SOCIAL DIMENSIONS OF SPORT AND RECREATION DEVELOPMENT IN CENTRAL EUROPEAN COUNTRIES

Dušan Leška (Ed.)
Contents

Dušan Leška: Introduction ............................................................... 5

Part I. Organisational and Economic Issues of Sport

1. Dušan Leška (Slovak Republic): The Status of Sport in the Modern Society in Slovakia ......................................................... 6

2. Ján Junger (Slovak Republic): The Legislative Framework of the Sports Coordination Scheme in the Slovak Republic .................. 16


Part II. Philosophy and Sociology of Sport


5. Aleš Sekot (Czech Republic): Women and Sport - Sociological and Historical Dimensions ............................................................... 37

6. Joanna Femiak (Poland): Sport from the Viewpoint of Anthropological and Sociological Views of John Paul II ............................................................... 46

7. Konrad Zieliński (Poland): Love, Physical Education and Sport ............................................................... 50

8. Jana Vrabcová (Slovak Republic): Sport - Entertainment - Society ............................................................... 56

9. Alexandra Šmidkeová (Slovak Republic): Sport, Values and Society ............................................................... 61

Part III. Mass Media and Management of Sport

10. Darina Hlaváčová (Slovak Republic): The Influence of Mass Media on Sport ............................................................... 66

Introduction

This publication is dedicated to the function of sport in Central European countries - Poland, Czech Republic and Slovak Republic. All these countries have come out from analogical economical, political, social and cultural circumstances. They have all been facing similar problems before the revolution and have been solving similar tasks of the social life’s transformation which included sport. During the process of this transformation the status of sport in the society has also been changing. It has been creating its new organizational structures and has also been adapting to the new conditions of the market economy. Moreover, new forms of management and financing have been searched for.

We can state that the stage of transformation of the economical and political sphere in our countries has been successfully finished. All these states have become members of the European Union, new, standard political and economical climate has arisen. In this context another question shows up whether this transformation has been successfully ended also in the sphere of sport and how sport fulfils its mission, what theoretical questions come out from its development in today’s modern society.

This monograph provides a view on selected theoretical problems, which are nowadays coming to the center of attention. It is mainly the sphere of creating the organizational, economical and legal conditions for development of sport, philosophical and sociological problems as well as questions of the importance of mass media for its development, importance of sport management on the level of clubs, local, or state administration. Questions of ritualism in sport, martial arts and their philosophical legacy in contrary with modern society are also becoming very relevant. Some problems of the research in sport and recreation are also included.

Publication gives results of the research as well as actual problems of development of sport in modern society from new attractive perspectives that are becoming the center of attention not just in Slovakia, but also in Czech Republic and Poland. Monograph is from reputable authors and scientists who are active in universities.

We believe this publication will attract the interest of professionals and scientists and will contribute to the knowledge of actual trends of development of sport and recreation in our countries. We also believe it becomes an impulse for further learning and use of sport for the benefit of our society.

Associate Professor Dušan Leška, PhD.
THE STATUS OF SPORT IN THE MODERN SOCIETY IN SLOVAKIA

Transformation of the society
Slovak Republic has been going through deep changes after the year 1989; these changes have influenced all parts of the social life. The core was transformation from the totalitarian system to the democratic political system, transformation of the central planned economy to the market oriented economy, big change in the social and mental sphere. The process of transformation was complicated also because of the split of the Czechoslovak Republic after the year 1993. Deep social changes had an influence also on the field of physical education and sport, which is an organic part of the society. They have been connected and still are connected to the subsystem of sport, its adaptation for new circumstances - its bonds to the wider social environment and conditions that it is making for its function.

Social effect of transformation
Necessary changes of the process of transformation our society has been going through were accompanied also with negative aspects in the economical, social and cultural field. A specialty of the social differentiation, which is a part of the process of transformation, is a fact that it is not coming simultaneously with an increase of the living standard of the majority of population as it was in the developed countries, but with a notable decrease of the average living standard.

More than half of the households is from the view of their incomes somewhere around the average salary and a majority - 75,5% on the level of 0,5 - 1,5 fold of the average salary. Ratio of the citizens in poverty grew up in the year 2000 to the level of 11,3%, while in the year this number was only 7,2% (Radicova, 2001, p. 531). It means in the society is a majority of the lowest class groups, the highest class group is marginal and the middle class is limited.

According to the results of the statistical office of the European Union Eurostat 21% of Slovaks is currently under the threshold of poverty, which is the highest rate of the countries belonging to the Visegrad four. (Poverty is the biggest threat for Slovaks, 2004). Besides that, in Slovakia is still a pretty high unemployment rate, even though it decreased rapidly from 17% to 10% from the economically active population. It is varying in different regions of Slovakia markedly though. In some regions it is about 30%. From all the unemployed is about half, which means these people are in the evidence of the employment office for more than a year.

This social situation is connected with the structure of expenses of households. Households spent most money for groceries and non alcoholic beverages (24,3%), rate of spending for living and energies grew rapidly (15,6%), spending for transportation grew too, but what is important for us is that spending for recreation and culture are decreasing (7,3%) (Radicova, 2002, p. 198). Under these 7,3% is also spending for sport since the
statistical authority doesn’t keep track of the spending for sport. If we subtract expenses for cultural and recreational activities, spending for sport is much lower. There is appearing the inanition of satisfying so called higher or developing needs, mainly in the lower income groups and therefore households do not have money for sport recreation and culture. An aftermath of this social structure is the fact, that for many social groups are the sport activities unavailable. This fact is supported by many empirical researches that have been realized in Slovakia. (See: Leska, 2002)

Creation of the socio-cultural system
An aftermath of the social changes in November 1989 was also the creation of new socio-cultural system, which is characterized by its own values in the field of economy, politics, social and spiritual sphere. The process of emancipation of the cultural sphere in Slovakia is proceeding unevenly and asymetrically in its separate segments. It was possible to make the essential legislative conditions of the reconstruction in a relatively short period of time (even though the system of laws is being created until today). Relatively longer period of time are under way the changes of the intellectual culture content. The longest time needs the process of accepting the new values, needs, norms, paradigms of behaviour by the citizens of the society, forming of the new life style matching the current conditions, overcoming the old stereotypes of thinking, paradigms of behaviour, old values of the totalitarian regime. It is not proceeding linearly as an automatic acceptance of the new values though, but citizens are confronting these values with reality, own experiences and therefore they either accept some of the values or reject them. This process is conditioned by the social status of members of the social groups.

Goal of the society is that citizens acquire the dominating culture, which is embracing needs, values, norms, style of life and behaviour preferred by the society and perceived as important, that arise from its core and help by reinforcing its basis. (Here belongs for example democracy, freedom, respecting the human rights, private property, freedom of entrepreneurship, protection of minorities, the principle of performance which influences also the character of elite sport, etc.) The governing elite have an interest that the majority of citizens acquire them and act according to them.

Society is never homogenous though, it consists from different social groups that in different level accept the dominating culture and concerning their statuses and interests are making own subcultures. There is a discrepancy or tension between the dominating culture and subcultures of the society. This discrepancy doesn’t always have to be negative and its solution can bring progress to the dominating company itself.

The term subculture is indicating a culture of some social groups which is differing from the dominating culture of the society by its values, norms, paradigms of behaviour, outer symbols which demonstrate belonging to a certain group. Subculture can be in harmony with the dominating culture or in an exact opposition. When this happens, this subculture is called contraculture. In case of contraculture are the basic values and norms of the dominating culture rejected.

Differences in the status of the social groups determine also the processes of socialization and re-socialisation. There have originated many subcultures in the society, it also an aftermath of the differences in life style, interests and needs. Main subcultures that can be distinguished in our society are: generational, social, national or national-ethnical, religious and regional. In most cases these are not contracultures, when a group reject the dominating culture, subcultures are not in conflict with the dominating culture and are characterized by a different level of accepting the dominating culture, its different attributes and by existence of its own outer identifying features.

For the development of sport for all is necessary, that all sport activities become an inner need, a real value of the members of the society and a solid part of their life styles. Research shows that particular subcultures have different attitudes toward sport activities, sport as a value is in their consciousness anchored on a different level.

Organisational structure of the sport sphere
The first and necessary step of the transformation of sport was creating the optimal legislative conditions. A whole range of laws has been passed, through which qualitatively new conditions for the function of sport organizations has been created. Among the most important were laws that have defined the competencies of the central organs of the state administration responsible for the field of sport, laws preparing ways for entrepreneurial activities and laws guaranteeing the plurality of social-political life. Legislative precautions, as well as the whole concept of development physical education and sport were motivated by the effort of overcoming the totalitarian administratively-directive methods of management and making a model that would define the competencies and responsibility of the state for the development of sport as well as the autonomy of social sphere development.

A very important role had the change of the organizational structure of sport, its adaptation on the new economical, political and social circumstances. The first step towards these changes was liquidation of the unitary bureaucratic organization of the Czechoslovakian federation of physical education (CSZTV), which was the only organization of this type during the totalitarian regime. Based on the law about associating people (Law nr. 83/1990 about associating people), which is reflecting the real interests of citizens started new associations. Sport entities got the needed autonomy and independence from the state, directive and administrative methods of its management were liquidated. Mutual relationship of sport and the associational sphere is reflected in the law about sport nr. 198 from the year 1990. Later was passed another law nr. 288/1997. In harmony with this law is the highest authority the Ministry of education, which coordinates function of other resorts involved, it also supports the function of sport associations. It uses mainly indirect methods for management such as subsidies, formation of the legislative conditions, development of long-term conceptions, and support of entities involved in sport. This law also regulates the competencies of other central administrative organs mainly of the Ministry of defence, Home office, Ministry of health as well as competencies and duties of the county, district and other regional offices. (See picture nr. 1)

Associations in the field of physical education and sport have been originating freely based on the law about associating citizens and have been independent from the state organs. The law has therefore made conditions for solving the competence relationships between state and the sphere of associations on the central, regional and local level. It formulated tasks for local and regional administrative organs as well as other organizations...
involved. Connections of central organs and the sphere of associations we could see in the past have been overcome. At that time state was directly managing, financing the associations so basically substituting them or the state was paying no attention to them and wasn't supporting them at all. The existing model is guaranteeing the independence of the association sphere but is also defining the responsibility of state for the development of sport concerning its important functions it plays in the society. Ministry of education was using mainly indirect tools of management, mainly the politics of subsidies, creation of the legislative conditions, development of the long-term conception, etc. It means it saved some space for independence and creativity of the sport associations, sport didn't get rid of the responsibility for this important part of the social life though.

The epigonic organization after the Czechoslovakian federation of physical education became the Slovak Association of Physical Culture (SZTK), which is incorporating four subjects: Association of the sport clubs and tourist activities, which was later renamed to Association of sport for all and Slovak football federation. It was admitted based on a rule saying that associations with more that 60 000 members will be a special part of SZTK. Besides that there have been other regional branches of the SZTK organized on the level of counties districts or regions. This association as an epigonic organization after the CSZTV adopted its property, sport facilities and equipment as well as members. Therefore it has been the strongest organization for long time, which has been uniting more than 400 000 members and that is a reason why it was influencing the development of sport and creation of conditions for sport activities.

Based on the law about associating citizens have been originating many other volunteer sport and specialized organizations. Generally we can speak about three types of organizations:

- Organizations from the times of socialism, which have transformed and stayed in sport in a different form. Besides the SZTK, as an epigonic organization after the CSZTV have three other organizations originated: Association of technical and sport activities of the Slovak republic (ZTSC SR), Association of technical and sport activities of regions and also Slovak association of motor sport.
- Traditional associations, those had been here during the Czechoslovak republic, but were abolished after the year 1948. In the year 1990 was the Sokol organization re-established, but also Oro, YMCA, Scouting and some other.
- Complete new organizations which are reflecting the new social conditions and demand in the field of sport. Among the most important are the Christian Sport Union, Slovak Club of Non-traditional Sports, Slovak Federation of Disabled Athletes, Slovak Schoolsport Association, Slovak University Sport Association, etc.

Besides that in the new social circumstances as a part of forming free market economy started to origin new facilities for sports as part of entrepreneurial activities. At the beginning they were focusing mainly on fitness and weight lifting, later they increased they offer with new attractive as well as extreme sports, e.g. scuba diving, yachting, paragliding, etc. (See structure of the association sphere - picture nr. 2.)

Organizational structure of the sport association was and is still objectionable though. It is asymmetric, atomized and without coordination. On one side is the SZTK as the biggest association with the ambitions of covering sport as a whole and on the other side many smaller sometimes even small associations. Moreover, SZTK wasn't able to adapt for the new conditions, use its good start circumstances and change itself to be a new modern managing entity. It is coming to a decline mainly because of its rigidity. Big atomization caused by many small associations leads to dividing forces and resources (material, financial, personal), doesn't allow efficient and effective use of the available capacities. There are problems with coordination between various associations, there is no coordination on the level of central organs, there used to be only some coordination on the level of cities and regions.

No central organ of the association sphere exists, that would coordinate activities of the separate associations, formulate needs of this sphere, act as a partner and a representative by negotiations with governing bodies as well as foreign partners.

Organizing of citizens in the society in sport associations is going down, number of members of sport clubs decreased from 406 070 in the year 1991 to 312 392 in the year 2000, while the number of clubs in this period of time increased (GREXA - KOSORIN - SOUCEK - SIMO, 2001). Based on this information we can predict, that in sport clubs is organized only 10 to 15% of the adult population and with higher age this number is decreasing. Greater parts of adults (50 - 60%) do individual, non-organized sport activities, which are done only occasionally.

**Territorial governments**

In developed western countries the cities have most of the responsibility for creating conditions and realization of the sport for all. Structure of the expenses is done so, that the state usually finances preparations and competitions of the national teams. Highest competitions make money through their entrepreneurial activities and from the public funds are financed lower competitions and sport for all. For example in France in the year 1995 state invested in sport 8,5 billion Franks, cities 24,8 billion Franks and counties and regions 2,8 billion Franks. City councils give 6-9% from their budget - according to the size of the city. Counties and regions give 1,4% of their budget to sport. (DIGEASOU, 2000, p.68)

Local and regional organs take over the care of sport for all, maintenance and operation of sport facilities in their area, co-financing of sport clubs, etc. They also cooperate on other activities in their area. Efficiency and effectivity of used finances through this is increased. They are more addressed and reflect the specific problems of the city or region. It is in harmony with the overall tendency of increasing the importance of the local and regional organs of the local government. To make the mentioned organs be able to fulfill their mission in physical education and sport it is needed to build a rational net in the whole republic with the needed competencies.

Territorial administrative dividing has changed many times after the year 1989, which has complicated the process of forming the competent organs. Based on the law nr. 369/1990 about the communal system city administrative organs have been originated. Agential organs are created based on democratic and free elections and represent the city in a strictly defined framework. The law gives the cities responsibility for building, maintenance and
administration of sport facilities, making the complex conditions for healthy life style, physical education and sport. In the first period of its existence the administrative organs had no conditions good enough for the entrepreneurial activity and were dependent from the state funding. Besides that, the coordination of the administrative organs wasn’t good enough, which has appeared also in the field of sport.

In July 1996 new administrative dividing was created, which consists of 8 regions and 79 counties. In the year 2001 was passed a law based on which were the self-governing regions formed as regional governing organs. After long discussions in the parliament was passed a decision, that the number of the self-governing regions will be 8 and will copy the administrative dividing of the country. In September of the same year was passed another competence law nr. 416/2001 base on which were about 300 competencies moved to the self-governing regions in 5 periods. The transfer of the original and also the transferred competencies, finances and the overall building of the regional self-governing bodies are proceeding gradually and according to them they taking their tasks and responsibilities. Simultaneously with this process were on 1.1.2004 dissolved 79 district administrative offices that will be replaced by 50 county offices and offices of the specialized administration, which will manage particular resorts.

Public administration is today organized on three levels: state - region - city. On January 1st there were more than 400 competencies transferred from the local administration to cities and regions and connected to this money of total value more than 60 billions from the state budget to budgets of cities and regions. In September 2004 the Slovak parliament passed the law about fiscal decentralization (it came into validity on January 2005), which enforces the financial and economical independence of the regions. The law lets cities and regions collect local taxes and fees, it gives a clue for repartitioning taxes for cities and regions.

Cities are owners of 85% of the sport facilities in Slovakia. They give every year about 2,5 billion crowns for operation, maintenance, reconstruction but also modernization or building the sport objects. (6th Assembly of the Association of Sport Clubs in Slovakia, 2004, p.20)

It means in this time was finished the reform of the regional administration, regional organs got the needed competencies, own sources of finances so they can do their own politics which includes sport. It will need a longer period of time though. They need time for learning how to use the finances and use modern methods of management to make a flexible sport politics.

CONCLUSION

We can state, that the period of social transformation has finished. Standard market conditions have been created in the field of economy, democratic political system, legal state and new culture is forming. Transformation of sport is still behind the overall social transformation and that is a reason why sport isn’t fulfilling its social functions. Society can not use the potential of sport, which should be also a concern of the whole society.

Even though the reform of the state administration has finished, the local and regional organs of the administration still haven’t acquitted their tasks and are not fulfilling their functions in the field of sport either elite or sport for all.

REFERENCES:


Univ. Comenianae, XLIII. (pp. 35 - 45). Bratislava: Univerzita Komenského.


Laws:
- Law nr. 83/1990 about associating people
- Law nr. 198/1990 about physical culture
- Law nr. 369/1990 about general administration
- Law nr.288/1977 about physical culture and about change and amendment of law nr. 455/1991
- Law nr. 194/1990 about lotteries and similar games
- Law nr. 416/2001 about competencies of the self-governing regions

Picture nr. 1: Structure of state organs responsible for sport.

