

STUDY OF SPORTS AND COMMUNICATIONS IN THE CONTEXT OF THE CREATIVE INDUSTRY

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ABSTRACT

The emergence of the sports phenomenon is closely related to the process of communication. Sport is a social phenomenon that accomplishes a variety of tasks. The integrity and popularity of sport guide the birth and development of the sports industry which unites all human activities. The sports industry changes with changing social and technological developments. The aim is to meet the needs of society at various levels (personal, group, social, national and international). Sport helps solve personal growth tasks. Analysis of the basic elements of sport and the sports industry makes it possible to assess their importance and determine the stages of development of the sports industry. Sport phenomena and related fields require in-depth research, including seemingly unrelated fields (e.g. education, physiology, psychology, law, economics, culture, technology), sport. Visualization in this case is used as a variable that is represented by various screens including; Observe all phenomena in the world of sport, including communication, industry, behavior and interpersonal patterns. The method used in this research is descriptive qualitative method. Another qualitative research tool in this study is data collection through observation and research on the subject. Reality shows that today's global social changes cause changes in values and goals in sports. Sport has changed from just a physical activity to become an integral part of modern life in today's society. Changes in sport content and goals lead to a growing relationship with the creative process, which encourages greater integration between the creative fields and sport.

KEYWORDS

Communication, Industry, Sports, Economy

1. INTRODUCTION

The sports industry is a marketplace where people, activities, companies, and organizations produce, advertise, promote, or organize sports-related activities, experiences, or business from companies. This is a marketplace that offers sports-related businesses or products to buyers, and these can be goods, services, people, places or ideas. Sport permeates all segments of society's social life and profoundly influences the economy and the relationship between the state and politics, business, fashion, ethical values and lifestyle. It has become an important social factor, helping people fight bad habits and the flow of "cheap culture" products (Milovic, B., & Vojvodic, M. 2021.; Skinner, Smith & Swanson, 2018). Sport has also become a powerful political tool, helping to strengthen patriotism and national unity, and encouraging civic leadership and social responsibility (Seippel et al., 2018). Surveys of physically active people, especially young people, found that sport helps them develop their worldview, personality, sporting abilities, leadership skills, teamwork, winning, and overcoming weaknesses (Coakley, 2011).

Individuals with experience in sports believe that exercise helps them acquire strong personality traits, such as self-confidence and the ability to plan and achieve set goals (Shamir & Eilam, 2005; Fox & Lindwall, 2014). It also helps people develop selfless skills to achieve goals.

Experience from sports gained in youth greatly influences a person's behavior throughout his life. This is how people understand that in critical situations they can only rely on themselves. All the personal characteristics that they develop during their sports days make them the main factors that enable them to survive in today's world and even in extreme situations (St.Pierre, Hofinger & Simon, 2016). Because the sport phenomenon has a social basis, it has become a research center of the social sciences. Sport promotes the development of human relations and communication. An objective assessment of the importance of sport requires not only knowledge about sport, its form and content which are only related to health and fitness, but also awareness of future needs through sports such as social, economic and national development aspects.

Sport as a phenomenon is not homogeneous. It has different segments and their structures, functions, stages of development and their relation to social life (political, economic, social, cultural and spiritual). Taking into account the social aspects of sport, for example its historical development, the regularity of its function in society and its impact on society, as well as the social processes of society and its relationship with other areas of life must be analyzed (Jones 2014) Considering the historical development of sport pedagogy, sports psychology and its physiological aspects, sports science is one unity from a theoretical and methodological point of view, because personality is shaped by the influence of social and physiological factors (Dadelo, 2013).

2. METHOD

The design of this research is descriptive qualitative. As with other qualitative research, the instrument of the research process in this study was to collect observational data from sports activities and creative industry communication. In addition, experts seek opinions and analysis from documents such as books, magazines and newspapers. Data analysis was carried out sequentially as follows: 1) data reduction, namely the stage where the data is cleaned of things that are inappropriate or simply disrupt the research framework; 2) categorizing data, namely grouping data based on their tendencies to make it easier to read data; 3) data interpretation, namely the phase in which the data set presented is interpreted so that later a working hypothesis can be found that guides the discussion; and 4) presentation of results.

