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GLOBALIZATION AND SPORTS INDUSTRY

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ABSTRACT

Especially in recent years, sport has become an essential element for maintaining a better, healthier and more balanced human life. Today it is generally accepted that sport, along with cultural activities, psychologically prepares a person for everyday life. As a global phenomenon, sports become popular depending on the socio-economic conditions of a society. The consumer phenomenon that has accelerated the spread of globalization includes sports. This study first examines the issue of globalization and the sports industry and evaluates the impact of globalization on the sports industry under the heading of technological, ideological and economic factors. As is often emphasized in the media and other means, new sports materials make it possible to break new records using technology. This process is accelerating today, expanding the sports industry and increasing commercial income in this area. Ideologically, a bipolar world is described as a world based on competition between two camps in which culture, art, sports, literature and, of course, technology, the army and politics have become established. In fact, sport played an important role in testing the strength and competition between the two poles in a non-military setting, since sporting competition meant non-lethal warfare. The economic consequences of globalization are also evident in the field of sports. Astronomical transfer fees for athletes, emergence of global world clubs, billions after sports organizations, advertising and sponsorship, investment in organizations and facilities due to their contribution to the promotion of the country, spectators, accommodation, live broadcasting, advertising, publicity, food industry, souvenirs, entertainment World Cup Football is one of the organizations that are looked after by multinational companies and hope to achieve great things through their drinks, clothing, etc.

KEYWORDS

Globalization, sport, sports industry, sociology, advertising, live broadcasting.

INTRODUCTION

Although sociology has studied sport as a social phenomenon for the past 60 years, archaeological finds and written documents show that sport has been an important activity since the earliest societies. In Crete, wall paintings depicting young men and women jumping over bulls are a form of entertainment; The Aztecs' celebration of sunrise and moonrise by playing football in the Mexican landscape indicates the sacredness of the sport. It is noted that although sport has historically been viewed as an element of entertainment, it has primarily been used as a means of protection. Instances where the loser may be beheaded reflect the association of sport with violence and the cultural content of violence.

Especially in recent years, sport has become an essential element for maintaining a better, healthier and more balanced human life. Today it is generally accepted that sport, along with cultural activities, psychologically prepares a person for everyday life. The consumer phenomenon that has accelerated the spread of globalization includes sports. Sports that we had not even heard of a few years ago, and the number of people interested in these sports as spectators or participants is growing rapidly.

Apart from globalization, the process of professionalization; He transformed sports from a game into an economically viable industry. As a result, the values of the capitalist system prevailed in sports, and the culture of victory and the desire for success prevailed over the values of sports. In particular, football, in addition to being a game, serves as a “miniature” model of social life, and through it certain roles and values are transmitted into social life.

Sport is a system of symbols used to create dominant ideologies and ensure social cohesion as an area that has its place in public life and contributes to the production and dissemination of culture. The process of globalization, on the one hand, prepares the ground for these ideological changes, and on the other hand, represents a very important part of the world economy, providing employment necessary for the production, sale and consumption of sports products and services.

This study first examines the issues of globalization and the sports industry and evaluates the impact of globalization on the sports industry under the heading of technological, ideological and economic factors. Finally, in addition to globalization, it is pointed out

that this difference is appropriate to make objectively in order to evaluate sport in its activities, focusing on the perception of sport beyond the basic values within the framework of the presented values. capitalism.

Globalization; Economically, the world has become a large market, information and communication technologies, mass culture and similar changes affect all aspects of life. It is argued that the negative effects of globalization mainly affect underdeveloped nation states, and this issue is still debated.

