

## Sports in Modern Ethnic Society: An Informative Contributionscape of Sports

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**Abstract:** The present article steeped with a lot of information from various studies and investigations regarding contribution of sports to the welfare of human society highlights the fact that the modern ethnic society rests on several pillars like health, education, medication, business, economics, politics, culture, human right, recognition, achievement, career, satisfying special needs, national passion and religion, trust and peace, development of individualities and so forth, and corroborates the truth that if to keep those pillars unharmed or unbroken the sports can play a vital role of a solid iron of massive strength, antidote, healer and a talisman for the well-being and prosperity of ethnic world.

**Keywords:** Ethnic, human right, catharsis, showcase of politics, crusader of racism, special needs, corporate sector, cultural heritage, cotributionscape, healer, talisman..

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### I. Introduction:

Since the time immemorial and till the date in ethnic civilization sports have become not only anything humans find amusing or entertaining but has been appearing in and with various forms and merits before us with the varying needs and demands of progressive human civilization. Speaking about the importance of sports in modern society, it can be argued that sport is a continuous social phenomenon which by performing various roles in society integrates and coordinates individuals and social groups and helps the nation develop. The importance of sports in modern society is as follows:

#### **Sports for health:**

Sports as social phenomena are characterized by its functions as development of physical abilities, the satisfaction of social and natural needs in motor activity and optimization of the physical state and health, improvement of physique, helping hand to prevent and reduce the large number of diseases.

#### **Sports for promoting harmonious development of personality:**

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 and thus promoting harmonious development of personality.

#### **Sports to create a climate of trust and peace:**

Modern sport is also important in the development of contacts among the peoples of different countries and plays a significant role in deepening mutual understanding between peoples. Therefore, the sports is closely connected with the mental, moral, aesthetic, communicative and other spheres of culture and becomes an integral component of people's social life and thus helps to create a climate of trust and peace.

#### **Sports for self improvement and higher achievement:**

Competitive sports includes several critical aspects of the sports like judgment, improvisation, anticipation, presence of mind, determination, creative activity, formation of necessary volitional qualities, exchange of sport experience, achievements, dedication, perseverance, courage, endurance, initiative, independence and self-control of athletes. These aspects of sports always leads athletes to a path of continuous development and progress of physical and spiritual strength, self improvement and higher achievement in competition and everyday life.

**Sports, a national passion and religion:**

Indeed, the phenomenon of sport has a powerful socialization force. Politicians have long considered the national sport as a hobby and are able to unite the community with a unified national idea, filled with a kind of ideology, people's desire to succeed, to win. In the U.S., for example, the sport in 60-s was declared as a national passion and a model of American society and since 70 - 80-s the sport in the U.S. has become "the second religion", believed by most Americans and uprooted the so-called psychological barrier in public attitudes through physical activity.

**Sports, a way of life:**

Athletic endeavours, both amateur and professional, have a tremendous economic, political and cultural influence on our society. Watching and playing sports provide ways to escape the stress of our daily lives and come together as a community. Hosting sporting events can boost tourism and revenue for a city. Sports in society can even influence our understanding of gender roles and socio-economic issues, and can help frame city, state and national identity.

**Sports, a human right:**

In fact, sports in society are so vital that the United Nations (UN) has declared them a human right: "Sport and play are human rights that must be respected and enforced worldwide; sport has been increasingly recognized and used as a low-cost and high-impact tool in humanitarian, development and peace-building efforts."

**Sports, a means of catharsis:**

The subdued tendencies in human mind, which are unable to get revealed outside normally try to get satisfaction partly through sports. Eliminating detrimental instincts by means of sports the social approved tendencies or instincts are accepted, e.g. by encouraging bellicose children in various combative games like judo, karate, boxing, wrestling, 'lathi' etc. their natural instincts are given social acceptance.