3. RESULTS AND DISCUSSION

3.1. Definition of Sport

The global expansion of sporting events creates new activities to be promoted as sports. Some sports experts argue that broadening the definition undermines the fundamental integrity of sport. Therefore, it's good to think about the concept of sport at the beginning and what activity is meant by "sport". Globally, there is no sports expert who gives a definite answer about the definition of sport. Different definitions of sport can be found in legal documents governing the activities of people in sports and in the scientific works of experts in various fields. In the report of the United Nations Inter-Agency Task Force on Sport for Development and Peace (2003), the term "sport" includes all forms of physical activity that promote good physical fitness, mental well-being and social interaction. There, the term sport includes games, entertainment, recreational sporting events or competitions, as well as traditional sports and games.

The definition of sport used by the Ministerial Committee of the Council of Europe (2001) is "any physical activity aimed at expressing, through occasional or organized participation, physical and mental well-being, social relations or achieving results in competition at all levels. The problem of defining the term sport is that precisely relates to the nature of sport,

i.e.competitive activity.The modern definition of “sport” describes activities and games which have become competitions between teams or individuals and are currently valued by the public. In practical terms ‘sport’ is defined by its social interpretation as well as its strong association with physical exertion and performance measures. What we perceive as ‘sport’ in one instance may not be in another; sport takes on many forms and is constantly changing based upon societal norms, trends, and new directions.To see various definitions of sports according to several experts, see the table below.

Table 1. Sport definition

Sport	A human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition or social participation where rules and patterns of behaviour governing the activity exist formally through organisations and is generally recognised as a sport.
Organised sport	The degree of organisational structure that surrounds and influences the sport helps to distinguish whether an activity is classified as ‘organised sport’.
Sport participation	Sport participation is not easily defined and will often depend on how it is perceived by the observer. As a guide, a ‘sport participant’ is a person who takes part in a sporting activity, whether in a formal or informal capacity. Some examples of sport participation can be described by a particular role performed in sport (including playing and non-playing roles), such as an athlete (or player), coach (or trainer, instructor), or official (or umpire, referee). There are many roles in sport, and these can be volunteer or paid. How a person describes their engagement (such as solo or group, impromptu or scheduled, or the place/setting) can also help to determine if their sport participation is organised or not.
Physical activity	Any bodily movement produced by skeletal muscles that results in energy expenditure. It can be undertaken in many different ways.

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In general, sport includes all types of competitive physical and mental activities and games (Sepak Sport, 2010). Sport is a form of physical activity that is usually competitive with the aim of improving one's physical abilities and skills while providing entertainment for players or spectators. Sport is a physical activity that is intentional and planned starting from the direction, purpose, time and place. In social life, sport is a phenomenon as well as a form of human expression. Exercise can be done individually or in groups. Another definition, sport is a competitive activity that involves physical and mental abilities, where the game must have rules so that in a sports match there are winners and losers. Sports that involve physical abilities as the main controller in influencing the outcome of matches include football, basketball, badminton, and others. While sports that do not involve too much physical ability include card games and chess. The involvement of sports in human life occurred about 3000 years ago. At that time, sports were used to support the training of soldiers in preparation for war. Several sports such as javelin throwing and discus throwing are adaptations of sports in ancient times. Over time, sports developed and formed various types of sports. In addition to developing sports, sports also experience changes in purpose and benefits Zhang, j et.,al (2018). Since the 1970s, sport has taken on an increasing role in the globalization of business and public events with sporting participants, capital and labor moving around the world. With global sporting events such as the Fédération Internationale de Football Association (FIFA) World Cup or the Olympics capturing the attention of spectators worldwide, sporting events have become a highly sought after

commodity. Professional sport in developed countries is seen as a way out of poverty; some examples are soccer players in Africa and Latin America or runners from Africa and the Caribbean. Since the 1990s, there has been a dramatic increase in the number of international athletes who come to the US to participate in intercollegiate athletics in exchange for a subsidized university education. Many countries have developed or are developing event-driven economic and sports tourism to increase the inflow of hard currency (Nauright, 2015). However, in the process of development of sport and global events, many countries are left without the necessary infrastructure or visibility to compete successfully.

Sport is influenced by social processes and is constantly changing as a result. Competition is not only intense between athletes but also between different sports and there is competition to increase the number of fans and attract spectators and sponsors. This is a dynamic process. International sports organizations take into account these changing societal needs and support the emergence of new sports. Sport Accord (2010) uses the following definitions to describe new sports trends: (1). The proposed sport must have a competitive element; (2). The proposed exercise must not harm any living being; (3). Sports should not rely on equipment supplied by a single supplier; (4). Sport should not depend on an element of "luck" designed specifically for sport.