The phenomenon of globalization arose as a continuation of continuous social changes. Changes within this phenomenon can be said to be the result of social, economic, technological and political changes resulting from processes such as capitalism, industrialization and modernization. The view that globalization is as old as human history is one of the main theses put forward regarding the beginning of globalization. The generally accepted and more realistic view of this issue is; The 16th century marked the beginning of globalization, when cross-border mutual economic relations began to be observed for the first time. It's an age-old approach. Because in this century, due to geographical discoveries and increasingly institutionalized colonialism, economic activities were delocalized and relationships and interactions between countries and cultures became increasingly intense. While the colonial empires of Spain, Portugal, France, England and the Netherlands

that dominated this period allowed the free movement of goods, capital, labor and ideas, many Western companies went global through colonial policies. The Gold Standard system, in use from the second half of the 19th century (1870) until the Great Depression of 1929, represents the first stage of globalization. Accepted as a universal means of payment and equalization in foreign trade, gold became a mechanism providing communication between financial markets. From this point of view, the main factors leading to globalization are the following:

- The reduction of communication speeds to microseconds and the convergence of the international financial system with arbitrage operations resulting from these communication capabilities.
- The interaction of countries and societies is determined by communication.
- Increasing the level of information obtained as a result of communication to the level of providing complete information.
- Technological developments
- Free market order accepted around the world, economic liberalism in developing countries and growth of world trade
- Reduction of customs duties, quantitative restrictions, technical, physical and invisible barriers, institutionalization of foreign trade as

a result of regulation carried out by supranational institutions.

Especially after the 1980s, with the collapse of the Union of Soviet Socialist Republics (USSR), globalization raised great hopes among underdeveloped countries with the idea of opening up a route to foreign markets, finding investment and productive resources, increasing employment and prosperity. . The most important factor here is that developed countries, which know no boundaries in mass and diversified production due to their advanced technologies, have also brought about changes in the consumer culture of underdeveloped and developing countries. After all, with globalization, institutions, states, policies, ideologies, modes of production and even lifestyles have changed.

Definition of sport

Sport is essentially something that people do for health, pleasure and relaxation. Sports literally means; Play means fun, amusement, relaxation, amusement and a distraction from regular work. The word "sport" is a Latin word, although it was introduced to the world through the English language. The Latin word "desportare" migrated to the French "desport", and from there to the English "sport". In other words, this means working on increasing body strength, physical training, training and gymnastics. Actually a sport; Although it has been used to satisfy basic needs

throughout human existence, today it is seen as a means of social participation and health, work or entertainment.

In the historical process, the origin and development of sport begins with the struggle of man with nature. The first sports in history were based on defense and offense, whether played with or without vehicles. The most notable example is archery, which was developed by hunter-gatherers about fifty thousand years ago and was considered an important skill in Mesolithic societies, BC. e. In Egypt, a product of bronze technology around 3000 BC. and one of the first two countries in history, the achievements of princes and nobles in target shooting became the object of competitions in which marksmanship was carefully and scrupulously recorded.

With the introduction of sport into human life in this way, physical education and sports training, various practices of using physical activity in everyday life and health improvement, began to be observed in schools. Investments in sports, especially those that began in America, began to extend beyond education, and countries made various attempts to create sports policies. The beginning of the modern Olympic Games allowed the sport to spread to the general public and shape the philosophy. The sporting phenomenon gradually grew and became a network in terms of service, production and organization.

Sport, perceived as an alternative to leisure, spread to the general public in parallel with the development of technology, and people and organizations in the field changed over time, clubs became businesses, fans became spectators. to consumers. Since the early 1990s, the corporatization and public offering of professional sports clubs, exorbitant ticket prices and broadcast rights have changed the shape of the sports industry, and other industries have come to view it as a profitable industry.

Definition of the sports industry

Today, sport is seen as an important service sector with qualities that protect and promote personal and social health. In addition, today the media, and especially the influence of the media, have become a profitable tool for advertising and promotion, and sports have become a consumer sphere as a show-entertainment activity that attracts a lot of public attention. on the other hand, it has become an attractive economic activity for entrepreneurs with high financial mobility. Sport, with its scale of service production, as well as its production and consumption sectors of goods, is a subject of study in the sciences of business and sports management.

With the emergence of sport management as a discipline in the 1960s, the sport has developed significantly. Today, sports are considered a “business” like no other industry and everyone wants to be a part

of it. It is not enough to look at the marketing, sponsorship and financial aspects of this business, all aspects must be considered in conjunction with an assessment of the industry as a whole.