**Sports, a showcase of politics:**

The games are a showcase of country's ability. The Olympics are now the biggest peacetime event in modern history and one of the best ways for a country to get international attention. Indeed the Olympic Games are marketed as being "above politics" that makes them so attractive to the politicians. The games are often riddled with politics in a variety of ways. They partly designed that way – countries will compete on the sporting field rather than the battle field. Young men will be trained to be athletes rather than to be warriors. Communist countries used the games as a way of showing their superiority of the communist way of life and put a great deal of funding and training into preparing athletes. China used the 2008 Games to its supreme position in the world, thereby replacing the US in sports as well as economics. Major recurring political issue in games is participation. Many Olympics have been hindered by some countries staying away or being kept away. In 1920 Austria, Bulgaria, Germany, Hungary, Turkey were all banned from taking part because they were all on the losing side in World War I. Japan, West Germany and East Germany did not attend the 1948 London Games. Meanwhile Japan used the 1964 Games in Tokyo as a way of showing the progress of recovery from the war. Another linkage between the Olympics and politics is as regards election campaign during the games. In 2004, President Bush for his re-election in November ran advertisement in favour of his military campaign in Afghanistan that Afghan women were competing in the Olympics – for the first time in their country's history where the previous Islamic Governments had banned women from doing so. The Olympics are often used by the politicians as their informal 'summit conferences' where they privately discuss outside the media spot light the matters of mutual concern and improve ties between their countries.

**Sports against racism:**

Sport brings together millions of people regardless of their sex, colour, gender, age, nationality or religion, and has thus it can be an ideal and potential platform to foster inclusion, acceptance of diversity and mutual respect while combating racism, discrimination and exclusion. This potential of sports to convey human values is of increasing interest for the European Union (EU). Against this background, the European Union Agency for Fundamental Rights (FRA) has carried out research in the field of racism, discrimination and exclusion in sport and is taking several measures like establishing of effective monitoring systems; the launching of awareness-raising campaigns; the implementation of diversity management programmes; the critical assessment of legal and administrative barriers to equal participation in sport and the encouragement of athletes, players, officials and fans to take a public stance against racism and related intolerances. In regard to 'sports against racism' we can recall the South African crusader of racism, Nelson Mandela's eloquent speech: "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. Sport can create hope. It is more powerful than government in breaking down racial barriers."

**Sports, a social contract for recognition:**

Man is a social being. Man is gregarious by nature. Many theorists opine that man plays because he wants to achieve social establishment and recognition, keep up sociability, make social mix ups with different peoples, increase friendship and after all to pave a path of social bond with each man in society.

**Sports for children and adolescents:**

The benefits of sports in the development of children are well documented. An Ad Hoc Committee on Sports and Children said that the potential benefits from sports to children and adolescents includes the development of healthy physical and social skills, development of fine motor skills, improved health and sport-specific fitness. This is particularly true for adolescents who are physically or emotionally challenged. Playing cards and board games also benefit teens, providing a quiet and yet competitive outlet where they can interact with their peers or older family members in a positive manner.

**Sports for adults:**

According to the Centres for Disease Control and Prevention adults need 150 minutes of moderate-intensity aerobic activity each week, coupled with muscle-strengthening exercise at least twice a week. One of the ways to accomplish the least part of these goals is to play sports such as tennis, basketball or racquetball. All of these would qualify as aerobic activity while they (sports) also allow us to compete and have fun. Participating in indoor games such as chess, checkers and board games with family and friends also provides a social interaction that helps relieve the stresses of daily life.

**Sports for senior citizens:**

Senior citizens stand to benefit the most from being involved in sports and exercise. Increased cardiovascular endurance, better balance and flexibility, and a reduction in the effects of illnesses are a few of the benefits. Some not-so-obvious benefits are better sleep at night, a boost in self-confidence and a better mood, as well as preventing memory loss and a decline in cognitive abilities. In addition, a study conducted by psychology professor Arthur Kramer of the University of Illinois found that playing a strategic video game improves older adults' memory, reasoning ability and cognitive functions.