Picture nr. 2: Structure of sport associations and federations.
The current legal regulations being in nature insufficient and declaration-based do not fit in with the recent change in the attitude of state authorities towards sport. The Commission of the European Communities has highlighted the following objectives and/or target spheres of the present-day sport:

- **education** (sport is a means of the personality growth),
- **health enhancement** (common understanding of sport activities as a means of health-enhancement),
- **social sphere** (sport is a strong integral factor, it is also a means of fighting intolerance, racism and drug-taking),
- **cultural sphere** (raising national awareness and patriotism),
- **recreation** (it is a poised means of entertainment and a leisure activity),
- **commerce** (sport is one of the most dynamically growing economic fields in the world and nowadays it represents 3% of the world market).

In addition, the requirements for the financial coverage of sporting events have changed in a considerable way. This contributed to extensive commercialization of sport, which is necessarily linked with the sponsorship scheme and trading in television broadcasting rights.

The need for fresh legal regulations also derives from the public concern to take measures and eliminate the destructive factors present in contemporary sport. In the center of attention is the damage to the athletes' health caused by doping and mal-behavior of sports fans at sporting events.

The call for new, complex and more precise legal regulations in the field of sport relates not only to the change of its status in society but also to the importance it has been assigned by international associations, especially by the European Council and the European Union. Despite the absence of unified legal regulations in sport in the law system of the European Union, sport has become the matter of an increased interest of its bodies. The evidence is numerous resolutions carried by the European Court. The legislative efforts resulted in the enactment of Declaration No 29 appended to the Amsterdam Treaty on physical culture and sport and an unbinding declaration agreed upon at the conference of the European Council that took place in Nice, in December 2000.

The European Union law system has a few incentives to offer to improve Slovak internal legal treatment so that it corresponds with the community legal system, the European Court's Case law on basic rights, the economic tender law, as well as with other related fields (education, the health of general public, athletes and sports clubs becoming professional, protecting young athletes, encouraging disabled people to practice sport).

Along the significance of community law, on an international scale, also the legal treatment of sport within the European Council is substantially important. The latter predominantly focuses on the aid provided to 'Sport for All' (European Sports Charter of 1992, which anchors the right to sport) and on the upholding of the athletes' health and the security of spectators at sporting events in an international context. In this respect, two international conventions are cardinal and legally binding for the Slovak Republic; namely, European convention on spectators' violence and misbehavior at sporting events, at football matches in particular, and Anti-doping convention.

The above-stated clearly articulates that new legal treatment is a necessity; what
is needed is the treatment that would establish sports market rules, make possible the transformation of sports clubs to corporations, and also define the legal status of an athlete.

The Slovak authorities and institutions concerned have been wholly inattentive to this grave social issue; the attitude they have adopted is so political. With respect to the guaranteeing and eventual interfering into the sports matters, the Slovak Republic is one of the countries that adopt a so-called interventional (support) model. Through the law and legislation, the state authorities intervene into the field of sport, bear the responsibility for the sports movement, while on the other side tolerate, to a certain extent, the independence of sports associations ( Sakácová, 2003b). The sports bodies had been previously involved in the discussions that fostered the need for an increased interest on the part of state authorities. As a result, one of the sectors of the Ministry of Education of the Slovak Republic underwent restructuring and the Sector of state care of sport was established. The sector obtained the appointment of an expert guarantor in the preparation of a new Act on Sport that would become a supreme legislative norm for the administration and coordination of sport in the Slovak Republic.

The Ministry of Education of the Slovak Republic worked-out the Draft Act on Sport and on the modification and amendment of some acts; after being annotated, the document was revised several times within the period of years 2004-2005. The Draft Act aims to treat the sports issues with regard to the international attitude in this field and the understanding of the reinforced significance of sport and sporting events by society. The proposal treats in a complex way the following:

- the responsibilities of state authorities in the field of sport
- National sports policy and the Realization of sports policy
- the status and responsibilities of the public administration authorities operating in the field of sport
- the protection of the Olympic symbolism
- precautions against the doping in sport
- conflict resolution in a sport activity
- precautions against the violence at sporting events
- knowledge of sport
- the status of national teams and the individuals representing the country
- the status of sports associations and the organizing of sports contests
- ways of financing sport
- the status of an athlete and legal relations originating in the sports sphere

The Slovak Republic, in compliance with the submitted draft act, supports sport and, to the extent prescribed by law, reinforces the public interests in sport. To achieve this, it sets legal terms of the organized form of sport practice; through the government of the Slovak Republic it acknowledges the National Sports Policy. Pursuant to the submitted proposal, the government of the Slovak Republic should approve the National Sports Policy to be in effect for the period of three years (after having been suggested by the ministry and agreed by the Slovak Republic Government Council for Sport).

The draft act assumes the establishment of an extra advisory body within the Slovak republic government - the Council for Sport. Through this body, the sports associations would have a chance to affect the making of the most important policy document in the field of sport - the National sports policy, and the financing of sport.

The Ministry of Education of the SR as a central body of state administration that exercises state care of sport should be in charge of creating favorable circumstances for sports development, and in charge of efficient utilization of the finances coming from the state budget for the purposes of sport practice. It should also coordinate the activities of public administration bodies, legal and non-legal persons in the preparation stage and eventual execution of the state policies in the field of sport.

One of the contemporary gravest dangers of sport that endangers not only the fair-play character of sports contests but also mere athletes' health is doping. The submitted draft act demands that the Slovak Ministry of Education's Anti-doping Center be set up to care for the prevention, supervision and education in the fight against doping. Sport and sport contests are essentially highly dynamic. When rules are applied during the contests, it is necessary to resolve conflicts promptly and duly. Inspired by France, the draft Act suggests that the Slovak Olympic Committee's Court of Arbitration for Sport should be established and integrated into the network of Slovak arbitration courts. The proposal also assumes the founding of Sports Information System. It would comprise several registers intended to make the system of the sport practice in Slovakia clearer.

With regard to the institutional and organizational structure, the Draft Act on Sport follows the European model of sport that gains support from the European Union bodies and the Commission in particular. The European model of sport is based on the pyramid scheme that makes it possible to sustain solidarity between amateur and professional sport.

At the base of the pyramid are regional sports clubs that provide people from all walks of life with an opportunity to join in ‘Sport for All’ and pay careful attention to bringing up next generation of athletes. In some team sports, the sports clubs are devoted to elite sport and employ professional athletes and sports experts. The Draft Act clearly states the criteria that the sports clubs in question have to meet if they are to be professional sports clubs by statute and if they are to become part of global sports economics; this may well be linked with the change in the statutory characteristic of the sports club that, formerly being a civic organization, gains the status of a corporation.

The discrimination between professional and amateur sports contests is a considerable change in the system of running sports contests; it brings forth the model that guarantees an unbiased course of the event.

The second level of the European sports model pyramid scheme is to be occupied by sports associations. Ideally, on a national scale, one sports association should operate. The reason is, as a rule, each European sports federation agrees to the membership of only one sports association from each country. The law, however, does not impose any restrictions in this respect; it acknowledges the right of civilians to unite and tolerate the setting up of several sports associations/unions in a single field of sport. However, it indirectly controls such setting up through putting in force certain criteria; only after they are met, a sports association is allowed to be involved in the creation of  

...
Government Council for Sport.

The financing of sport, in the Draft Act, builds upon financing from public sources. So that the sporting public can be involved in the distribution of finances to a greater extent, the act advises to set up an advisory body of the Ministry of Education of the SR. This body would have the authority, in compliance with the goals set in the National sports policy, to draw up, review, and, after the conditions are met, endorse some criteria and have them approved by the minister; namely, the criteria and suggestions for grant allotment, the criteria for announcing a public tender intended to allot a subsidy in the field of 'Sport for All'.

What lies behind this legal treatment is the need to create a stable and transparent system of the sport activity financing.

In the setting of European sport, labor legal relations have been assigned a rather decisive meaning. Professional sport has taken a new direction; the primary intention lying behind it is to match professional and amateur interests while sustaining that, which is mutually advantageous - this is also a basic prerequisite and conformity to law if the European model of sport is to be followed. The proposed legal treatment, as claimed above, is, understandably, part of the transformation of sport from the recreation/leisure activity to a career. Slovak sports bodies have to realize that the only way to make oneself acknowledged lawfully and socially depends greatly on the putting to force a proper labor legal scheme that will be based on duty performance, transparency, and pluralism. So far, the legal treatment of a statutory status of athletes practicing sport has been non-existent. The status of an athlete, however, necessitates the treatment different than that provided by the Labor Code.

The proposed legal treatment of the statutory status of an athlete finds it important to clearly state whether or not the sport practice of an athlete has a non-trade status. Based on this criterion, the legal treatment defines the statutory status of an athlete such as that either falls into the labor legal field or the field of trade law. If the sport practice shows signs of a non-trade activity, an athlete is assigned a status of an employee and he/she enters a labor legal relation. If the sport practice shows signs of a trade activity, an athlete, from the perspective of the sports body, is an autonomous person and acts on his/her behalf; if this is the case, an athlete is considered a self-employed person, and lawfully such sport practice is subject to trade law.

The Draft Act also gives space to the legal framework of non-trade sport practice in the setting of a sports club or sports association as a reward, and to the legal framework of creating the circumstances apt for the execution of such activity.

Paradoxically, the initiative of the Ministry of Education was halted by its superior authority - the Government of the SR and/or by the Prime Minister himself. The Government of the proposal worked out by the Ministry of Education of the SR and, as a result, did not refer the document to the National Council of the SR. All departments and the entire sports movement had extensively commented on the document. It needs to be admitted, however, that some sports associations, assumingly due to their apprehension of a possible loss of the impact on the allotment of finances, were rather objective to the document's contents; the largest associations openly expressed a negative attitude. Their viewpoint was rather firm in spite of the fact that the Draft Act drew on the requirements and experience of the European Council and its member countries. The coordination scheme of sport in the SR has a base in the Act on uniting, which makes it possible for particular bodies to ask state authorities for a grant. The transformation of sports clubs to corporations would mean a loss of this opportunity; the fear of becoming unable to be financially independent is too strong, and reinforced by history, and, most of all, comfortable. This is happening despite the fact that the sports clubs in highly developed European Union countries, and in those outside the EU, offer sufficient evidence that sport can yield and actually is yielding profit. Also due to such attitudes, a panel of economists and officials of selected associations was formed as an advisory body of the Prime Minister of the SR to prepare an alternative of a sports reform in the Slovak Republic; in 2006, this was presented to the public by the name of „VIKTÓRIA“ (i.e. „NIKE“ - from Greek mythology, the goddess of victory).

The panel of experts appointed by the Prime Minister suggests taking the following measures as part of a sports reform. (www.reformasportu.sk):

1. to significantly increase the support extended to children's and juvenile sport
   ✓ to increase the amount of the allotted subsidy by 33% (at the expense of 'Sport for All' and material investment')
   ✓ to utilize school sports grounds and after-class time

2. to allot a grant according to the efficacy, i.e. the benefits, of the project
   ✓ the applicants for a grant will be short-listed according to the efficacy of the project; only the best applications will be awarded a grant
   ✓ the formula for calculating the efficacy:
   "The benefit (e.g. number of children, the results, the popularity)"

3. to support the goals (activities), not the sports bodies
   ✓ state authorities will support sport practice (e.g. according to the number of children)
   ✓ state authorities will support sports associations according to their achievement, the popularity, and a positive influence on society

4. to support 10-15 sport fields scoring high in the efficacy formula
   ✓ in providing support, to have a preference for 10-15 sport fields that scored the highest in: (achievement *the popularity of sport) / the previous grant
   ✓ to provide the other sport fields with lesser amount of money, and in doing so, get them to merge when applying for a grant

5. to improve the transparency - „Everything onto the Web“
   ✓ to exercise decision-making behind open doors’
   ✓ to make the following information available on the Web: the identification of priorities and the criteria to be met for the grant allotment, the assessment method, the assessing commissions (including the status of a commission, the members’ names, their voting, lists of grant receivers, the budgets)

6. to promote sport - the sport practice is worthy
   ✓ through tenders, state authorities will provide a grant to the projects aiming to promote sport

7. to give publicity to successful youth coaches
✓ to organize “Youth coach of the year” contest
✓ to bestow a moral and, if possible, a financial reward to the best coaches - this may as well motivate coaches to be more attentive to gifted children

8. to finance the sports broadcasting on STV Channel in a transparent way
✓ long-term planning: for the period of 3-5 years
✓ the transparency: STV should make it public how much profit and/or less particular sports broadcasting made
✓ the broadcasting rights charges should indicate the market prices and be of value for the viewers (i.e. not for the sports associations)

9. to announce tenders for investments of a national value
✓ to allot grants for investments of a national value by tender
✓ to attempt to reconstruct the stadiums currently in use rather than to build new ones, at any cost
✓ stadiums shall meet the minimum criteria imposed by international federations
✓ the winner of the tender needs to prove financial sustainability

10. to merge elite sports centers
✓ to work-out the ranking of elite athletes, to make public the criteria and their assessment
✓ to primarily support the Ministry of Education
✓ in 2010, to terminate the centers, and provide support to elite athletes exclusively through sports associations, as part of the support expressed to national teams
✓ to narrow down the activities of the “Top team” to marketing and „local” activities
✓ to facilitate the privatization, the utilization of the center’s property for commercial purposes

Alongside numerous positive responses to the above document, also unfavorable feedback appeared. The latter also included a somewhat interesting remark concerning the members of the research team and their expertise. This remark, however, more often emerged behind the scenes than on official websites. Out of the publicly proclaimed objections to the document, worth mentioning are those raised by the Slovak Olympic Committee, Confederation of Slovak Sports Associations or the Slovak Council of Sport for All. Each of the three bodies suggests as areas of main concern those that are of their own prime interest. Even this project, despite its being endorsed by the Government of the Slovak Republic, has not been given backing and provided a chance to be carried out. It still is not understood as an effective means of fighting the growing amount of crime, drug and alcohol addiction
4. still is not made use of as an effective means of social development
5. still is not approached as an essential and irreplaceable component of education
6. does not persist to rich and valuable traditions and does not fully exploit the potential of in-school physical education and sport at all levels of education
7. at schools, many of potentially high-performing achievement and top athletes are denied progress
8. its potential diminishes due to unfavorable external conditions as well as internal shortcomings
9. lacks the capability to function and develop without proper assistance of the state authorities
10. needs National policy of sports development; the public concern about sport based on a social agreement
11. is generally short of money; even so, the dependence on grants is intolerable and damaging
12. is not acknowledged as a productive economic field
13. lacks rational, functional and effective structure and appropriate work method
14. let collapse the purposeful selection and training of the youth gifted in sport
15. cannot fully rely on the assistance obtained from Slovak sports science, sports medicine and progressive schooling of experts
16. due to several factors, has increasingly lower number of opportunities and diminishing capability to effectively train the athletes representing the country. (An in-house document intended for the members of the Slovak Olympic Committee, Bratislava, 2006)

The initiative of the Slovak Olympic Committee evidences that after vain attempts to set up a body embracing Slovak sports formations it is this body that plans to take up the assignment. Such a decision on the part of the Slovak Olympic Committee deserves an affirmative attitude also for the reason that they start with general discussion and label the most pressing issues. The pointed issues are truly topical; they contribute some hints, yet they do not provide alternatives of how to resolve competence distribution between state authorities and civic associations in the field of sports development.

CONCLUSION
Based on the above analysis of the legislative environment and objectives of the Slovak sport it can be stated that the domestic as well as international politics requires that measures should be taken. The reform should aim to, for example,

- integrate sport into the policy statements of government coalition as an effective means of a healthy and quality lifestyle in all age groups
- prepare and pass a new Act on Sport
- revise the National policy of sports development in the Slovak Republic and the ways of its supervision
- change the organizational structure of sports movement
- support the regional bodies the primary focus of which is sport practice
- bring sport back to schools (including an increased number of physical education classes and the society’s appraisal of qualified teachers)
on a subsidiary principle, transfer the powers and responsibilities in the field of sports development to the entire formation of the country’s division into regions according to the territorial administration

integrate sport into out-of-school activities and in this way help to eliminate social mal-behavior of children and the youth.

Summary
The insofar-valid legal treatment of sport in the Slovak Republic reflects the attitude of the state authorities towards sport as of 1960’s. It is quite understandable that this state-of-affairs is mirrored in the current legislative treatment of sport that is in nature declaration-based, rather general and imprecise, and holds loopholes.

The sports bodies had been previously involved in the discussions that fostered the need for an increased interest on the part of state authorities. As a result, the Ministry of Education of the Slovak Republic has commenced the preparation of a new Act on Sport that would become a supreme legislative norm for the administration and coordination of sport in the Slovak Republic.

Paradoxically, the initiative of the Ministry of Education was halted by its superior authority - the Government of the SR. Due to such a counterproductive attitude, a panel of economists and officials of selected associations was formed as an advisory body of the Prime Minister of the SR to prepare an alternative of a sports reform in the Slovak Republic; in 2006, this was presented to the public by the name of „VIKTÓRIA“ (i.e. „NIKE“ - from Greek mythology, the goddess of victory).

As a third step in dealing with the issues of Slovak sport can be considered the initiative of the Slovak Olympic Committee. They composed a sixteen-point document „WE ALL AGREE that Sport in Slovakia… that labels key issues of sport in Slovakia; with the help of particular members of the SOC and the authorities involved, the committee attempts to seek for ways out, measures and projects that might help find answers.

Key words: the Act, sport, legislation, coordination scheme

REFERENCES
5. www.reformasportu.sk
6. ZHODNEME SA na tom, že na Slovensku šport... Interný materiál pre členov Slovenského olympijského výboru. Bratislava, 2006

KEYWORDS: declarations, sport, legislation, coordination scheme

TRENDS OF ORGANISATION AND DEVELOPMENT OF SPORT FOR ALL IN SLOVAK REPUBLIC

Theoretical analysis
To reflect on phenomena sport for all, to its organisational structure and presumption of development means to concretize its position in whole sport, and to look on it as on subsystem of sport. This objective reality is taken in three positions: as culture - social appears, sport for all movement and specific physical activity (Labudova, 2005a, p. 14). Participation at physical activities is social - constructional process, what as well means that is mediated culture, political and economical relation and consciousness of collective reflex ions its participants (Sekot, 2003, p. 175). Development of sport for all can be realized only by above - resort understanding its tasks. Trends of improvement have to be solved at all levels of state executive, self-governmental organs of municipality, civil organisations, but also through tourism, private area, Health Insurance Agencies (National program in sport development, 2001).

