarding it as a global personality disposition.

### **Bandura's Theory of Self- Efficacy**

According to Bandura (1997), self-efficacy as "beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments" .Thus, self-efficacy can be understood as a form of situation-specific self-confidence. Self-efficacy is an important element of Bandura's social cognitive theory, other crucial components being agency and personal control.

For self-efficacy to develop, it is essential that the person believes that he or she is in control . It is also important that the individual believe that the actions he or she performed were done intentionally. This power and will to start any particular course of action is the essential trait of personal agency.



When an individual believes he is in full control and that he has the power to actually produce certain desired outcome, then he is motivated to make an effort , to cause specific things to happen. This is the value of self-efficacy.

For example, if an athlete believes that he can truly influence the outcome of a game, then he would eagerly sign up for the competition. Thus an athlete who feels he is in control, believes in his ability to perform well, in other words who is self efficacious, would be motivated to work even more, and exert harder in the game, so as to succeed. Thus, an efficacious athlete is a motivated athlete. The athlete is motivated to exert hard to attain success for he believes that he can succeed.

Bandura (1977, 1982, 1986, 1997) advocates four essential ways in which self- efficacy can be developed. Each of these elements can foster an athlete's self efficacy and self confidence. They are as follows-

1. **Successful Performance-** For self- efficacy to develop, the athlete must experience success. If the athlete experiences repeated failure in the beginning, he may begin to lose any belief he had his ability to perform well. Success is needed to build esteem and confidence. For this reason, it is necessary that he starts with beginners level, where the game is not that difficult, and then slowly but surely escalates to a more advanced level of training. The coach should find a means for beginners to get success, else they would quit trying, believing they have no ability to succeed. the difficulty level of the game/ task must be increased once the simpler tasks are successfully mastered.
2. **Vicarious Experience-** Success can be experienced by beginner athletes through the use of models. A model or a template is often needed by the learner, while trying to acquire a new skill. The coach, an accomplished teammate, or even a video of a skilled performer, can serve as a model . The learner observes the model perform a given task. Thereafter, with the skills of attention, retention, production and motivation, the learner

performs the previously modelled task. The coach or the model may even assist the learner in this endeavour. This is what Bandura refers to as participatory modelling

3. **Verbal Persuasion**- Words of encouragement from the coach, parents, or peers go a long way in developing an athlete's self efficacy. Negative statements have an adverse effect on building confidence and must be avoided. For instance, when the athlete is finding it difficult to perform well, the coach could say, "Good swing, Rohan; now remember to keep your eyes on the ball.". Self-persuasion is another form of verbal persuasion. It can simply be understood as self talk, which is discussed later in the chapter.
4. **Emotional Arousal**- Emotional as well as physiological arousal are key components which can influence an athlete's readiness for learning. Emotional readiness and optimal arousal are needed in order to be attentive, which is essential for the mastery of any given skill, as well as for the development of self- efficacy.

The efficacy of Bandura's model in the sport setting is well documented. Numerous researches reveal that perceived self-efficacy is a strong and consistent predictor of individual athletic performance (Moritz, Feltz, Fahrbach & Mack, 2000; Schunk, 1995; Treasure, Monson & Lox, 1996).

Athlete's who exhibit high self-efficacy try harder, persist longer in the task, as well as achieve more, compared to athlete's who doubt their abilities and have lower self efficacy.

Moreover, research indicates that situation-specific self-confidence can generalize to other situations and create global self-confidence (Zinsser, Bunker & Williams, 1998). Thus, if a child is confident of his ability in at least one activity, he can transfer that sense of situation specific self efficacy to a wider range of tasks.

Furthermore, it has been found that the benefits of perceived self efficacy is not restricted to one individual alone. Collective self efficacy, where the entire team believes in their ability to perform well at a given task, has enormous advantages. Studies show that groups

that demonstrate high collective self-efficacy tend to perform at a higher level as compared to groups demonstrating low collective self-efficacy (George & Feltz, 1995). Thus, it is imperative that efforts be made to develop self-efficacy not only in individual athletes, but also in a team, to foster their collective self-efficacy.

### **Vealey's Sport-Specific Model of Sport Confidence**

Vealey's (1986, 1988b) model of sport confidence is a distinctive approach of conceptualizing self-confidence and motivation in sports.

Vealey's model is situation-specific, demonstrating a legitimate effort at theory development within the sport psychology framework, thereby making itself a unique theory with wide potential.

Vealey describes sport confidence as "the belief or degree of certainty individuals possess about their ability to be successful in sport".

The basic elements of this proposed model can be understood in the following sequence-

1. The athlete brings forth to the objective competitive situation a particular competitive orientation as well as a personality trait of sport confidence (SC-trait) .
2. These two factors combined predict the level of situational state-specific sport confidence (SC-state) which the athlete demonstrates during competition.
3. Thereafter, This Situation-specific sport confidence (SC-state) predicts performance, or overt behavioral responses.
4. Behavioral responses then lead to the subjective perceptions of obtained outcome. Outcomes can be subjectively perceived as being satisfactory etc.

Vealey's sport confidence model is an important tool that helps in explaining the association between general sport confidence and situation-specific sport confidence. For instance, an athlete who is highly successful at one kind of sport transfers most of his confidence gained from the successful performance to other sport situations as well.

### **Developing Self- Confidence through Self- Talk**

Sometimes, an athlete may not feel confident despite endlessly practicing the same shot day after day, time after time. This could be because of various number of reasons. Now, imagine a basket ball player, holding the basket ball in his hand, on the verge of making a free shot. What do you think he may be thinking at the moment. Well, one line of thoughts racing through his mind could be, "Oh! I have practiced this shot a million times and I know I can do it. All I have to do is simply relax and focus.". Another set of thoughts could be "Oh my God! I am not sure I can make it. The pressure is too much. What if I cannot get the ball through the basket? My mouth feels so dry".

As you can perhaps understand, the difference between both these kind of thoughts racing through the athlete's head is nothing but simply the difference between positive and negative self talk.

Self-talk is an enormously useful technique of controlling thoughts and of influencing feelings. These thoughts and feelings can in turn impact an individual's self-confidence along with his or her performance.

### **Categories of Self- Talk**

Those words that are actually spoken out loud, as well as thoughts that pass through an individual's mind, can both be regarded as self talk. Self talk can be positive in nature, for example, "my practice always pays off" , or negative in nature, like " I should have practiced more". To use self talk as a means of enhancing an athlete's confidence, and thereby boost his performance, self talk should be positive in nature. Positive self talk improves how a athlete perceives the sport situation as well as his own personal skill to handle that situation optimally.

Landin and Herbert (1999) discuss the different types of self-talk.

1. **Task-specific statements-** This classification of words are associated with the technique of the game. It includes words or statements that reinforce technique. For example, in cricket ,

while encountering a crucial or tough time in the match, a bowler may say the word "Yorker" before throwing the ball. in the tennis volley, in preparation for stepping into the volley the word "turn" could be used.

2. **Encouragement and effort-** This category of self-talk comprises of words or statements which provide self-encouragement to the athlete. They motivate the sports person to try harder. For instance, phrase like, "I can save it" can be used by a goal keeper in a football game. Phrase like "You can do it" might also be used.
3. **Mood words-** This class of self-talk comprises of words which uplift mood and can increase arousal. . For example, words like "blast" or "hard" may be used in conjunction with a soccer game.

#### **Forming an Effective Self Talk Statement/ Word**

Sport psychologists and coaches can aid the athlete in constructing effective affirmation statements before the game, so that they can be used in the actual game.

it should not be left to the athlete to come up with adaptive words or phrases on the spur of the moment, rather they should be prepared in advance. To form an effective self talk word or statement, it is imperative that it be-

1. Short and phonetically simple,
2. Believable,
3. Vivid
4. Logically related to the skill involved, and
5. Compatible with the sequential timing of the task .

For example, in the Landin and Herbert (1999) study , , tennis volley was the game being practiced. Now, the two vital components of executing the volley in this game are the split stop, which refers to the position of the feet prior to execution of the volley, and the shoulder turn which indicates the preparation for the actual stroke. In the study, the two key self talk words were "split" and "turn," which were said in rhythm with the timing of the actual execution of the skill.

### **Benefits of Self- Talk**

Zinsser et al. (2001) described specific uses of self-talk. All of them, either directly or indirectly lead to boosting confidence in an individual. Self talk aids in-

1. Controlling effort
2. Creating and changing mood
3. Skill acquisition
4. Building self-efficacy
5. Focusing attention or concentration

### **Conclusion**

Motivation can be regarded as the fuel that keeps the athlete or a sport's person going despite an avalanche of obstacles that may rise in his or her path. The road to success is never easy, and it necessitates a firm determination, persistence, support from family and friends, and most importantly, an innate desire to do well. Motivation thus is an important area of study, which calls forth wide application. Positive efforts should thus be employed to boost motivation amongst athletes, by guiding them to develop adaptive self talk, positive affirmation statements, by increasing their sense of self efficacy and competence, in order to aid them in performing to the best of their ability and in grabbing success.

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# Social Factors in Sporting Performance

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## Learning Objectives

In the present chapter, we will be discussing about:

1. Groups and teams, and understanding their formation.
2. The definition of team cohesion and relationship between cohesion and performance.
3. Effects of Social Facilitation and examining the home advantage effect.
4. Negative effects of Team Membership, including social loafing and Groupthink.
5. Significance of the Coach- Athlete Relationship.

## Groups and Teams

Being social animals, we spend a considerable amount of time in groups. Group is a collective identity, sharing a common purpose with structured communication patterns. According to Moorhead and Griffin (1998), "Group involves two or more persons who interact with one another such that each person influences and is influenced by each other person." In the words of Shaw (1976), team



involves, “two or more persons interacting with one another and influencing each other”. A team in the broader sense is not necessarily a group, because the members of a team can be working for a common aim without ever coming into contact with one another. For example, the Indian Olympic Team is clearly devoted to a common purpose, but it is not necessarily a group, because its members could fulfil their team roles without ever meeting and directly influencing one another. Usually, however, when we refer to a team, we are also referring to a group of people who play together and have a powerful influence on each other. For this reason, sometimes the terms teams and groups are used interchangeably.

### **Group Formation**

Tuckman and Jensen (1977) suggested that when groups come together they go through five distinct stages. These are as follows:

1. Forming stage, the group members get to know each other, and basic rules for the conduct of group members are incorporated.
2. Storming stage, members often compete for status in the group and group members take on different roles.
3. Norming stage, the group settles down, and group members develop attachments to each other and to the group.
4. Performing stage, the group members become oriented toward the task they have come together for, and begin to achieve their goals.
5. Adjourning stage, the task of the group has been accomplished, and it drifts apart.

### **Group Cohesion**

The word Cohesion literally means sticking together. Festinger et. al. (1950) defined group Cohesion as, “the sum of the forces that influence members in whether to remain part of the group.” A highly cohesive group is likely to be more united and committed to success than a group in low cohesion. If you’re follower of football or rugby, you might have noticed that, in certain seasons, teams consisting of brilliant individual performers collectively under perform.

This is probably due to the fact that the team members have somehow failed to 'gel' together. This is an example of lack of cohesion.

### **Factors affecting Team Cohesion**

Turman (2003) found that coaching techniques like use of embarrassment, ridicule and inequity, that is, talking down to athletes, has a negative impact on cohesiveness, while athlete- directed technical assistance, motivational speeches and team prayers all had positive effects.

Thinking more broadly, Carron (1993) identified four types of factors that affect the cohesiveness of a team. These are:

1. Situational factors, include the physical environment in which the team meets and the size of the group.
2. Individual factors refer to the characteristics of the athletes that make up the teams. For example, the satisfaction of individuals in being in the team can have a powerful influence on cohesiveness.
3. Leadership: Team coaches, captains and managers have a role in helping to make the team cohesive.
4. Team factors include past shared successes, communication between members and having collective goals.

### **Cohesiveness and Performance**

Numerous studies have shown that there is a relationship between team cohesiveness and success. In a study, Gould et. al. (1999) interviewed athletes and coaches from the U.S Olympic teams in a range of sports, assessing a number of factors including team cohesion. It was found that teams with low cohesiveness were more likely to underperform.

There is a logical problem of studies like this, however; they do not tell us whether the teams became more successful because they were already more cohesive, or whether, instead, they became highly cohesive because of their shared success. Actually, it is quite possible that both of these relationships hold true. Slater & Sewell (1994) measured team cohesion in 60 university hockey players,

representing three male and three female teams, early in, midway in and at the end of the season. The researchers were able to see how early cohesion related to later success and how early success related to later cohesion. It was found that, whilst early success was related to later cohesion, the stronger relationship was between early cohesiveness and later success.