**Sports for education:**

In the era of child centric education process many thinkers, educational boards, councils and authorities of different states and countries ponder over the fact that if to make pupils healthy and wealthy or to make the all round development of personalities or to satisfy the aim of education there is no alternative to mainstreaming physical activities and sports in educational set-ups. So sports and activities in different shapes like Physical Education, Movement Education, Movement Science, Kinesiology and so forth are being incorporated to school, college and universities of different parts of the world as one of the regular subjects in respective curricula. This context may be cited with many examples like Central Board of Secondary Education (CBSE/Circular No.Acad-10/2018) in India has decided to mainstream Health and Physical Education for classes IX to XII with the aim of holistic development of the child, leading to a well balanced individual in all walks of life; the United States Department of Education( Office for Civil Rights) declared on January 25, 2013 that athletics at all education levels are an important component of an overall education programme as this opportunity provides important health and social benefits to all students, particularly those with disabilities; the Department of Education Reforms at the University of Arkansas found in a research that tend to fare significantly better both in school and in later life and also found that the schools that offer more sports and field more successful teams produce higher test scores and graduation rates; In most of the schools of the countries like Singapore, Malaysia, Philippines, Indonesia of Asia Continent the students ranging from Kindergarten to High Schools have Physical Education with different sports and activity exposures: football, futsal, rounders, volleyball, basketball, netball, captain ball, cricket, badminton, golf, tennis, squash, shooting, fencing, skateboarding, sepak takraw, gymnastics, martial arts, kho-kho, kabaddi, and a series of fitness tests like pull-ups/inclined pull-ups for girls, standing broad jump, sit-ups, sit-and-reach and 1.6 km for primary (10- to 12-year-olds) /2.4 km for secondary and junior college levels (13- to 18-year-olds), integrated with their curriculum; In Australia, Physical Education was first made an important part of the curriculum in Government primary and secondary schools in 1981; in North America, Naperville Central High School first implemented a before-school (Zero Hour) Physical Education class, the state of Illinois conducted a Learning Readiness Physical Education (LRPE) programme based on a research showing that the students who are physically fit are more academically alert and experience growth in brain cells or enhancement in brain development, in British

Columbia and Ontario, Canada the Government implemented a Daily Physical Activity policy (daily five times a week) in Elementary Schools where the students with special needs also are provided with opportunities to participate in a minimum of twenty minutes of sustained moderates to vigorous physical activity; in the United States, the goal of Physical Education is to "develop physically literate individuals who have the knowledge, skills and confidence to enjoy a lifetime of healthful physical activity."; in most of the countries like Portugal, Scotland, England, Wales, Poland etc. in Europe the pupils are expected to join Physical Education workouts of the period of at least 2 to 3 hours a week.

### **Sports, a job career:**

Career opportunities in the sports industry are not limited to those with athletic prowess; there is a wide range of positions in the field for non-athletes too. The prospects in sports-occupational areas are increasing as more people play and watch sports. At one time these opportunities were only open to men. After Title IX became law in 1972, more opportunities became available for women to pursue sports-related degrees and then to move on to the workplace. Even females are moving into male-dominated job areas. However that the importance of sports we better realize when it opens to all such career opportunities as of exercise physiologist who can work with wellness, training, testing and research; sports trainer who may be personal trainer, strength and conditioning coach or fitness instructor; sports medico, a medical practitioner; sports physiotherapist, a rehabilitator of injured athletes ; sports dietitian, a professional with the career mixing food and athletes; sports coach to help athletes improve their performance and to chalk out the blueprint of sports strategies; sports educator to teach the youngsters sports, health and fitness; sports official for umpiring or refereeing games and sports; sports psychologist who probes into the minds of athletes; sports bio-mechanist to analyse the man in motion; sports journalist who writes about what we like to watch; sports administrator who is a facility manager to work with any sport as an assistant; sports photographer who shoots different sports actions and brings them into limelight; sports marketing agent to advertise and commercialise sports; fitness products seller to deal in fitness apparatus and other products in fitness industry; and so forth.

