

## THE EFFECT OF COMMUNICATION ON FAIR PLAY

### İLETİŞİMİN FAIR PLAY ÜZERİNE ETKİSİ<sup>1</sup>

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#### ÖZET

Fair Play kelimesinin anlamına baktığımızda temel olarak saygıyı, hoşgörü, centilmenliği, adaleti ve dürüstlüğü görmektediriz. Spor sahalarda ve toplumsal alanda görmek istediğimiz bu davranışlar iletişimde en temel unsurları olmalıdır. İletişim’de Fair Play anlayışının da sürekli vurguladığı saygı ve hoşgörü çerçevesinde iletişim kurmak ve karşılıklı etkileşim süreci sırasında Fair Play’in temel ilkelerinden olan saygı, hoşgörü ve dürüst olabilmek iletişimin etkililiği ve sürekliliği açısından önem arz etmektedir. Ve İletişim esnasında dilin sade ve anlaşılır olması önemlidir. Fair Play duygusunu daha rahat ve kolay anlatabilecek sözcükler de kimi zaman uluslararası spor kuruluşları tarafından seçilmektedir. Örneğin; Avrupa Futbol Federasyonları Birliği (UEFA) bu konuda “Respect” saygı kelimesini ön plana çıkarmıştır. Fair Play ruhunun mücadele ettiği sporda ayrımcılık konusu içerisinde en önemli konuların başında ırkçılık gelmektedir. Avrupa Birliği ülkeleri özellikle sporda ayrımcılık konuları içinde ırkçılık konusu üzerinde toplantılar ve “İrkçılığa Tekme” ve “İrkçılığa Karşı Kırmızı Kart” gibi çeşitli sloganlar ile turnuvalar düzenlemektedirler. FIFA ve UEFA bu konu üzerinde insanların dikkati çekmek ve daha iyi anlatabilmek için “Say No To Racism”, ırkçılığa hayır de sloganı ile insanlar üzerinde güçlü bir iletişim kurmak için çalışmaktadır. Spor medyasında görev yapan herkesin Fair play anlayışı çerçevesinde görevlerine devam etmesi ve iletişim dilinde şiddet içeren ifadeleri ön plana çıkarmaları yerine, hoşgörü ve Fair Play anlayışını destekleyici ifadeleri kullanmalarıdır. Bu sayede spor sahalarda meydana gelebilecek olumsuz olayların önüne geçilmesinde katkı sağlamış olurlar ve medya ve mensupları, geniş kitleler ile iletişim içinde bulunan ve bu kitleleri etkileyecek güce sahiptirler.

**Anahtar kelimeler:** Fair Play, İletişim, Spor

#### ABSTRACT

When we look at the meaning of the phrase "fair play", we consider respect, tolerance, gentlemanliness, justice and honesty. Such behaviour that we would like to witness in sports courts and social environments should also be the fundamental elements of communication. Communicating within the boundaries of respect and tolerance, which is always emphasized by the understanding of Fair Play, as well as respect, tolerance and being honest, which are among the fundamentals of Fair Play during the process of mutual interaction, are significant for the effectiveness and sustainability of communication. In order to communicate accurately, it is important that the language is simple and understandable in the course of communication. In this respect, the words that can express the sense of Fair Play more fluently and easily are chosen by the international sports institutions from time to time. For instance, the Union of European Football Associations (UEFA) underlines the word "Respect". Having stated that, another issue that is proper for communication and the spirit of Fair Play is that there is no discrimination concerning language, religion or race among the rival teams. Each human being is born equal and racism is like a cancer cell that damages humanity. Therefore, racism is one of the most significant subjects in discrimination in sports with which the sense of Fair Play struggles most. The countries of European Union hold meetings on especially racism among the subjects of discrimination in sports, and organize tournaments with slogans such as "Kick Racism out of Football" and "Show Racism the Red Card". FIFA and UEFA are trying to form a sound communication with the slogan "Say No to Racism" in order to draw people's attention on the subject and to express the case more clearly. Every person holding a position in sports media should maintain their work within the frame of the understanding of Fair Play and use expressions that promote tolerance and the understanding of Fair Play rather than expressions featuring violence in the course of communication. By this means, they can contribute to preventing negative occasions that take place in the sport arenas; as the media members can communicate with large masses and they have the power to influence these masses. If we would like to leave a better world for our children, we need to unite in the spirit of fair play in sports and educate people through sports.