Interestingly, not all studies have supported the relationship between cohesiveness and performance. In an experiment, Grieve et. al. (2000) obtained that there was no relationship between early cohesiveness and later performance. However, successful early performance was associated with high levels of cohesiveness at the end of the games. This suggests that cohesiveness does not influence performance but that performance does influence cohesiveness.

### **Social Facilitation**

We have already discussed how being in a strongly cohesive team appears to improve the performance of team members. There are several other ways in which the presence of other people can affect our behavior and performance. Under some circumstances, the presence of other people, such as competitors, enhances our performance. However, under other circumstances, our effort and our ability to make decisions can be adversely affected by others, leading to poor performance. The term 'social facilitation' represent the ways in which our performance can be affected by the presence of others.

### **Co-action an Audience Effects**

Co- action effects occur when other people are carrying out the same task alongside us, as in a race, or when training with friends or teammates. One of the earliest studies by Triplett (1898), found that children asked to wind fishing reels did so faster when in the presence of other children also winding fishing reels. Triplett also found that cyclists who trained with another cyclist practised at faster speeds than those training alone. Audience effects occur when we are beingobserved. A study of audience effects was carried out by Michaels et. al.(1982). Researchers observed pool players in a

college student union and selected above-average and below-average players. First those selected were watched, and the percentage of successful shots was recorded. Four researchers then walked up to the tables of the selected players and watched the rest of their game. It was found that the audience had the opposite effect on the below- average and above- average players. The players identified as below average in ability played worse in the presence of an audience, whilst those identified as above average played better when watched.

The personality of the athlete may also affect the relationship between audience and performance. Graydon & Murphy (1995) assessed the personality of students with the Eysenck Personality Inventory, and identified 10 extroverts and 10 introverts. These 20 were given the task of serving a table tennis ball into a grid. In one condition, they did this alone and in another condition they did it in front of an audience. The extroverts performed better in front of an audience, whereas the introverts did better alone.

### **The Home Advantage Effect (HAE)**

HAE operates when performance is raised by the presence of a large complementary home audience. This is an immensely dominating effect. In football's World Cup, for instance, no team other than Brazil has even won the tournament when playing outside its own continent. Surprisingly, it emerges that audience effects raise as the size of the audience increases.

### **Negative Effects of Team Membership**

#### **Social Loafing**

In the 1880s, the French engineer Ringelmann discovered in his study that when a group of men pulled together a rope, each pulled considerably less hard than when pulling alone. This effect is known as social Loafing, has since been demonstrated in a variety of settings, including team sports.

Social Loafing is defined as the concept that people are more prone to exert less effort on a task if they are in a group versus when they work alone. This is common when several members of a

team are trying to achieve the same goal through performing the same tasks.

The concept of working in groups is usually regarded as a means to enhance the completion of task by combining the abilities and talents of people in that group. But in some groups, there is a tendency on the part of participants to contribute less than they were doing the same task themselves.

Thus in order to conclude, we can say that we tend to indulge in social loafing in situations where we are not expected to succeed, but less so when expectations of us are higher.

### **Groupthink**

The presence of others affects us in many ways, not just in our arousal levels and efforts. One other way in which we differ when alone or in a group is in the way we make decisions. Janis (1982) identified the phenomenon of groupthink, which occurs when group cohesion is so great that it prevents group members, from voicing opinions that go against the majority. Groupthink can cause serious problems for teams, because the entire team can become so focused on a particular goal that important considerations of practicality and safety are abandoned. Janis (1982) described the symptoms of groupthink. The group feels that it cannot make a wrong decision, and that fate will support it. Group members decide not to 'rock the boat' by arguing with the majority. Those who do argue are made to conform, or ignored. Searle (1996) suggested that groupthink might have contributed to the loss of six climbers on K2 in 1995. Three combined teams of climbers continued to press on toward the summit, despite clearly dangerous and worsening conditions, resulting in the deaths of six climbers. One of the survivors was quoted as saying, "The most dangerous thing about groups is that everyone hands over responsibility for themselves to someone else". It appears that, because of the desire to complete the climb, the group went into groupthink and ignored the danger.

## **Leadership**

Leadership has been defined by Moorhead and Griffin (1998) as 'the use of non-coercive influence to direct and coordinate the activities of group members to meet a goal.' Leadership may be informal or formal. When we appoint a team coach and a captain, we know that they have formal leadership roles. However, other team members might also take on informal roles in which they influence and inspire others.

### **Leadership Style**

An early but still influential distinction is that between authoritarian, laissez-faire and democratic styles of leadership. The authoritarian leader makes decisions alone and expects unquestioning obedience from the group. This approach has advantages and disadvantages in sport. The main advantage is that team members can still be directed toward purposeful action when they are exhausted, stressed and disillusioned. However, authoritarian leadership has its costs. Other group members are often denied what would be useful input to decision making, and, in the absence of the leader, the members may have difficulty in motivating themselves.

The laissez-faire leader allows members of a group to get on with their task without any obstruction.

The democratic leader can be seen as a half-way house between authoritarian and laissez-faire styles. The democratic leader takes decisions and enforces them, but decisions always take account of the views of the rest of the group. Democratic leadership can cause difficulties when very rapid decision making is required in an emergency, but in most cases this is the most successful style of leadership.

### **The Coach and Athlete: A Special Case of Leadership**

Athletes spend a lot of time along with their coaches, and depend on them for information, direction, feedback and support. All such factors require faith, advice and direction, which will be better followed by a feedback. But what exactly do we mean by a good

relationship? Based on an understanding of research into relationships, Jowett & Cockerill (2002) proposed that the coach-athlete relationship can be understood in terms of three chief variables, these are; closeness, co-orientation and complementarity.

1. Closeness indicates the emotional aspect of the relationship, referring to the attachment between coach and athlete.
2. Co-orientation involves the cognitive aspect of the relationship, indicating the commonality of knowledge, views and concerns between coach and athlete.
3. Complementarity includes the behavioral aspect of the relationship, suggesting the interpersonal behavior between coach and athlete, in particular to their effective cooperation.

In the progression of case studies and a study of 12 Olympic athletes, Sophia Jowett et. al. (Jowett & Meek, 2000b; Jowett & Cockerill, 2001) have considered the Closeness, co-orientation and complementarity of athlete-coach pairs. In almost all cases, athletes placed great importance on closeness, reporting that their own motivation and confidence were tied up with their experience of being cared for, liked, trusted and respected by their coaches. A particular issue thrown up by Jowett's studies is that of dual-role relationships, in which the coach and athlete have an additional relationship, such as parent and child or husband and wife.

### **Coaching as Decision Making**

Chelladurai (1993) has proposed seven key factors in the decision making process. The chief highlight of this model is on comprehending when athletes will participate actively in process of decision making. These seven factors are Time Pressure, Decision importance, Information location, Problem Complexity, Group acceptance, Coach's power, and Group Integration.

In view of the above factors, the coach uses one of these three styles of decision-making. The autocratic coach tends to take decisions unilaterally. The coach in the participative style functions as a group member, and encourages full participation of athletes. Lastly,

the delegative coach tends to delegate his/her decision making power to one or more athletes.

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# Sociology of Sports

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## **Abstract**

The purpose of this study was to determine how the physical activity and play made the man social and get better Socialized as they engage in sporting behavior. As a social phenomenon, sport is a great social experience for all Children, adults, old people, women, rich and poor. Sociology of sport concentrates its cognitive efforts on the conceptualization of the social phenomena. In this chapter, we focus on, how the individual to acquire social qualities like honesty, co-operative, enthusiastic, physically and mentally strong etc which play important role to achieve the success in life.

## **Introduction**

Sociology is the study of society. It is a social science. As we know "Man is a social animal. He cannot live alone. Man has ability to mix up with other people because god gifted him a social creature. When a infant is born with complete social immaturity, at that time infant is completely dependent on their family members. Then the process of socialization starts in the life of infant. Socialization is the process in which child develops and is led from a state of social immobility and grow up towards a state of dependence to independence. When the infant is born it is like a animal. Child is born with a unique genetic characters including Social character. No child is born with an already built in Social Self. Different institutions like

family, school, peer group, neighbours, relatives etc help the child to make Socialize. Socialization is a process in which shaping of individual from animal to human being and providing an opportunity to develop individually, self-actualization and self discipline. A good Social behavior made the man superior from others because man knows about his Social Quality. Socialization is a process of acquiring the Social, mental and physical skills, which are necessary for survival in a society.



### **Different Institutions Which Influence On Individual**

Institutions means an organization with some specific purpose in which set of people in organized interaction as a family, Educational institutions, club etc. These institutions shape an individual as he takes on the ways of his society and stands functioning like a member of it. Once the individual is socialized, he adopt the standards of behavior in accordance with Society's norms, rules, laws and customs etc. The first and prime institution in the life of child is home. *Socialization is always an ongoing process because it never completes. There are always adaptations and adjustment to be made to the changing conditions in the environment. Socialization results in the creation of self image by means of a feedback from others.*

## Family

Family is the most important institution which influence on child. It is a small Social group consisting of father, mother, brother, sister, uncle, cousins, grandparents. Family are the first institution to socialize the child. They are not only closely relates to the child but physically and mentally nearer to him. From the family he learns his speech and language. He is taught moral values, he learns to respect their elders other people. The child learns the qualities which is very essential to live happily life like co-operation, love-affection, tolerance, sacrifice, respect, way of talking. The nature and character of growing child is depend on the atmosphere of family. In a bad family, the child acquired bad habits, on the other hand in good atmosphere of the family child learns good habits. The process of socialization begins within the family. The influence of the family on growing child is deeper and more important than that of other institutions. The influence of the family develops the personality of a child.



## Educational Institutions

Schools, colleges, Hostels are the important educational institutions is the process of socialization. In educational institutions the child gets his education which moulds his ideas and attitudes. The child learn most of the important aspects of Socialization process in

these educational institutions. The children come into contact with other children who are of different behavior and come from different backgrounds. They learn to adjust with them. They come to know about the different social systems and conditions of other religions, caste, states and other countries. A well planned system of education can produce socialized persons.

### **Friends and Other Peer Groups**

The friends and other peers group, playmates also play an important role in socialization process of an individual's life. As Child grows he comes out of family and comes into contact with other friends like school, playmates, neighbor friends which form a small groups in which children learn different ways of living and behaviour. The child acquires something from his friends and playmates which he cannot acquire from family members. These small groups influence an individual and groups in many ways.

### **Religion**

Religion has been an important factor in the society. It influences the child in the development of his personality. Religion provides a bond of unity. It moulds our thinking and ways of life. In each and every family some or other religions practices are observed on one or other occasion. The child notice his parents and other family them, which determine his course of life and shape his ideas.

### **Sports and Socialization**

Games and sports provide great opportunity to the individual by preparing to the various challenges of life during later stages. This includes the development of good character, discipline, competitiveness and gives opportunities to experience various challenges which is useful for personal achievement in the later stages of life. Sports are seen as primary source for moulding the youth who will be the future of the nation. The role of games and sports is very clear in terms of giving equal opportunities to both the sexes for preparing them to the different compositions of life. Without socialization neither the individual nor society could exist since both are dependent on these unique processes. The Coaches and physical

education teachers is concerned with the whole individual, he should have the knowledge of culture and socialization process. Sportsperson should know the importance of sports in their life



Games and Sports Provides The Opportunities To Develop The Following Qualities-

1. Participation in games and sports develops good character.
2. Sports participation develops a sense of discipline.
3. It develops loyalty, self control and prepares the athletes for life.
4. It provides opportunities for individual advancement.
5. It promotes nationalism.

### **Sports Sociology an Important Aspect**

Sport plays a huge role in everyday life. Whether it is mentally, physically, socially and spiritually, sport has a big impact on anyone's life. Sport has become more commercialized and globalize over the past years for an example the world cup has lots of sports company sponsors and supporters. Sport is played as an enjoyable part of people leisure time and also people play sports to become fit and healthy. Games and sports gives people a variety of choices to choose from, allowing people to have fun and keep fit. Many researchers have resulted that common health issues and diseases for an example obesity, mental illness, diabetes, cancers can be prevented by experiencing a good mount of physical activities. Sport also develops close relationship very quickly which makes it easier for them to talk about serious issues.

Another way of impact of sport is that people work as professional players and some people work in areas which are related to sports, besides these positive and well known effect of sports on people and society. Sport has many important roles in social change example peace building, social inclusion, promotion of living conditions.