### **Sports for the people with special needs:**

Sports can play a key role in the lives and communities of people with special needs or disabilities, the same as it can for people without a disability. There is a wealth of evidence to support participation in sport and physical activity for people with a disability concerning trends, barriers and benefits of participation. Over the past three decades, numerous studies have revealed that physical activity and sport participation result in improved functional status and quality of life among people with selected disabilities. Allowing them to have equal access to sports can enhance their gross motor skills, social and communicating abilities, as well as improve their overall health and well-being. Children with special needs will mature physically, socially and emotionally when participating in a recreational activity. Various non profitable sports organizations in India and abroad are working with the mission of promoting healthy and wealthy lives for the people with special needs. For example, the Adaptive Sports Foundation (ASF, 1984) provides profound and life changing experiences for children and adults with physical and cognitive disabilities such as paralysis, autism, amputation, cerebral palsy and traumatic brain injury. This foundation offers them various seasonal sports and recreational programmes like alpine skiing and snowboarding (winter programmes), and golf, recreational and competitive canoeing and kayaking, cycling, stand up paddle boarding and personal fitness (summer military programmes) and also prepares athletes for Paralympic and Special Olympic competitions. Arizona Disabled Sports, a Gold Level US Paralympic Sport Club has the vision is of creating opportunity and empowering individuals of all abilities through sports and recreation. It's mission is to "Let no one sit on the sidelines." A wide variety of activities are offered this organization, including weekly sports and recreation programs, special interest classes, social activities and summer camp. Founded in 1999, the National Center on Health, Physical Activity and Disability (NCHPAD), a public health practice and resource center seeks to help people with disability and other chronic health conditions achieve health benefits through increased participation in all types of physical and social activities, including fitness and aquatic activities, recreational and sports programs, adaptive equipment usage which are at a glance: Alabama 504 inclusive activity campaign, alpine skiing, ambulatory basketball, archery, beach ball activities and games, beep baseball, boccia, goal ball, hearing impaired hockey, creating a specific exercise program for athletes with disabilities, hosting a wheelchair rugby tournament, power soccer, quiet please, volleyball ,table tennis, target shooting, water skiing, wheelchair basketball, wheelchair football, wheelchair rugby, wheelchair softball, wheelchair tennis and more.

### **Sports, a therapy:**

Sports and injury are the juxtaposed events. If there is sports, naturally there is injury behind, and if there is injury there is sports as a therapy. The therapeutic dimension of sports is not open to the injured athletes only but to the sedentary patients also as there may not be any alternative to exercise and sports therapy for