**Keywords:** Fair Play, Communication, Sports

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## INTRODUCTION

“Fair Play” in sports isn’t restricted to regulation awareness, describes social cultural and ethical norms of sport as a concept. Increasingly going on trading and political expectations of sports during 20th century, pushes ethical expectations in the second place and causes regression of amateur spirit against increasing professionalism (Yıldıran, 2005).

Generally, Fair-play plays a part in the “ethics” concept. Individual needs and sensitivity to differences, responsibility for personal behaviour, interest to other people, honesty and loyalty to Fair-Play exists on ethical fact (Mirzehoğlu ve ark. 2006). When we look at the ethical values in sports, Fair-Play concept covers people’s high and universal values. Achieving to high values is the final step of being human(Orhun, 1991, Akt. Öngel 1997).

Communication is sharing various meanings of expressions the individuals to each other. In this sense communication is the transmission process of an information from a person, group or organization to another person, group or organization. Not only transmission but also getting across the transmisson should be considered within this process (Ergeneli, 2006). During this mutual interaction process, basic principles of Fair Play as respect, tolerance and being honest have importance in effectiveness and sustainability of communcation. (Donuk, 2016). Sports is one of the oldest foundations of human history. Sportive activities display flexibility according to changing life conditions. In older days the activities were for surviving and staying stronger nowadays changed as enjoying leisure time (Küçük ve Koç, 2015). Sports has social functions such as catharsis, developing identity, social control, changing tool, collective awareness, success and socializing in society (Ünsal,2013). Communication is the most important tool for performing social functions of sport. Communication functions by transmitting acculturation and existing sport culture to the next generations.

Besides researching the impact of fair play on communication, fair play concept, communication and its importance, communication effect on fair play behaviours try to be searched within theoretical perspective in this research. In our study, current literature is reviewed and published articles on the topic are examined.

### Fair Play

The word “Fair Play” consists of written and non-written ethical principles within sports. As sports is carrying human honor concepts such as peace, tolerance, equality, discipline, morality, pleasure, law, happiness, love and respect;and involves human characterctics such as sadness,sorrow and stres effecting total human existence.

Competition is the basis of sports. Target is winning. However Fair Play spirit is necessary for winning in a moral manner (Eitzen,2006). According to Doğan (2007) ethical principle of playing fairly and honesty is defined by Fair Play phrase in performance and high performance sports. Representing humanistic uprising and international appeal ,Fair Play concept is expressed against ethical diversion and corruption(Orhun 1992).

Declaration about contents of Fair Play prepared by International Fair Play Commission in 1974 was sent to all countries and sports organizations. In this declaration Fair Play is defined as life view grounded in respect to yourself, competitor, team mates,referees of the game, spectators and public opinion. This view states the principle “declining of winning and being successful no matter how” (Sahin, 1998).

According to principles, International Fair Play Commitee brings 5 different perspectives for competing under equal contidions to Fair Play practices.

- 1- *Performance and Success*: Fair Play is the jest negligibly victory or decreasing performance of a team or player. At the same time Fair Play is avoiding various pressures on athletes in order to be successful.

- 2- *Obeying Rules*: Fair Play is obeying sports regulations and practicing them. Sports regulations aren't irrevocable. Regulations are dynamic and can vary according to circumstances.
- 3- *Equality of Opportunities*: Fair Play enables to all women, men, disabled, young and elderly participants to sport. Fair Play is giving chances to all participants who want to attend sports activities.
- 4- *Respect*: Fair Play is showing respect and tolerance to competitors, referees, spectators and other people's views, decisions and thoughts.
- 5- *Health*: Sports keep and promote people's health. Fair Play declines unfair competition environment such as harming opponents, doing deliberate attitudes and using substances considered as doping during sports competitions (Senkel ve Müller, 2005).

At the beginning the concept "Fair Play" appears as expression of respect to human dignity, establishes itself as ethical principle of playing fairly and honesty at the each step and kind of sports (Pehivan, 2004). Fair Play has two types in this context.

These are; - Sportive Morality Related to Regulations (Formal)

Sportive Morality As the Principle of Life (Informal)

**Sportive Morality Related to Regulations (Formal)**; is obeying game rules and not departing from rules at any reason (Erdemli, 1996). In other words, formal Fair Play is restricted by acknowledging game rules including compulsive rules and obeying to these rules (Ateşoğlu, 1974).

