

# LANGUAGE, SPORT, SUSTAINABLE DEVELOPMENT- CLASH OR FIT

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## Abstract

Aspect of Sport as a Tool for Sustainable Development and Solidarity implies that toolkits should be created for NOCs in developing countries to assist them in developing opportunities to promote sustainable development, and in developing appropriate action plans to address their particular priorities and challenges. The IOC Sport and Environment Commission, through the Olympic Solidarity programs should assist NOCs in the formulation and implementation of sport and environmental projects. The IOC and partners should develop and produce guidelines for feasible projects at the national level. Sport should be used in addressing other social and economic priorities such as the fight against poverty and the spread of HIV/AIDS, and in the promotion of social justice, human well-being and gender equality. Indispensable factor in this game should be observed as well, and that is “clean language “ or the language used to define all the aspects of sport, language and sustainable development.

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**Keywords:** Sport, language, sustainable development, environmental projects, priorities

## Introduction

The environment takes up a more general sense not just denoting our surroundings but all the conditions and situations enhancing people to work and act with the aim to make better their own working and functioning environment. The IOC Sport and Environment Commission, through the Olympic Solidarity programs should assist NOCs in the formulation and implementation of sport and environmental projects. The IOC and partners should develop and produce guidelines for feasible projects at the national level. Sport should be used in addressing other social and economic priorities such as the fight against poverty and the spread of HIV/AIDS, and in the promotion of social justice, human well-being and gender equality. In this manner we assume the Role of Athletes to be the following:

- Maximize the effective role of athletes and organizations in education and awareness, by promoting and communicating the importance of sustainability and protection of the environment

- Encourage athletes to act as role models and take part in communicating green messages to the community.

- Events Collaboration at Community Level

- Effective partnerships between organizers and both local and national authorities, and civil society from the outset are essential for the environmental success of any sports event

- The role of athletes as role models in establishing such collaboration should be developed to promote a safe and healthy environment.

- Sustainable Venue Design

- Respect for the environment in venue design is an integral part of the sustainable development legacy of the Olympic and Paralympic Games

– Sustainable development must embrace the interaction of all members of the local community with their improved environment.

### **The concept of blending**

We also introduce the concept of blending as the act of mixing social factors taking sports as one of the most interesting parts of the society, and the influence it can exert on making our own living and working environment richer and more complex.

The concept of blending, in the glow of the French team's 1998 World Cup victory, found its place in sports vocabulary as a signifier of diversity in clubs and in national and regional selections. Far more than football alone, all disciplines are concerned to a more or less intense degree, depending on their popular support or lack of it, and on the culture which they convey. Multiple origins and complex careers are now a hallmark: handball, rugby, basketball as well as individual sports like athletics, judo and tennis have their champions stemming from diversity, who form the tip of an equally variegated iceberg of school and amateur sport. Thus, sport is completely permeated by the question of the diversity which it vividly enacts.

In many European countries school and sport politics have given sport an important role to play regarding intercultural and integrative processes. Nevertheless, consistent official guidelines and didactic concepts are lacking. Freiburg project group (Germany) tried to compile a theory-driven concept which was used successfully during practical projects with schools and during the education and training of sport educators and trainers. It is vital that the development of similar programs, based on theory and empirical evidence, will be brought forward in order to develop sport concepts capable of promoting intercultural dialogue between native and migrant populations, thereby guaranteeing equal participation in sport.

At the micro-level there are operational settings, such as sports associations and other types of civil society organizations, which help facilitate the activities within this area. However, local initiatives can clearly benefit from the structural, advisory and inspirational support from national and international levels. The current trend for increasing attention towards these issues among civil society organizations and sports associations can be strengthened through long-term national programs and back-up systems for local initiatives. b) These long-term national programs can create substantial support to local initiatives through conceptual support, management guidance, intercultural learning, networking, inspiration and financial support. c) The creation of partnerships between GO (national or municipality level) and NGO sectors should be stressed. To support this, a transfer of knowledge at both political and implementation levels should have a special focus. d) National long-term programs with interventions could beneficially receive cross-border inspiration from European events, networks and co-operation. The focus should reside on realistic overall goals. Finally, actions supported by evidence-based best practices and experiences should be promoted.

The Polish context is somewhat different. The social organization and thus questions of nationality and citizenship were constructed under very different circumstances and under the communist system, the importance of immigration, ethnicity and of national minorities were minimized. Poland, like other acceding states, was still in the process of working through its approach to citizenship. However, in drawing up its new internal administrative boundaries the significance of national minorities was recognized

Where so many other programs had failed, the project "Sport Inspires Me" looks directly at the problems of exclusion and through an experimental project in one of the most violent neighborhoods of Lisbon, roots were established allowing this strategy of inclusion through sport to be taken to other disadvantaged parts of Lisbon. This project is currently

trying to set out a constitutional right that allows all citizens an equal opportunity to practice sports and, with the simple strategy of including all social strata, all colors, ages and individuals, both male and female, in the same activities, in the same social environment – has diminished tensions, broken down barriers and eradicated some risk behaviors.

The City of Iași (Romania) continues to run projects on social development and is busy integrating them. For example, the municipality will link “Neighborhood Sport” with the project “Social Work for Better Life” supported by the Phare CBC program, on the deployment of social facilitators in the community of Iași.

From 2005 to 2007, the Federal Office of Sports (Switzerland) carried out a joint project with the NGO Swiss Academy for Development (SAD) aimed at establishing equal access to leisure time activities for children and young people with immigrant backgrounds. The project was based on a participatory approach, working with school teachers and local sports instructors to develop the instruction manual *Rencontres en mouvement/Begegnung durch Bewegung*. From 2007 to 2008 a cooperation project with the Swiss Red Cross (SRC) led to the publication of *Le mouvement, c’est la vie/Bewegung ist Leben* in eight languages. The publication is directed at adult migrants. Its aim is to promote their health and physical activity in daily life.