Process in sport for all is aimed on enrichment of cultural level and social life, on health and human education improvement. Already basic governmental resolution (1986) and documents semi finished into the program of further sport mass development and hiking are complementing, that aim of whole sport movement is to increase portion of leisure time activities in regime of children, youth and adult population and facilitate participation of all age groups into organized and spontaneous physical activities. Effect on sport for all participants is coming from understanding a social function of sport. Dominant component is also endeavour of accentuation of higher quality of social activity in appearance of preparation a voluntary instructors work (Labudova et al., 1989, p. 80).

Humanistic conception of sport that was shown also into sport for all emphasize playing, pleasantness, miscellaneous ness, individuality, self - orientation and partnership (Heinilä, 1991, p. 439). With intensity of doing leisure - sport activities decrease also intensity of friendship and group coherence, where not all sport for all activities have social interactive potential (Leska, 2005, p. 22). Sekot (2003, p. 174) is indicating that other dominant characteristics can be demonstrate in sport which are secularism, egalitarianism, specialization, rationalism, bureaucracy, quantification. Is very important that within activities of sport for all we emphasize meaning of influence to health, to maintain bio - psychological balance, needed of moving program modernization by age, gender, work environment and work character.

Evaluation of effect specifics and focus on sport for all as characteristic of physical activity we can define a phenomenon of sport for all as follows: „Sport for all as specific sport activity is designated for all age groups of population and provided by different
forms of physical activities purposed their physical and mental development, health improvement, creation of optimal life style and satisfaction their personal interests and needs” (Labudova, 2005a, p. 15). Definition is simultaneously points that sport for all with its dimension is the biggest subsystem of sport, is a basic for other sport subsystems, which are school physical education or school sport, elite sport. Within of this subsystem got space for project development aimed on increase physical activity among population (Program of transformation, 1996). But already in National program of development of sport in SR was accentuated, that sport for all since 1990 has decreasing tendency mostly in adult part of population in SR (Kosorin, 2001, p. 188). These trends were monitored also in other European countries and therefore XI. European Sport Conference (1993) opened to public conclusion that should never forget that national responsibility is first of all for sport for all. Also other possibilities should become basics for present development and improvement organizational structure of sport for all.

The end of 20th century for human meant a world, which can be defined by beginnings of democratization, liberalization and globalization. Sport for all as an international movement offer creation of health basics, happy human community based on global work shoulder to shoulder society (Chang, 1994, p. 102). Wheedle globalization processes by not direct through development of tourism and touring (Leska, 2006, p. 21). In sport for all participate lot of social groups and therefore its integration and reintegration task is non-neglect. To participants offers acquire feeling of friendship, participation with group, equality people from different social groups, increase personal integrity (Rychtecky, 2001, p. 135).

In Slovak sport for all management is promote mostly decentralization and competence transmission on regions autonomy. These should support regions activities, build up and reconstruct sport facilities, commuter belt sport facilities, tourism centers. The aim is „development those forms of activities, which with its own tools contribute to regeneration of physical and mental strengths, to human health strengthen and for increasing human physical fitness” (National program of sport development, 2001). Therefore terminus a quo to development of sport for all should be creation appropriate institutional, social and materially conditions that can provide a space for human participation in sport leisure activities mostly without bigger financial requirements.

**Aim and tasks**

The aim of our article is to present actual trend in organizational structure of sport for all in last period, mostly position of civil organisations. Within KEGA nr. 3/3191/05 project solution we would like to point out existing problems, which are as a reason of development inhibition in sport for all in Slovak Republic. We also would like to point out state approach to solution of phenomena sport for all as a unit. Task was:

- to give a view at existing structure of sport for all through existing sport organizations,
- point out existing functions, programs and tendencies of sport for all development,
- analyze existing problems mostly after 1990 and adumbrate recourses for development of sport for all in Slovak Republic,
- sketch tasks and perspectives of sport for all development.

**Results and discussion**

We permit to say, that nowadays sport for all in SR is in disorganization, in non - conceptual condition, without sufficient financial support from state with imperative social appreciation and on the edge of state and political parts interest. It is without sufficient financial cover, without use as an active factor of socialization, education; there is lack of arguments to adequate international comparison and cooperation with international organizations. Even its development from point of organizations since 1990 had successful tendency of civil organizations establishment, nowadays is their position weakened and doesn't fulfill assumptive complex function.

Since 2004 we should say, that within organizational structure of sport for all were created lot of self - subjects or associations of these subjects.

- Slovak Sport for All Association (ASPV SR) on the land of Slovak Association of Physical Culture that united:
  - Slovak Union of Recreational Physical Education and Sport (SZ RTVS)
  - Club of Slovak tourists (KST)
  - Slovak Union of General Fitness (SZVV)
  - Slovak Running Union (SBS)
  - Slovak Dance Union
  - Friends of Nature Association
  - Federation of Camping and Caravanning
  - Association of Technical and Sport Activities of SR (ZTSC SR), in which were associated air sports, dog teams, radio - orientation running, rafting, sport shooting, sport modelling, biathlon
  - Slovak Association of Sports in Schools (SASS)
  - Christian Sport Union
  - Sokol in Slovakia
  - Slovak Orl
  - Slovak Olympic Committee, commission of sport for all since 2001.

Mostly sport for all was organized through the regional associations, commissions in autonomy, by state line commissions at district and region authorities (until 2002).

We agree with Program governmental proclamation for sport (www.minedu.sk, 2004), in which the Slovak Government bind to support sport development by way that sport organizations should improve sport activity for the biggest number of participants. However the practice since 2004 generates totally different way in relation to solicitude of sport for all. Evidence of this is gradational cancellation of activities of Sport for All Association, Slovak Union of General Fitness, Slovak Running Union, partially of Slovak Union of Recreational Physical Education and Sport and Club of Slovak tourists. There is also not including conception of sport for all into prepared Law of Sport, into activities of National Sport Center etc.

Nowadays perspectives, created conceptional proposals that are orienting to development of regional sport. What understands about it? Simply we can say, that it is sport itself that is organized in region from school sport through sport for all to elite sport. It is not only sport for all and that's why term „regional sport” would not be identified with term „sport for all”. It wouldn't be only like that, that it is organized on given area, but also...
it is transmission, coordination of activities agreed at national level. Like it was expressed in conclusions of sport for all congress in Quebec 2002: “Global thinking in center - acts locally in the regions”.

Representatives of state sphere and Ministry of Education SR after 2004 began to solve conception of further sport for all development by the system of decreasing up to financial support disallowance for different civil organizations of sport for all. This step we can account like non - professional and inappropriate. That’s why it came to considerable weakness in sport for all, in civil organizations, which develop sport for all and fulfill all sport functions from the youngest age groups until high agedness. Sport for all has in some of these unions old tradition, where for example SZ RTVS has today 50 years tradition. Pressure for subdue of activities ASPV SR and other subjects (SZVV, SBS, etc.) is result of global misunderstanding of sport for all developing trends in world, in Europe and possibilities how to present activities in SR. In this interpretation would be aimed orientation of state administration to more quality and more effective transformation finish of sport structure as well as to express position of sport in prepared Low about sport, for the cooperation and coordination of individual components on vertical and horizontal level.

Present situation called out establishment of 8 „district sport centers“ that however cancelled existing structures in regions and that are simultaneously members in different sport organizations and unions. We have to add, that these don’t fulfill only sport for all tasks, but also tasks of other sport organizations. In this endeavour of this kind of creation a new organizational segments however come up more loss of sport for all identification. Endeavour of sport for all specialists and organizers in 2005 lead to creation of coordination and consulting formation named „Sport for all board meeting“. But until creation a new legal subject we can say about coordinate and transparent organizational sport for all structure in SR.

To the process of „Sport for all board meeting“ submitted following civil organizations:
- Club of Slovak tourists,
- SZ RTVS, that incorporates SZVV, SBS,
- Sport for all association,
- Association of armed and technical activities SR with its 5 unions oriented to sport for all,
- 8 district sport centers,
- Slovak Orl,
- Sokol in Slovakia
- Slovak Olympic committee.

More researches showed up, that by appropriate concept of sport for all is possible change value orientation of population (Labudova, 2002, p. 56). We have lack of theoretical knowledge development in population in relation of sport activity meaning, in solicitousness of health through the sport (Tothova, 2005, p. 28; Pavlikova, 2005, p. 47). Even organizational structure of sport for all will be different character, with different guarantee; one of the most relevant tasks is make activities more intensive in cognizance process of human. Not only direction to cognizance in population, but also into cognizance of responsible officials of political and social life (Hecka, 2001, p. 210).

One of the significant sociable factors is activation of elderly into regular physical activities with aim of improve their quality of life. Widened are activities for people over 55 years old mostly by fitness walk (Micheli, Jenkins, 1995), touring, walking (Labudova, Ramacsay, 1998), alpine walking (Hecka, Simonek, 2005, p. 23). At the same time prepared materials of sport development in SR (www.reformasportu.sk, 2006) are not concerning in none of the parts about need of doing sport and support activities for adult and elderly people. Trend in development of sport for all would go to enrichment of intelectual, personal, communicational and social competence in sportive people (Labudova, 2005b, p. 40).

Conclusion and recommendations
Sport for all is very important part of whole sport and therefore should have substitutable place in prepared „Low of sport“ as well as in other documents, which will be compose and prepare for sport development. Our recommendations direct to more today existing problems:

a) Appreciate fully meaning of sport for all, is important to understand it in its irreplaceable educational, social, health, psychological and international function and like created reflection of politics and state solicitousness of every citizen.

b) As well as different states of Europe and world guarantee through the governmental organizations effective offers of moving programs within the solicitousness of citizen. Further we recommend a monitoring of interest of physical activities in people in different age groups, evaluation of physical fitness level not only in children and youth, but also in adult population and elderly people. These kinds of documents and characteristics are missing in Slovakia. Therefore is necessary to direct on these tasks and incorporate it into main tasks of sport development.

c) Fulfillment of international tasks about development of sport for all and improvement of physical activities, material outfit, preparation of specialists, realization of long-term education among coaches and instructors is calling for increase financial support from state. Until now state assigned 1,4 % from subsidy for sport, it should be increased to 33 % finance from total subsidy for sport.

d) Often criticized campaign in organization one-shot sport for all actions was emphasized even more by present system of feeding a projects and applications for financial support from state. In sport movement are missing and for the lack of finance in individual civil organizations of sport for all is decreasing a number of attractive regular all - year moving programs.

e) Good management means simultaneously good functional structure, high quality leading and control of process as well as short - term and long - term planning. These attributes in sport for all in SR are still looking for its precise definition, existence as well as evident and legible organizational structure. We are recommending creation of one coordinate, umbrella institution of sport for all, which should solve and represent interests of all civil organizations of sport for all as well as stand up rights of all participants in sport.

f) Sport for all we can apprehend only like desirable kind of enjoyment, like a purposeful fulfillment of leisure time, because it is only one very narrow part of sport meaning. More important is development of sport for all in relation with other aspects, its reach to human of all age groups, social groups, specific and monitoring groups: Sport - health
Sport - education
Sport - socialization.
g) Only coordinated segments of sport for all structure in SR can be work shoulder-to-shoulder items at the international area, to be equal partners in activities preparation, in integration into European and world of sport for all activities, contribution for development of international sport movement.

Summary:
Sport for all is subsystem of sport and in Slovak Republic (SR) has different tendencies from developmental beginning until present. The article is point out for some different documents that allow to create program of sport for all, it points at organisational structure since 2004 and tendency in coordination after 2004. Authors point out on development of changes in drafting programs of sport for all in SR with accentuate of program governmental declaration non - fulfilment after 2001. In conclusions is recommendation of financial subvention for sport for all development, for creation of one umbrella organisation, support for regular sport activities for all citizens, improvement of international relations and processing of actual characteristics of interest and moving efficiency of citizens.

Key words: Sport for all, sport, organisations, civil organisations, function and competencies, governmental documents

REFERENCES:
Part II.
Philosophy and Sociology of Sport

On Education for Noble Sports Rivalry*

It is possible to exert a significant and lasting influence on sportspersons' ethical attitudes; to contribute to their personal and moral transformations, as well as to their maturation taking into account the fair play principle as a momentous idea included in a superior - and the highest - moral value which is the Good in its Socratic and Platonic interpretation.

The principle of fair play constitutes some specific part of a broader moral idea of fair conduct. It concentrates on the ethos of honest play, but only in a highly reductionist meaning; namely, on moral convictions of persons connected with sport. In this sense, persons studying manifestations of the principle of fair play do not focus their attention on other forms of game - e.g. those connected with war games, gambling or other, etc. - the theory of games refers to. Neither, it deals with various forms of games being present in art.

The ethical discourse concerning sports rivalry, if referred solely to the principle of fair play, does not also take into account a broader theoretical and postulate context of these forms of fair conduct, which are not connected with any form of a game. Neither, it takes into account other ethical theories, codices, moral ideals - both in their diachronic and synchronic, religious and non-religious interpretation - concerning Western and non-Western (e.g. Oriental) moral systems.

The discourse on the issue of noble sports rivalry should not concern solely moral reflection of the principle of fair play isolated from a broader context. It should be closely connected with moral education as such, and especially with ethics as a discipline providing a proper context for theoretical and postulate considerations on the idea of fair play, on the ethos of honest play where sport is treated as a special field of objectification of active goodness.

If there are no classes in ethics as an autonomous subject - and, additionally, classes in ethics referring to sports activity, which would take into account ethical aspects of sport, including the idea of fair play, in their curricula - in primary and secondary schools, this is the situation when the whole burden of initial and developing education for the noble sport rivalry should, according to my opinion, rest on persons connected with sport for all (that is, school teachers of physical education, coaches, instructors), as well as with school sport, movement recreation and recreational forms of tourism constituting the basis of activities of various extra-school associations.

It is just education for recreation and tourism, education for sport, Olympic education, physical education - postulating the ethos of honest sports play - where the main burden of preparation and instilment of authentic, autotelic moral values, stimulating children and youth for the maximization of good in the realm of sport and beyond it, rests.

Moral education should take place since the earliest years - first, in contact with various forms of sport for all; then, if it is possible, in the realm of achievement-oriented (Olympic, professional, spectacular) sport. The aim is to shape an affirmative attitude strengthening the need of objectification of good in sport.

On Education for Noble Sports Rivalry

Behaviours of competitors making for the achievement of the sports success - and obliged to do it - can be regarded, inter alia, by paying attention to features, qualities and competences of the personality, as well as to social relations regarded from the viewpoint of humanistic values, and especially from the viewpoint of the ethos of honest play, moral readiness, noble rivalry, when according to Józef Lipiec - the style of behaviour which is prescribed in sport, and which is characterised by trust in the highest and the most precious moral values, becomes regarded by the public opinion as being worth popularising in everyday life situations.

It is obvious that sport has not been called into being solely for pedagogical reasons - as a pedagogical means and an instrument enabling ethical improvement of the persons connected with it. It is subordinated to this end neither instrumentally, nor axiologically, since it has its own autotelic values connected mainly with fitness-oriented perfectionism, which facilitates making for sports mastery. However, its inner functions - influencing what happens within sport - as well as external functions, referring to its influences on the other realms of life, which are not closely connected with sport and which have social, cultural and moral character - are so strong and pregnant with various consequences (including negative ones), that they are worth being taken into account in considerations on sport.

A factor which can play a significant role in the elimination of causes and the alleviation of effects of improper sports competition, of its unethical and powerfully disseminating anti-values, is the humanisation of relations taking place in sport - increasing, by the means of socialization, acculturation and pedagogisation, the competitor's (as it would be described by Andrzej Pawlucki) personal perfection, confirmed continuously in his/her relations with others. The above mentioned humanizing should be realized rather in a complex than in an accidental way.

---

*Work prepared within the framework of one's own researches BW. 1.13 „Social and Cultural Values of Sport“, financed by the Ministry of Education and Science
It is worth assuming - to provide this task with a theoretical and practical basis - that sport is divided into achievement-oriented (Olympic, professional, spectacular) sport, and sport for all, which embraces - according to Teresa Wolańska's standpoint, included in Leksykon. Rekreacja ruchowa - sport dla wszystkich /Lexicon. Movement Recreation - Sport for All/ amateur sport (not of achievement-oriented kind), school sport, physical education at school and in non-school institutions, movement recreation, recreational forms of tourism, jogging and cross-country walks, so-called „health paths”, and even fishing, hunting and picking mushrooms or other forest plants.

This division is significant from that viewpoint, since in sport for all, and especially in physical education or school sport (within the framework of Schoolchildren Sports Clubs, School Sports Clubs or Inter-School Sports Clubs), or - what I want to emphasise - in non-school institutions, it is possible to influence effectively the formation of children's and young people's ethical values and needs, their perception of sport in the context of moral good, of the choice between good and evil. It refers, firstly, (taking into account non-school institutions) to associations dealing with spreading patterns, popularization of culture, tradition and knowledge on various forms of movement activity, and on the prescribed moral values which are connected with them - that is, to organizations such as, for example, the Association of Sports Activity „Bakewil” /“Germ”/ in Warsaw or the Association of Sportinglly Active People „L.A.S.”, as well as to 12 others institutions of this kind. It refers also to associations being active in the so-called „denominational sector of physical culture”, such as, e.g., the Salesian Sports Organisation of the Republic of Poland or the Association „Parafiada”, as well as to 8 others organisations of this kind, which have the aim of physical education (in the spirit of religious beliefs), taking into consideration permanent improvement of - using David Hume's language - the moral sense. It refers - thirdly - also to numerous associations of the disabled, creating the educational environment for movement recreation in the atmosphere of active goodness. It is possible to exert a significant and lasting influence on sportspersons' ethical attitudes; to contribute to their personal and moral transformations, as well as to their maturation taking into account the fair play principle as a momentous idea included in a superior - and the highest - moral value which is the Good in its Socratic and Platonic interpretation.