Despite the sport's long existence with a large following that rules the world, new ones are being added every year. They are becoming more and more popular and creating separate streams. New sports are rapidly gaining popularity worldwide, opening up new opportunities for the younger generation (Ratten, 2019). Changes in sport occurred concurrently with social developments. Socio-economic development has not only driven structural changes in sport, but has also changed the values shaped by sport and created new behaviors and lifestyles. The social changes brought about by sport laid the foundation for modern culture. The modern processes occurring in sport are shaping new social, cultural and structural models, organizations and groups related to sport. The impact of sport on social development is very complex because of its social and economic impact. Sport-related processes promote the creation of industry-specific independent sports.

3.2. Sports Phenomenon

In recent years there have been various dynamic changes regarding the renewal of sporting values and their impact on today's society. Sport as a social phenomenon changes its functions and duties in society, which presents new challenges for the sports phenomenon and encourages changes in values in sport. Finally, social changes in sport affect forms of social behavior and lifestyles as well as the content and goals of sports activities. The increasing role of sport in social life has led to the global commercialization of sport. Rationally, the sports industry as an economic power that will last a long time, compared to economic power that relies on natural resources. Sport promises communication and interaction. With increasing interaction in society, the opportunities for integration are getting bigger. (Kiram, 2017).

The commercialization of sports makes it a business tool (Margaritis, 2019). Sports activities and their content are often oriented towards the interests of the organizers of sporting events which generate maximum profits, and not to the interests of sports consumers (athletes). and audience) such as getting the best score or watching an interesting show). The professionalism of sport increases the results achieved by athletes, separates them from the mass sports movement and makes them inaccessible to ordinary citizens. This trend is helping to change the content and value of sports. According to the official data of sports organizations, sport is mass. It unites members of society and is the source of their health and harmony. However, a skeptical attitude towards professional sport is becoming increasingly common Roberts, V et.,al (2020). People are

aware of the more negative aspects of professional sport, such as its inhuman nature and lack of aesthetics. These traits are associated with increased competition, doping (Wagner, U., & Iversen, K. R. 2022 ; Mohan, V., & Hazari, B. 2016; Mazzeo, F., D'elia, F., & Raiola, G. 2018), aggression (Akdağcık, İ. Et.,al 2022; Stewart, B., & Smith, A. 2010; Gupta, D., Sharma, H., & Gupta, M. 2022), and even cruelty (Hawzen, M. G et.,al 2018; Pavlidis, A. 2020; Nichols, G. 2010). The animosity between athletes and spectators is evident not only during competition but elsewhere as well. (Gubar, J. 2015).

Sport often takes on a consumer character and loses its intrinsic sporting value. To encourage the formation of a positive sporting image, organizers must prioritize sports' humanistic ideals. If the negative image of sport continues, society's negative assessment of sport will increase. Therefore, sports policies must be reviewed at the national and international levels. The need for sports activities is growing to meet the needs and interests of society (eg health, beauty, work, humanism, active and wealthy leisure, etc.). Politicians who seek social needs make policies based on the nature of the sports crowd, involving all members of society in sports activities.

The world sports organization declared the main goal of the Olympic movement - the unity of sport, culture and arts at the national and international level (Hoekman, Schulkorf & Welty Peachey, 2019). People's standard of living is changing and with it, people's demands on sports have also changed. Global changes can be observed in the principles and methods of physical activity. Individual consumers, social groups, communities, countries and international organizations are making new demands on sport. Sport is used to promote democratic change in society (Asle Bergsgard et al., 2019). However, the general political vision of sport is found only in the excision of social democratic welfare systems (Bergsgard & Norberg, 2010) and constitutes a universal welfare good of sport, which aims to serve the entire population as a material being, regardless. organization. basis for achieving all sporting goals. The increase of sports in society shows the level of democracy and social welfare in the country (Seippel, 2017). One of the most important indicators of the generality of sports is the material basis for achieving all sporting goals, i.e. according to a democratic social welfare system (Sowell, 1995).

Therefore, the phenomenon of sport has a great impact on social development and therefore requires more attention and in-depth analysis. Violent dynamic changes occur in a world that is difficult to predict and assess. In order to better understand the phenomenon of sport and assess its impact on the development of a unified society, it is important to identify and define the content of this phenomenon. As a result, sports can penetrate other areas of life. The definition of sport terms is a prerequisite for assessing their impact on human activity and personality and determining the relationship.