Sports industry as a concept

Sport, which allows for the formation and unification of large consumer groups, has also been used as a marketing tool and has gained commercial proportions due to the influence of a rapidly growing consumer society. The sports industry is the production and supply of sports products for consumers or sports organizations, or as part of an existing sports organization.

The areas of activity that make up or are related to the sports industry can be discussed from different points of view. The sporting goods sector, the construction sector, the tourism sector, the souvenir sector consisting of logos, franchising, postcards, the food sector, advertising, entertainment and the promotional sector are service industries that include a number of sports-related professions. Sports industry; This is the name of a marketplace that offers its consumers goods, services, people, places and ideas for sports, fitness, recreation, recreation and related goods, services, people, places and ideas. Sports industry products; It is defined as sports, recreation, fitness or leisure activities and related products and services.

It can be seen that today the sports industry has reached a very serious level due to the increase in the number and types of sporting events, the speed of viewing sports organizations in stadiums and on television, and the increase in the number of people reading sports news in newspapers and magazines, as well as the frequent use of sports grounds to promote other products.

This sport is ranked 22nd in the world. Once again, sport ranks first among all industries in terms of total turnover, ahead of the automobile industry. In the United States alone, 5.5 million non-athletes play sports. The most watched programs on television in the world are sports programs. Firstly, in 2003, Formula 1 was watched by 5 billion people. The World Championship is in second place. Sport is an integral part of human life and has physical education, health, health and preventive functions.

Features of the sports industry

Various approaches to the analysis of the economic foundations of sports activities are generally accepted and discussed in the literature. These approaches are based on microeconomics, macroeconomics or interdisciplinary frameworks. When sporting activities are viewed as a sub-market of the leisure sector, the problem of how sport is presented to society as a collective good or service arises. In this case, since the participants in sports activities are important,

government intervention or regulation (in other words, macro policies) is inevitable to improve efficiency and fairness in the sports market. On the other hand, when sport is viewed as a commercial activity, the behavior of companies producing sporting goods or services (i.e. clubs) and consumers of these goods or services (i.e. spectators) is analyzed. This approach uses traditional methods and principles of microeconomics (or business economics). Finally, the sports market is also viewed from the perspective of the sub-sector of sports equipment (sports apparel, sports shoes and sports equipment) used in commercial or public sporting events. With this approach, traditional industry analysis comes to the fore.

It can be said that the sports sector consists of two important sub-sectors. These are the subsectors of sports equipment and sports services. The sports equipment sub-sector is the sector that produces sports equipment and equipment such as sportswear, sports shoes and sports equipment used in sports activities. The sports equipment industry has become a rapidly growing multinational industry. Thanks to this feature, this field of activity has become an important component of the local, regional and national economy. The sports services subsector includes two types of activities. As alternative leisure activities, the most important services provided by this sector are

activities such as watching and participating in sporting events.

Professional sports and some sporting goods manufacturers in the sports industry may advertise their activities widely through the media. This is because sports organizations can offer products that are attractive to consumers.

The role of globalization in the sports industry

Technological Factors In today's environment, the role and power of technology has reached an undeniable level. It is known how effectively many television channels operate in this area, even organizations acting only as a sports channel, from the point of view of influencing the opinion of the sports community. For example, he argues that sportswriters don't read enough and that they publish to save the day and focus rather than for self-improvement.

We must not forget the importance of print media and the Internet, as well as television channels in the field of technological development. Despite the negative consequences listed above, these products have many benefits when used correctly. One can obtain information through the Internet and other channels, improve in this area and do the necessary work to ensure this development. People working in this field may need to actively use technology to have instant access to accurate information. In addition to the most popular sports (football, basketball, etc.), there are

also sports networks that few people know about and play. With the variety of television channels and web addresses available today, these affiliates are also increasing the demand for new viewers and professionals.