speeding up the healing from some common injuries like back injuries, ankle and foot injuries, knee injuries, hip injuries, wrist injuries, elbow injuries, shoulder injuries and so forth after its acute phase. A common misconception is that sports therapists only work with professional athletes - this is not true. No matter what one's occupation is (or one's sporting ability), if one's injury is sports/exercise related, a sports therapist will look to help one. After all the sports therapists, physiotherapists and other medical practitioners – all are the health care professionals who may refer patients to one another as and when required. A number of techniques like massage, mobilization, myofascial release, electrotherapy, hyper and hypothermia (hot/cold treatment) etc. the sports therapy commonly utilizes to help ease pain and encourage recovery. A number of evidences we can have in favour of what sports and recreation can do in the world of therapy. A 2010 study in the journal of Strength and Conditioning Research found that even a 30-second massage improved hip-flexor range of motion. Another study conducted by Margaret Jones, Ph.D. of the American College of Sports Medicine, demonstrated a notable trend toward decreased muscle soreness in the athletes who received massage either before or after exercise. For anyone participating in regular physical activity, sports massage therapy every week or two may be a great addition to one's normal regimen. Therapeutic outdoor recreation programs - from skiing and golfing to biking and hiking - are helping individuals with disabilities build the confidence and physical skills. The American Therapeutic Recreation Association (ATRA) has defined sports and recreational activities as the use of treatment services to persons with illness or disabling conditions. According to the U.S. Bureau of Labour Statistics (BLS), recreational therapists plan, direct, and coordinate activities such as sports and outdoor recreation, arts and crafts, or dance and movement to help people with various disabilities reap the social, emotional, and physical benefits of participating in those activities. Dr. A. Ronald Peterson, Physical Therapist Assisting at South University, West Palm Beach said, “ The beneficial effects of therapeutic recreation still have a place in the treatment of diseases, not only of sedentary lifestyles, but also of other conditions which plague the population.”. Disabled Sports USA offers sports rehabilitation programs like water sports, summer and winter competitions and fitness events to anyone with permanent disabilities - visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, and other neuromuscular and orthopaedic conditions; Bradford Woods, an auxiliary enterprise of Indiana University offers therapeutic programs including canoeing, waterskiing, scuba diving, swimming, archery, soccer, basketball, arts and crafts, music, high and low ropes courses and a dozen of medically specific camps for people with down syndrome, sickle cell anaemia, physical disabilities, craniofacial differences, autism, and cancer. Therapeutic recreation gives individuals including children, elderly persons, military veterans with disabilities requiring physical and mental health services an opportunity to use their abilities to see some tangible results from their efforts. War-fighter Sports, one of Disabled Sports USA's programs offers sports rehabilitation programs to wounded military service members who were injured in the Iraq and Afghanistan wars. All the evidences upholds the fact that sports and activities are such an aspect of healthcare that is concerned with the prevention of injury and the rehabilitation of the patient back to the normal or optimum levels of functional, occupational and sports specific fitness, regardless of age and ability.

### **Sports in the corporate sector:**

A Corporate Sector is a section of society consisting of companies or industries or business houses. They are the industrial development side of our society. They contribute to national income generation, infrastructural growth and development of the economy. In the 21<sup>st</sup> century world sports has become an inestimable investment of the corporate sectors for globalizing their products or business and thus globalizing their own identity in competition market and alongside the popularity and values sports are reaching every nook and corner of the globe. The growth of sports for life has been increased with the development of the corporate games. At Toronto Canada late in 1985 Dr. Maureen Johnston, the founder of the World Masters Games conceived the idea of the World Corporate Games where everyone of every age and ability gets the chance to play sports on a worldwide basis, represents a team, carry the colours (flag) of the Games and becomes proud to be a part of a multisport festival for businesses, organizations, institutions and societies of every size and kind. Dr. Johnston founded Sport For Life, a company dedicated to bringing global sport competition within the reach of everyone. San Francisco, the business centre of California backed the concept from the beginning. The 1st World Corporate Games was staged in 1988 and was an instant success. Subsequently different corporate games came into existence worldwide. Some of which are: 1st Winter World Corporate Games in USA in 1991; 1st Australian Corporate Games in Sydney in 1993; South American Corporate Games in 1997, Montevideo, Uruguay; Arabian Corporate Games in 2009, (renamed as Abu Dhabi Corporate Games, 2012); World Corporate Cup of Soccer first staged with Manchester United in 2008; Europe Corporate Cups of Dragon boat, Netball and Soccer in the UK, Bucharest and Romania. The Licenses of World Corporate Games have been granted to organizations in Mexico, Romania, France, Bermuda, South Africa, New Zealand, India, Japan, Canada, Ecuador, Peru, the USA and many other interesting places throughout the world from Okinawa to Pakistan. This has led the corporate sectors to form the Worldwide Corporate Sport Community. In 2017 more