Sociology of sport alternately referred to as sports sociology, is a sub discipline of sociology which focuses on sports as Social phenomena. It is an area of study concerned with various Socio-cultural structures, patterns, and organizations involved with sport. The emergence of the sociology of sport dates from the end of the 19<sup>th</sup> century, when first social psychological experiments dealing with group effects of competition and pace making took place. In 1970 sports Sociology gained significant attention as an organized field of study. Today most sports sociologists identify with at least one of four essential theories that define the relationship between sports and society. One of the aims of sociology of sports is to look at various groups in athletics as societies in and of themselves or as Society as a whole. A sociologist looking at the social phenomenon that occur within a team, for instance, may be interested in the relationship between player of different skill levels, coaches and players. Sociology of sports is also interested in addressing some of the Social problems that occur within athletic society and culture.

The Sociology of sport also referred to as sport sociology is the study of relationship between sport and society. It examines how culture and values influence sport, how sport influences culture and values, and the relationship between sport and major Social spheres of life such as the media, politics, the economy, religion, race, gender and youth.

### **Importance of Studying The Sociology of Sport**

As a sport manager, you need to understand why people participating in sport and what happens to them as a result of their participation in sport. This process of learning and development in and through sport is socialization. Socialization is an active process

of learning and social development, which occurs as we interact with one another and become serious with the Social world in which we live. It involves the formation of ideas about who we are and what is important in our lives. We actively participate in our own Socialization as we influence those who influence us. We actively interpret what we see and hear, and we accept, resist or revise the messages that we receive about who we are, about the world and about what we should do as we make our way in the world. Therefore, Socialization is not a one-way process of social influence through which we are moulded and shaped. Instead, it is an interactive process through which we actively connect through others, synthesize information, and make decisions that shape our own lives and the social world around us.

### **Social Theories of Sport**

#### **The Functional Theory**

The functional theory looks at how sport contributes to the stability and social progress in organizations, communities and societies. Sport is studied in terms of its contribution to the system and how it helps keep societies, communities, groups and organizations operating smoothly, as well as how it influences individuals to contribute to the social systems in which they participate. Sport is seen as a source of inspiration for individuals and society.

#### **The Critical Theory**

The focus of the critical theory is explanations of culture, power and social relations. It consists of various approaches designed to understand where power comes from, how it operates in social life and how it shifts and changes as power relations (in the political, historical and economic context), narratives and discourses change. It sees sport as a social construct. The critical theory assumes that sport is more than a reflection of society, so it studies the struggles about the meaning and organization of sport and of sport as a site for cultural transformation. It focuses on how dominant narratives and images are used to form and give meaning to sport.



### **The Conflict Theory**

People using the conflict theory view society as a continually changing set of relationships that exist because of different economic interests. In other words, society is ultimately shaped and organized around money, wealth and economic power. The people who hold the economic power use that power to coerce and manipulate others to accept their view of the world as the correct view. This means that those who use this theory are concerned with class relations. The social order exists because people do not all have access to equal resources. Thus conflict theorists see sport as a means of promoting capitalism in society, as a set of activities and spectacles that reduce awareness of economic exploitation among those without the power while maintaining the privilege and position of those who control wealth and the economy.

### **The Interactionist Theory**

According to the interactionist theory, society is created through social interaction. It studies sport through the meanings and symbols that people create through social interactions. People use these meanings to make decisions in their everyday lives, which also govern their involvement in sport. Interactionist theorists are interested in researching how individuals experience sport and how identities are created through the social processes of becoming, being and unbecoming an athlete. Our identities influence our choices, actions, relationships and the processes through which we form and change our social worlds. In turn, the interactionist theory is often used when people study the experiences of athletes and their relationships with others, and the ways in which athletes make sense of their participation in sport. This theory sees sport from the individual's perspective.

### **The Feminist Theory**

The feminist theory is based on the assumption that knowledge about social life requires an understanding of gender and gender relations. This theory has grown out of a general dissatisfaction and frustration that intellectual traditions base

knowledge on the values, experiences and insights of men and ignore or devalue those of women. Social life is regarded as pervasively gendered in a patriarchal, or male-dominated, world. Sport, in turn, is regarded as a set of gendered activities based on masculine values and experiences. The widely accepted norms and the celebration of strong, aggressive and tough male athletes exclude women, who are expected to display femininity and look beautiful in sports like tennis and gymnastics or fill caring and supportive roles. Feminists are interested in researching how sport reproduces patriarchy through physicality, sexuality and the body, how women are represented in media coverage of sport and how women can use strategies to resist or challenge dominant gender ideology.



## **Some Important Terms in Sports Sociology**

### **Group Dynamics**

Belonging to a group or several groups at the same time is a necessary of life because we all are dependent on one another for the fulfillment of our needs whether these needs are primary or secondary.

### **Types of Groups**

1. Primary groups such as tribal, communities, ethnic groups.
2. Secondary groups such as party or a club.

3. Compulsory groups are family, work team, armed forces.
4. Voluntary groups are made by our interest like friendship.

The Study of group dynamics is important to help people place themselves in the appropriate group that will allowing them to reach their objectives. But groups can have both constructive and destructive effects on the quality of a physical and mental activity. All team sports are group activities in which every individual are intelligent, well trained, skillful has to look at himself not as an individual but as a part of the group. The group situation has significant bearing on the behaviour of individuals comprising that group, it makes them shift their focus of attention from their individual feeling, thinking and acting to that of group feeling, thinking and acting.

When a group is formed, their members are assigned different roles or responsibility such as organizer, worker, accountant etc. As the team or group develops and greater understanding develops among the members, it increases the co-operation among the team mates and become more effective in carrying out its objectives.

In an organized group such as any team, the behavior of the members depends on composition of the team, quality of adjustment among its members, interpersonal relation and amount of social interaction. The right kind of leadership and positive inputs in terms of inspiration, motivation and interaction keep the group healthy and positive. The group dynamics makes a close interaction among the group members, planning and implementing group tactics and strategies during athletic competitions and creating conditions for the success of the group. It is important for the group members to frankly exchange ideas on the performance of each individual and the team. In group dynamics the group members or team mates should plan out future strategies adopted during practice and competition. If the co-ordination between the members of the group is good then the group is to be more effective in its performance.

## **Team Cohesion**

The word cohesion derived from latin word cohassus means “to cleave or stick together”. Therefore Cohesion is the ability associated with the formation development and maintenance of the team. It needs to be noted that if a team is formed, it must necessary be kept cohesed to some extent. Cohesion is a concept that has something to do with how strongly individuals are attracted to a team as well as their tendency to remain part of a team or to stick together.

### **Factor Which Influence Cohesion among Members of a Group or Team**

#### **Stress**

Moderate amount of stress is necessary for the team to co-ordinate with each other. While to little stress keeps team mate relaxed with low level of interpersonal relationship and too much stress can damage the group objectives.

#### **Intra Team Competition**

There is an competition between the members of the team is know as Intra team competition. Different members of the team have different thinking related to their team. Competition within teams usually create a healthy influence on interpersonal relationships with each and every team member.

#### **Member Satisfaction**

Member satisfaction is most important characteristic of the team to enhance cohesion. The satisfaction of an player in the team will get when working on a team is dependent on how close the team's have been to achieving the goals.

#### **Communication Characteristics**

Quality and characteristics of communication within group reflect the degree of cohesion. If the team makers are attempting to enhance cohesion among the team members then they should modify the type and direction of interpersonal communication.

### **Roles Assigned to the Team Members**

The degree of Cohesion members in team when the each and every member of the team accept and are happy with the roles assigned to them. Dissatisfaction related to their position or roles will likely reduce the level of cohesion. But once they are understand the importance of their roles or position and to accept their roles then greater amount of togetherness will be experiment within the team members.

### **Leadership in Games and Sports**

Leadership is an essential condition for the sports organization to sustain. Leadership provide some kind guidance and direction to the organization. A man who is highly skilled, enlightened, erudite, assertive and controlling individuals, generally called leaders. Only selected individuals who possess certain qualities, perform one or more acts of leading are also known as leaders. Leadership is a process by which a person, usually of some exceptional quality influences others to accomplish which he leads, in a way that makes it more close to each other. Leaders influence other by applying their leadership qualities, such as character, knowledge, ethics, skills etc. When a person occupies the position of a manager, supervisor, head of the department etc, he automatically complete the aims and objectives of respective organization or team, but this power does not make him leader it simply makes him the boss. The boss and the leader are two different terms with different meaning. Leaders create the atmosphere for the followers to achieve high goals, rather than simply bossing. Some people possess inborn qualities of leadership which naturally may lead them into leadership roles. Sometimes an important event may cause a person to rise to the occasion, which brings out extraordinary leadership qualities in an ordinary person.

Some people can choose to become leaders by learning leadership qualities or skill. Most of the people generally believe that real leaders are born and not made. It means that the qualities which makes the real leader like intelligence, confidence, courage are inborn.

### **Characteristics of a Good Leader**

1. A good leader should be hard worker and dedicated to his task.
2. Knowledge of games and sports is important for a leadership to rising in their career.
3. It is the ability of a leader or captain to understand the team's goal or objectives.
4. Communication is the most important aspect of a good leader. Leader should communicate effectively with Coaches and teammates. The voice of a leader should be loud as it listen through the distance.
5. Display respect for Coaches, teammates, opponents and officials. Because without respect the bond between the leader with their subordinates is weak.
6. The leader should have ability to handle pressure which arises sometime in competitions.

### **Duties of a Leader**

There is a lots of duties and responsibilities of a leader regarding to their objectives. Depending upon his/her personal qualities-

#### **Identifies Goal**

Leaders help their teammates to clarify their goals.

#### **Develops Strategies to Achieve Objectives**

Leaders should be able to show specific procedures to use to reach their objectives.

#### **Motivate Others**

A good leader should be an energizing force to motivate their team-mates for completion of task.

#### **Evaluates the Work of Others**

He determines if goals have been reached and give feedback to their teammates and suggests corrective action when necessary.

#### **Builds Cohesiveness**

Leaders help their team-mates to feel like unit and try to build the atmosphere of belongingness.

### **Represents the Group**

The leader should speak on behalf of the group. For example, the team captain represents their team in toss and press conference before and after match.

### **Social Nature of Man and Physical Activity**

Social nature of man draws strength from the instinct of gregariousness, the tendency to live in groups. Some animals are also gregarious but their life is not so organized like that of man. Man's dependence on follow-beings (family, community and tribe) kept on increasing day by day for the existence of a social life. Man, without Society, is as good as a savage. The initial environment of a child comprises his home, his parents, grand parents, siblings, neighbours and peers from whom he acquires behaviours of all kinds in order to stand on his own legs and acquire the status of a society. In his process, games and sports serve as the chief source of learning various types of behavior, which are essential for serving a happy life. Man's being Social has great bearing on his learning and acquiring universal knowledge about matter, mind and life including his own body and soul, because most of education is largely learning how to interact with environment both physical and social. When we play some games and sports and learn how to behave with others, how to generate and exchange ideas, how to address others, how to observe and experience.

Physical activity like play, sport exercise is a great social experience. Physical activity when well organized, takes the shape of exercise, developing health and strength in people by keeping diseases free, treating the symptoms of stress. Physical activity becomes more enjoyable when there are people around to praise your effort and also to follow in your footsteps. Play in infancy and childhood, serve as indices maturity of the human organisms and also act as social adjustment for them. It has been shown that children who grew up under conditions of limited play facilities were less socially adjusted than those who were exposed to physical activity.

## Conclusion

The aim of this chapter was to provide a foundation for the different sociological concepts. Sports sociology deserves attention because sports itself has become the important element of contemporary society. The popularity of sports and its convening power further contribute the sports being a powerful voice for communicating message of peace and site for symbolic public acts on the global and local levels. Sport is an effective element in community for the existence in a social life. The skills and values learned through the sport are necessary for handling life situations both physically and mentally and shaping up as a social being. Well crafted sports activities teach respect, honesty, communication, co-operation which enable the individual to learn various life's strategies.

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# Sports and Their Importance

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Sports as an activity can be traced back to the earliest existence of human beings, for as long as they have been active and sportive (Essays UK, 2018). Any sport adds value into an individual's life that can never be fully described or penned entirely, as every game brings with it a set of values, learnings, laurels and so much more that can be spelled out in the form of words. Sports can be broadly categorized as either team sports or individual sports. Team sports include soccer, basketball, hockey and volleyball among others. Individual sports include games like badminton, tennis, squash and table tennis among others. The other classification of sporting activities can be physical or non-physical. The physical sports are those that require movement of the body muscles for which fitness is of paramount importance. Majority of sports fall in this category. Non-physical sports include board games like chess and scrabble among others; these are mostly played in the mind but never the less are still sports (Laoye and Ackland, 1981).