However it is necessary to remember that the principle of fair play constitutes only some specific part of a broader moral idea of fair conduct. It concentrates on the ethos of honest play, but only in a highly reductionist meaning; namely, on moral convictions of persons connected with sport. In this sense, persons studying manifestations of the principle of fair play do not focus their attention on other forms of game - e.g. those connected with war games, gambling or other, etc. - the theory of games refers to. Neither, it deals with various forms of games being present in art.

The ethical discourse concerning sports rivalry, if referred solely to the principle of fair play, does not also take into account a broader theoretical and postulate context of these forms of fair conduct which are not connected with any form of a game. Neither, it takes into account other ethical theories, codices, moral ideals - both in their diachronic and synchronic, religious and non-religious interpretation - concerning Western and non-Western (e.g. Oriental) moral systems.

I am of an opinion that the discourse on the issue of noble sports rivalry should not concern solely moral reflection of the principle of fair play isolated from a broader context. It should be closely connected with moral education as such, and especially with ethics as a discipline providing a proper context for theoretical and postulate considerations on the idea of fair play, on the ethos of honest play where sport is treated as a special field of objectification of active goodness.

If there are no classes in ethics as an autonomous subject - and, additionally, classes in ethics referring to sports activity, which would take into account ethical aspects of sport, including the idea of fair play, in their curricula - in primary and secondary schools, this is the situation when the whole burden of initial and developing education for the noble sport rivalry should, according to my opinion, rest on persons connected with sport for all (that is, school teachers of physical education, coaches, instructors), as well as with school sport, movement recreation and recreational forms of tourism constituting the basis of activities of various extra-school associations.

In the school age education for recreation and tourism, education for sport, Olympic education, physical education - postulating the ethos of honest sports play - can be the main carrier of authentic, autotelic moral values, stimulating children and youth for the maximization of good in the realm of sport and beyond it. Moral education should take place since the earliest years - first, in contact with various forms of sport for all; then, if it is possible, in the realm of achievement-oriented (Olympic, professional, spectacular) sport. The aim is to shape an affirmative attitude strengthening the need of objectification of good in sport.

Moral education of the schoolchild dealing with sport facilitates his/her self-cognition, teaches him/her self-evaluation and self-control. If it teaches him/her simultaneously the essence, the sense, the meaning and the multi-functionality of sport, it enables the schoolchild-sportsperson to achieve a higher level of self-knowledge and of knowledge on culture and society.

REFERENCES:


Kosiewicz J. (2004) Filozoficzne aspekty kultury fizycznej i sportu /Philosophical Aspects of Physical Culture and Sport/, Warszawa


Sportmanship as a Moral Category „Ethics 75“, 1964.


**WOMEN AND SPORT - SOCIOLOGICAL AND HISTORICAL DIMENSIONS**

**The Current Sociological Issue: Masculinity versus Femininity in Sports**

The male dominance in the complex world of sports which is frequently mentioned (DUNNING, FASTING, HARGEAVES, MESSNER, SABO) arouses an impressive growth of interest in gender issues, where the primary focus of attention of sociologists, psychologists and sports marketing specialist is on ideologically and culturally fundamental questions of justice and equality of opportunities in the context of current topics such as:

- Models of sport participation among women
- Unequal opportunities of athletes, coaches and managers regarding gender
- Strategies for achievement of equal opportunities of girls and women

The broader context of these discussions brings also disapproving reactions emphasising the unquestionable emancipation potential of women in the field of sports. The main reasons for the current growth of female sport participation in our cultural context include legislative measures reflecting general democratisation of the society, global women rights movements, growing popularity of fitness activities and representation of women sports in global mass media.

Comparative studies and national researches generally focus on revealing the following problems:

1. The existence of quantitative differences in sports activities of men and women.
2. The differences in quality of sports activities of men and women (HARTMANN-TEWS, 1990, 146-150).

One of the most frequent topics is the research of impact of popularity of national sports on active participation of women (and men) in sports. A famous sociological survey carried out in Germany, Great Britain and France on the turn of the 80’s and 90’s showed that the most common characteristics of sport participation of women is an individual desire for activities reflecting specifically female concepts. Quite insignificant differences in motivation sources for both sexes were characterised by „joy from movement”, stress on „health and fitness enhancement”, „feeling of joy”, or „quality of social contacts. The differences in men can be defined mainly by „pleasure from competing”, „improvement of sports skills and game experience”, in women the emphasis was on the contrary on „effort to lose weight and look good” (DITTRICH, HEINEMANN, SCHUBERT, 1990). Furthermore, these surveys confirmed that the improving quality and availability of modern sporting facilities and the increased emphasis on physical fitness promotes the popularity of sports especially among women.

A systematic research interest in the issue of women in sports in the field of quite a young discipline - sociology of sports - during the last two or three decades is expressed primarily...
by a front of Anglo-Saxon researchers (HARGREAVES, COAKLEY, MAGUIRE, MANSFIELD, FASTING, ANDERSON, KLEIN, THEBERGE, HOWARD, etc.). However, the problem of the position of women in sports is in the centre of attention also in the sphere of critical feminist sociology (SEKOT (ed.), 2004, p. 48-55).

The most compelling arguments illustrating the discrimination of women in sports are above all:
1. Restricted financial resources and facilities for women’s sports (COAKLEY, 2001)
2. Disrespect and trivialisation by the media concerning women sports (CREEDON, 1994)

Even in the emancipated world of the European cultural environment the proportion of women occupying influential positions in organised sport is inadequately low also with regard to the proportion of female athletes. There is no doubt that the implementation of the politics of equal opportunities of women entails also taking the positions that were traditionally attributed to men. It has been found out that although on the lower positions of management there may be up to 50% of women, in the higher positions their representation plummets under 10%. This fact reflects a commonly shared belief that men, rather than women, possess managerial skills and that they prove to be competent in influential positions, while women are more cooperative and meticulous (WHITE, 1990).

Despite critical remarks on the position of women in sport it is apparent that the range of opportunities for women in sports has become broader since the last century. Thus, for some women the contribution of sport especially in the post war period was unprecedented. Besides experiencing a feeling of independence, confidence and pride, an increasing number of women achieved unprecedented financial awards and a high level of social prestige particularly in the field of professional sport. Women thus became respected social celebrities and entered the earlier inaccessible club of mainly male sports elite. At the same time the progressive emancipation features of the history of female sport are considerably more relevant in countries with advanced democratic traditions, where particularly the emphasis on women rights played a significant role in the field of social changes. In the USA, Great Britain, Scandinavian countries or in our society is the position of women in sport traditionally on a higher level than in countries where women are traditionally subordinate. This is first of all the case of Islamic countries, where the inferior status of women is reinforced with general poverty, political instability and traditional influence of religion. Also in some economically developed countries the status of women in sport is complicated due to racial, ethnic, social and political factors.

Czech Olympic Athletes in printed Media: Athens 2004

The 21st century crowns the emancipation of female sport. Since the ancient arenas in Athens, where women are given the same space as men and the previous exclusivity of some men disciplines gradually disappears, who is restricted is only a spectator with an unsuitable T-shirt or drink.

The ratio of men and women in sport sectors stopped on 6 to 4 in favour of men at the Olympic Games in 2004. The aim of the content analysis carried out at the Faculty of Sports Studies at Masaryk University in Brno was to find out how much space is devoted to female athletes in the media and whether the ratio of space in the media corresponds with the representation of women at the Olympics (SEKOT, KADLEC, MACHÁT, 2004b). Three national daily papers were analysed: Sport, Právo, Mladá fronta. In the centre of attention were both articles and photographs reporting about the Games which the above mentioned newspapers published in the period from one day before the official opening of the Games to the day after the closing ceremony. What was measured was the overall sum of all articles as well as the overall space devoted to the Games. Nevertheless, one piece of information might be of interest concerning the spectator interest in the Olympic reporting. From the data on the ratio of the audience at the Olympic Games in Sydney it can be concluded that a substantial part of men prefers Olympic broadcasting to other programme, while women usually score less than 50% interest in this form of media spectacle (KNORRE-VELASÁKOVÁ, HOGENOVÁ, 2001, p. 83).

At the Olympics in Athens the total participation of women was higher than 40%. The Czech national team was not an exception and sent to Greece 61 women from the total 141 athletes, that is 43.3%. The analysed newspapers published during the Games all together 817 articles dealing with the Olympic athletes. From this number 284 were about women, 428 about men and 105 dealt with men and women at the same time. If we leave out the articles dealing with men and women at the same time and transfer it to percentage, we can work out numbers corresponding quite precisely with the values of the ratio of female-male athletes participating at the Olympic Games.

![The ratio of female to male articles](chart.jpg)

In total, out of all the articles, 60% were about men and 40% about women. In any of the surveyed newspapers no serious deviations from the average were found. The highest percentage ratio of articles on females was reached by the daily Právo (42%), the lowest was in Sport (38%). Mladá fronta daily wrote about women in 41% of cases.

If the overall space devoted to articles is considered, it was found that the values were even more equal. The dailies Sport and Právo corresponded exactly with the ratio 60:40, only Mladá fronta devoted almost 42% of the total Olympic reporting space to women.

The exact numbers are provided in the following chart (in cm squared):
The space of newspaper reporting

<table>
<thead>
<tr>
<th></th>
<th>total</th>
<th>males</th>
<th>females</th>
<th>M%</th>
<th>F%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space</td>
<td>100213</td>
<td>59914</td>
<td>40299</td>
<td>59.8</td>
<td>40.2</td>
</tr>
<tr>
<td>Sport</td>
<td>45517</td>
<td>27559</td>
<td>17958</td>
<td>60.5</td>
<td>39.5</td>
</tr>
<tr>
<td>Právo</td>
<td>25926</td>
<td>15545</td>
<td>10381</td>
<td>60.0</td>
<td>40.0</td>
</tr>
<tr>
<td>Místně</td>
<td>28770</td>
<td>16810</td>
<td>11960</td>
<td>58.4</td>
<td>41.6</td>
</tr>
</tbody>
</table>

The surveyed dailies used the total of 611 photographs. From these only 14 displayed both sexes and so were excluded. From the remaining ones there were 237 photos of women representing exactly 39.7%. With the total average of 40% women photographs corresponds Mladá fronta. Sport published by 2.5% fewer photographs of women and Právo exceeds the average by 3% as shown in the following chart.

Number of photographs

<table>
<thead>
<tr>
<th></th>
<th>total</th>
<th>males</th>
<th>females</th>
<th>M%</th>
<th>F%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of photos</td>
<td>597</td>
<td>360</td>
<td>237</td>
<td>60.3</td>
<td>39.7</td>
</tr>
<tr>
<td>Sport</td>
<td>250</td>
<td>156</td>
<td>94</td>
<td>62.4</td>
<td>37.6</td>
</tr>
<tr>
<td>Právo</td>
<td>152</td>
<td>87</td>
<td>65</td>
<td>57.0</td>
<td>43.0</td>
</tr>
<tr>
<td>Místně</td>
<td>195</td>
<td>117</td>
<td>78</td>
<td>60.0</td>
<td>40.0</td>
</tr>
</tbody>
</table>

The most significant difference was found in the total space of photographs published, where women photographs occupy only 37.1% of the space and Mladá fronta devoted to women only 35.1%, which is more than 8% less than is the ratio of Czech sportsmen and sportswomen in Athens.

The other surveyed values were in favour of men articles or photographs. From 428 articles about athletes, 30 were on the cover of the dailies which represents 7%. On the contrary, women appeared on the cover of one of the papers only 16 times, that is in 3.6% of cases. The ratio of articles on front pages is 65% to 35% in favour of men. There is an even more substantial difference in photographs on the cover, where there were of all 15.5% photographs of men and only 11.4% of women. The ratio of photographs on the cover of the dailies is 67% of men and 33% of women photographs.

There are interesting values concerning the reporting about domestic and foreign athletes. While in the male category 64% reports were about domestic men, all 73% were devoted to domestic women. The lion’s share was taken by the only Czech team sport at the Olympics – quite successful Czech basketball, which took 7.5% of the total volume of articles, counting only female articles, it was even 21.5%.

Generally we can summarise, that the Czech media did not display a bias to either sex or the ratio of reports in texts and photographs approximately corresponded with the representation of women at the Olympics. Although a vast majority of sports reporting was written by journalists – men (only 0.9% of analysed articles were written by women), as far as the content is concerned, reporting was balanced and took account of the current situation on sports fields. Even the chosen Czech popular newspapers thus reflected the modern trend of a higher emancipation of women in the branch of media presentation and so became promising for the future of more balanced relationships of women and men in sport.

Women in Sports in the Czech Republic

It is obvious that relations between sexes differ considerably in contexts of different cultures, regions and countries. If we consider a question whether the elementary and general equality was achieved in sports in the Czech Republic, then we can answer with the chair of the committee Žena a sport (Woman and Sport) of the Czech Olympic Committee, that not. We can support the statement with graphic data summarising the ratio of men and women in some branches of sport and sports organisations in the Czech Republic in 1999-2001. Results from the data are that from 422 551 performance and top athletes only 69 779 were women, from 312 650 organised amateur athletes women constituted less than one half, i.e. 135 916, moreover from approximately 37 thousands coaches and instructors only 13.5 thousands were women, the share from 18 thousands referees women form again a noticeable minority of 3 616, and finally from 69 778 organisational workers and officials the majority are men - 58 457: „The situation in the Czech sport is constant, although many international institutions and organisations including the Council of Europe give a formal caution about the results of the statistics“ (KNORRE, 2003, p. 44-48).

The future of Czech female athletes in the context of emancipation processes belongs to central issues of the committee of women sports of the Czech Olympic Committee especially with respect to the above given statistics. Due to the committee and its cooperation with the Norwegian School of Sports and Physical Education in Oslo a research project „Women in Sports in the Czech Republic“ was carried out between 2000 and 2005. The starting point was a statement that differences between sexes influence all spheres of social life including sport. The research was aimed at acquiring knowledge about the influence of relationships between sexes on sportswomen’s lives in the Czech Republic. The research focused on the following topics:
1. What are the main obstacles for women to participate in sport?
2. What is the experience of sportswomen and female students of sports branches with coaches?
3. To what extent do sportswomen face sexual harassment?
4. What are the main obstacles in careers of sportswomen in positions of coaches, referees and sports officials? (FASTING, KNORRE, 2005).
The participants of the research, 595 top, performance and recreational female athletes representing 68 different disciplines and sports activities, responded to questions in a structured questionnaire. The average age of the respondents was 23 years. There were 39% of top, 37% of performance and 24% of recreational athletes. Of these, 55% do an individual sport, especially on a recreational level. Nearly one half of sportswomen live with parents, 19% live with a partner, 6% with a partner and a child and 1% live on their own with one or more children. 52% are financially dependent on parents or a partner, 29% earn their own living. A significant finding is that very few women live from earnings in sport (support of a club, sponsorship, support of a local sports centre): in the group of top sportswomen only 5% of the athletes mention sponsorship as a source of finance. Less than 6% of respondents state support of a sports club or a local sports centre.

Top athletes train on average every day, performance athletes 3.2 times a week and recreational athletes 2.4 times a week. The highest frequency of training was found in top athletes at the age of 21-23 years, who spend more than 20 hours per week training. In this group there is the highest number of participants in top sports competitions: 87% have participated in one or more Czech championships, 45% in one or more European championships, 36% in one or more world championships and 4% at the Olympic Games.

The athletes were also asked which factors they had personally encountered as obstacles to train or compete in their main sport. The dominating factor was work and studies, next were financial problems and time demands of training sessions. On the following positions there appeared the problem of transport to the venue of training sessions and quality of sport facilities. In sportswomen, who have children, the major factor - 91% - was maternal duties. The increasing performance level is intertwined with higher time demands of training sessions. In the recreational group the respondents state the impact of work, studies and financial commitments. The authors of the research stress as a recommendation on the level of training and competitions:

1. Financial support for babysitting for athletes - mothers
2. Enhancement of the support from sponsors and foundations for top female athletes
3. Implementation of government scholarships, grants and flexible study plans for the athletes to be able to combine training and study obligations, enabling girls and women the access to sport (FASTING, KNORRE, 2005, p. 27).

A coach can be a crucial factor in top sport and often a key to success. However, in the above discussed research one quarter of all the respondents have no coach. From those, who do have one, 72% are trained by a man (especially due to a current situation in sport) and only 28% are trained by a woman. This generally valid picture of women’s position in sport is further specified by the nature of experience with the behaviour of male and female coaches. The types of behaviour, the most frequently encountered by sportswomen in their male coaches include „coarse language“ (47%) and „employing pressure on athletes“ (39%). In female coaches it was primarily the ability to „listen“ (42%) and then to „change mood quickly“ (28%). Generally, the most appreciated qualities of both male and female coaches are good communication skills and tolerance of different opinions. The abiding opinion that men are better coaches is reinforced mainly by the media, which tend to present elite sportswomen as being coached by men. In the light of the gained data from the research the relationships between coaches and female athletes provided a basis for the following practical measures:

1. To increase the number of sportswomen who are coached by women.
2. To implement programmes for future coaches who would receive initial training from more experienced colleagues.
3. To cover the costs of babysitting for coaches during training sessions.
4. To raise the awareness of the topic of equal rights.
5. To introduce clear and strict regulations that would impose a ban on intimate relationships between a coach and an athlete.
6. To ensure that in all courses for coaches the issue of gender is dealt with in accordance with the strategy of the EU (FASTING, KNORRE, 2005, p. 35).