3.3. The Sports Industry and Its Structure

Social, technological and economic changes in society shape the concept of leisure and entertainment which combines culture and consumption. Marketing consumers are usually reached through the entertainment industry using advertising and media technology. Consumer products in the market are not only related to their use for consumers, but also for fun and entertainment. Entertainment is an integral part of modern society and its importance has been steadily increasing in all fields in recent years. Sport, as an important part of entertainment, links producer and consumer markets in a distinct sports industry, which consists of markets operating under economic laws, producing goods, services, environment, and ideas geared towards sporting activities and (human) body strengthening . health). , meeting with a certain body). needs in sports and in professional and daily activities) and recreational activities (Ozturk, 2014).

With the improvement of people's health and physical fitness, the endurance to work will increase which will certainly affect the quality of work productivity. With increased productivity

at work, it will certainly have an impact on income and social welfare which will increase (Kiram, 2017). The sports industry forms certain economic communications and relations. Sport as a form of activity, business and industry also creates jobs. Companies participating in the sporting process create jobs, incomes, increase taxes on households, and create a new type of society that helps solve several important social problems.

The growth of the sports industry is closely related to economic and industrial development (ie industry, trade, services, construction, education, etc.). The sports industry grows and develops from sports activities. It has become an important factor in social development because it connects the sports industry with different types of activities and brings together participants with different motives, goals, tasks and activities. There is no statistical average for consumers and producers in the sports industry. Like any other activity, the sports industry needs to recognize the specific characteristics of its activities and consumers. This is necessary in order to divide the sports industry into certain categories of elements and their groups (segments).

The sports consumer market is segmented on the basis of ways of thinking, reflecting the relationship between rationality and emotionality. Segmentation of the sports equipment supplier market is necessary to offer consumers products with characteristics that can satisfy their psychological and physiological needs through consumption and participation (Sohn, Canbolat & Gardner, 2017). At the same time, sociological information about consumers (such as gender, age, education, income, etc.) can help understand their choices and categorize them according to motives and behavior (Yousaf, Bashir, & Mishra, 2020; Impressum & James, 2001). Segmentation of the sports industry allows the identification of consumer needs and their translation into requirements.

Segmentation means dividing the producer and consumer markets into smaller, clearly defined segments with similar characteristics. It is important to identify and assess certain characteristics and motives of sports consumers when describing them typologically (Deakin, S. F. (2013). Typology and segmentation studies of sports consumers help achieve effective communication between sports product manufacturers and consumers (Nasiopoulos, D. K., Sakas, D. P., Vlachos, D. S., & Mavrogianni, A. (2015). Segmentation of the sports market makes it possible to predict trends in the development and spread of sports and to optimize communication between producers and consumers of sports products. The design of the sports market is dynamic and therefore requires constant reassessment. The origins of sports industry segmentation can be traced back to the work of Pitts(Zhang, J. et.,al 2018), who segmented the sports market as follows: (1). sports activities, which include the consumption of sports through watching and participating; (2). sports production, which includes products and services necessary for the production of sports activities; (3). Sports promotion, which includes sponsorship, endorsement, sales and sports media.

Many ways and methods have been created for market segmentation. It is a dynamic process that depends on market conditions, which in turn depend on social, economic and technological developments. Players in the sports industry compete for customers by creating new market segments. The market segmentation of the sports industry is highly dependent on identifying consumer needs and efforts to convert the sports producer market into demand. The creation of new segments of the sports market and their expansion can only be achieved through the development of communications.

3.4. Communications and the Sports Industry

Collecting and analyzing information about product supplier choices made by market participants enables an understanding of consumer choices. Consumer attention to the products offered in the

market is one of the most important sources of data collection, which forms the basis of communication policies. Now the social communication of market participants has shifted to the electronic world. The collection and processing of information about market participants and the creation of communication content targeting different market segments is increasingly being left to specialized artificial intelligence software (Milgrom & Tadelis, 2018). Only the interaction of artificial intelligence and human intelligence makes it possible to create effective and high-quality communication solutions (Lichtenthaler, 2018; Plastino & Purdi, 2018). Sports communication covers the interpersonal and organizational levels within and between different sports. The purpose of sports communication can be related to the presentation of the use of products and their special features to consumers.