Sport is a means of exchange and understanding among people of various backgrounds, nationalities or beliefs, and it promotes expression beyond traditional barriers. The rules of the game transcend differences and inequality and help redefine success and performance. Through sport, people identify new role models in society (Fidelis, 2008). Since sports can play such important roles in

the process of national development as outlined above, there must be deliberate plans to promote and develop sports on a wide scale in order to achieve maximum benefits. Unfortunately, this has not been the case, as sport development is marginalized by many nations in budgeting allocations (Akinsanmi and Oloyede 2001; Boit, 2000). If we talk about the role that sport plays in a modern society, we can say that sport is like an ongoing social experiment, in which the human race shows its potential as well as improves its capital. Sports, integrate and coordinate individuals and social groups which in turn help a nation to grow. The sport system is directly connected with the subsystems of health, science, culture, upbringing and education. Sport has a significant impact on the socio-economic and political processes of any modern society. Sports among the youth are a key factor that has been noted to promote prosocial characteristic traits among individuals. According to Bar-Tal (1976) and Bierhoff (2002) prosocial are positive forms of social behaviour that are not motivated by personal obligations, rather they are voluntary and they have positive results. These include; cooperation, sharing, respect, altruism and many others (Larrieu and Mussen, 1986). Sports among the youth is therefore a very important tool through which individuals, especially the antisocial ones can hone their social skills through interaction with their team-mates as well as the opposing players (Essays UK, 2018). Through this interaction, one's communication skills are also enhanced and developed and these are acquisitions that will benefit the individual later on in life.

### **Social Role of Sport in the Development of Society**

Sport is an important social phenomenon in all levels of modern society, providing a large impact on key areas of social life: it affects national relations, business life, social status, fashion forms, ethical values along with the lifestyle of people. Sports is a catalyst for social reconstruction, it is a driving force to hold the youth to develop self-confidence and skills of self-reliance. As a key instrument in human resource development strategy, it can transform frustrated,

disgruntled youth into self-confident individuals and channels their energies into constructive activity.

Youths who engage in sporting activities are encouraged to learn good sportsmanship qualities and by learning these they also get to familiarize with the five C's of positive youth development. These five C's are; competence, confidence, connection, compassion & caring and character (Essays UK, 2018). These are important life tools and skills that any growing and developing youth need in order to be able to relate with his juniors, peers as well as seniors well. They enable the individual to grow into a respectable adult capable of making wise decisions that will positively influence not only himself but also those around him (Essays UK, 2018). Through sports, one acquires the confidence to tackle the obstacles that life throws at him having become accustomed to challenges from various types of opponents. Indeed, the phenomenon of sport has a powerful socialization force. Politicians have long considered the national sport as a hobby, able to unite the community with a unified national idea, filled with a kind of ideology, people's desire to succeed, to win.

In most countries sport is seen as indirectly related to the national development. Indeed many countries do not have a ministry of sport and in the absence; the sport portfolio is lumped in with other government departments where sport is merely seen as a voluntary enterprise and luxury most poor nations can ill afford. It is obvious that the role of sport in the national development efforts has not been well articulated and understood (Will, 2007; Khushi, 2019).

The feeling of nationalism is indispensable to the idea of nation-building. Apart from religion (which has been aptly described as "opium of the masses" by Karl Marx), sports is the only common thread that binds people together and helps in developing a feeling of patriotism and unity that can counter regional factionalism and sinister design of various separatist forces. In Nairobi, Mathare Youth Sports Association (MYSA) has used youth soccer programs in slums to bring change and hope in the lives of many destitute children in slums. Overcoming problems like children dropping out of school,

rampant drug abuse in the slums, this has created hope and brought positivity amongst thousands of children in the slums (TOI, 2019).

1964 Tokyo Olympics and the 1988 Seoul Olympics had propelled Japan and South Korea onto the global stage. Similarly, the 2008 Beijing Olympic Games as China's "coming out" party—an event that showcased China's transformation into a great economic power. Erstwhile PRC Premier Wen Jiabao correctly summed up the opportunity by saying that "The Beijing Olympics present an opportunity for China to show the world how democratic, open, civilized, friendly, and harmonious it is (TOI, 2019)".

At home, as part of Nehru's attempt to forge new Asian solidarity, the Asian Games were virtually invented by India and the first Asian Games in 1951 in Delhi emerged from this crucible. The Army Chief provided some defence buildings. The construction of National Stadium was completed by British contractors in a record time of 300 days. During the march past of 600 athletes from 11 countries in the National Stadium, Anthony de Mello wrote to Nehru that the Games had convinced him of the power of "miracles" and "divine providence" making New Delhi the capital of Asia. One of the finest examples of how a sporting event can transform a country is the 1982 Delhi Asiad. It not only recreated Delhi but also facilitated the creation of first national TV service and introduced the colour TV to India.

The Games gave a complete makeover to the city and pulled it into the 21st century. New flyovers were added and roads were widened. To augment public transport, 290 buses, around 12,000 new phone lines and 150 km of telephone cables were added to the city's infrastructure. The 16 day sporting event which witnessed 33 countries and 4,500 athletes participating in nearly 100 sporting events changed the face of Delhi forever (TOI, 2019).

Sports as social phenomena are characterized by a specific cultural and general cultural function. That first includes such functions as development of physical abilities, the satisfaction of social and natural needs in motor activity and optimization of the

physical state and health, physical development, improves physique, helps to prevent and reduce the large number of diseases (Essays UK, 2016).

Sport, being one of the most important means of enhancing human health, physical development and improvement, it also has a significant positive impact on his spiritual world, his attitude, emotions, moral principles, aesthetic tastes, promoting harmonious development of personality. Modern sport is also important in the development of contacts between people, not only within one country, but also internationally, playing a significant role in deepening mutual understanding between people, helps to create a climate of trust and peace (Essays UK, 2016). Therefore, the sport is closely connected with the mental, moral, aesthetic, communicative, and other spheres of culture, in this regard is integral component of people's social life. Another aspect of the competitive function lies in strong-willed training of athletes and sports teams. Indeed, sport competitions help to develop such socially important traits as dedication, perseverance, determination, courage, endurance, initiative, independence and self-control, so necessary for high achievement in competitions, as well as in everyday life. Named aspect complements the one more function as real exchange of experience of techniques of sports training between the individual athletes, sports teams, and national teams. The object of exchange can be also sports titles, the technique of sports activity, forms of organization of sports and athletic work (Essays UK, 2016).

The second important function of sport is communicative function, which contribute to the enrichment of personality in the communication process. Aspect of communication in sports lies in those relations in which the athlete comes from society and its institutions, with the coaches, other athletes and sports fans (Essays UK, 2016). Communicative function also includes aspects of the prestige associated with the desire to self-affirmation and recognition, helps to bring-up children and teenagers, as a natural mean of isolating youth from the harmful influence of the street. Experience

clearly shows that sport is one of the most effective mean of re-education, providing opportunities for the realization of energy, initiative, creativity and physical abilities, for leadership and competition in a healthy manner.

We can say that sport is a mirror which, in accordance with its objectives and the activity, reflects the basic values of society, without exerting an active influence on them. The historical process of organized sports movement about a century shows that in Western countries prerequisites for fast development of sport are based on contemporary social changes. The very emergence of high competitiveness in the sport was a reflection of a competitive society, associated with liberal thinking. A national physical culture reflects the basic trends of the values of society, and international sporting life is a barometer of international politics (Essays UK, 2016).

Modern sport is also a microcosm of modern society, and therefore the most important problems of modern sport are similar to the basic problems of modern society, such as sexual, ethnic and racial discrimination, crime and deception, control of violence, drug use, gambling, alcoholism, environmental protection social, political and international relations, etc. also sport can be a cohesive force in society, which actively supports the social order and its values, as well as the power structure within which it operates. The first example is China. After the policies of Mao of the closed door, his successor Deng Xiao-ping tried to improve the image of the country using the sporting achievements in international competitions, as he and his administration believed that success in sport was an important factor in achieving international recognition. But similar examples can be applied to the post-socialist countries and the countries of the capitalist world. An analysis of national forms of physical training can show how closely sport associated with the development of the nation. Studies can clearly show the relationship of competitive sports with militancy and violence in society, and that competitive sports increase the belligerence (warlike) of social system (Essays UK, 2016).

Also sport as an integral part of the dialectics of international relations, it can be used as a mean of strengthening the political power, but on the other hand, as an effective instrument for strengthening mutual understanding of nations, as sport has an opportunity to consolidate peace, especially in times of international tension, it can help to stabilize international relations as part of cultural exchange. To sum up, the importance of sports and fitness in one's life as well as in society is invaluable. Playing sports inculcates team spirit, develops analytical thinking and leadership skills. A fit and healthy individual leads to an equally healthy society and a strong nation (Essays UK, 2016).

### **Conclusion**

Modern sport is multidimensional, segregated, and it is able to satisfy the most varied needs of individuals and society in the field of sports. However, modern sport has inconsistent characteristics, which generates a two fold attitude towards it. Some see the sport as a source of good health, disability, method of improving person's charisma, or as a means of increasing the boundaries of human capabilities; others are more interested in studying the adverse impact the sport has on physical health as well as on the personality of an individual. Positive or negative impact of sport on the individual and society depends not only on the sport itself, but on the appropriateness of different aims and forms of sports activities, the socio-economic level of society, from a particular system of moral education, sports related activities.

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# Women Empowerment through Sports

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### **Abstract**

Gender participation in sports is a multidimensional aspect which should be analyzed seriously. In point of fact that women's participation in sports can be beneficial in bridging this gender gap. All stakeholders of the community should help the government to frame the policies and schemes to promote women, to enhance their capability in sports. Apart from this, understanding and awareness of the significance of their participation is also needed a great attention. In this regard all developed countries have come up with different researches and studies, while India has not geared up yet. Hence

empowerment of women through participation in sports needs a discussion in academic discourse, because liberal, safe and secure social atmosphere is prerequisite for this.

This paper reflects the importance of women's participation in sports and locating women's participation national and international level to enhance them and make them empower. In this study secondary sources are used for explanation. Different research journals, the report of Government of India Ministry of Department of Sports are taken into consideration.

### **Introduction**

Gender disparity in every aspect is well documented in India. Indian government is proposing a series of possible measures to fill the gap to make women empower. In this regard the government has taken serious steps to augment the women participation in Sport events. On the other side gender participation in sports is a multi-dimensional topic. Hence, framing of policies along with encouragement of women's participation in sports can manage the gap and empower women in every aspect. However their approach to women's empowerment can be considered through sports is a new phenomenon which is being considered by countries across the globe including India. Women's participation in all categories of Sport activities can promote the claim of realistic proficiency as it enables them to acquire capacity, competency, personality, health improvement as well as self confidence and economic independency. This helps to empower women and empower nation as a whole (Report of the Sports Authority in India, Ministry of Youth Affairs & Sports 2013)

A report on adolescent girls in the developing world published by the Population Council, these girls countenance new restrictions kept back for women while their male counterparts benefited from new privileges, including autonomy, mobility and authority. Girls on the other hand are often systematically disadvantaged of the same gains. International and local organizations, government bodies and individual activist have and

continue strappingly advocate for gender impartiality by working determinedly for the progression of rights of all girls and women. They use a range of means and approaches, but all share a universal goal: to improve the lives of girls and women by nurturing empowerment and gender equity. Women Win believes that sport and physical activity is an effective strategy in working towards this shared goal. Professionals are in conformity that sport and physical activity involvement can potentially proffer an extensive range of life settlement for girls and women. The International Platform on Sport and Development, a platform committed to the thematic ground of sport and development and commenced after the first International Conference on Sport and Development in 2003, highlights the contribution of sport in encouraging gender impartiality. The platform mentions a number of profits for physically active girls and women. According to the platform's website, sport involvement can play a considerable role in encouraging the physical and mental welfare of girls and women, nurturing opportunities for their headship and accomplishment, commencing social inclusion and social integration of girls and women, and demanding gender norms.

### **Recognition of Women's Sports at National and International Context**

The Fourth International Conference of Ministers and Senior Officials make a proposal for the creation of an 'Observatory of Women, Sport and Physical Education to enhance the sports among women. This was approved by the Executive Board of UNESCO in its 175 Session. UNESCO is cooperating with the Government of Greece in the establishment of this web-based Observatory together, analyze, organize, and disseminate information worldwide. (UNESCO Report 2012)

Government & non profit organizations are taking many initiations to establish sports among Indian women. The government and governmental organizations constitute the public sector of the sports industry, which is responsible in making sports policies, allocating grants for developing infrastructure, nurturing talents and

designing specialized programmes for overall development of sports. At first level they are Promoting the integration of gender issues within the policies of sport so that women can participate without any hassles. For this the establishment of admirable physical education programmes through influential schooling period & creating an consciousness of young women to the advantages they can get all the way through the practice of sport (Bharat Jhunjunwala and Madhu Jhunjunwala – Indian approach to women's empowerment 2013).