In order to achieve good results and enjoy training sessions and competitions, it is essential for athletes to feel safe. Concerning this aspect the authors of the research asked the respondents: „How safe would you feel if you stayed alone with your coach or a member of the support staff e.g. in a car or in a room?“ 88% of the respondents would feel safe to some extent, 12% expressed their anxiety accompanied with feelings of insecurity and danger. The group of top athletes responded that they felt the most secure (95%). Regarding the situations when a coach makes humiliating comments on the physique of the trainee, the following results were found: 39% of top, 29% of performance and 22% of recreational female athletes have at least occasionally experienced the situation and that was mainly in team sports. 69% of respondents encountered sexual harassment by men, 28% by women. From these 3% of respondents were harassed only by women, 36% only by men and 60% by both women and men. 44% of sportswomen were harassed by somebody in and also outside sport, 18% only in sport and 37% by people outside the sports arena. In sport the harassment involved undesirable looks, physical contact and ridicule. The conclusions of the investigation thus put forward the following recommendations concerning the strategy of education and personality protection against sexual harassment in sport:

1. To raise awareness of the issue of sexual harassment.
2. To protect sportswomen and female coaches from sexual harassment.
3. To protect female coaches from a false accusation of sexual harassment.
4. To inform competent authorities about suspected sexual harassment.
5. To be sure that their fears and reports will be taken seriously.
6. To make sure that coaches and athletes convicted of sexual harassment were punished (FASTING, KNORRE, 2005, p. 45).

One of the key topics in gradual emancipation of women in sport from the point of view of the presented research is also a question of possibilities and limitations in work of coaches, referees and officials. It was found out that 39% of respondents have some experience with coaching and that was three years on average. The highest representation of women declaring interest in the work of a coach comes from students of sports faculties (62%), particularly those involved in individual sports. The main reason for negative attitudes to a future coaching career include a heavy time load, low salary, too much travelling, lack of respect, traditional superiority of male coaches and physical demands.
Only 24% of respondents would like to become referees, and the interest is shown mainly by top and performance athletes. At the same time working in individual sports is much more popular (28%) than plans to become a referee in a team sport (19%). The reasons against are the same as those stated in the sphere of coaching: the factors of time load, low salary, travelling burden, superiority of men and physical demands.

The generally stated low proportion of women in position of sports officials in the Czech Republic is reflected also in considerations of future jobs of respondents. 30% of them declare a plan to become a sports official. At the same time the number of women with prospects of this job grows with the level at which they do their sport: 38% of top sportswomen make plans to become sports officials while only 22% of recreational athletes do. The reason for the difference is mainly the effort to „repay“ the sport and share experience. However, the reluctance to do the sport is also caused (besides the declared lack of interest in official work) by time and travel demands, not a very generous salary, lack of respect and dominance of men. These are the recommendations for enhancing the involvement of women in official positions in sport:

1. All sportswomen will be in charge of particular duties of coaches and referees as a part of training.
2. Clear regulations for referees’ career will be introduced.
3. Specific and progressive objectives will be set for female coach recruitment.
4. Coach’s practice will be acknowledged as a qualification degree for work of an official.
5. The proportion of women in top official functions will be increased (FASTING, KNORRE, 2005, p.55).

The survey of sportswomen’s experience with training, competitive, coaching and official practice presents facts to sports organisations in the Czech Republic and these should form a basis for further increase of female participation in sports activities in all positions and at all levels of sport. We hope that the recommendations presented above will enhance not only equal opportunities of women in the Czech sport but also improve the environment in sport for both men and women and thus contribute to the versatile development of sports culture in our society.

**Women, Sport and Quality of Life**

The subject of women in sport today is definitely not exhausted only in high-profile top sport but it has an impact on the problem of mass recreational sport, or in other words „sport for all“. Here the problem of possibilities and limits is considered for the society as a whole, including the category of gender. It is obvious that recreational sport places high demands on all participants as far as leisure time, travel costs, equipment and club fees are concerned. With respect to these facts the access to sport depends to a certain extent on a social position, economic prosperity, a place of residence, cultural climate, environment, family background, professional involvement and a number of other aspects of life both in case of men and in a larger extent in case of women. If we discuss the position of women in the context of the movement „sport for all“, then let us remind the fact that it is ideologically based on socio-demographic principles and human rights: it includes the principles of non-discrimination, non-elitism with emphasis on popular, generally accessible kinds of sport.

„Sport for all“ is a movement of equal opportunities for various groups and levels of population regardless of age, sex, social position, physical predispositions, talent, ambitions, ethnic origin, race or sexual orientation.

Sport, as well as other spheres of culture, is a highly controversial phenomenon. That is why some female oriented sports remind us of a rather nostalgic past activities, while others may be quite incompatible with present cultural environment and others can become symbols of new values and meanings. One strand of opinion may see the future of female sport in an effort to catch up with the positions of male sport, while another may search new ways in development of sports activities that would reflect their biological, cultural and social specifics. A common effort should doubtless be put into making sport an experience that enhances the quality of life on the turn of the millennium, making it a factor which influences the values of life of the masses. The greatest task of women in sport is primarily involvement in decision making in higher positions. All means should be deployed using energy, enthusiasm and devotion to the idea of humanism and progressive ideas of elimination of discrimination at all conceivable levels. Only then can the new visions of women participation in sport be plausible and positively appreciated by the society.

**REFERENCES**

WHITE, A. 1990. Women in Top Level Sport. Second IOC Congress on Sport Sciences
SPORT FROM THE VIEWPOINT OF ANTHROPOLOGICAL AND SOCIOLOGICAL VIEWS OF JOHN PAUL II

Sport is a reality which can be explored inter alia in its sociological, psychological and marketing aspect; its diversity and power of influence becomes the subject of analyses and researches of representatives of many various disciplines. For me, however, it is the reason for philosophical reflection.

John Paul II perceived sport as a way of man’s development. In 1990, during the opening of the football world championships in Rome, he said: „It is a characteristic thing that some expressions typical for the language of sport - like, for example, the ability to make choices, training, personal discipline, endurance of pain, trust in the demanding opponent, decent acceptance of rules of the game - are not alien to Christ’s disciples. Christian life also demands systematic spiritual practice“.[5]

John Paul II perceived sport as a source of social solidarity, cooperation, peace activity. „Sport consolidates human community regardless of all racial, religious or political divisions“[6] - he said during one of meetings with sports champions in Castel Gandolfo.[7]

Sport has a unique social range, since - thanks to the mass media - it is participated by millions of fans, coaches, competitors engaged in the sports spectacle. Thus the way of creating sports community is significant not only in the local dimension, but also in a very broad social dimension.

However, in order to make belonging to the sports community to serve all persons who are present there, that community must meet specific requirements. Due to it, I would like to look at sport as a source of social relations, a space which induce to create groups, from the viewpoint of views of John Paul II.

John Paul II repeatedly described rules of the individual’s functioning in the group in his encyclicals and philosophical works. In the presented paper I want to refer to views expounded in his work „Osoba i czyn” / „Person and Deed”/, first published in 1969. John Paul II wrote this work before he was appointed to Rome, as the bishop of Kraków Karol Wojtyła.

It can be said that inquiries into the role of the society in the life of the individual and the role of individual in the life of the society are concentrated around two notions: community and society.

The human being, on the one hand, is a part of the community - s/he is responsible for it and s/he influences its shape. On the other hand, s/he is the subject of social relations. These two perspectives overlap and complement each other, since their sources are in the philosophical and theological conception of the man. Thus let’s examine relations between people which are characteristic for the community.

The community is built on participation in another human being’s humanity. That participation is connected also with the acceptance of the human being’s personal quality, which is connected with the necessity of fulfilling oneself by being active with others. Such a view points out to the primacy of the subject over the community.[8] Wojtyła writes that it is impossible to say anything about the community if the subject as a personal being is passed over. It should be emphasised that in the notion of „person” Wojtyła contained the fullness and perfection, which cannot be included in the notion of „specimen”. Thus participation is a quality empowering the human being who exists and acts together with others - that is, in various configurations of interpersonal relations - to be him/herself and to fulfil him/herself.[9]

John Paul II repeatedly called for opposition to factors which objectify the human being. He perceived them as sources of pathologies in sport: obsessive craving for profits, corruption, doping, desperate pursuit of professional and technical perfection. Due to it, positive social effects of sport can take place only when relations in the sports community based on participation - that is, on respecting the right for self-fulfilment and individual development - has been built.[10]

It should be emphasized that the basis of the conception of the community and participation is constituted by a definite vision of the man, which goes far beyond his biological/evolutionary aspect. Wojtyla emphasizes that the configuration of relations between people affects the human being only if we give him/her the status of the personal subject; only as such s/he can be included into the community or alienated, „dehumanized”. It is impossible to alienate anybody from participation in the species. Only the man as a personal subject is greatly influenced by relations with others.[11]

The basis of both participation and alienation is the human being’s personal subjectivity. Hence when John Paul II addressed the participants and fans of the football world championships Italy 90, he said: „Not only that who wins on the stadium is a champion, it is also the human being with the whole personality, who should become a model for millions of young people, who need „leaders” - not „idols”. They need people who will show them the taste of effort, the sense of discipline, the courage of being decent and the joy of altruism.”[12]

1 K. Wojtyła, Osoba i czyn, Lublin 2000, p. 393.
2 K. Wojtyła, Osoba i czyn, op. cit., p. 393.
3 That fact is also clearly emphasized by a researcher on philosophical foundations of martial arts Wojciech Cynarski. Just personalistic values, close to European culture, are perceived by him as new foundations of the philosophy of martial arts, the foundations of „the way of the warrior of truth”, in: W. Cynarski, Teoria i praktyka dalekowschodnich sztuk walki w perspektywie europejskiej, Rzeszów 2004.
4 Tamże, s. 393.
5 S. Stolarczyk, Papież jakiego nie znamy, op. cit., p. 201.
Wojtyla emphasises that community, which has its source in the personal subject, is the precondition of and the basis for the society. Disturbing personal values, turning against the individual, condemning him or her to the role of an object, of an instrument serving other artificial aims - such as result, record, money - means turning against the community, since social bonds are built on the conscious experience of community with another human being. But, how to recognize that the individual realizes his/her personal potential in the community? The man realizes himself in the community when he says about himself using the category WE. It is an expression of the social dimension of human community and points out to subjectivity of that plurality - that makes it different from THEY. WE - as it is emphasised by Wojtyla - are many people, many subjects who somehow exist together. „Together“ means here that activities which are undertaken by them are related to some value, which therefore should be called a common good. It is just the relation of many selves to the common good, where Wojtyla perceives the very core of the social community. Thanks to that relation people experience their subjectivity.

In the sports community that consciousness of the common good has a special significance. John Paul II repeatedly emphasised that the value of sport consists in the fact that it creates conditions for the MEETING (in the personal dimension), which becomes the source of cognition, of granting each other respect, of common entertainment. That meeting initiates solidarity over the borders. Simultaneously the foundation of that meeting was perceived by Wojtyla not only in the man's sports dimension, but first of all in the personal dimension.

The dependence between the individual and the society is double, since, on the one hand, the person influences relations in the group and, on the other hand, the group influences the identity of the person. Relations established within the framework of a given society become objective reality, which qualifies people - all participants. Society as a category superior to the individual constitutes the basis for judging persons belonging to it. Thus we speak about the person from the viewpoint of social affiliation - e.g. a Pole, a catholic, an athlete.

This way it becomes important for Wojtyla that in the community the human being gets other confirmation of his/her personal subjectivity than through interpersonal relations.

That is why the definition of that common good, which influences WE and this way the individual's identity, becomes the key issue for John Paul II. John Paul II defines all tendencies which draw sport away from „purely human purposefulness“ as deviations meaning regression from the sports ideal and human progress.

The common good should enable to come to values which constitute the human person's inviolable good. It is the reason why that superior WE should facilitate and liberate interpersonal relations - not to annul them. Thus the community should provide for and enable the development of the person's subjectivity.

Participation understood in such a way develops on the basis of the relation towards the common good, but it simultaneously tends to the development of true subjectivity of all those who belong to the social community.

Alienation is the antithesis of participation and in that social dimension it means limitation or annihilation of all which makes one human being for another human being another I. YOU does not discover I, what causes that I remains separate, without contact, but also not discovered by him/herself. Then on the level of interpersonal relations the evangelical neighbour disappears and that who remains is „other“, „alien“ or even „enemy“. The phenomenon of alienation, both on the individual and the group level, is well known in sport and it often has dramatic consequences. When YOU becomes inaccessible on the personal level, entangled in the role of the rival, the opponent, the competitor, s/he becomes inaccessible as a person for others, but also for him/herself.

The community disappears as the experience of humanity, which makes people close and united, disappears. Alienation harms not only the power of the society, but first of all the person as a subject and only the human being understood as personal subjectivity can become alienated.

Summing up, sport - if the individual good is not taken into account - cannot be an event which gathers the community, based on the idea of respect, decency, fair-play. Where there is no consciousness of the good which is constituted by the person, all aspirations of sports milieus to create some patterns to be imitated by youth or even by the whole society are unreal. Without a solid foundation constituted by values, sport and people participating in it will yield to the temptations of „drawing sport away from its purely human purposefulness which is the optimal development of gifts of the body; that is, persons in natural rivalry, over all forms of discrimination“. And, in spite of its great potential, sport may remain rather the source of pathologies on the personal level than the source of the development of the human being and the society.

REFERENCES

W. Cynarski, Teoria i praktyka dalekowschodnich sztuk walki w perspektywie europejskiej, Rzeszów 2004.
K. Wojtyła, Rozważania o istocie człowieka, Kraków 2003.

10 K. Wojtyła, Osoba i czyn, op. cit., p.403.
11 S. Stolarczyk, Papież jakiego nie znamy, op.cit., p. 198.
12 K. Wojtyła, Osoba i czyn, dz. cyt., s. 404.
13 Ibid., p. 408.
14 Ibid., p. 411.
15 Ibid, p. 413.
In this paper, we want to consider the relationships between the attitude of love and such spheres of human activity like physical education and sport. First impression that can arise when reading the title can lead to the question: if any relationships exist between these two realms? What on earth can physical education, love and sport have in common? However, one can indicate relationships between them but one should emphasize how we understand love in this context. In this paper, we are going to consider love as educational attitude in physical education within of which young people and children are prepared for active participation in physical culture. The attempt of showing the relationships will take place on the ground of personalistic philosophy in which the category of a person is the central one.

**Personalistic conception of man**

As E. Morawiec remarks, there is no need to justify that man needs knowledge about himself/herself, about what he is, what is his/her structure, relation to the world of objects [...]. This knowledge is necessary so that man could control his/her life, to take a position on other man and on everything he/she is surrounded by and what is not man (Morawiec, 1991-1992, p. 135). Pascal writes similarly: One should know oneself: if it were not good for finding the truth, it would be good for defining one's life and there is nothing fairer (Pascal, 1989, p. 59). Roughly speaking one can single out four kinds of anthropology. These are natural anthropology, humanistic, philosophical and theological.

Each one is formulated as a result of applying specific research methods, reasoning and assumptions. Comprehensive and more general knowledge functions in the area of philosophical anthropology. Within this discipline philosophers make attempts to describe man as a whole (Kamiński, 1991, p. 11). Some philosophers think that main problems of philosophy are anthropological ones (Lorenc, 2003, p. 74). In Gadamer’s view, one cannot get to know man referring only to scientific procedures used by empirical disciplines. Hence, there is a need to formulate philosophical conceptions of man (Lorenc, 2002, p. 74). The importance of comprehensive conception of man is also emphasized by Joanna Femiak (Femiak, 2001, p. 172-173).

One of the formulations is personalism. Its central category is the notion of a person. Many various sciences are interested in the notion. We mean sociology, psychology, philosophy and theology. According to Karol Wojtyła, the word “person” has been invented to emphasize that man can not fit in the notion of an “individual” because it has some special perfection of living which should be emphasized by the word “person” (Wojtyła, 1986, p. 24). What it means that a man is the person? It means that he/she possesses reason, the capability of deciding about his/her own life and the ability of creative activities. The person possesses his/her own inner world, the hierarchy of values and beliefs concerning different spheres of life and morality (Bartnik, 1995, p. 29-32). The person is not only the spiritual sphere; he/she also has bodily dimension. In K. Wojtyła’s opinion body is one of the necessary dimensions of the person. This fact has been taken into account in the definition of man stating that he is a rational animal. Man’s body and his corporeality contain in the word “animal”. The human person manifests himself/herself through body and its structure. Thanks to his/her body, man can show that he/she is self-determining creature. Thanks to his/her body, man can achieve self-actualization consisting in realizing different values. As J. Kosiewicz says, John-Paul II shows the man’s body as a source of spiritual values and moral obligations (Kosiewicz, 1997, 121). In this conception the body plays special role in the relationship between persons, it functions as an intermediary with help of which can occur nonverbal communication, the existence of a person for a person, direct correspondence between two or more persons (Kosiewicz, 2000, p. 83).

The role of the body as the factor constituting the person is emphasized by A. Krapiec. He writes that a man uttering personal pronoun „I” means also his/her body (Krapiec, 1993). So, already on the plain of language and common-sense cognition and thinking, human body is expressed as the factor taking part in constituting a human person. It is worth adding that the person is not “something” ready but “something” what should be developed on the basis of our potentialities (Bartnik, 1995, p. 33).

We think that personalism constitutes good anthropological ground for reflection upon physical education and sport. It is so, because mainstream thinking concerning man in the history of Europe has had personalistic character what was connected with the influence of Christianity, Greek philosophy and Roman law on European culture. The very Universal Declaration of Human Rights was inspired by personalistic philosophy of J. Maritain. Personalism, as we have stated above, constitutes good anthropological ground for reflection upon physical education and sport also considering it emphasizes man’s dignity the source of which are rationality, freedom and the capability of self-determination. On the plain of personalism exists the belief that a man is such a being that the only suitable relation to it is the love. The description of the attitude of love will be the following step aiming at showing the relationships between this attitude, physical education and sport.

**The attitude of love as a fundamental educational method**

In J. Pieper’s opinion love is the case when we find somebody or something good. To love someone or something means that we call someone or something good and we say that it is good that it exists that it is good that you exist in the world! (Pieper, 1993, p. 28). This author thinks that for a man it is not enough that he/she exists. A man feels that real confirmation of his/her sense of life is the feeling of being loved what is determined by deeds undertaken within human relationships. A man, what is justified by common sense experience and psychological observations, can develop his/her humanity only in the atmosphere of love.