than 20 major annual events were well-established on the sporting and business calendars of the world, in addition to the World Corporate Games in Houston, Texas, USA. These are the world's best team building events for business, organizations and institutions of all types and kinds - the Ultimate Mix of Sport, Business and Tourism. More and more competitors, companies and organizations are enjoying the vast array of benefits delivered by the Worldwide Corporate Sport Community. The Corporate Games and Cups as part of the Worldwide Corporate Sport Community are a truly global movement of "Weekend Sports Warriors" - those everyday athletes who get fit for business and for life through participation in sport, achieving benefits that can last a lifetime. Building employees' confidence and loyalty; integrating management and workforce at every level; reaching new clients, new business and new customers; enhancing awareness of the company's name, product, service, or presence in the community; making health, fitness, fun and bond among members in organization; developing contacts with leaders and representatives of national and multinational business; holding company meeting and conferences in different cities and after all achieving all types of corporate success – all these are the benefits the corporate world gets from sports.

### **Sports, a cultural heritage of mankind:**

Culture represents humanistic entity in terms of values, beliefs, thoughts, creeds, customs, traditions of a community or communities, and the term heritage is something that left from the past to the present and from the present to the future with proper modifications. Heritage makes proper link between the past and present. So, cultural heritage denotes a significant idea or practice having the continuity through passage of time from one generation to another. Games and sports are considered a culture and many nations have accepted it as their cultural heritage because games and sports have been existing as a socio-cultural phenomenon shaping human character and personality in their own characteristic style since the dawn of ethnic civilization i.e. games and sports are as old as our civilization. These are the physical activities including running, jumping, throwing, swimming, fishing, fighting etc., and long ago our ancestors had adopted them for their existence. These activities were used to fulfil their basic needs and most of which were modified and used for playing and recreation slowly with the changes of time, e.g. running, jumping, throwing fighting, etc were modified into games and sports like athletics, wrestling etc.. A number of examples to show that a number of activities have been passed to us as games and sports by our ancestors can be mentioned, e.g. killing of animals by stone, rod and arrow for their food, has been changed into games like shot put, javelin throw and archery. Games and sports are the pride of nation and every country tries to protect its culture. All great civilizations like the Greek, the Chinese, the Egyptian, the Indus Valley etc. by and large attached great importance to physical activity and sports for defence and security, recreation and relaxation and human aspirations for achievement. Olympics, the world mega sports festival in the form of culture of Pan-Hellenic National Festival carry with them a strong appeal for the amalgamation of diverse cultures and for the development of universal brotherhood. Culture without games and sports is valueless because the systems of physical activity and traditions of sport began as a sequel to the collective thought process of the communities at some points of their existence. Outdoor sports reflect a great legacy of the European culture, gymnastics does the same of Scandinavians and Roman culture, martial arts of China and Japan, and yoga of India. Since savage life games and sports have been lifting man above geographical, racial and ethnic boundaries. They uphold throughout history the cherished values of life such as co-operation, co-existence, humanism, morality, brotherhood etc..They have taught man how to be human and human even under the worst of the circumstances and reflect human achievements, ideals, excellence both on the field of play and on the wide canvas of life. With the instincts of construction and curiosity the humans desired thousands of sports to satisfy their urge for excellence. The unchanged and universal spirit of Olympics is the development of man to fullness in body, mind and spirit. Sports and games are no prized possession of a nation; they belong to mankind. If culture means what we love most and cherish best then certainly play, sports and physical activity are a true mirror of our culture – the culture of mankind as a whole in true spirit of term.

### **II. Conclusion:**

All the facts above in the present article are the contributory scenario (cotributionscape) of sports to the welfare of human society and highlights the issue that the modern ethnic society rests on several pillars like health, education, medication, business, economics, politics, culture, human right, recognition, achievement, career, satisfying special needs, national passion and religion, trust and peace, development of individualities and so forth, and corroborates the truth that if to keep those pillars unharmed or unbroken the sports can play a vital role of a solid iron of massive strength, antidote, healer and a talisman for the well-being and prosperity of ethnic world.

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