Second important is to raise awareness to women on the importance of guaranteeing a safe and healthy environment for women involved in sport. In this regard the role of media is very essential; the media spot the light in women sport events & highlight their achievements. At present time on average, only 4% of sports coverage in national and local print media is dedicated to women's sport. This is significant because the media plays a central role in informing our knowledge, opinions and attitudes about women and sport, which, in turn, influence participation levels.

Third important point is that the participation of women in sport should be guaranteed of a safe and healthy environment where all kinds of sexual harassment, violence, and controls will have to be banned. Next important is the State & central governments should extend financial support to research within the field of women's sport, so that the lacking and gap should be identified and action should taken. Apart from this, introducing women sport as a subject of study with theoretical implications will help women to realize the concept of women sport & its significance. For this conference, seminars, workshops and researches can be fruitful. (Report on World Development Indicators Participation In Education World Bank Report 2014).

The beginnings of quotas in vision to guarantee the involvement of women in ruling bodies come into view as an competent way to eliminate this inequity (Bharat Jhunjunwala and Madhu Jhunjunwala – Indian approach to women's empowerment

2013). Government can start competence- structure proposal for selected women athletes & sports players, to categorize & grow the benefits conceived through sporting activities. Identifying and gratifying sporting achievement through Award of Excellency to women sports students' desires to be improved.

The year 1982 was considerable in the record of sports in India. In that year, India organized the Asian Games for the first time. Proceeding to that, not much prominence had been given to sports in public policies. The following table represents the gradual increase in fund allotment for sports since the sixth Five Year Plan:

<b>Five Year Plan</b>	<b>Period</b>	<b>Allotment for Sports (INR million)</b>
6 <sup>th</sup>	1980-1985	270
7 <sup>th</sup>	1985-1989	2,070
8 <sup>th</sup>	1992-1997	2,100
9 <sup>th</sup>	1997-2002	4,730
10 <sup>th</sup>	2002-2007	11,450
11 <sup>th</sup>	2007-2012	46,360

Although a considerable increase in the fund allotment, it is relevant to mention that not more than 1% of budgetary allotment has been intended for sports in India.

The Panchyat Yuva Krida Aur Khel Abhiyan (PYKKA) had been initiated to pound sports culture at the grass-root level by cheering the youth of village and district levels to participate in sports. To achieve this goal, Rs. 1500 crore had been approved by the Planning Commission of India in the eleventh Five Year Plan and Rs. 92 crore and Rs. 160 crore had already been allotted for 2008-2009 and 2009-2010 correspondingly.

In spite of these efforts, the performance of Indian athletes at the international level is not incredibly persuasive. Consequently, a few steps may be suggested to make these initiatives more inclusive. First, the allotment of funds, as the percentage of budget, should be improved to broad-base sports in the country. Second, sports should

be made as a fundamental part of the education system to pound sports culture from the school level. Third, the effectiveness of the developmental projects should be appraised periodically. Fourth, standardization should be maintained in sports explicit activities of different states of India to provide equal partaking opportunity to its citizens. Finally, a structure of effective governance should be included to make the system apparent and responsible.

### **Backdrop in India**

Invisible of women sports journalists, women sports commentators, women sports forecaster, women sports media reporters etc are very decisive question in India. Lack of dedicated women sport personnel like coaches, trainers, managers, wardens needed most for success of sports for any country. However absence of women sports channels / mass communication operates has also a great impact. Poor administration of women sports fields / sports equipments / sports resources is also a backdrop in India. Secondly there is massive scarcity of women sport facilities, hostels, academies, universities, colleges, technical inputs to women sports. there is a huge ignorance towards rural /tribal / aboriginal / indigenous sports where women participation is also back India in this field. There is crisis of structural support to pursue women sports as a career option prevailed in India. Apart from this lack of support for sports as comprehensive growth for women, not organization of women sporting fests/ events/ meets is also big challenges for us. Non contemplation of women sports as an alternate educational source, scarcity of funds to strengthen sports as a parallel capacity building aptitude for women, lack of funding agencies to promote women sports at local / village / district /state levels are other challenges faces by Indian women. Women participation in sports can get better when women become conscious of their capabilities (The Emerging Role of NGOs in Rural Development of India). Their participation needs to supplement through universal awareness programs, orientations, audio visual clippings etc.

## Conclusion

Women Sport system should provides quality sport experiences to women. Where women are enthusiastically engaged and fairly supported is the demand of the time. All women should have significant opportunities to become concerned in and grow her in sports field. It should be accordance to their interests, abilities, talents and choices. At most levels, women's sport attracts less funding than men's. Women constitute only forty one per cent of all athletes funded through various programmes. At community sport level, girls' team tends to attract less sponsorship from local businesses because they do not have large supporter bases. These inequalities in funding result in poorer facilities, equipment and kit, as well as less sponsorship for female athletes.

Sports and politics can be kept separate is naïve. Sports do not exist in cultural vacuums. They are integral parts of the social world. As parts of the world, social, political and economic forces influence them. Sports do not exist apart from the people who create, organize and play them the lives of these people and their relationships with one another are connected at least partially to issues of power and control. Therefore, politics becomes a part of sports just because politics is a part of people's lives. Hence the constituent of succession in women sports field can only be accomplish with a better consideration of & administration of common sustainable concerns and shared responsibilities towards community development & sustainability.

# Sports Sociology and Its Importance in Different Cultures of Society

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## Abstract

Sport is considered to be as first medium of social interaction, social intercourse and social existence. Sports clearly have become an important part of social and cultural profile of many societies around the world. Sports are the important part of the culture and are considered to be social construction within society created by group of individual and based on values, interest, need and resources. Sports sociology examines the relationship between sports and society and seek answer to many issues and questions regarding sports and culture. This paper states that social institution of our society to which sports are closely linked are the family, education, media, politics, religion and economy and every major sphere of life. Sports sociology glorifies the role of sports in society. It is area of study concerned with various socio-cultural structures, patterns and organizations or groups involved with sports. Therefore the value of sports takes on different meanings in different cultures and society. There are some extrinsic and intrinsic factors in a society which either influence or effects sports such as rewards and punishment. Sports is primarily a socio-cultural product and must be understood well by biological and psychological aspects of nature.



## **Introduction**

Sports sociology is a sub-discipline of sociology which deals with sports as social phenomena. It is an platform where we come to know about the relationship between sociology and sports, and also various socio-cultural structures, patterns, and organizations or groups related with sport. This area of study discusses the positive impact of sports on individual people and society as a whole financially, economically, and socially. Sociology of sport attempts to view the actions and behavior of sports teams and their players through the eyes of a sociologist. Organized sport, as an area of social life, has become increasing from the last 150 years. Sports clearly have become an important part of social and cultural profile of many societies around the world. Sport now attracts the attention, time, resources, and energy of many millions of people around the globe. In addition to the significance of sport itself as a cultural form, it is an activity that is related to and is directly related to many other aspects of community such as media, education, health, economy, politics, religion, families and society, and to expose social processes such as globalization, democratization, and socialization to sociological analysis.<sup>1</sup>

## **Definition of the Sociology of Sport**

The sociology of sport is the study of the relationship between sport and society. Sociology of sport, alternately referred to as sports sociology, is a sub-discipline of sociology which focuses on sports as social phenomena. It is an area of study concerned with various socio-cultural structures, patterns, and organizations or groups involved with sport.<sup>2</sup>

Sports sociology considers the relationship between sports and society. It is a sub discipline of sociology, which focuses on sports as social phenomena.

## The Importance of Studying the Sociology of Sport

Sports clearly have become an important part of the social & cultural profile of many societies around the world. As we look around the world, sports such as Olympic soccer and World Cup are now worldwide events capturing the interest of billions of people as they were televised by satellite in 200 hundred or more countries. Countries spend millions and billions of rupees on sport complexes for the exclusive use of major and minor league professional teams. Children around the world grow up with new images regarding televised sports & figures also play video game based on these sports & also get encouraged by parents to participate in sports of their own will. People of all ages connect with sports through the media newspaper in most devote entire idely edolon to the capture the attention of million of listernert everyday in certain countries satellite & internet technology now enable million of people around the world to share their interest in the sports. People around the world now recognize high profile sports team athletes which his direct effected on the hate posters jackets & other events & championships shirts saled in the markets of world lead to increase in economy of common man. People there sets not only spends their vacations but also welined & free time in playing & watching sports. Even that the individuals don't have interest in sports the people around them insult on learning them to game & talking with them about sports the people games & sports to such a degree that to make sports as a part of life. Sports image are such a parts of life in the people of the society that many young people are familiar with the tators of their sports personalitiar. such explane clearly riuals that sports enter our lives. People around the world increasingly talk about sports at work at homes in lears dinner table in schools with friends & family members & even with stangers at bus stop in airports of an the street Business spends a great deal of money on sports. Including financial contributions, advertising associations as well as ownership of some professional teams. Many companies sponsor local professional and college sports teams.. People indentify with teams of other so, closely

that what happened in sports influence their moods & overall-sense of well being in fact people identities as athletes and fans may be more important to them their identities related to them or even family.<sup>3</sup>

### **Why Study Sport in Society?**

There are too many reasons why it's necessary to check the necessary half that sport plays in an exceedingly society. The three most vital reasons area unit the following:

1. Sport may be a part of people's lives.
2. Sport is connected with necessary concepts and meanings in life.
3. Sport is connected to major spheres of social life.

### **Sport is Connected to Major Spheres of Social Life**

Another reason to study sport in society is that it is clearly connected to major spheres of social life, including the family, the economy, the media, politics, education and religion.

#### **The Family**

Organized youth sports play an input role in the life of the family in world. They serve as unifying agent, because they may bring the family closer together,,: the parents support the athlete, taking him or her to practice & attending games. The family may unite as spectators, watching TV, or live events & discussing the outcomes. Sports have been integral part of school life for many students around the world. In world more than 130,000 people watch games in the country's Premier League, tournaments, world cups, Championship and Football League stadium with millions watching live games and highlights on television and also through radio.

#### **The Economy**

The relationship between sports & economy can't be overlooked. The money spent by the consumers on tickets, club fees, membership dues, sports equipment & clothing & gambling has a direct effect on the economy.

The amount of money spent in the particular city on the weekend of college or a professional game ranges from million to billion, because spectators spend money on hotel rooms, food, travel expenses & other form of entertainment over the span of two to

three days has direct effect on the economy of people living in the particular society. The amount of money paid to some professional athletes & coaches is directly associated with the value & marketability of sports in our society. All the present time everybody wants to associated with sports on the ather because of the money involves in it. Greed of players is increasing day by day. On the other hand the money involves has result in better teams & performance.

The main reason to study the sports as a social phenomena is that they are clearly connects to the major spheres of life: for ex; life including the family, the economy, media, politics, education and religion. Today sport emerges as an important component of Socio-economic development of a country.

The economies of most countries, especially wealthy post-industrial countries, have been effected by the billion of dollars and euros spent every month and year for game tickets, sports facilities, participation fees, equipments, membership and club fees, gambling or bets on favourite teams and athletes. The economy of many local communities where events or game can held, has also improved due to increase in the industrial sector. Some athletes make huge and impressive sums of money by participation in league matches, or from their impressive salaries, Apperance fees as well as money from broadcasting and sponsorship companies. Thus by sports economy of a athlete or players has also increase and improved. Sponsorship and commercial association and sports have been so effective that many people around the world not believe that without name of Coca cola, Mc Donald, Nike, and other co- orporations, sports waved not exit. Therefore, it can be said that the impact of sports on economy and society is multi-dimensional.

The active participation in sports improves community health and productivity, reduces medical expenses, imbibes discipline in character, generates great leaders, and enhances social cohesion. The execution of a mega sporting event helps in developing infrastructure, generates employment, secure inflow of foreign capital, generates players and athletes, and thus contributes significantly to

the economic development of a country. Therefore, it can be said that the impact of sports on economy and society is multi-dimensional.

There are many sports played in Europe but Football is most famous and emerging game among all. During any major or minor sporting event occurs in a world then it gives huge benefit to different sectors and professions. People spend huge on games tickets, purchase sports brand products, visit restaurants and clubs, watch TV, and many more. Hence, it can be clear that sports plays an major role in shaping up an economy and government to promote sports in country and across the globe. This will improve the business for local industries who built sports equipments; it will also provide business to airlines and railways and other transport, business, media, brokers, and a medium of creating platform for young generation.

### **Sponsorship**

It Is a mutual agreement between a company and a party. Both parties decided to in this agreement for promote their interests and move further. The sponsoring company gives a financial contributions well as huge amount of money and receives rights to use a sports organizations name commercially in return for doing so. Companies use sports sponsorship for a many reasons. Sponsorship a brand by famous sports personalities may lead to popular that brand all over the world. Sponsorship provides a huge increase in sales, top brand positioning, and a top brand awareness. Also it is a very powerful weapon in your social media story telling strategy.