By contrast, the lack of love leads to degeneration of human persons what manifests in numerous deviations, psychopathies, axiological blindness and the lack of sensitivity to other people. It also manifests in impossibility of looking at other individual as a human person who should be respected and endowed with indispensable dignity.
M. Łopatkowa, the creator of „the pedagogy of the heart”, emphasizes the deformations of emotional life of children coming into being as a result of the lack of love in their childhood. One of them is a constant feeling of anxiety and the lack of the feeling of security in adult life. The consequences of the lack of love are also aggressiveness, amorality, the lack of emotionality, juvenile schizophrenia, neurosis, crime and prostitution.

It was E. Fromm who has paid much attention to love in his writings. In his book, The art of loving expresses belief that love is not a feeling that seizes us independently of our will, but it constitutes the art that can be mastered at least by some people. It is the kind of man’s relation to the world that manifests in a dialogue with other people, in fruitful work and creativity. If love is an art so one can indicate some stages of mastering it. The essential thing is to become aware of the fact that it is an art. After that the process of learning can start. The process is divided into two stages: acquiring the theory of love and practicing. Fromm singles out four basic components of love. These are the following: care, the feeling of responsibility, respect and cognition. Care about other man consists in concrete deeds aiming at satisfying his good needs. The good example here is the attitude of loving mother caring about good of her child. Responsibility in love consists in some kind of readiness to react to other man’s psychological needs; it is readiness to respond to values a man comes across, mainly to the value of other man. Respect is connected with affirmation of other man. It is accompanied by awareness of other man’s uniqueness. When someone respects a human person she/he wants it to develop his/her humanity. Cognition in love lends rational character to above mentioned components. It is difficult to imagine care, responsibility and respect without getting to know other man. Getting to know other person is important because it can help with overcoming the distorted image of other man that we store in our minds (Fromm, 1994, p. 27-34). Fromm singles out the following kinds of love: brotherly love, motherly love, erotic love, self-love, and the love of God. Considering the subject of the paper, we are going to discuss only brotherly love. This kind of love is, according to Fromm, the most fundamental kind of love considering that it constitutes the foundation for remaining kinds of love. In brotherly love appear all above-mentioned components of love. The essential trait of this kind of love is the lack of exclusiveness, it is love for all people. It is this kind of love which is demanded in the Bible. Brotherly love arises thanks to cognition, not to the superficial one, but thanks to cognition making out the inner life of other man and enabling capturing the fundamental similarities between people. This is the kind of the cognition of an essence in which such attributes like nationality, culture, denomination or colour of skin are not important. Brotherly love arises when we love without expectation that we will get something for our love (Fromm, 1994, p. 92-94). The theory of love is sine qua non but it is not sufficient condition.

Much attention to love has also paid Karol Wojtyla. In his book Love and responsibility, he describes different kinds of love. He singles out the following kinds of love: liking, desire, kindliness, friendship and betrothed love. Similarly as it was in the case of Fromm’s theory we are not going to discuss all kinds of love considering that only love understood as kindliness is connected with the topic of this paper.

Wojtyla emphasizes that kindliness […] is the fullest realization of those potentialities which are rooted in a man […] The person finds in love the greatest plenitude of his being, objective existence. Love is such kind of activity, such act that develops the being of the person most fully (Wojtyla, 1986, p. 23-24). He states that the real love that is directed to true good is the point. This relation to good has adequate character to its nature. False love is, by contrast, such commitment that is directed to ostensible good or to true good, but it happens, however, in the way which is not at variance with its nature. The core of kindliness is the desire for good for other person. Love that does not meet this condition is not love but egoism (Wojtyla, 1986, p. 24). In Wojtyla’s opinion, love is the opposite of instrumentalism in human relationships. In the relationship based on love partners reveal their intentions they have towards a partner. They do not act from concealment, they serve and support one another. Instrumental treatment of other person occurs when one person wants other person to do something for him/her and does not inform this person about the goals he/she wants to achieve. Triggering in such situation acts of this person treats him/her as a tool in his/her hands what is at odds with love experienced by two sides of the relation.

**Through love in physical education to sport for all**

Nowadays physical education is defined as the process aiming at preparation of children and young people for participation in physical culture (tourism, recreation, sport); it is understood as the foundation of physical culture (Demel, 1980, p. 343). Physical education in its humanistic version is understood as education of man for the care of the body. Within humanistic version of physical education there are a few definitions of the process. It is defined as aware and intentional activity aiming at forming positive attitudes towards the body (Osiński, 1990, p. 73), familiarizing a man with the world of physical culture consisting in shaping attitudes towards the body and the values of physical culture (Zuchora, 1980, p. 260), an education for the values of the healthy body (Pawlucki, 1992, p. 169), an education of the personality for the care of the body (Demel, 1990), preparing children and young people for taking responsibility for health, fitness and the beauty of the body after completing education (Grabowski, 1994, p. 1). The authors of the above mentioned definitions indicate different methods of achieving the goals of physical education. H. Grabowski refers to the knowledge formulated by social psychology. He mentions such methods like punishment and reward, modelling and persuasion. W. Osiński refers to different socio-technical rules. In our opinion, an educator provided with such methods and knowing how to use them is not yet an educator worth his salt since he lacks fundamental factor we mean love in a relationship with a pupil. Without this fundamental attitude, he/she is only a technician dressing human material in accordance with recommendations of social sciences. He/she becomes a real educator when his/her all pedagogical acts begin to result from the attitude of kindness towards a pupil, from desire to look for real good for a pupil. Only love constitutes suitable atmosphere for the personal development of a man, only in the atmosphere of love man can fully developed his/her potentialities. Only loving teacher is able to create such educational climate in which pupils will be encouraged to draw values from their teacher, values which will be internalized afterwards. The attitude of love in physical education does not denote some kind of good-naturedness and gentleness. In education, there are moments in which one should „shake“ a pupil emotionally and intellectually. These are the situation when we observe that he/she turns away from values and turn to things that are less valuable or deprived of value. The atmosphere of kindliness in the course of PE lesson constitutes
a chance of creating positive associations with physical activity what influences pupil’s attitude towards physical activity and sport. The atmosphere of love has also more general advantage than creating positive attitudes towards physical exercises. We mean the possibility of adopting the attitude of love by pupils from their teacher. This possibility manifests in what Americans say that „love breeds love“. We remind that physical education is the process aiming at preparing children and young people for lifelong care of the body; in other words for participation in physical culture of which one of the dimensions is sport for all. The attitude of love in physical education in this way combines with sport that it increases probability of future involvement in sport for all.

On a teacher-instead of conclusion

Postulating the attitude of love as fundamental educational method demands a lot from a teacher. There is no room here to discuss the model of such educator so, we will limit ourselves only to some remarks. First of all, such educator should have the deep conviction that man is endowed with dignity. We do not mean only possessing defined theory concerning human dignity and its sources, but possessing experience of himself as a creature endowed with dignity. This experience can enable to perceive and experience a pupil as a person. Personalistic teacher is someone who maintains detachment from the world and himself. The source of the distance can be humility understood as the feeling of insignificance and temporariness of the world, one’s own possibilities, talents, knowledge and skills. He/she should also have the defined axiological convictions concerning values namely the way of their existence and their hierarchy. He/she should also know what is good. This demand appears from the formulation of love defining it as providing good for other person. He/she should be capable of recognizing good in a concrete situation, the ability to show good to a pupil and supporting him/her on the way of realizing it. He/she should act willingly and wholeheartedly because only in this way he/she will be able to have a positive influence on a pupil, only in this way he/she will be perceived by his/her pupils as a credible donor of good.

Summary:

One can point at certain relationships between love, physical education and sport. In this paper love is understood as kindliness. Personalism constitutes good philosophical ground for such considerations because man is defined as a being to whom only suitable relation is love. The atmosphere of kindliness in the course of PE lesson constitutes a chance of creating positive associations with physical activity and positive attitudes towards physical exercises.

Key words: personalism, love, physical education, sport, philosophical conception of man

REFERENCES

Demel M., (1990) On three versions of the theory of physical education, Kraków: „AWF Kraków“.
Zuchora K., (1980) Education within physical culture, Warszawa: „MAW“.
SPOT - ENTERTAINMENT - SOCIETY

There is no doubt that historical, philosophical-anthropological and political-sociological analysis of sport is the sphere where many, hitherto non-clarified, questions can be answered. From the point of view of these analyses, sport can be perceived as a particular manifestation of culture of man and his practical integration into the social life. This introductory thought is reflected in Grexa’s defining of sport as a wide-scale phenomenon. According to the author, sport is not understood merely as „a specific activity focused on competing and achievement of the highest results possible, but also as the bodily culture concentrated on cultivation of the natural basis of the man and his humanisation” (Grexa, 2003, p. 7).

After the fine arts and literature, sport is a frequent object of study and interest also for historians. We have no doubt about the intellectual aspect of various historical researches of sport as a cultural phenomenon. However, it remains an open question whether the analysis of sport as such requires a strong intellectual potential. We find out that if put into the context of mass culture, sport reflects the reality of this world - needs and goals of the man and society. History, culture and politics make it possible for sport to get to academic environment, where among other social science disciplines like anthropology, sociology, philosophy, etc., sport integrates as a phenomenon requiring a specific approach of study, creating its own methodology and principles. The method is basically a comparative one, integrating various scientific findings which, however, do not pinpoint the nature of sport as social phenomenon. If sport is to be viewed as an indispensable part of social life, it is not sufficient that its meaning be analysed on the scientific ground only. Individual and society complement one another, life of a man makes no sense without satisfying his social needs and vice versa. It is not only scientific explanations that the man needs for his life.

Thus it is quite natural that sport often seen in connection with leisure time. At this point the question of sport leaves the academic ground of historians and inspires to create various national models within the framework of European integrity, where at the same time comparison of Non-European sport cultures is taking place, all within the settled cultural traditions. Sport then is perceived as a phenomenon which is a part of not only cultural but also political changes in particular states - but with apolitical tradition. Here emerges the question of autonomy of sport with regard to state and political power. Here we speak of sport as a social phenomenon which embodies group of attributes (values, representations, behaviours) and co-works on variability of relations between society and individual. From this point of view, sport becomes a mediator between the two, so its function is also transitional. For that reason is, especially the last few years, its perception tightly connected with sociological knowledge. Sport is acquiring the sociological meaning not only in a symbolic way, but mostly in cultural and social way in every social sphere. Thus it does not surprise that the term of sociology of sport is commonly used for study of sport as a social phenomenon. However, from the point of view of social sciences, this perspective is well anchored in the term of anthropology of sport. It is true that within the sphere of sciences of sport there is an ongoing theorisation and conceptualisation of sport, but not always does it clearly pinpoint the relation of individual and society and social values and norms. To capture the problem also from this point of view, again it is necessary to perceive it in cultural context. Doing so, one cannot omit the term of sport culture, or as others call it physical culture because this term does not relate to professional sportmen only, but also to the passive partakers, audience.

For a spectator, sport is a certain kind of entertainment, amusement and guide of how to spend their free time. Despite this fact, the spectator also evaluates sport and thus approaches it actively. Similar kind of activity can be seen with people who do not exercise sport professionally, but take to it in more relaxed way having it as amusement and entertainment. However, neither scientific nor empirical attitude, not even various social concepts of sport will do make without the mentioned principle of evaluation, it being a token of mature social system and norms. And so it is sport ethics which enters, as moral evaluation of sport, not only the scientific concept of world, but also everyday life, thus it enters the sport perceived as amusement and entertainment. Psychologist Gregor states that in empirical studies of children and youth, there is a niche for „works focused on the reasons of leaving sport activity“ (Gregor, 2000, p. 8). According to the author, the researches concentrate rather on „contents of free time… and observation of physical and sport activity of school population“ (the same, p. 8).

If we understand the sport ethics as acting and behaviour connected not only with behaviour of an individual, but also with the evolution of social forms of sport in the framework of complex social development of the man, thus also during his socialisation, then we will understand culture and morals in general, the system of thinking of our time. The phenomena which we would rather exclude from sport as doping, corruption, violence, aggression, irresponsibility, etc., they all are part of our times, reality in which we live. Morals and ethics do really have a great normative meaning and regulate behaviour and action of the man in society.

It is known that sociological study of sport phenomena has often taken place in the sphere of sociology of culture. This led to the acknowledged development of sport culture and its further development towards the sphere of sport axiology and education as cultural phenomenon. Morals and sport ethics became the principles to be quoted and generalised. As the result, sport has become a serious object of study of various social sciences. In axiology and ethics it retained its status of values and moral relations and furthermore, it led to the acknowledgement of morals, values and culture as the major pillars of action and behaviour of sportmen.

There is a philosophical undertone to be traced in the mentioned characteristics. Discussions about the term cultural anthropology (Bernard Jeu, 1972, 1977, 1987) led to the phenomenonological understanding of the problem. As substance philosophically precedes existence, it is possible to study sport in its substance, i.e. in the relation to itself and to others. However, it is necessary to define its values independent of its structure.
Ethical character of sport should not be restricted only to a simple example of aggression in sport, but it should navigate the sportmen to a certain behaviour and guidance of their actions. Here we can raise a question whether the phenomenon of aggression always stems only from the nature of player's actions in sport or whether it can also be caused by the atmosphere of entertainment which is a part of perception of sport from the spectators' point of view. As an example we put forward the understanding of a contest in sport as a process of more phases. According to Karászová, the goal in any competition is to achieve the best results in the shortest time. „The inner content of a goal is determined by social sphere and discipline. The nature of contest is again dependent of the sphere in which it takes place... It is this sphere where the quality level of a sportsman can be measured...” (Karászová, 1998, p. 96). From the spectators' point of view it is important to realise the form of revealed fight, which is „accessible to observers” and the form of hidden fight, which „is introduction to the revealed one and its goal is to mentally weaken the opposition” (Karászová, 1998, p. 96). So the spectator's stance has no professional views, but is rather a result of spending their free time and reflects certain passivity. In this context, a thought of Gregor's is interesting drawing attention to the quality which a sports lifestyle offers. According to him, „the sport activities need to be perceived as the part of one's healthy lifestyle.” (Gregor, 2000, p. 6) However, the author also warns: „the man, human being, is more than just result. The value based merely on the outcome leads people valuable and people unimportant.” (Gregor, 2000, p. 8)

Bernard Jeu (1972, 1977, 1987) says that the real nature of sport is based on objective knowledge and sport ethics. The sport morals have their roots in institution of sport and autonomy of sport. To understand these terms, it is necessary to introduce law (institution) and freedom into sport. „Law and freedom mean the same thing because it is us who decide about the law for ourselves. (Bernard Jeu, 1987, p. 233). The author is not interested in the particulars of this law, but in its execution, and the rules matches to sport culture as the form of a specific behaviour. It reminds of sociology of fact in which Comte and Durkheim similarly approached the study of social organisation as the basis for the functioning of society. Also M. Weber's rational action cannot be simply applied to the behaviour in sport, as the latter one is marked by the already mentioned perception of sport as passing one's free time and entertainment. It will not fit to any of his four types of action. If we excluded the entertainment as a part of sport, then it could correspond with aimed rational action. However, sport as entertainment and favourite pastime cannot be forced into the background. More plausible would then be the analysis of the problem by sociology of work, which by its questions of organisation of work implements a distribution of sport rules, fair-play requirement and a principle of competitiveness. A game with established rules than replaces the aimed rational action. Problem of a game contains also philosophical aspects. We mention it because by its nature it reaches deep into culture and thinking of the man. Its artistic and literary justification is very interesting and inspiring. Based on the nature of game in art, for instance, to play means to become someone else at the moment given that one submits to the order and rules (in sport also referee's) and respects them.

To enter a game and not to respect its rules produces a lot of doubts. The poet, Paul Valéry, often talks about the scepticism of game and an illusion, which it summons in us. Game is an opportunity to relieve our emotions, our desire to win at any cost. Clean game is possible only if we do not put our opponent down. To take revenge at any possibility brings a lot of troubles. This philosophical-anthropological view is even deeper if we look at the action of the man in this situation through the meaning of his action, in case of a sportsman it is often meaning of their life. At the same time, from the broader point of view even production and its further reshaping is meaning of man's life. Game, however, neither directs nor produces anything - philosophically, it should erase its own results. It is not the most important to win at any cost. Sometimes it makes more sense to take part and compete with acceptable measures. And yet, it remains a big mystery either in arts or in sport because through it we often recognise our possibilities and skills. From this perspective, we see sport anthropology as effective synthesis of the both parts: cultural anthropology and philosophy, which gives it the sense and enables to define the place of the man in universe.

Meaning of man's life is typically philosophical problem. Game and sport as such is, as is creative human activity, a part of existential perception of human being. Also where emotions and passions enter human activity, even there, if they are under control and regulation, they can mean certain creativity of the man, which very tightly correlates with his fantasy and imagination. The well-known Piaget's studies of game with children show the fact that although sport cannot be identified with game only, they still have similar features: competitiveness, desire to win, to establish one's personality. Sport is manifested physically while game can also be only mental activity. Principle of creativity, however, applies to both.

Various analyses of sport work with specific facts, schemes. Philosophy of sport then, in our opinion, has a dilemma: whether to process the facts in positivistic way, i.e. to be satisfied just with philosophical-methodological analysis of terms and focus only on conceptualisation, i.e. to give sport scientific (or term-coinings) aspect, or to whether to go beyond the man's imagination and understanding.

If we take into account the indicated existential dimension of the problem, it does not suffice to analyse the sport only in the framework of sport sciences and to concentrate only on qualifying model of the contemporary understanding of the problem, or its practical focus. Problem of sport needs existential dimension which should be a base of many analyses. As Šmídkeová has mentioned, „the sport as one of the man's activities is a sphere where the man themselves not only expresses, but also self-realises, self-confirms and self-identifies” (Šmídkeová, 2003, s. 185). Through the sport and entertainment, many understand their connection with nature, their place in this world and in the universe as such. And that is already philosophical-anthropological perception of the problem, which, in our opinion, can introduce new perspectives of solutions into any type of sport...