A more far-reaching, aspect of communist sport, however, was the evolution of a model of a sport for a modernizing community, employing sport for utilitarian purposes to promote health and hygiene, defense, productivity, the integration of a multiethnic population into a unified state, and international prestige – what we might call ‘nation-building’. With the exception of the GDR and Czechoslovakia, communist development was initially based on a mass illiterate, rural population. It was this model that had some attraction for nations in Africa, Asia and Latin America. In most communist states, sport had the quite revolutionary role of being an agent of social change, with the state as a pilot. In any case, after the revolution or liberation there was rarely a leisure class around to promote sport for its own sport. Further, partly under the influence of Marxist philosophy that stressed the interdependence of the mental and physical states of human beings, many communist states emphasized the notion that physical is as vital as mental.

Namely, sports terminology mirrors the hierarchy of any given lexical system, and not just lexical but also social system, because there have to be incorporated internationalisms, general host language lexis and individualisms as well. Apart from that, sport more than any other area of man’s life influences terms so that they lose their status of just language units and from the general Lexis depending on the popularity and widespread sport coverage, they are transferred to everyday’s life.

Therefore, research on sports terminology is significant not just as a specificity of one given terminology semantic field but because it shows that a pragmatic component of familiarity can become a relevant criterion of its structural hierarchy. Thus research on sports terminology is not just relevant from the point of lexicology but from the point of the functioning-stylistic aspect thus reflecting the role of sport in society at large.

### **Sports federations are trying to fight climate change**

Sports federations are trying to fight climate change by switching to energy-saving lamps or solar-powered roof. But the real problem lies in the growing number of flights to international sporting events. The irony is hard to miss. In order to talk about climate protection in sports with Lutz Pfannenstiel, you have to track him down in Sao Paulo. The international talent scout for Bundesliga side TSG Hoffenheim travels around the world in search of young, undiscovered football geniuses. His journeys often take him to South America or Africa. He has come to Brazil to network.

All that travel seems to contradict Pfannenstiel's stand on climate change. After his professional career came to an end, the German keeper founded Global United, an association that tries to draw attention to climate change through football matches and spectacular events.

Pfannenstiel said you need at least one extreme or unusual and media-savvy event a year to get people's attention. That's why he's planning a star-studded match in Antarctica, of all places, in 2014 – ahead of the World Cup in Brazil.

"Nothing like this has ever been done before and probably won't be done again," Pfannenstiel said. "Of course, there's no proper stadium there with all the bells and whistles. It will be a really simple game on an airfield."

### **Plenty of good intentions**

There's no dearth of good and well-intentioned sporting events to fight climate change and raise awareness about environmental issues. Solar-powered roofs are being installed on a growing number of stadiums.

Green, energy-saving events have long become a standard feature in big events such as the Olympic Games. In the upcoming London Olympics, for example, 9 percent of the electricity needed to power the events will come from renewable sources. Still, it's a far cry from the 20 percent that London organizers had originally hoped to reach.

Symbolic gestures, too, are on the rise. European football's governing body, UEFA, recently participated in the World Wildlife Fund's Earth Year celebrations, shutting off all the lights at its headquarters in Switzerland for an hour on a Saturday evening. The head of the UEFA Fair Play and Social Responsibility Committee, Peter Gillieron, encouraged people to convince friends, family and colleagues to make a positive contribution in the fight against climate change. "For example, you could go to work by foot instead of by car," Gillieron said.

### **Conclusion: or too much football ruining the climate?**

Gillieron failed to address the high environmental cost incurred by UEFA's numerous football games. Indeed, the number of games and tournaments in the UEFA calendar has skyrocketed thanks to changed rules and a growing number of member states.

In 1991, the European Cup – the predecessor to the Champions League - involved 58 matches. In the current Champions League season, though, there are 212 games. The number of youth tournaments and women's football competitions has exploded as well.

Every week, hundreds of planes carry footballers and their fans around Europe, transporting them from one stadium to the next. And that means big business: more games mean higher revenues from television broadcasting rights, and more money for the industry. That, say critics, is in large part why football associations and organizations are avoiding the problem, despite the obvious - reducing the number of games would be a good opportunity to ease the burden on the environment.

When asked about its environmental responsibility, UEFA passed the buck onto the fans. "It is the responsibility of fans to compensate their individual carbon emission when they travel to an away game and we encourage them to use public transport whenever possible," UEFA said in an official statement. Even Lutz Pfannenstiel remains wary of reducing the number of games. "That would mean intervening in the competition," he said, pointing instead to smaller successes by Bundesliga clubs in slashing water consumption and setting up carpooling networks for youth leagues.

James Atkins, chairman of an emissions trading company called Vertis, says little has changed in sports and athletics.

"There are tons of stupid ideas out there that are not good for the environment," Atkins said, referring to the Premier League's erstwhile plans to stage a game on a different

continent for promotional reasons. The idea didn't get very far: FIFA lodged an appeal and the Premier League dropped its cause.

In 2010, James Atkins released his book "Climate Change for Football Fans," where football metaphors are used to describe the Herculean battle against climate change.

Atkins said football players, too, often fail to set a good example. "When they're young, they do silly things like having a bunch of Ferraris in their garage," he said.

But Atkins also points the blame at football officials, who encourage fans to walk instead of drive to work to reduce their carbon footprint, while at the same time expanding their own lucrative business at a high cost to the environment.

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