### **The Media**

Sports organizations get huge amount of money and popular sports only with the help of media. They how that media are the backbone of the sports to be sports are our world. Even the people in society who are not able play sports or attend games may to know about sports media in the free time.

The media have converted sports into a major from of entertainment in many societies. There has been phenomenal growth in all forms of the media in its relationship to sports. Many millions of dollars have been paid for TV rights for championship game, specific

tournaments, special events & especially the Olympic games. The future direction & success of college have been paved by the broadcast media. It is only the media which tells us the importance of sports. The media have promoted sports as the product & the athlete as entertainer. There is no doubt that sports provide much enjoyment for the participants & spectators. According to the organization, only last year, Board of Control for Cricket in India (BCCI) sold the broadcasting rights for India's domestic cricket series for a humongous ₹ 7,100 crores.

The English Premier League (EPL) is now multi-trillion dollar football league, courtesy of the massive sports-broadcasting deals it has signed over the years. In 2018, the cost of the televising rights crossed the \$7 billion mark, making it the richest league in the entire world. All these developments in Media have turned sports into a profitable industry in the world. With the changing dynamics of media, the relationship shared by the fans, clubs and the sports stars is also shifting. It will be interesting to see how this multifaceted relationship between the two entities takes a turn in the future.<sup>10</sup>

### **Religion**

The Institution of religion offers a strong setting for a relationship with sports in our society. Not only to churches sponsor leagues but athletes themselves publically promote religious beliefs college & profession athlete often openly engage in religious practises. There are a relationship between sports & religion form local churches & church group in various countries of the world are some of the most active and leagues. Sports sociology deserves attention because sports itself has become the impt element of our society & takes place in social setting. It is related to family education, religion, politics, economy and every major sphere of life. Sports sociology glorifos the role of sports in society.

1. The helps the study of sports in different set ups of culture.
2. It concerns with study of specific problems is violence in sports inequality and religion.

3. It helps in the planning the execution of sports policy future programs.

### **Education**

Sports are directly relates with the institution of education in our society. At all levels of education but particularly high school & college, high level sports competitions & tournaments are present. Sports have developed a solid foundation within educational system. The value of sports within educational raises humorous questions, because they have become so input that school's worth is judged by the success or failure of its athletic teams. Students have been know to choose a college or university even based not on the academic program in which they are enroll but on the success of the athletic programmes.

### **The Politics**

Politics is another institution in our society that is linked to sports various theories propose how sports & politics are enter linked other. Although countries uses sports to enhance their image and power of their leaders. World leaders have used sports participants to engage in friendly challenges with athletes from their countries as a means of communication to improve their personal relation of nations. The sports became and continue to be a major sanction tool in international relations in a positive way. By its increasing effects it is one of the most important cases from the past century to nowadays. The sportive competitions executed previously by a very small minority has influence almost all the world before the Olympic Games, and then other organizations (especially football).<sup>11</sup> The sport has become even a phenomena more widespread than the facts such as the democracy, the free market, and even the freedom. The sport has been a decisive instrument in national and international politics. As a global phenomenon it has the popularity due to the governmental socio-economic conditions of communities. It takes place in the consumption phenomenon accelerated by the globalization. The politically bipolar world was considered as a world based on competition between two camps which have established the culture,

art, sports, literature, technology, military and policy. In fact the sport in that period played a significant role in the test of power and competition between the two poles in an environment without war, because athletic competitions mean the war of which the results are not death. The economic effects of the globalization also show itself in the sports industry<sup>12</sup>

### **Conclusion**

The sport being a part of the human culture and is an important means of combining different societies and communities in the world. It is an tool that contributes to world peace and brotherhood between different cultures of world. It has been a great helping tool in improving international relations. It is also a new science determining the nature of the human behavior and mental structure by means of activities, games, competitions as well as training physically the human body. It becomes a social event entered deeply into the social life of people. The sports sociology in this way has been defined as a branch of science describing the sport as a major and social phenomenon, studying it as a social institution and a social system. Sport may be a social construct, which means that we have a tendency to play a job in creating it what it's nowadays and what it'll be within the future.

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# Sports As A Social Phenomenon

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## **Concept: Social Phenomenon**

A social phenomenon is any behavior that happens in response to other behavior whether it is contemporary or historical. Social phenomenon is a series of social events that arise from observation and experience and form the basis of thought and research. It is a symbol of mobility and stability. On the other hand, social events are anything that is simple and wonderful, that can be heard and understood.

According to Coser (1977), "Social phenomenon are 'social facts' and are covered under the sociological study areas. These are specific social characteristics and determinants, which are not responsible for explanation at the biological or psychological level. These are external elements for a particular person considered as biological entity. They maintain their existence in various periods, while the existence of a particular person ceases, and to be replaced by others." Social facts mean "all those events that occur in a social context, as if they were real manifestations of the conscious group."

## **SPORTS AS A SOCIAL PHENOMENON: INDIAN CONTEXT**

International Council for Sport and Physical Education (ICSPE) define the sport in following way "**Any form of physical activity that establishes the characteristics of play and which involves some form of struggle with oneself or involves competition with others is called sport.**" Michener, (1977) has also defined sport according to the characteristics of the play – "**Athletic**

**activity of competitive nature which requires physical ability or skill is called sport.”**

A sport is a global social phenomenon. From the past to the present era sport have been used as a platform to achieve social goals and also to resolve social issues. The sports provide a wide range of activities for children to old age people ranging from competitive, recreational, adventure, defensive etc. The impact of the sports is reflected in the cultural and political aspects of almost all societies. Sports are associated with the major areas of human social life, the main ones being - economy, media, politics, education and religion. This form of the social phenomenon of the sports has been outlined under these areas

## **SPORTS AND ECONOMY**

### **1. Impact of Sports in Global Industries**

The sports industry is considered as one of the largest industries in the world in terms of job creation and revenue collection. sports are a billion-dollar global industry driven by huge demand from sports loving people. The thrill, entertainment, and passion of the players and spectators towards sports in all over the world are the elements that have given the status of sports to the industry.

### **2. Contribution of Sports in Employment Generation**

Sports in developed countries contribute 2 to 4 percent of employment. Sports include many career profiles such as athlete, coach, trainer, sports event planner and manager, public relations officer, coordinator in sports organizations, marketing consultant, program and facility manager, professional sports promoter, manufacturer and seller of sports equipment, Sports sponsorship specialist etc.

Figure-1 : Key Components of The Sports Industry



(Source: Sports Management and Research Institution)

### The Way to Contribute to Indian Sports Industry and Economy

If we look at the context of sports in India, then at present the sports industry is moving towards becoming a big industry although employment generation in sports sector is less than 1 percent in India right now. The holding of the first edition of the Indian Premier League in 2008 and its immense success in India led to the emergence of similar professional sports league competitions in various sports in India. These professional sports leagues increased competition among investors, increasing their reach to more audiences, resulting in a huge increase in revenue. The professional sports league competitions held in some major sports in India are shown in Table-1.

**Table-1**  
**Major Professional Sports League in India**

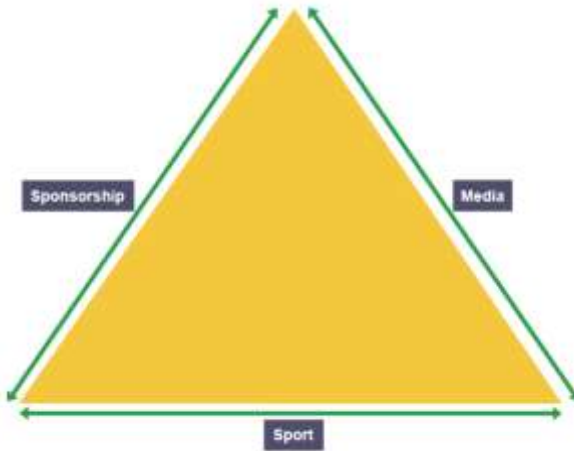
S. No.	Professional Sports League	Sports	Starting Year
1.	Indian Premiere League (IPL)	Cricket	2008
2.	Hockey India League (HIL)	Hockey	2013
3.	Premiere Badminton League (PBL)	Badminton	2013
4.	Indian Super League (ISL)	Football	2014
5.	Pro- Kabaddi League (PKL)	Kabaddi	2014
6.	Pro- Wrestling League (PWL)	Wrestling	2015
7.	Ultimate Table-Tennis (UTT)	Table-Tennis	2017
8.	Pro-Volleyball League (PVL)	Volleyball	2019

## **SPORTS AND MEDIA**

### **Interrelationship of Sports, Media and Sponsorship Rights**

Sports is not just a matter of participation. It is a part of the business world which is managed and marketed for financial gain. Two elements that have a significant impact on sports include media and sponsorship rights. This interconnected relationship between sports, media and sponsorship gave rise to the concept of the Golden Triangle which represents the nature of commercialization, profit and sports.

**Figure- 2 : Golden Triangle: Interrelationship of Sports, Media and Sponsorship**



(Source: BBC Website)

### **Sports and Media As A Medium for Social, Economic and Technological Change in The 21st Century**

In this technological age of today, if a sports lover is able to sit in a remote corner of the world and see his favorite sport, then it is not surprising because media and sports have become complementary to each other in the last 20-25 years. In fact, today's sports and media symbolize social, economic and technological change in the 21st century. Commercialization of the game led broadcasters to use it to air commercials at intervals between games. As a result, the broadcasting rights of the games became large budgets, making capitalist organizations associated with already popular sports such as cricket in the continent of Asia and football in Europe. According to BCCI media reports, last year, BCCI retained the rights for television and digital broadcast of international and domestic cricket matches in India to star sports India company for the next 5 years by bidding Rs 6138.1 crore. star sports India will broadcast 102 international matches in this 5-year period. From this

point of view, on an average 60.1 crore rupees have been given by the company for each match. This price was almost 60 percent higher than the earlier contract price received by the same company in 2012.

### **Technological Development of Media and Increasing Popularity of Sports**

The new link in the technological development of media is **online live streaming** which is a technology to carry forward the traditional legacy of television, in which the broadcast of LIVE matches is made available on internet platform. Apart from this, social media directly transmits the news related to sports organizations and players through various digital mediums to sports lovers. For example, Royal Challenger Bangalore was the first team in the Indian Premier League to use digital technology extensively to connect with its fans. He presented a chatbot named RCB boldbot that provided fans with team media reports, player interviews, videos, photos, match reminders, etc. with the main purpose of keeping his fans connected even during off season. Another means of staying connected with sports fans is **fantasy sports and fantasy leagues** for which many digital applications have been created. Therefore, this virtual game world is also an industry of crores of billions of rupees. In this, fans are arranged to select their favorite players, form teams and play on their smartphones. It may sound laughable considering this, but these virtual games are also played by sports fans with the same passion and passion as the actual match.

### **SPORTS AND POLITICS**

#### **Sports and Politics Positive Aspects**

Politics and sports diplomacy is based on the principle of using sports as an instrument to influence diplomatic, social and political relations. If sports diplomacy is positive, it can overcome cultural differences and bring different people together without discrimination and can be helpful in achieving many public welfare goals.

### **Sports and Politics in Indian Context**

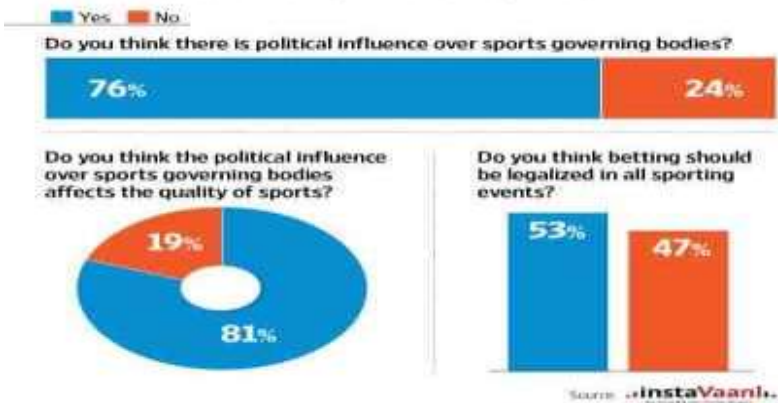
India, the second most populous country in the world and the youth power country, where more than half of the population is under the age of 25 years and two-thirds of the population is under 35 years. Certainly, in this situation of demographic dividend, there are many opportunities, but it is difficult to take advantage of this opportunity without taking away the sports from unwanted political interference. Former Prime Minister Dr. Manmohan Singh commented on IPL Spot fixing, saying that **“I would only hope that politics and sports don't get mixed up”**.

