



GLOBALIZATION AND SPORTS

Dr. Sharad Balasaheb Magar¹

Affiliation

^{1.} Director of Physical Education & Sports, New Arts, Commerce & Science College Ahmednagar (M.S) India Email ID: - sharadmagar9981@gmail.com

ABSTRACT

Today in the age of globalization as a result, the whole world has come closer, which has changed the social economic and political cycle of the whole world, globalization politically affected information and technological advancements in sports education institutions and increased many opportunities to use information based technologies in the instruction process. It is important to consider that the biggest effect of globalization a sports education institution comprises more increased use of the internet and technological devices.

Keywords: - Globalization, Sports, Sports – Strategy, Technology, Physical Education.

Keyword: Physical Fitness, Athletes, Track and Field Events

1. INTRODUCTION

Today's game in a modern game. These games are not limited to our country but have become international in nature globalization of sports refers to the process of expansion of the idea of sports across 21st century was influenced by the process of globalization (Beyer P 1994) Now days, sports and sportsperson have gained global importance every country is safe guarding its foreign interests through various sports Organizing international sports competitions is a great example of globalization. The international federations, international world cup associations, and common wealth country competitions are example of globalization in sport, and globalization is a process of social political. Ecumenical and cultural changes that culminates in improvement of relations and more interaction and mingling in the world globalization not only imports the way in which sports are conducted and organized but also has they are perceived and what they mean today's world (Fisman, 1996).

2. CHANGING NATURE OF SPORTS

Sports have been very important since ancient times. The nature of sports changed from traditional games to modern games. It is important to play sports to keep the body strong and healthy changes are sports can reflect global change. Globalization can impact or a national sport. Because of globalization and commercialization the value of a certain sports in very often determined by the size of available audience for media Advertisers and sponsors. Kerry(2002) The route of modern sports can Britain and United States where first professional sports were organized in mining industrial town and cities. First signs of globalization in that matters appeared because of the global hegemonic position mat great Britain had in the nineteenth century in fact, the globalization of sports began with the modern Olympics games were organized in its ancient birthplace of Athens and athlete's from fourteen nations (Catherine, 2012)

After the founded intertribal federation of association football (FIFA) others European associations joined and by 1909 FIFA was consisted only from nations of the "old continent" Lattes on globalization of sports was fated by the expansion of technology and the introduction of commercial aspects to sports. On one hand newspaper, radio and especially television as audience, or the others commercial advertising allowed to profit from them (Desbordes, Aymar & Hautbois, 2019).

3. IMPACT OF GLOBALIZATION ON SPORTS

Modern sports are bound up in a global network of interdependency chains that are marked by global flows and then power relations. Consider the consummation of sports events, the global flows that pattern world sports have several dimensions. These include the international movement of propel such as tourists, migrants, exiles and gust workers the technology dimension in created by the flow between countries of the machinery and equipment produced by corporations and government agencies the economic dimensions center's on the repaid flow of money and its equivalents around the world, the media dimension entails the flow of images and information between countries that in produced and distributed by newspaper, magazines, radio, liar, television, satellite, video and the world wide web and finally, the ideological dimensions in linked to the flow of values centrally associated with state or counters state ideologies and movements (Thikault, 2009). Thus the global migration of sports personal has been a pronounced features of recent decadent.

The next impost of globalization this concept refers to the growing network of independence economic political cultural and social which bind human beings together for better and for worse we can also note that globalization process are recent origin and nor do they

occur every across all area of the globe. These processes invading an increasing intensification of global inter-connectors are very long term in nature but doing the twentieth century the rate of changes gathered momentum (Guha, 2002). These process include the emergence of a global economy a transnational cosmopolitan culture and arrange of international social movement a multitude of transnational or global economic and technological exchanges, communication networks and migratory characterize this interconnected world looter Regarding economic issues, clearly the flow of finance in the global sports area has come to entre not only on the international trade in personal prize money and endorsement, but on the marketing to sport along specific lines (Sen, 2015).

The global sports system accordingly involves the mechanisms of production experience and consumption achievement sport involvers the identification and development of talent its production on a global stage, in a single or multi – sport event and its consummation by direct spectators or through the media complex a global moss audience, Traced over time there in a tendency towards the emergency of a global achievements sports monoculture a culture where administrators coaches and teachers promote and foster achievement. Sports values and ideologies and where conventions and tournaments are structured along highly commoditized and rationalized lines (Kidane, 2001). We can see the media – sports production complex project images of individual sports labor migrants, treasure forms and specific cultural massage to large global ardencies consider the world-wide audience for the many Olympic Games. The power of this media sport complex has forced a range of sports to align themselves to this global model that emphasize spectacle, personality and excitement the importance of sports has increased in the world and it has created its places in the global commercial market (Boria Majumdar, 2017).

4. CONCLUSION

Sports have been given special status since ancient times and it has gained commercial importance in modern times due to its globalization. Different games are played all over the world. Each game has different characteristics and has gained commercial importance sport program growth and development which pays attention to globalization could maintain the national values. It is important and suggested that in future planning after policy makes pay attention toward social needs, universal arid should also take in to consideration.

REFERENCES

- Beyer, P. (1994). Religion and globalization. London Sage Publication.
- Kalekin-Fishman, D. (1996). The impact of globalization on the determination and management of ethical chair in the health arena. Soc Sci Med., [https://www.ncbi.nlm.nih.gov/nlmcatalog?term=%22Soc+Sci+Med%22%5BTtitle+Abbreviation%5Dhttps://pubmed.ncbi.nlm.nih.gov/8870146/43\(5\) , 809-822](https://www.ncbi.nlm.nih.gov/nlmcatalog?term=%22Soc+Sci+Med%22%5BTtitle+Abbreviation%5Dhttps://pubmed.ncbi.nlm.nih.gov/8870146/43(5) , 809-822).
- Kerry Research Department of Sport Science, tourism, and treasure (2002), United Kingdom, London.
- Catherine, palmer (2012). Global Sports Policy. Sage publishing Company, London.
- Desbordes, M., Aymar, P., and Hautbois, Christopher (2019). The Global sport economy contemporary issues. Philadelphia : Routledge Publications.
- Thibault, Lucie (2009). Globalization of Sport an Inconvenient Truth. Journal of sport management, 23, 1-20
- Guha, Ramachandra (2002). A Corner of a Foreign Field : The Indian History of British Sorts, Rev, Ed. India Allen Lane - Penguin Random House.

- Sen, Ronojoy (2005).** Nation at play: A history of Sport in India. Colombia University Press.
- Kidney, F. (2000)** Sports in Development Countries -Who's in charge? Retrieved from <https://www.playthegame.org/charge/>
- Boria Majumdar, A. (2017).** History Indian sport thorough 100 Artifacts. Harper Collins Publication India Ltd.