Marketing techniques are used to achieve this goal. Fill's (2009) definition can be used to describe the nature of marketing communications, describing it as a controlled process when the operating organization initiates a dialogue with its target group. In this way, product suppliers prepare information targeting interested groups of people, assess reactions and continue the communication process based on that. The purpose of the communication is to position the product or its supplier and its improvements in an effective way for the target group. The aim of the whole process is to shape the evaluation level and behavior of the target group. Sports communication has received more attention in studies where media consumption and sports are the dominant topics (Pedersen, 2013).

The sport development industry acquires a global dimension permeating all social activities and involving experts from various fields (e.g. economics, management, law, marketing, entertainment, finance, manufacturing, high technology, etc.). The field of sport encompasses all areas of social activity (i.e. interpersonal, social, autonomous, state and international) at both the amateur and professional levels. The sports industry promotes communication links by uniting its industries into a unified economic powerhouse. The communication links of all processes in the sports industry make them strong. Communication is an important factor in the development of the sports industry (Romney & Johnson, 2020). The integrity of the sports industry makes sports communication an effective tool that influences people's decisions, marketing processes and management in various fields (Stoldt, Dittmore & Branvold, 2012).

Sport cannot exist without communication which is the catalyst for the development of the sports industry. Researchers emphasize that the process of sports communication is accelerating and this trend is becoming mainstream (Wheaton & Thorpe, 2019). New social media technologies are being evaluated in the fast growing sports communications segment of the sports industry. People who go (or don't go) to sports or related organizations who want to socialize are increasing their attention to social media (Naraine, Wear, & Whitburn, 2019). Technological developments have enabled the sports media industry to reach a larger audience and disseminate information, respond quickly to social changes and maintain close relationships with existing consumers and increase their numbers. New technologies have greatly expanded the range of sports communication methods and created an interesting field of communication to achieve different goals. Given the impact of sports communication on all human activities, it can be considered as an effective strategic tool that requires the collection, generalization and systematization of research data.

3.5. Sports Relations and Creative Industries

Tkaczyk and Krzyżanowska (2013) and Mumford (2019) emphasize that the creative economy is considered the fastest growing industry and offers enormous benefits for the development of all human activities. Therefore, the creative sector is considered as one of the fields that generates the most jobs, thereby promoting social welfare, consumption and services, enhancing social

stability and international development (Hawkins, 2013). The creative economy and sports economy are based on integrity and adaptation to social processes (Memmert, 2016). It is important to look further at the relationship between sport and the creative industries and their integrity. Sport and the creative industries are closely intertwined in the areas of innovation and business (Dadelo, S. (2020). Your relationship needs to be re-evaluated. It is important to clearly define the process of integrating sport and the creative industries and assess its scope and intensity. The process of integrating sport and the creative field has shown that its theoretical and scientific foundations lag behind reality. To achieve this, science acts as a "catalyst" and drives local and global positive changes in society. Processes in science and society and their communications must be constantly observed and examined.

4. CONCLUSION

Sport carries out socialization tasks and functions through various methods and at different levels (eg personal, group, community, national and international relations). Sport is inextricably linked with the communication processes necessary for its existence. The character of communication in sports encourages penetration into all areas of human activity. The cultural and economic expansion of sports communication led to the emergence of industrial sports, which became an important factor in the combination of economic, cultural, industrial, technological and scientific aspects. The sports industry not only generates a lot of income, but is also an important part of the cultural life of the people. Although sport is associated with a mass character, healthy lifestyle and humanist values, its commercialization has negative effects (eg signs of aggression and nationalism, doping scandals, ostracism of athletes). Sports are currently experiencing changes in values and goals due to global social changes. Sport has changed from a source of entertainment and recreation to become an integral part of modern urban life in society. Changes in sport content and goals lead to a growing relationship with the creative process, which encourages greater integration between the creative fields and sport. The sports industry is changing dynamically and its impact on society is increasing. Sport has become a phenomenon that drives communication processes and social, economic and technological developments. The nature of the sport determines its dynamic changes. Therefore, the segmentation of the sports industry must be carried out regularly by taking into account the ever-changing trends and community participation which is a reflection of the productivity of the sports industry, as well as the pattern of decision-making from stakeholders related to sports. sector. In this case, of course, it relates to the management of the sports market.

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