### **Transparency a Main Challenge in Indian Sports Organizations**

Supreme Court of India constituted Lodha committee under the chairmanship of former chief justice R.M. Lodha, which suggested various changes for transparency in Indian cricket. On this issue, in the year 2016, a survey of 524 respondents from the major cities of India was done by InstaVaani Survey. In this survey a question ask Do you think the political influence over sport's governing bodies affects the quality of sports? In response of this question 76 percent (396 respondents out of 524) people answered in yes. 81 percent (344 respondents out of 425) said that political influence in sports organizations affects the quality of sports.



**Figure-3 : Instavaani Peoples Survey -Quality of Sports and Political Influence in Sports Organizations**



(Source: Instavaani Website)

## SPORTS AND EDUCATION

### 1. Physical Education and Sports are Fundamental Rights of All Individuals

Based on the universal spirit contained in the International Charter of Physical Education, Physical Activity and Sports in 1978, and integrating significant developments in the field of sports since 1978, the revised charter on Physical Education, Physical Activity and Sports by UNESCO was adopted in November 2015 at the 36th session of the General Conference of UNESCO. The first article 1 of this charter states that "Practice of physical education, physical activity and sports is a fundamental right for all." Clause 1.1 of Article-1 describes that "Every human being has a fundamental right to physical education, physical activity and sport without discrimination on the basis of ethnicity, gender, sexual orientation, language, religion, political or other opinion, national or social origin, property or any other basis."

Clause 1.2 of Article-1 describes that "The freedom to develop physical, psychological and social well-being and

**capabilities through these activities must be supported by all governmental, sport and educational institutions.”**

## **2. Policy Efforts in Physical Education and Sports**

Physical education and sports have been receiving assistance under subsequent five-year plans, but with the ninth Asian Games being organized by India in 1982, they took note as a policy subject.

### **2.1 The National Sports Policy 1984**

The National Sports Policy 1984 was the first beginning towards the development of a comprehensive policy framework for the development and promotion of sports in the country. This policy emphasizes the development of sports infrastructure and makes physical education and sports an integral part of the school curriculum.

### **2.2 New National Sports Policy 2001**

The government formulated a new National Sports Policy in 2001 to promote sports and encourage talented youth. Its main features are - to broaden the base of sports and bring excellence in achievements, promote participation of women, backward tribes and rural youth, promote organized sector participation in the upliftment of sports, increase the trend towards sports in public.

### **2.3 Comprehensive National Sports Policy 2007**

This policy of 2007 includes the development of personality, especially for the development of youth, community development, health and well-being, education, economic development, promotion of international peace and fraternity which is the spirit of Olympism. The contribution of physical education and sports has been fully accepted. Therefore, it has been said to fulfill the sports related needs of all sections of the society and adopt it as a way of life.

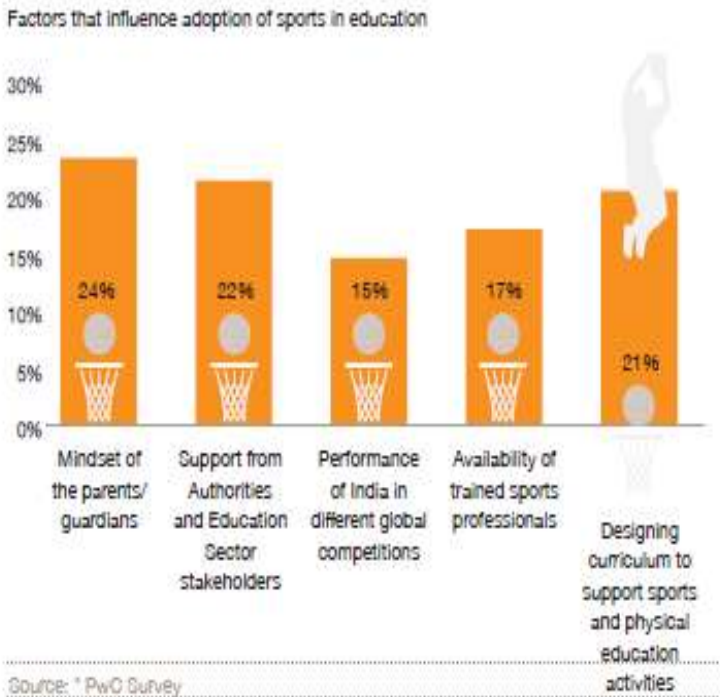
### 3. Integration of Physical Education and Sports in Educational System

In a 2014 national study, the tendency to use tobacco, drugs and alcohol was found to be less among participants in school sports. Those who participate in youth sports were more inclined to disapprove of drug abuse to peers. In this context, LeBron James the American professional basketball player who is universally regarded as one of the best all-rounder players of the game the statement by, **"But sports carried me away from being in a gang, or being associated with drugs. Sports was my way out."**

The 2017 Price Water House survey identified the factors that affect the integration of sports in education, which included –

- a. Mindset of parents and guardians (24%),
- b. Support from authorities and education sector stakeholders (22%),
- c. Designing curriculum to support sports and physical education activities (21%),
- d. Availability of trained sports personnel (17%) and
- e. Performance of India in different global competitions (15%).

Figure- 4 : Factors Affecting Adoption in Sports Education



(Source: PwC Survey)

In the context of Physical Education in the New Education Policy 2020, it is mentioned that regular sports, yoga, martial arts, dance, gardening and much more to all students at all levels of the school, including physical activity according to local availability of teachers and facilities and there will be opportunities to participate in exercise.

### Conclusion

Sports are not only social agencies but also social institutions and social phenomenon. As a social agency, there is a natural demonstration of social interaction in sports. As a social institution, sports provide excellent social system. It has features like

regulation, formalization, ideological rationale and transmission of culture. Sports as a social phenomenon are associated with the major areas of human social life, such as family, economy, media, politics, education and religion. Sports have the power to bring positive changes in all these areas of society.

In this context, the following words of speech given by former African President Nelson Mandela at the Laureus World Sports Lifetime Awards held in Monaco in 2000 underline the power of sports **“Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”**— Nelson Mandela)

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# Impact of Covid-19 on Indian Sports League

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## Abstract

Covid-19 Pandemic has drastically brought down multiple businesses worldwide and others facing numerous challenges to cope up with the current market conditions. It is important, at this time to understand, how one can stabilize its business and keep learning from the challenges in different markets altogether. There is a drastic impact of Covid-19 Pandemic on different sports leagues in the country India, which too has affected the sports personalities and in large the corporate sponsors of these business models. The successful sports business model of almost all of these sports league in the country had been possible because of the renowned Indian Premier League, which is a premium sports league started in the year 2008, with an intention to bring all the players around the world in India. This would further help to develop the sports leagues and to enhance the revenue through the sponsorship

model. This review based paper highlights the problems and challenges faced by the different sports industries and other related businesses in the past. As a result of which, it would help us to learn and strategise to counter such problems with preparedness from the economic and corporate sponsorship point of view.

**Keywords:** Sports, Covid-19 Pandemic, Sports League, Economy, Sponsors.

### **Introduction**

India is a diverse nation with the number of inhabitants, of which 1.37 billion are playing various games throughout the country. Cricket being most renowned, while hockey being the national sport in the country had won eight Olympic gold awards till date. Kabaddi on the other hand, in the recent years has ascended higher than ever getting one of the flourishing games in the nation.

Apart from these, there are other different games to which have now become mainstream in India, for example, Badminton, Shooting, Wrestling, Boxing, Tennis, Squash, Weightlifting, Gymnastics, Athletics, Table Tennis Football, Basketball and Chess. Out of these Kho-kho, Leg Cricket, Fighter kite, Polo, Kabaddi etc. India has been an achiever in Olympic winning decorations in Wrestling, Shooting, Badminton, Weightlifting, Tennis and Boxing. India has likewise not left any stone unturned in the Cricket, Field Hockey and Kabaddi winning various World Cups. Indian Premier League (IPL) been the most mainstream cricket class held since 2008 on the planet earth. It was positioned 6th by a normal participation among every one of the games classes in 2014. Indeed, even in 2010, the IPL turned into the principal

game on the planet to be communicated live on YouTube. The 2015 IPL season contributed ₹11.5 billion (US\$182 million) to the GDP of the Indian economy. According to BCCI, it has generated more income than some other sports in the nation. It gets the most noteworthy measure of prize cash for sponsorship. BBC; The Hindu and ESPN (2019). The Indian Super League (ISL) is the men's affiliated football group in India. It is one among the two existing together well known football associations in India alongside.

For sponsorship reasons, the challenge is authoritatively known as the Hero Indian Super League. The Pro Kabaddi League, prevalently known as Vivo Pro Kabaddi League. It is an expert level Kabaddi alliance in India. It was propelled in 2014 and is communicated on Star Sports. The class's initiation was impacted by the notoriety of the Kabaddi competition at the 2006 Asian Games. Hockey India League (HIL), generally known as the Coal India Hockey India League for sponsorship reasons, is an expert field hockey group in India.

The association is organized by Hockey India, the administering body for the game in India. HIL, alongside the Indian Premier League, Indian Super League, and Pro Kabaddi League remains as one of the significant games classes in the nation. The Premier Badminton League is an establishment association; Sports& Live Private Limited (Sportzlive) possesses the rights to work and execute the Premier Badminton League. It was called Indian Badminton League (IBL), when established in 2013 afterwards altered to Premier Badminton League before the start of second season in 2016. All these five driving sports have added to the

development of the country in the field of Sports. Also, different games are increasing equivalent acknowledgment and is all around upheld by the sports fan The Telegraph; The Times of India (2017). One obvious reason, in this edition of different sports leagues would be generating considerably lesser revenue as compared to the previous seasons. Overall, this could drastically impact the contribution of the sports sector, particularly the different Indian sports league towards GDP of the country. The two major reasons behind this would be empty stadium stands and walk off by the sponsors in this edition of sports leagues due to unfavorable market conditions. But nevertheless, the Television and other OTT channels would keep the tournament going, and would not stop the fans to witness this unprecedented season of all times.

### **Review of Literature**

The disruptions due to Covid-19 Pandemic have a significant impact on the individual players' value around the world. Numerous football clubs are facing an unprecedented situation, that affects their financial performance. Quite a good number of clubs are already facing the liquidity challenges due to which they are struggling to pay their debts and also have less negotiating power on players' trading. Due to this major imbalance, certain concerns within the teams are not efficiently been controlled and managed by the team management and consequently, it impacts the overall club performance in the current edition of the tournament KPMG (2020). In order to protect the health of the players and athletes, a numerous sporting events have been either postponed or cancelled.

It has not just affected fewer sports but also all the major events conducted in Athletics from basketball to football

tournaments, Long jump to High Jump, wrestling to weightlifting, rugby to Cricket and numerous others. It has happened for the first time in history that major event like Olympics and Paralympics has been postponed and might held in 2021, if circumstances remain stable and clear. Although the global market share of the sports sector is believed to be at around \$750 billions in a financial year. Many different associated sectors of the sports have also been immensely affected due to this unprecedented crisis of Covid-19 like Hospitality, transportation, travel and tourism, infrastructure and quite a few others. Professional Athletes on the other hand are also struggling to cope with their health, training to remain fit for distinct events, also they might be running the possibility of losing their sponsors from different fields due to the current situation.

All this including the economic repercussions and cancellation of large sporting events in different parts of the world affects the many social benefits of global and regional sporting events. This would have an adverse impact on the social well being and in large the immense fan following of the different sports leagues around the world. All sporting events have been considered as the significant contributor of social and economic development and played an vital role in bridging the gaps between the communities and different generations United Nation Report on Covid-19 Response, (2020). Although, some of the countries around the world are hosting the current seasons of different sports leagues with adequate preventive measures and safeguards, due to which the investments of different organizations and clubs may not drastically suffer because of Covid-19. As per the findings of

eccdc.europa.net 2020, it has been highlighted that the considerable amount of mortality in multiple countries is affecting different age categories particularly from 15-64 and 65 and above years of age group, no excess mortality has been found under the age category 15 years. The amount of risk possessed by the children and particularly the young athletes is comparatively lesser as compared to the adults. It has also been observed in the past, due to similar instances of lockout and suspensions of the sports league have drastically impacted the sports industry and associated sectors. The owners of National Hockey league, once been suspended 2004-05 season due to the dispute related to the salary cap. This season has remained suspended for almost an year, missing 1230 games in one such tournament. This had affected the revenue immensely and the league has lost around \$2billions and \$1 billion in the salaries of the players (Allen and Brehm, 2005; Treber et al., 2018).After almost a decade, similar lockout took place, which has impacted the NHL very drastically because of the reason that the team owners and their players could not reach to a agreement on the appropriate distribution of a the tournament revenue. A total of 625 matches were withheld due to which the tournament has lost billions of dollars (Strang, 2013; Mirtle, 2010).