**Sportive Morality as Living Principle (Informal)**; bases on non-obligatory sanctions, contrary beyond the playing rules desire of competing in equal conditions, Sportive Morality (Informal) as the principle of life; that the athlete is not required to comply with the rules and that the athlete has the desire to compete on an equal basis with his opponent, the effort made to resolve the unfair situation the competitor will be subjected to the refusal to respect the referee's decisions even if it is not appropriate for his own benefit and judgment, victory or defeat is based on moderate behaviour.

Generally, Fair Play is shaped in 3 meanings. Firstly, it is used as meaning of "fair game". Fair-play is shaped in three ways in general. It was first used to mean "good play". Then he was evaluated as "the good mood and behavioral pattern suited to the athlete." The latter are considered as "all the attitudes and behaviors that the players in the game have to fulfill for the appearance of good game". France has also begun to be used in a way that expresses "general integrity" in sport, playgrounds and social life.

Çoknaz et al. (2008) state that awareness of physical education and sports college students about Olympic issues and Olympic concepts In Olympic ideals, students define "Fair-Play" in written evaluations of the problem directed to "Fair-Play", related themes are defined in the form of ethics and morality, peace, respect, honesty, friendship, compliance with rules, and gentlenesship.



**Figure 1:** Themes Obtained from Written Evaluations Made for Fair Play (Çoknaz et al. 2008)

### **Communication and Fair Play**

Communication is people's sharing of meaningful phrases with each other. In other words communication is person's, groups or organization's process transmitting information to another person, group or organization. The process is not only transmission understanding of what is transmitted is also part of the process (Ergeneli 2006). Direct and effective communication keeps you permanent in the mind and may lead your success in the business to the top level. The first step to target will be positive communication. No one will like to stay at places where negative energy exists. In communication we should never put someone in shame, humiliate and punish, accuse, threaten but rather being good humored, patient, steady, humane fair and understanding is important (Özden 2011).

During communication language should be simple and comprehensible. International Sport Organizations select peaceful and easily comprehensible words that could explain Fair Play Spirit. For example: European Football Federations Association (UEFA) put forward word "RESPECT". Fair Play spirit struggles with discrimination and antiracism is the most important topic. Even though racism is rare in Turkey, racism seems to be a major issue in Europe and other countries in the World. European Union Nations organize meetings on discrimination in the sports related to racism and organize tournaments with slogans like " Kick Racism " and "Red Card to Racism". FIFA and UEFA wants to attract attention and better explain the topic and uses the slogan "Say No to racism" for stronger communication and pointing the importance. Fair Play insight also struggles with substances related to Doping. Doping is described as healthy athletes' aiming to increase their performance in factitious and anti fair play manner, taking foreign and Physiological Substances unusual ways. Doping is not only an unethical problem but also brings health problems for the athletes. Doping concept should explained to athletes with an effective and clear communicative technique in order to protect their health. In Germany, the young athletes are informed about the hand, feet and head Xrays and current photographs and if they use doping what will change and happen to them as health problems. The efficacy of visual communication is marked here (Donuk, 2016).

## RESULTS

Nowadays Fair Play Spirit and Behaviour is observed as foreground in National and International Sport Organizations. UEFA gives especial importance to word RESPECT in International Sports Competitions. Fair Play is in close relationship with what communities reflects to daily behaviour. Culture is shaping the behaviour. Concepts like gentleman, bravery and wrestler exists in Turkish community and efficacious in our culture for centuries. Communication is important feature in correct transference of culture. Tales of Dede Korkut is transferred by verbal communication can be sample of transferring fair play excluding sports. On the fair play topic well recognized athletes, especially taken as role model; may behave as a guide to children and youth and may use all communication matters to settle the fair play awareness. Commercial take place in the social media in the last years is important in establishment and stability of fair play spirit in the community. In the adoption of fair play in sports important duty is given to mass media which integrates athletes and fans. Fair play behaviors should take place in the agenda more often. The news which may be leading people to negative behaviour must be presented in a careful manner. With responsible broadcasting the news will support fair play and mass media will be the mediator.

As a result ,communication exists in all parts of the life ,is an important feature in support and reinforcement of fair play.

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