**RESUMÉ:**

Perception of sport as socio-cultural phenomenon can be explained especially from the perspective of social sciences. Sport as manifestation of culture is a part of socialisation and humanisation of the man. Sociological, historical and philosophical study of sport thus requires setting the problem into the framework of those sciences. Despite the effort...
of the analyses to have scientific character, it is necessary to solve the problem in cultural context. Merely scientific analysis is insufficient.

**Key words:** ethnology - anthropology - sport and entertainment - sport as cultural phenomenon - anthropology of sport.

**REFERENCES**

1. Gregor, T.: Motivy zanechávania športovej aktivity detí a mládeže a postupy, ako im predhádzať. Tel. Vých. Šport, 10, 2000, 2, p. 8
2. Gregor, T.: Ako pomôcť det’om a mládeži udržať záujem o športovej aktivit. Tel. Vých. Šport, 10, 2000, 3, p. 6, 8

According to T. Munz the goal of human’s life is to live up all the dispositions one has. He points out that in determinate situations some of them are beneficial, other harmful. (Munz, 2002, p. 275.) No doubt, that sport is one of the modus to living up the human being and dispositions one has. The question if dispositions of human being in conditions and dimensions of contemporary sport are beneficial or harmful is still open, and is a topic of discussions.

Sport becomes to have global dimensions. It is present in all societies and all cultures. It accompanies our every day life in various contexts and in different connections. Thanks to newspapers and mass media we are regularly informed not only about political life and economy, but also about sport. The significance of sport is involved by its influence on economical, social and cultural sphere. Sport constitutes a wide spectral phenomenon integrating a scale of various values. The expansion of sport creates from it a universal cultural paradigm. In spite of the fact, that its social importance increased, it is constantly difficult to grasp and to communicate the sense and the essence of sport.

The dimensions that sport has acquired nowadays intensified the need of its theoretical reflection, even in wider relations. Experts pointed out the need to analyze sport not only as a physical, bodily activity but also as a social and cultural phenomenon. Not only the question of status of sport in contemporary society and culture becomes to be important, but particularly the question regarding the significance and meaning of sport for the human being. This question becomes much more to be topic in theoretical research, and also regarding on values integrated in sport and sport activities and through sport promoted and mediating.

Sport is being presented in various forms and meanings. It is possible to say that there is a much larger number of people who practice sport than in the past. Many of them participate in several competitions, but only a minority on a higher and professional level. For many sport became a game, for many an employment, for some a profession, a career. While a person gets paid for an employment and career, whereas a person that is involved in sport due to other reasons or due to other purposes, has to pay for it, and more often as well. We are confronted by a noticeable expansion of sport, its metamorphosis and consequences. Also we are faced with the inequality between dimensions that sport has acquired and the understanding and defining of the concept sport in the theoretical area, the concepts and methods that is approached.

The extension of sport caused also that the frequency of the term sport grows and connotations of its using are going wider. The word sport is ambiguous, has like majority of words of our language many various meanings. On common sense level in spite of
its various meaning we can understand and comprehend it without special difficulties. Though each one a little bit otherwise, in different meanings shades, different intentional moves and various denotative situating. The word sport, we acquired from English language, becomes to be a part of equipment of Slovak and other languages too. As assert V. Hôšek the concept sport „arise from the word deporte, with which in 12.th century was called chase after animals - hunt for amusement. Latin root port is evident. So, something in the sense „to carry oneself away”, „to be carrying by something”, to carries in other conditions, or may be to contribute the pleasure, to be the gate to the joy. In Roman languages indeed this concept had the sense to amuse. From it after arise deport, later désport in France and from 14.th century originated in England the abbreviate form - sport. Tourneys, games, celebrations, circenses in Rome, that all contain merriness, element of carnival, psychological katarzis and represents an affair collectively popular and amusing“ (Hôšek, 1998, p.22). So, in origin indicated activity connected with entertainment, comfort and diversion.

Still on common sense level is sport comprehend before all as popular, unbinding and a little bit „superficial” bodily and physical activity, which makes joy from the movement, goal of which is dispersion, amusement and one do it for pleasure or for advantage, for body beauty, for health and good conditions. This is one of the reasons why sport is perceived as an attractive profession that has become a way and a form to success and reputation. Sport has own genesis and history in which has different forms, goals, purposes and meanings. It is reflected in various definitions, interpretations as well as characteristics of sport. Many activities, that nowadays we call sport are older than the concept sport itself, for instance swimming, race, jumps, discus-throwing, weight lifting, ride and others. Many were connected on typical war purposes, like archery, fighting, fencing, throwing the javelin. Many appears in connection with technological progress.

In the recent pass, for example according Meyers Neues Lexikon, word sport indicates „competition movements bodies exercises, which serve to physical education and to health of people and increase the capacity and the joy from life” and sport was comprehend as a mean of a human preparation for work, and for efficiency were all, including the children, rewarded with medals and intirenant cups (Meyers Neues Lexikon, p. 677). In conditions of contemporary society sport is becoming professionalized and often a use of economical reward with medals and intirenant cups (Meyers Neues Lexikon, p.). In this sense is considered as an equivalent of the „physical culture” system (Dovalil, 2005, p. 45). Has to be the sport understood in dimensions of present top sport or in the wider coherences? Shall we come out on assumptions of descriptive definitions of sport, or rather to understand it as the part of movement activities, which have importance in the wider life context. Inclining to the point of view which shows the problem of physical culture and sport as directly connected with philosophical problem and comprehension of human essence being.

Therefore J. Vrabcová asserts that the essence of human being is reflected in relations besides him, through him and with plunging in own interior. All three relations cohere with sports activity that is a manifestation of physical as well as of spiritual culture (Munz, 2002, p. 202).

Sport as one of mans activities obtained different shapes, forms, manifestations, goals and meanings in the history, therefore the context of the concept sport was in different way fulfilled and changed. Sport represents one of mans affirmative activity, in which one conforms, express andvisualizes own personality, before all with own motion, and takes „possession” of self and of the world of his life. The activity is, as said by E. Coreth, the basic phenomenon, is the active and proper self realization of human being, in which is demonstrated and developed his/ her substance. In activity man undergoes and understands himself, creates own attitudes to what he meets in the world and what has influence on him (Coreth, 1994, p. 17). „The essence of the activity is not exhausted by that we are „causing” something different, that we have influence for some consequences on something else”. „The activity is always and being full the self-realization of those, who is executing it and who guides it to a new being” (Coreth, 1994, p. 117).

Sport as movement action bears and integrates in features that are characterizing the activity of human being. It is a space for self-experience, self-concretization, realization of performances, of asserting and development ones dispositions, abilities, one of the constitutive elements of the social relations formation and binding, etc. Activity, of that the implications go far beyond the direct goals, though always executed by a person in a certain historical, social and cultural frame that determines this activity, a frame into that one actively entering and influencing it. In sport ones validates dispositions that possess. These cannot be understood statically, as one in advance given structure. By birth, every person comes to this world with determine physical and spiritual dispositions which can apply, develop, or that must not be validate at all during the process of life. The activity of human being focused on certain goals leads to consequences that are expressed by and beyond of him, in the environment in that he lives, that is forming and influencing him. Depends not only on the person, but also on his living circumstances, in which way he will and should present and realize himself in sport. The possibilities are
given in advance, but one has determinate limits too. At first physical and biological, is underlying to biological, physical and chemical laws, also limits created by the human world, by society and the world of culture. But it is to remember the words of I. Martínková, that person is a whole unit, but need not to forget that is only a partial unit, that never does exist alone itself, but always in relation to the primary whole -word, cosmos (Martínková, 2003, p. 76-77). It all creates conditions and dimensions for human life and influence it and enter in it directly or intermediary.

The life of a concrete person is intertwined into a complex network of social and cultural happenings that co-determine his activity. Those creates immediate conditions for life and influence him, enters into his life, into the way how perceives oneself, how he looks upon own life, how he think, values, what relation creates to own life and to the others.

Sport as a movement activity is the rich resource for experiences, for pleasure, happiness, but as well for pain and disappointment. It is an activity with different goals and various consequences, which are remarkable on the person and in the environment ones lives. As a social and cultural phenomenon exceeds the frame of proper movement activities. Represents the conditions for them and is the consequence of them. On this level is regarding before all as a mean, as an instrument for other reasons and goals, therefore on this level the attention dedicate to sport activities has other and different motivation and follows different goals.

It has not to be forgotten that it how a person express himself in sport, how he lives through it, how he can realizes in it, depends not only on him. It depends also on the society he is living in, on the meaning the society refers and ascribe to sport, and what value has in its culture. The contemporary phenomenon of sport integrates features and values that are mainly typical for the present west society and its culture. Our society striving for the enforcement of principles of democracy is controlled by market and marketing practices. In the orientation on consume it lay stress on self-enforcement of principles focused on success and victory in conditions of competition, in which it is necessary to grasp the opportunity and make the use of the chance at any price. Our era is characterized by the need of visualization of person’s individuality, his abilities and performances that lead to success, financial profits, which became symbols of a good and happy life. Success and victory of an individual visualizes and visualization is today becoming an important criterion of self-interpreting performances. The market practice, that mark our society created an illusion that only a visualized individual is able and has a chance for success.

Individualism, the need to be original, to reach on challenges, to compete, to win, to have a success and to be famous becomes to be instruments of visualization of the person and the feature accompanying contemporary sport. Democracy as well as the market economy lays stress upon self-realization. Put emphasis on ability to enforce oneself, to be of use in some special way, to be presented with some matchless actions, performance and this without regarding on that, if they are and will be positive or negative for others.

Contemporary period urge on the hard competition, it is competing in all sectors. The most able conquers and determinates the direction. Winner becomes to be one „stronger“, leads the „weaker“, gets in a position of superior, which guides, though only for a determinate time. This is accompanied by the need of strong experiences and becomes to be a fashion that is reflected in different sectors of sport as well, besides others, also in extending of so called adrenaline sport and by bystanders of its consumption. Dynamics, adventurous world with visible effects, performances fascinate and govern above contemporary person, much more much then recent rationalistic moderation need for pure sport with ideas oriented on higher and long lasting goals (more about this problematic see (Šulavíková, 2003, p. 230-240).

In characteristics of contemporary sport entered the parameters of market, dimension of consumption, valuations of ones regard his individualism and innovatory. The ideal of spiritual beauty, spiritual purposing, equilibiring personality changes to an ideal incorporated in a model of successful individual, capable for endless changes in private and also in social life, just enough that his physical Outlook express the essential part of his market value. Important becomes to have the physical beauty, successfulness and effectiveness. The life of present human being is valuated in dimensions of exceptionality and dynamics, Outlook is over evaluated. Present society is visualising sport as and with performances, success of a sportsman and throw mass media. The value of human being and value of contemporary sport is transformed on the market value, which diverts the person away from his own values and deprives him of his own identity.

Summary:
Contemporary sport becomes dimension that more cover then uncover its importance, essence and significance for human being. The author presents sport as one of the activity of human being in the whole, and as a sector of self-experiencing, self-realisation which frame are given with social and cultural life and its dimensions. Although as social and cultural phenomenon and its characteristic in contemporary society points out that sport actually reflects all values of present society, and deprives the person to affirm his own identity.

Key words: human being, activity, sport, society

REFERENCES:
Coreth, E.: Co je člověk, Zvon, Praha, 1994
Európska Charta o športe
Jirásek, I.: Jak je možná „filozofická kinantrpolologie“. In: Česká kinantrpologie, Vol. 8, č.1. praha 2004
Letz, J.: Filozofická antropológia, Chars, Bratislava 1994
Meyers Neues Lexikon, VEB Verlag, 7, 2v,
Moravec, R.: Teorie a dalšíka športu. FTVŠ UK v Bratislave, Bratislava 2004
Part III.
Mass Media and Management of Sport

Dr. Darina Hlaváčová
Department of Physical Training and Sports
Technical University in Košice, Slovakia

THE INFLUENCE OF MASS MEDIA ON SPORT

Sport and media are unthinkable components of our lives and create an integral part of today's modern world. A lot of sports depend on advertising, revenues, and yields. Sport and media also sport programmes introduce important elements of electronic and print media contents as a result of their firm connection. From its origin sport had always an important position in society and in the new millennium the importance of modern sport cannot be overlooked. Sport is a unique form of mass culture and communication at the national and international level. Both sport and media have special, social, and cultural positions; they are sources of entertainment, relaxation, and communication. Apart from these facts, they have ample economic significance for countries all over the world.

The term „medium“ has no strict scientific denomination. We denote it as a technical means, communication channel, social institution, or mass communication institution. In Anglo-Saxon literature are distinguished media:

• print - press and
• electronic - digital or some authorities indicated (marked) as the new media.

Distinctive, characteristic, representative, typical stroke, feature of the new media is that, the modern man is not a passive observer but he can also communicate.

For instance Canadian media theorist Marshall McLuhan understands medium as everything that serves to enlargement and enrichment of human senses and skills. Slovak considerations of the term mass media or media are associated with mass communication, mass communication means, mass information channels. In everyday current intercommunication the term medium is more used for identification means of new technology and social multi-system structure serving mass communication.

In Dictionary of Media Communication by Reifová Irena (2004) medium in media studies is an important element between a sender and a recipient. Mass media are means of mass communication, which transmit, transfer data in various, variable, and different ways for diverse purpose and use.

Samuel Brečka (2005) designated medium as means of communication and mass media as technical instruments, which support mass contents to get to masses in modern societies. Whether the specific medium is or is not a mass medium depends on its use.

In current modern society mass media have decisive information and increasing importance, because they are:

• source of power - potential means of influence;
• milieu, where events and affairs from public life take place at the national and international level;
• source of acceptance, commentary of social estate, reality, and its conception;
• primary key to fame, achievement, and success to famous people, celebrities;
• means, vehicles of entertainment and they determine the most common ways of free time activities, which they assist also to organize.

The European Sports Charter from 1992 defined sport as:

„Sport means all forms of physical activity, which through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels."

Understanding sport we must realize specific mission of sport in different, various directions and its levels: e.g., top sport or professional sport or sport for all i.e., recreational sport. In the last two decades sport is not only fun, entertainment, and free time activity, but it also became the unique social phenomenon.

European model of sport by European Union Commission emphasizes the following roles of current sport:

• educational (sport is a medium of personal development);
• health (general acceptance of sport activities confirming human well-being);
• social (sport as a strong integration factor and input that apart from this it is a special weapon of action against intolerance, racism, and drugs);
• cultural (increasing national awareness and nationality);
• recreational (nice medium of free time activities and entertainment);
• commercial (sport is one of the most dynamically developing industries in the world and at present introduces three per cents of the world market).

Interpretation of the mass media effect and influence can be miscellaneous, because this interpretation can often be positive or negative.

THE PRESS

We know the press as the print media and printed matters. The press in the Slovak Republic is subject to no controls, with the exception of the regulation of advertising under the Law on advertising.

Perhaps the best-known form of media and maybe the oldest kind of „material“ medium
are printed matters, that offer information with help of written and picture image display and demonstration.

In Dictionary of Media Communication (v Slovníku mediálné komunikácie) Reifová, I. (2004) says about the print media as media whose content is bound and fixed to paper. Print media are divided into periodicals (dailies, weeklies, bi-weeklies, monthlies, year-books, annuals and other periodicity) and aperiodicals (occasional editions, publications, special issues, proceedings, anniversary volumes). Printed matters are visual media, where audio aspect is missing, it reduces the efficiency of information transmission.

• PERIODICALS

Periodicals are characterised by current issues, periodicity and publicity. They are divided into newspaper and magazines.

NEWSPAPER

English term „newspaper“ means news on the paper alike Slovak term „noviny“ expresses the fact that this medium brings mainly new information, news. Newspaper always has general purpose with daily periodicity and it brings news and publicity. Its aim is to inform, educate, influence and entertain readers as well as to present both advertising and advertisement, that include from 30 per cent to 70 per cent of their content. Advertising as an important source of financing is essential especially nowadays when newspaper editions decrease.

At the Ministry of Culture of the Slovak Republic, there are registered 1,700 titles, but it does not mean that all of them are also issued. There are eleven national dailies in Slovakia. We divide them on morning and evening papers. Well known Slovak dailies are Pravda, SME and the Nový čas. All dailies provide sport information, bring special sport section and regular sport insertion. Only one successful independent regional daily is Korzár. It brings sport information on Monday’s regular sport insertion.

We also know special newspaper, which deal with only one topic of social affairs. Sport newspaper named Sport in this country belongs to this category. The daily Sport is published by publishing house Sport Press whose owner is the largest betting company Nikč. Apart from two economic dailies nowadays Sport is the only one specialised national daily in the Slovak press market. It is necessary to say that, this successful daily according to the latest statistics in reading Sport is on the third place, what means 280 000 readers every day. Daily Sport after problems at the beginning of nineties, which caused the reduction of its readers, who were willing to buy the newspaper as a supporting reading medium, what brings spotlights from all sport activities and also from the backstage of all sports.

According to periodicity we divide magazines on weeklies, bi-weeklies, monthlies, bi-monthlies and quarterlies.

• Weeklies

Gól (focus on football and hockey) and Stadion that are issued in Czech language and distributed to Slovakia.

• Bi-weeklies

This type of periodicals introduce narrow specialised group of media focused on motorists. Bi-weekly Stop is the oldest motor sports magazine in Slovakia. Monthly Stop http://www.mi.sk/medialna rocenka/173/170.html Their content is aimed at professional thematic information, women and other free time activities, which are not interested in general public. Monthly’s market is the most unstable one, a lot of issues form and a lot of them fade off.

• Sport monthlies

Muscle & Fitness belong to the most reading and popular trade journal for fitness and health lifestyle at the Slovak and Czech market. It has got about five hundred thousand readers, all age groups of men and women. The other magazines belong to this category are Fitness and Svět kulturistiky. MUSCULAR STORY is monthly that is aimed to body building, fitness and powerlifting.