Television is not just news and image channels, it is channels that make a significant contribution to the income of sports clubs. The fact that television channels broadcast news about sporting events around the world makes it possible for sports to transform from regional to universal, and for various athletes to become popular and in demand. At the same time, television advertising of athletes and clubs, an increase and continuation of material and moral support from fans, and attraction of new fans have a positive effect on the income of clubs. Social and cultural aspects of technological globalization; It can be described as the association of tastes, colors, clothing, customs and beliefs with identity, perhaps in an unnamed way. Technological changes also play an important role in improving the ergonomics of sports surfaces and the materials used. As is often emphasized in the media and other means, new sports materials make it possible to break new records using technology. This process is accelerating today, expanding the sports industry and increasing commercial income in this area.

The new economic structure brought with it new forms of communication and culture. At the same time, social

communication is used to create homogeneous masses in society under the influence of technological progress. The globalization of global media, both in form and content, is driven by corporate interests that serve to expand the global market. Since the global market determines the role and form of communication in this process, all communication processes are consumption-oriented in accordance with the profit-oriented interests of the company. Using the means of communication through technological development, the masses become consumers of this cultural industry and are ideologically integrated into the system.

Ideological factors Sports, especially football, are commercial activities (money laundering and other mafia activities mentioned here) dominated by international business capital, where star players are recruited. Under the capitalist system, football ceased to be the common property of the people and became part of administrative activities. Football serves economic and ideological functions, creating class and gender divisions in society. Another of these ideological challenges is hostile and racist actions, which can be fueled by football in particular. Watching football is also a way for many companies to attract large audiences for advertising, and football clubs and television companies make a lot of money from football broadcasts. Before the invention of television, which was the preserve of newspapers and radio and

had little commercial value, professional football moved from the stadium into homes, cafes, pubs and many other forms of entertainment. During this time, football became a commercial sphere, generating billions of dollars in revenue through the transfer of star players and payments from spectators for related products. It is also true that all professional sports develop toys, clothing, food, drinks and entertainment that are not related to sports.

The pleasure economy, created by turning the pleasure-producing structure of games (sports) into a part of the consumer economy, turns society's free time into a space of consumption. By integrating the process of consumption into the process of production, man includes a continuous economic structure that includes production and consumption. All activities that occur outside of work, i.e., during free time, activate and renew people's participation in the production process and increase their resistance to the production process. Sport promises to liberate the body degraded by economic causes and to reclaim the body deprived of its functions by industrial society. In this sense, all games and entertainment, including sports, change along with the processes of economic transformation, begin to acquire an industrial form and play a role in the reproduction of public consciousness, and the socially significant "ideological game" plays a role in facilitating public acceptance of the new economic policy.

Microracism approaches developed in the context of football teams and fans are related to macroracism related to the social sphere. The fact that fans put aside everything that is foreign to them makes it easier to manage a socially fragmented whole. Beginning with the processes of everyday life, the discursive and enactment of violence through football becomes an integral part of social life.

The rivalry between the Western world, led by the United States, and the Eastern world, led by the Soviet Union, was a decisive factor in many global power relations from 1945 until its collapse between 1989 and 1991. The bipolar world is described as a world based on competition between two camps, in which culture, art, sports, literature and, of course, technology, the military and politics are established. In fact, sport played an important role in testing the strength and competition between the two poles in a non-military setting, since sporting competition meant non-lethal warfare. The success of the two poles in international Olympics and arenas was actually perceived as the success of their systems, technologies and fans, and at this time sporting events were held with special incentives from states. Athletic achievements were linked to the success of systems, and sports were seen as an effective means of promoting regimes and countries.

The term "politicization of sport" refers to the use of sport by nation states as a means of international