The NBA too had experienced the lockout back in the year 1998, when the players and owners could not negotiate or reach appropriate terms as per the agreement, due to which the league suffered a loss of \$1 billion dollars. On the other hand, one such incident occurred even in the 1994 season of MLB, where the players have reached to a contentious

agreement. The players were not abiding by the clause that was directly impacting the players' salary cap and elimination of salary arbitration. This league went on to lose a similar revenue like the others does and all matches were suspended (Agha, 2013; Winfree and Fort, 2008; Fuhr, 1999). All such incidents happened in different sports leagues has not just impacted the stadium fans attendance but also the revenue that could have been generated through the broadcasting of these leagues on the televisions (Horowitz, 2011). From the above literature, it could be easily interpreted that such incidents has not just impacted the sports fans but in large the sports sponsors, players and other associated staff members of different sports. Sports play a significant role in boosting up the economy by generating numerous employment and other related economic activity, particularly in those countries those who host multiple sports leagues round the year. Hence, suspension may not be a feasible options for these countries.

### **Conclusion**

There are copious amount of revenue been generated by the different brands in the Indian market and they utilize these sports league platforms which help them in brand recognition, better than the other means of advertising. Different sports leagues in India has been developed and accepted by its audiences in a very short span of time. India has developed from a solitary game country, fixated with cricket, to a multisport one with many heroes making the nation proud on the World stage. Cricket may speak to the stir of notes in Indian sport league, but the game of cricket definitely stands for passion. Hence, making its place in the list of one of the most popular sport among the masses of India.

Overall, there is no end to promotion of different brands at different intervals, utilizing such platforms, keeping in mind the effective utilization of resources. Numerous research are being conducted to find how these platforms are best utilized by the marketers in a strategic way, which could help them, enhance the brand value and also creates a positive reputation in the minds of the people.

Advertisers these days also emphasizes on celebrity endorsement, it has now also become a part and parcel for the corporate houses, the brands utilizes the country specific personalities because of number of predilections i.e. the celebrity is being trusted, the celebrity is being worshiped, the celebrity might have a huge fan following and several other reasons as well. The sports league had not just nurture the talent from the sports field but also gave the opportunity for some of the new and reputed brands to grow and promote different sectors and its associated people within the country.

Sports in India are not just an unusual activity nowadays, but it is more of a lifeline to most of the sports personality, the corporate houses and most importantly the other crucial sectors and organizations associated with it. Almost all the sports leagues that had been introduced in the country has drastically changed the face of this sector. These sports leagues is been turned into a revenue business model that helped the bigger brands to invest and sponsor these events to generate better output, also it gave an ample opportunity to the youngsters, who could prove their talent in such platforms to either play internationally or just to survive by playing in different seasons of these sports leagues. The similar revenue model is now being carried and adopted by



almost all the existing and new sports leagues that takes place every year in the country.

With the inception of Covid-19 health concerns, different sports leagues in the country India, have either been suspended or preponed or postponed. Of the other crucial sports league, Indian Premier league is one of the most influential sports league in the country, although the current editions of the IPL 2020 might have been delayed and lost quite a few big sponsors in these last six months, but the opportunity to generate revenue through OTT is still significant. According to BCCI, the 2015 IPL season contributed ₹11.5 billion (US\$160 million) to the GDP of the Indian economy. Considering, all the above factors, the different sports leagues along with this edition of the IPL would have a comparatively lesser significant impact on the GDP of the Indian economy.

Covid-19 in India is being considered as burden on the revenue for majority of the marketeers but at the same time, it has also been turned as blessings to few other businesses as well. Based on the experiences of facing such a challenges in these difficult times, the above elucidation could help the marketers to strategise even better and become more audience specific in their marketing activities while targeting sports leagues fans through the different OTT channels.

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# A Study on Social Development through the Sports

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## **Abstract**

The purpose of the present study was to access the social development of sports in the field of various areas. The “society” is the aggregate of people living together in a more or less ordered community where a definite rules and regulations existence. On the other hand, “sports” stated that all forms of physical activity which through participation; aim at improving physical fitness, wellbeing, forming social relationships and at the end obtaining results in at all levels. Sports has the various developmental values such as learning values, contributing development of soft skills which are needed for responsible sports persons as well as citizenship. Through sports we can develop individually, socially as well as national and international levels. Through sports we can develop and express moral goodness and demonstrate the various importance dimensions as dedication, inspiration, fairness, discipline, perseverance and respect, socialization, equality, empowering women, integrity, national and international understanding, and also we can worthy use of leisure time. The conclusion of the present study as follows. We must include of selected sports discipline from grass root level to top levels. Keeping in mind for the purpose of social development through sports, we would plan and implemented by the Government as well as voluntary organization. In the level of educational institutions, the selected sports discipline would impose and it would be teaching. The

various developmental role through the medium of sports were seen in the society such as forms nation's culture, innovative development, empowering women, role of integrity, role of socialization, promote social relationships, sportsmanship, role of international politics and at the last we mention that sports are future hope.

**Keywords:** Society, sports, dimension of sports, social development.

### **Introduction**

The concept of "society" is the aggregate of people living together in a more or less ordered community. A society is a group of people involved with each other through persistent relations, or a large social grouping sharing the same geographical or social territory, typically subject to the same politically authority and dominant cultural expectations. The United Nations defined sports as "All forms of physical activity that contributes to physical fitness, mental well-being and social interaction including; play; recreation; organized; casual or competitive sport and indigenous sports or games (Wellard, 2007). Sports are a biological necessity and a social institution as a sportsman is a beautiful mix of the two. If he possesses distinctive biological potentiality, he is also subjected to social attitudes, practices and pressures. The body demands activity, society performance and achievement (Kamlesh, 1983). In the study of human nature and human affairs much that is of value can be gained through the study of sport which is part of the quest for meaning and value in life. Sports have roots in the humanities through providing life enrichment and fulfillment opportunities. It is an important interest of people through the world (Natan). Through sports we can develop and express moral virtues and vices and demonstrate the various importance dimensions as dedication, integrity and courage, loyalty, fairness, discipline, perseverance & respect, teambuilding, equality, joy and diversion for many people etc. The sports have the power to provide a universal framework for learning values, thus contributing to the development of soft skills needed for responsible citizenship. Sports for social development are a method of bringing about social change through the use of sports. In the

United States this is commonly referred to as sport-based youth development. Sport refers to the physical activity and development in individual, health, social and economic benefits. The programs use sport to help children learn lifelong skills as an incentive for the children to improve their scholarship. Sport is used as a tool to reach personal and community goals ([www.en.m.wikipedia>sport](http://www.en.m.wikipedia>sport); On 2021 Feb 21).

### **Sport form as a Nation's Culture**

Sports forms part of a nation's culture. It is a global event, able to delight-billions and attracts their attention to periodic Olympic, world, international or paralympic games, sport is to be appreciated for its own sake, as part of the nation's activities, a positive aspect of our world activities. A culture is the expression of a team values, attitudes and beliefs about sports and competition. It determines, whether for example, the team's focus is on fun, mastery, or winning or whether it promotes individual team success.

### **Sports for Child Development**

Sports have always proved to set up an inclusive, progressive system in place for children to look forward to. Sports play a major role in preventing gang and criminal exposure, promoting positive competitiveness and raising awareness of gender equity. Such aspects of social extremities and intolerance can be rejected by including sports as an integral part of communities that don't have cost-effective access to learn about such social inhumanity. Moreover, cost effectiveness and convening power are also evident as reasons to use sports for social change. Developing countries can fund and support various child development program to promote such competitive spirits and a proactive approach to life rather than being reactive ([www.bridgesofsports.org>sports](http://www.bridgesofsports.org>sports); 20.02.2021).

### **Innovative Education for Development**

Education in the 21<sup>st</sup> century increasingly recognizes the role of values and social skills in tackling global challenges, such as inactivity, obesity, unemployment, and conflict. This approach is at the core of the sustainable development goal on quality education which

advocates for inclusive lifelong opportunities and innovative content delivery.

Dynamic forms of values-based education using sport can be introduced in schools to support teachers deliver curricula actively and co-operatively.

### **Sports for Women Empowerment**

In the last ten years women have been included in commentary boxes of various games. Women IPL, women soccer league are also finding appropriate relevance and are expected to become commercialized. Though income and media coverage for female athletes show an imbalance in comparison to male sports person and athletes, the support for involving women in sports has vastly improved. However, women empowerment is an important aspect of social development.

### **Sport for Development of Character Building**

The reasoning is that moral behaviour is acquired through social interaction that occurs through sport and physical activity conducted in a collective. In the context of development of character, physical education Teachers, coaches, trainers or community leaders have a determining influence on a young person's sporting experience. Some research also indicates that physical activity outside of competitive sport may be more effective in promoting mutual understanding and empathy among young people. Sports can bring many benefits to individuals and their communities that can translate to improvements in public health, reduce violence and increased community cohesion.

### **A Well being Functions of Sport**

Sports involves physical movement and so can faster improve general health, this is crucial, given a systematic decline in the physical fitness of young people as well as obesity especially in the developed world. The ability to interact successfully with others is incredibly important. Children with strong social skills find it easier to establish good relationships and this has a positive impact on their wellbeing. Moreover, the social mobility, the status and also

recreational role were seen in the sports. The sportsperson has a superior position on the social ladder at the end of his or her career than he or she had at the beginning of it. Sport is an area in which the people can acquire power and status and not just through performances; the body itself has also become a symbol of value and prestige. More than one third of European citizens practice a sporting activity at least once a week.

### **The Integration Functions of Sport**

Integration means the growing together of different groups and / or individuals within a society, institute or organization. Therefore, sports have various integration functions in the society. In the context of national integration of sports there have various occupy elements such as discipline, cooperation, worthy use of leisure time, democratize values, socialization, universal culture, ideal citizenship, social relationship, employment and peace. Undoubtedly, sport has been recognized as a popular and appropriate tool for social integration in the civil society as well as political level. The sport has been a decisive tool in national and international politics. The sportive competitions executed previously by a very small minority has influence almost all the word before the olympic games, and then other organizations especially football. Physical education and sports is a media through which integration process shall take place.

### **Universal Cultural Aspect of Sports**

The sport being a part of the universal culture is an important instrument of combining different people in the world. It is an activity that contributes to world peace. There is a social unity in all of sportive activities as well as relax and fun. The sport plays an important role in the social bonding and identification. The physical and mental satisfaction facilities provided by sports are an integral part of a new way of life. The sport is one of the most popular organizations in the community. There is no doubt that the sport is a set of important events taking place in the human life and the public health in the narrow and broad sense.



### **Sports Promote a Positive Social Relationship**

Sports help to promote in building a positive social relation and improve different skills among the youth of country. Participation in sports and physical activities develop character of the individual. Sports and physical activities provide such opportunities, which help in the develop of social status, social relations & spirit of teamwork among the youth of the country. Sports provide a platform to develop different social values such as co-operation, responsibility; sympathy and self-respect, social interaction among the people, socialization process of a person and it also helps him an active social member of the society activities develop character of the individual. Sports and physical activities provide such opportunities, which help in the develop of social status, social relations & spirit of teamwork among the youth of the country. Sports provide a platform to develop different social values such as co-operation, responsibility, sympathy and self-respect, social interaction among the people, socialization process of a person and it also helps him an active social member of the society.

### **Role of Sports in International Politics**

It is observed that the sport become increasingly efficient in international politics. The sports are the most peers of the wars in platforms because it is a war of peace. The international sports battles are not like to the political wars. The sporting competitions are manfully, honest, friendly and sportsman like. Participation in sports improves social values among the people which help in the development or uplifting of the community. A sport reduces the social evils among the students, as well as public such as peace, equality, and brother-hood.

### **Role of Sports for Future Hope**

In the developing countries, the aims of the sport for hope programme are to provide young people and local communities with positive sports development opportunities, friendship and respect. It is also serve as platforms for social development, to the harmonious development of humankind, innovative cooperation to contribute to a better and more peaceful world through sport. Sports are much more

than entertainment and a career path they can contribute to the integral development of whoever practices it and they can help unite communities. This is why sports have been recognized by organizations and a powerful tool to build peace and contribute to countries social development.

### **Conclusion**

To increase the success of a sports programme in this area, activities should be provided through supportive, bottom-up approaches.

The activity must be purposeful to the individual, customize to their individual needs and be emphasize regulations and winning. For the purpose of today's social development through the sports, we must include of selected sports discipline from gross root level to top level.

For the future social development through sports, we should planned and implement by the government as well as voluntary organization.

In the secondary school level as well as higher secondary school level, the selected sports discipline should be impose and it would be teach for the better development of the society.

For the better purpose of individual development as well as social development, the selected sports players from different district would be trained separately.

It is essential to invest seriously on projects that introduce the youth to sports and allow them to practice them throughout their life.

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