competition, display of power, social cohesion and solidarity. The roots of sport becoming a political weapon go back to the 19th century. At the turn of the century, German gymnastics was considered part of public education aimed at instilling discipline and heroism; His main goal is to prevent Napoleon's expansion into Europe. The goal of the Sociology of Sport in East Germany was to create a socialist identity through sport, supporting and spreading communist ideology; It is the availability of data, particularly relating to elite sport, that has improved its planning and implementation. This situation is specifically mentioned in the Spartakiad Oath. The 1936 Berlin Olympics are considered the most spectacular organization of all the games and were considered useful in explaining Nazi philosophy to the world. The Nazis claimed that the German race, which they called the Nordic Superity, was superior to them. At these Olympics, although Hitler accepted the champions of the first day, he exposed the true face of racism by not accepting Jesse Owens, the black man who came first in the 100m final. 22 African countries and their organizing committee boycotted the 1976 Olympic Games in Montreal (Canada) because Taiwan (Nationalist China) was not recognized by the Republic of China. 65 countries decided to boycott the 1980 Moscow Olympics, citing security concerns and Eastern Bloc anti-Soviet activities at the 1984 Olympics in Los Angeles. Eastern Bloc countries used sports to hide their economic failures and prove that they were

still around and strong. Indeed, sport has the ability to mobilize the masses, unite people with different political views and opinions in different countries, and unite them around a common goal. All of this is an example of how sport penetrates other cultures with its universal identity. Sportswear brands are among the first to enter the global market due to economic conditions.

Among sports in particular, professional football is a commercial enterprise with a turnover of a trillion lire. This is such a commercial enterprise that even the possibility of forming or creating new football teams in the region is excluded. Organized football is heavily privatized and commercialized. National games, international and regional tournaments are also events where “recycled political knowledge” is replicated. Moreover, the organization and use of stadiums and games have always been a matter of politics and political relations, and football has been used by politicians for ideological propaganda during and after the games. Football as a whole carries and embodies the essence of the ideology of a capitalist society: watching football excites aggressive impulses and gives a feeling of free and brutal competition, but hides the fact that free competition only exists between free slaves. It presents a story about equality of opportunity, but does not explain that there cannot be equal opportunity between the powerful and the powerless.

According to Boniface, in addition to the fact that all this is explained historically, football; This is the latest stage of globalization, and the football empire is perhaps the most universal empire. His power is more complete and lasting because it is peaceful. In this context, not about weapons, but about sports passion and examples. “Football is certainly more of an archetype of globalization than democracy, the market economy or the Internet.”

It should be noted that today all elements of culture are related to the economy. Sports, especially football, are used to force cultural change, thereby fueling a consumer frenzy and adapting lifestyles.

Since football attracts the most attention among sports, the media has a desire to buy football clubs or at least try to become a shareholder in these clubs. Football's mass power also allows for political manipulation. The main reason why media organizations that want to maintain this power are so passionate about football is that the television networks that have the rights to broadcast these games also have the opportunity to be ideologically effective in the eyes of the public.

Sports are used for employees to work effectively in the workplace within a specific work discipline. Sport is entirely within the framework of interstate competition, capitalist production and class relations. The hierarchical structure in sports reflects the social

structure of capitalism and its system of competitive elimination, promotion, hierarchy and social progress. Performance, competition and records - the driving forces of sport reflect the driving forces of the capitalist mode of production. According to many other authors, sport, especially when considering the training part, reflects the industrial mode of production due to reasons such as excessive specialization, hierarchical structure and dependence on technology, which can lead to alienation as a result.

While sports are expected to contribute to the balanced and sustainable development of countries, how it shapes today's world and why it is useful is discussed. The benefits of sports; It is classified into four main areas: promoting health and quality of life, providing physical and mental education, promoting social inclusion of the younger generation by creating role models, and promoting economic and social development as an important global industry. established Likewise, the use of doping substances is not limited to elite athletes: the attitudes of fans, players and coaches have led to an increase in violence in sports arenas, on television and on the Internet, corruption and exaggeration (gigantization) among athletes as well as officials. . includes. many sporting events and facilities making them difficult to maintain and maintain.) appear as problems of sports economics. Today's sports problems are destroying the reality of sports and spreading them around the

world, and this situation is due to the fact that the authorities are denying the real reasons why society enjoys sports.

Economic forces

The economic consequences of globalization are also evident in the field of sports. Athletes in many other sports, especially football, reach the international level, joining teams in different countries. At the same time, the budgets of both clubs and athletes are replenished with large amounts of paid contributions. Although there are struggles and alliances between several capital groups for control of major sports clubs; Small sports clubs periodically experience dominance by a capitalist or capitalist group. In the 1990s, with the transition to autonomous management in football, large capitalist holdings, mafias and sects began to be created in clubs. Today, many major companies, media outlets, advertisers, sponsors and football marketers own or work with football clubs. Players are employees who organize and receive money for matches of a football club; they do not own the club.

Apart from the hope of getting rich as a gambler by betting, it is also common to hope to "turn the corner" from the account if you are lucky. There are two types of bets: formal and informal. Since ancient times, bets on games have always come in different sizes and shapes. For example, among the Aztecs, gambling involved the nobility, the general public, and gamblers.

Lands, houses, wealth, wives and children were used in the bets. As a result of gambling, the poor were deprived of their freedom and became slaves, and the nobles bet, played and watched the games for entertainment. But there were also those who made a big bet and lost their kingdoms.

Today, the criterion of “success” in football and other sports is sought on a global scale. The most important aspect of all this from the point of view of the issue is that it realized some of the values that are said to be inherent in sports (fair play, good for human health, strengthening the bonds of brotherhood and friendship). . etc.) remains controversial.

With the growing influence of the media on the game, football in particular has abandoned its mission as a social event for the masses and has become a "tool" for the power elite in the media to make money. In England, broadcasters decide what days and times to play matches, causing disputes between clubs and the Football Association. Due to pressure from influential media, the broadcast time of games is extended, or athletes participate more often in competitions, although this is not an easy situation for them. While players may resist criticism that they consider themselves slaves, they may not object to the logic of more games, more money. Broadcasters say the amounts they pay for broadcast rights give them the opportunity to change the rules of the game.

Professional sport is not a game for those who play it, but a business with heavy economic responsibilities. Professional sports are governed by the rules of the market, where the principles of making money prevail, where winning records are only a means to achieve the first goal. Therefore, sports, advertising and shows are completely marketed, turning them into spectacles that are not always aesthetic. Investments in these risky but highly profitable areas come to the fore. For this purpose there are managers, stockbrokers, speculators and people representing all branches of business. Fans and spectators who always support the games of sports clubs, the media, especially television channels, are bodies seeking to increase their financial income by introducing athletes and clubs to the public. The proliferation of private television channels in our country has allowed sport to become a large financial and industrial sector. The football industry has reached a transaction volume of \$200 billion worldwide. Given the industrial and entertainment side of the sport, clubs pay huge transfer fees for players who contribute positively to the team in terms of aesthetics and entertainment. A newspaper is a written body of sports advertising and promotion that ensures clubs and players are widely recognized and accepted by the public. Sports pages are among the most read pages in newspapers. Similarly, along with private sports channels, there are newspapers that cover only sports.

As for sponsorship, many areas are directly related to sports: from sponsorship of tobacco and alcohol companies in Formula 1 auto racing to marketing of tourism events dedicated to the Olympic Games and the World Cup. In 2000, 68% of the \$25 billion spent on sponsorship worldwide was in sports. Through sponsorship investment, businesses have the opportunity to advertise a sport that can attract mass appeal. However, countries' sponsorship of international sporting events ensures sports tourism and therefore the expansion envisioned by capitalism.

“According to FIFA, the 2002 FIFA World Cup, held in Japan and Korea and lasting twenty-three days, generated 41,000 hours of airtime in 213 countries.” The FIFA World Cup is no longer just a football festival, but a major global marketing event capable of mobilizing significant economic potential and even influencing the growth rates of countries. With audiences, accommodation, live broadcasting, publicity, publicity, food, souvenirs, entertainment, drinks, apparel, etc., the World Cup is something that multinational companies care about and hope to achieve big.

1994 Winter Olympics in 120 countries, 1994 FIFA World Cup in 188 countries, 1996 Summer Olympics in 214 countries, 1998 FIFA World Cup in France 3.7. Reaching a billion people shows how big the audience is. Sports organizations arrived. In 1948, the BBC, which first paid the International Olympic Committee for the rights to

broadcast the games, was \$30 million, but in 1996 that figure was \$895 million and rose to \$1.3 billion for the 2000 Sydney Olympics. In 1986, the overall growth rate of the sports industry was 4.1 percent, which increased to 14 percent in 1989. In China, another country with a growing sports industry, great importance was attached to the production of sports shoes, sportswear and sports equipment, and at the 1990 Asian Games the use of Chinese-made equipment reached 70%. Japan (\$4.4 billion) and South Korea (\$2.9 billion), which hosted the 2002 World Cup, spent a total of \$7.3 billion on the trophy. Economists argue that these expenditures were made to improve the economies of the two countries.

With the professionalization of sports clubs, players, teams and playing fields, team management styles and managers have also changed. With the increasing importance of materiality, the exchange of goods in all spheres of life has led to a restructuring of all values and considerations associated with sport. The clubs have now gone public and are managed as joint stock companies. Like the world's largest companies, major clubs have "CEOs" who plan for the future, direct investments and make transfers on behalf of the clubs. The process of professionalization has transformed sporting events from a game into an economically viable industry. As a result, the values of the capitalist system dominated the field of sports and began to

shape sports. The culture of victory and the desire for success have taken precedence over all sports values.

CONCLUSION

The fact that humans are social creatures by nature makes group living a necessity for them. The sports criterion determines the relationships of people with each other within such a structure, within the framework of the socio-economic and socio-cultural structure, which we can express as the entire way of life of society as a whole. This explains the vital importance of sports in these countries. The most important feature of sport is that it is one of the fastest examples of “cultural diffusion.” At the end of the 19th century, the sport originated in England and from there spread to other Western and Third World countries. Undoubtedly, the then industrial and imperialist England made a great contribution to this expansion. Because at that time England was an example for the democratic and industrial Western world and was an authority for its colonies.

Sports complex today; Within the framework of an educational institution, in addition to instilling social values, it undertakes to equip the individual in such a way as to teach him the social way of life, for example, to control and regulate his own body; conquer the collective (single) spirit and direct it towards success. Exercise, gymnastics, etc. Through physical activity, the government seeks to teach people to submit to the

system while maintaining their dominance over the body, and uses sports to spread social ideology. In the United States, school budgets allocate a larger share to sports than to other activities, and the American social system is based on competition, sports; We can attribute this to the importance of raising success-oriented and competitive people.

Globalization trends in sports include:

- Using third world countries to produce new sports equipment
- Organizations such as the International Olympic Committee (IOC), Fédération Internationale de Football Association (FIFA) and the International Amateur Athletics Federation (IAAF) govern global organizations and are strengthened financially.
- Transfer of foreign athletes and athletes to professional teams
- Promotion of sports competitions and achievements in the international arena through various publications and advertising.

Sports rules that transcend national boundaries, as well as a cultural pervasiveness that excludes no country, regardless of its management style and ideology, reveal the phenomenon of “globalization of sport.” The capitalist system in the world does not prevent the globalization of sport, since sport itself has an inevitable relationship with capitalist companies,

with which it has a close and profitable relationship. In turn, the new political and economic globalization in the modern world creates a favorable environment for the development of the sports sector.

The role of the media in the representation of racism in society, in the process of increasing violence and the commercialization of football cannot be ignored. As football, and sports for that matter, become commercialized, they also become exploited and lose their intrinsic value. Football/sport, created in a capitalist society like cinema and music, and part of the popular culture shaped by capitalism, now tells global stories and is organized as a mass media on all television channels.

Like all ideologies, sports ideology hides the true structure of production and social relations in the capitalist system. They are rated as "natural". In sports organizations, relationships between people become material relationships between things: game results, cars and records. In this process, the human body is treated as a commodity. Thus, public opinion changes, which hinders democracy. In this context, some writers view sport, especially football, as "the opium of the people", "an attempt to fool the people", and emphasize that it is supported by the national front.

Two important aspects of the economic impact of sport are the commitment to sports products and consumption, and the creation of class differences

with sports industries that are expensive in terms of brands, organizations and equipment.

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