Monthly about health lifestyle Fit STYL has changed its periodicity into bi-weekly since January 2006. Fit pro život, monthly that tend out on health, physical condition and grace. They are Czech journals published in Slovakia. New Slovak magazine Wellness provides information about mind, body, spirit, relationships and healthy living tips. The most magazines are issued from the motorsport area and motoring: Automotor a sport, Autozurnal, 4 x 4 Automagázin are monthlies oriented to special purpose vehicles and everything connected with them. Auto sport Ptyt racing, Autofilter - car catalogue, Autotuning & styling, Caravan, Dopravné novinky specialized in transport news, Fernharer Magazín Trucker, Off Road, Speed, Transport and Veterán. Large group of cycling magazines represent Cykloturistika, Diribiker, Pelotón and Velo - cyclistika.

Special journal for basketball coaches is Basketbalový tréner and Slovenský tennis is monthly assigned to tennis coaches. Golf Digest and Golf are two Golf directed Czech journals in Slovak media market. Pro Football and Pro Hockey are special magazines dedicated two of the most popular sports in Slovakia. Special monthly for football coaches in Czech Štěrbovani and quarterly Futbol and the other monthlies are Hattrick and Futsal magazine.

Ski snowboard Baedeker, Ski magazine Board life Skate & Snow Magazine are magazines devoted to skiing and snowboarding. Slovak mountaineering and climbing association edit special information in magazine named Jamesák. Treking is Czech outdoor journal with its Slovak distribution. The oldest Slovak hiking and travelling issued journal is Krásy Slovenska, it has been edited since 1921. Yacht syl, Digištáli Yacht and Yachting are Czech Yachting magazines.

Monthly Šport magazine, the only one magazine in Slovak media market, which brings spotlights from all sport activities and also from the backstage of all sports.
Individual status among special periodicals and periodicals classified by sport branch, exactly forced on professional auditoria have following magazines. Institute of Sports Science at the Faculty of Physical Education and Sport in Bratislava in cooperation with Sport section for children and youth issues quarterly Telešná výchova & šport. Internet version is available from the year 2002. In volume Acta Facultatis Educationis Physicæ Universitaris Comenianæ are published academic and scientific contributions. It has been issued in English since 2005. Telešná výchova a sport mládežé - TVSM is another special magazine for PE teachers, coaches, trainers and instructors. Its publisher is the Faculty of Physical Education and Sport Charles University in Prague. Magazine Športové hry is PT teachers at elementary and secondary schools and universities and coaches and trainers, that are devoted to plays, games and non traditional games. It is published by Civic Association Sport Games in cooperation with The Ministry of Education of Slovakia with its residence at the Department of Sport and Games of the Faculty of Physical Education and Sport, Comenius University in Bratislava. It has been issued since 1964 four times a year. Magazine content create accesses about sport games teaching at all types of schools. It brings information about sport training in the best known sport games, contributions about teaching games in Physical Education exploitation and sport training in sports for all. Its component part is information about new and non traditional games, their rules, techniques and how to practise them in the shortest time. It publishes sport reviews of new publications from the sport games, plays and non-traditional games and provides information of seminars for teachers and trainers.

- ELECTRONIC MEDIA are at present times practical, because they are more comfortable, less range of volume and easy available.

RADIO
Radio is very effective mass media. Its listeners can do other activities and use it as a background. Comparing with the television there is a disadvantage. Radio broadcasting has only audio frequency. It is divided on different types:
- Statutory radio
  Its activity is defined by the Act No 255/1991 Coll. of the Slovak National Council on Slovak Radio as amended by later regulations. Slovak Radio broadcasts 24 hours a day seven days a week on three national and four regional circuits for more than three million listeners all over the Slovak Republic. It is financed by the same sources as Slovak Television (the state budget, licensed fees and commercial broadcasting). It has its own programmes dedicated to minority listeners. Just statutory radio provides ultimate space and time for sport.
- Commercial radio
  The commercial radio is paid only from commercial broadcasting and the programme structure is adapted to this need. In Europe, there is common that statutory broadcasters operate commercial ones. In the Slovak Republic, there is the FM Radio, which brings information directed to free time, fun, motoring and sports.

- Special radio
  Allowing municipal, local, public or school radio with its own broadcasting studio. Another one is radio, which plays exclusively alternative music. Funding can be from advertising and grants and projects of non-profit organisations. Despite the competition of other media the radio listening is very popular in the Slovak Republic.

TELEVISION
Television is currently the most mass communication means and experts attribute it an enormous influence on information, interpretation, education, and entertainment of widespread public. Television is an electronic audiovisual medium at which the recipient perceives the picture images and sounds what increases the effectiveness of broadcasting. Television are divided into two basic groups: public ones and commercial ones. The main difference between them consists of the source of finance acquisition with the entire programme structure adjusted to this purpose.

The Slovak Television (STV)
STV as a public institution was established in May 1991 and its activity is specified by the Slovak National Council Act No. 254/1991 on Slovak Television as amended. This activity stems from the principle that STV is a public institution which is responsible for its activity to the public via the Parliament. There are four resources of revenues of the public television STV:
- license fees;
- revenues from the sale of advertising;
- contribution from the state budget;
- revenues from other activities, alternative resources.
STV has the possibility to withdraw finances from various national and foreign grants and foundations. The Television Channel Jednotka (One) is aimed at commercial aspect, it earns money also for lossy TV Channel Dvojka (Two). The sport is on during the five-minute sports news in the prime time called Góly, body, sekundy (Goals, Points, Seconds). Dvojka is intended for minority viewers and broadcasts also the programmes the commercial television would never broadcast but these are programmes necessary and interesting though having low ratings. This means that public television as a subsidised medium does not have to strictly respect the interest of majority of viewers but may also provide the space for interests of a minority viewer which include the space for sport and physical education. The influence of this strong medium is appreciable in sport and STV as a public television should ensure and adjust the presentation of sport to the taste of viewers and to the development of new forms. Despite partial improvement of the broadcast structure and use of marketing elements, the activity of sports editorial board of STV is not optimal. The sports attracting the attention of viewers are preferred (football, hockey, tennis), as well as top sports events, and the effort to attract as many viewers as possible prevails while other sports competitions
remain out of the main interest. The broadcast structure approaches the level of the commercial television stations, the fight for a viewer is presented as the main criterion of success, especially after the introduction of so-called people meters. The second channel STV which might focus on more demanding or minority viewers is used insufficiently.

On the other hand, sport enters the field of mass culture in the form of peak and top events and performances on the highest level. The interest of inhabitants in sport activities is increasing, the attractiveness of some sports disciplines grows what might support also their interest in active sport and motivate them to go in for a sport. Clubs and associations acquire funds from transmission rights of television, sponsorship contributions and advertising necessary for the organization of events. The sports clubs in popular sports, in the highest sports competition which have the chance to fight for the championship, for the highest goals, acquire sponsorship funds in the simplest way. This creates an assumption of high audience rate, high ratings and thus the interest of electronic media in live broadcasts.

The television is willing to pay for the transmission rights and concurrently it acquires enormous amounts from the sale of advertising. The advertising broadcast during popular sports events has high ratings thus the price of advertising spots is high. That is why it is important for public televisions to acquire transmission rights for broadcast of sports events and to produce quality programmes from those sports events. No sport shall be successful without television broadcasting.

Table of payments for television transmissions of national league competitions in individual states provided in SKK:

<table>
<thead>
<tr>
<th>Country</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>14 billion</td>
</tr>
<tr>
<td>Poland</td>
<td>640 mil.</td>
</tr>
<tr>
<td>Austria</td>
<td>600 mil.</td>
</tr>
<tr>
<td>Romania</td>
<td>240 mil.</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>88 mil.</td>
</tr>
<tr>
<td>Hungary</td>
<td>72 mil.</td>
</tr>
<tr>
<td>Slovak Republic</td>
<td>25 mil.</td>
</tr>
</tbody>
</table>

By focusing their attention, media determine the flow of finances into individual sports disciplines. The sports which are the most popular acquire sponsors, funds from advertising and sale of transmission rights more easily. Clubs and associations acquire funds from transmission rights of television, sponsorship contributions and advertising necessary for the organization of events. They are in the centre of interest, in the consciousness of viewers thus increasing and maintaining also their popularity. On the contrary, the interest in the sports which are not appearing on the television screen decreases and they become less attractive for the general public, especially for the youth. The sports often broadcast become gradually financially favoured getting into consciousness of viewers thus increasing the growth of their popularity what finally influences the entire broadcast structure of television programmes and it is an effective contribution also for individual kinds of sports. The above stated proves that perspective efforts of sports federations and associations as well as sports television and radio editorial boards should concentrate mainly on the sophisticated cooperation mutually beneficial for all of them since without media reporting the popularity and revenues of the commercial sport would become substantially restricted.

The second basic type is a commercial television. It is financed almost expressly from commercial broadcast. This substantially limits the possibilities in the field of sport since by programme it has to assimilate to the wishes of a majority viewer who is the most luxurious object of the commercial partners. It is again related to the requirements of recipients.

Commercial television in Slovakia

The situation on the television market differs substantially from that on the radio market. On this market, a private TV Markíza has had a dominant position for several years which not only exceeds all ratings but also consumes approximately two thirds of all expenditures for television advertising.

TV Markíza

On 7 August, 1995, the Slovak Council for Radio and Television Broadcasting granted a license for broadcasting on the third television circuit to the company Markíza Slovakia, s.r.o. It concentrates especially on programmes securing high ratings. This television station has selected a five-minute news block called Športové noviny (Sports News) in its programme structure as well.

JOJ TV

This television station has selected ten minutes in its programme structure which are furthermore in the news Sport Plus.

TA3

TA3 is designed as news channel broadcasting for 17 hours a day without interruption. It offers half-hour blocks of domestic and foreign news according to the example of CNN International, or BBC World. In its regular thirty-minute blocks, TA3 devotes the most time of the broadcast time to sports news.

The specialized television stations aimed at sport only were established. They include, e.g. Eurosport, Galaxie Sport, Deutsche Sport Fernsehen (DSF), Extrem Sport. In the Czech Republic CT 4 started broadcasting providing sports news, live broadcasts from sports events from Europe, world and its individual regions.
Sport is an enormous source of programmes for European public transmission services. In fact, there are more sports programmes produced than can be used on the main public television transmission channels. Admitting the existence of this reality was an incentive for 13 members of the European Broadcasting Union - EBU to create pan-European sports channel Eurosport at the end of 80's. The main idea of this channel was to create and additional start for all available but unused sports programmes. The establishment of Eurosport as an additional channel provided in its early beginning possibilities which would be offered to the digital future, it means to enable access to sports on the main channels to the general public and concurrently ensure a specialized thematic channel for special professional stakeholders. Eurosport is the most spread channel in Europe which is accessible to more than 95 million of households with 250 million viewers in 54 countries. More than 96% of Eurosport television viewers have the possibility to follow their favourite sports in national language.

Media played an important role also in popularization and commercialization of Olympic Games. The first one hundred years of the history of modern Olympic Games were organized thoroughly in the spirit of amateurism and those who breached its principles were excluded from the participation in Games or an Olympic medal was taken from them. Avery Brundage enforced the first rules of television policy of International Olympic Committee (IOC): the televisions were given nine minutes a day for free news and organizational committees were granted a right to conclude contracts for the sale of television rights. The task of IOC was to divide a profit. However, there was a problem how to enforce it from the organizers and how to divide it then in order the sports federations, national Olympic committees and IOC could be satisfied. The problems stopped when the IOC started to sell the rights and televisions realized the phenomenon of the Olympics and what profits their transmissions may bring. The significant changes started in 80's after election of J. A. Samaranch to the position of the Chairman of the International Olympic Committee who was criticized at the beginning for commercialization of the Olympic movement. The development, however, confirmed the rightfulness of his decisions. J. A. Samaranch elaborated a code of Olympic sponsoring which admitted commercialization but at the same time guaranteed that the revenues from the organization of the Olympic Games should go not only to sponsoring companies and media but also to the IOC itself. Those funds serve to support sport and Olympic movement in individual countries. This tendency continues up to now. A huge increase of revenues for the sale of transmission rights from the Olympic Games, growth of their ratings was recorded what lead also to the increase of financial costs of their organization. This enabled also a significant increase of the level of Olympic Games, making them the most important and the most attractive sports event at all - a sport holiday attracting the attention of millions of viewers in the whole world.

Since its first television broadcasting on the Olympic Games in Rome in 1960 the television and sport enjoy their mutual positive relationship. Television made sports competitions and events popular. On Winter Olympic Games (WOG) in 1960 in Squaw Valley the company IBM used an electronic computer for processing results for the first time. The Olympic Games in Tokyo in 1964 were the first Olympic Games which used transoceanic satellite transmissions. In 1968 French Grenoble and Mexico became the first „colourful“ TV Olympics. Television stations on WOG in 1972 in Sapporo offered for the first time more than one transmission channel. Foreign stations could choose from sports they were currently interested in. Summer Olympic Games (SOG) in Montreal in 1976 made them famous by the use of possibilities of digitalized control rooms for the most varied repetition and deceleration of shots. In Soul in 1988 the Japanese introduced a new television format with high resolution (HDTV - High-Definition television) called Hi-Vision. In Albertville and Barcelona in 1992 HDTV television appears again, now also in European standard HD-MAC. The Olympic Games in American Atlanta 1996 were the first ones having the official web site. Internet was given its chance recording a significant progress within the development of sport and television broadcasting. XX. Winter Olympic Games in 2006 in Italian Torino were the most followed WOG in the history. The audience of 3.2 billion had the possibility to watch the broadcasts from the Olympic sports fields. The number of countries broadcasting transmissions increased from 160 to 200. 84 percent of broadcasters increased time coverage of Olympic Games and the greatest increase was recorded with live broadcasts. In several countries, live broadcasts on internet were available for the first time. Users of some mobile networks had the possibility to watch delayed and in some cases even live broadcasts directly on displays of their mobile phones.

INTERNET

The most up-to-date current electronic medium is Internet and in term of sport nowadays majority of people use internet for connection to the existing media. They connect to the sites of their sports teams and they follow various matches live. Internet with the possibility of on-line connection offers current services to the sports fans for example: enabling them to order tickets for sports events or enabling the Internet users to talk with sportmen after a match. Besides, it is possible to use also on-line pages providing current statistics of matches, sports commentaries and matches as well as statistical overview of the player performance. At present mass communication media gradually become a great and strong source of operation right in the field of sport while the sport itself affects the media. Lacking their mutual flexibility the sport as well as media would lose their justification. There are not only newspapers and magazines originated and cancelled but also radio and television stations what is reflected also on the Slovak media scene. Thus, it is extremely demanding to offer current overview of the position of sport on the Slovak media market.

SUMMARY:

The aim of this contribution is to determine the terms of media, mass media, sport and to show the different types of sport media at the general level in their wider relations and also to describe sport printed and electronic media in Slovakia. The contribution is focused on attention to the importance and the influence of sport mass media and their mutual relations as social phenomena.

Key words: Media, mass media, printed media, electronic media, sport, the importance and the influence of mass media on sport
REFERENCES:

Internet sources:

Dr. Piotr Rymarczyk
Department of Social Sciences
Academy of Physical Education in Warsaw, Poland*

SPORT FOR ALL IN POLISH LIFESTYLE MAGAZINES - AN ANALYSIS OF MONTHLY PERIODICALS „TWÓJ STYL“ AND „CKM“

In the contemporary Western world we witness the increasing significance of values connected with the body. An especially important role is played by the hedonistic and the aesthetic pattern of somatic culture. Those changes are reflected in the field of physical culture and, indubitably, they are one of the most important reasons of the increase in popularity of sport for all, which has been visible in developed Western countries for the last several decades (Krawczyk 2000, pp. 91-118). The rightness of such a statement is confirmed by the fact that the forms of sport of all which dominate there are oriented, first of all, at the achievement of pleasant or exciting sensations as well as at shaping the aesthetically pleasing body.

The above-mentioned growth of hedonistic and aesthetic values connected with human corporeality is often interpreted as a result of economic changes. As it is written by Dominic Strinati, in the course of the 20th century growing prosperity caused that economic needs of capitalism shifted from the realm of production to the realm of consumption, since when goods were in abundance the economic system needed not only diligent workers, but also enthusiastic consumers in order to function and grow (Strinati 1998, p. 187). Thus the economic development caused the necessity of cultural changes - the old Puritan ethos of work, as it was described by Weber (Weber 1984, pp. 88-110) became dysfunctional and had to be replaced by new cultural patterns affirming pleasures and play.

The social popularization of those new patterns was, to a considerable degree, the accomplishment of commercial mass culture, which systematically refers to hedonistic and aesthetic values (especially to those connected with the body, as to the most suggestive) making them an element of broadly understood advertising of the consumerist lifestyle which is promoted by it.

It is also worth mentioning that many researchers emphasize that commercial mass culture not only encourages for bodily pleasures and for taking care of the beauty of the body, but it also suggests - through the promotion of various fashions - what should be done (and what should be bought) in order to obtain pleasure or the aesthetically attractive body (Bauman 1995, Turner 1996). Those appeals are quite effective because - in spite of the individualistic slogans characterizing contemporary popular culture - its statistical recipient seems to manifest a relatively small ability of making autonomous choices.

Thus the relations between commercial mass culture and the realm of corporeality can be characterized in the following way: the messages of that culture are saturated with

*The paper prepared within the framework of the own research I.17 „The Body in Messages of Commercial Mass Culture in Contemporary Poland - an Analysis of Lifestyle Magazines”, financed by the Academy of Physical Education in Warsaw.
the affirmation of the bodily beauty and bodily pleasures. They include also instructions telling what should be done in order to achieve these values (participation in specific forms of physical culture is one of more popular recommendations). These instructions serve channelling of pleasure-oriented and beauty-oriented aspirations of recipients of mass culture into consuming goods and services. That characteristics refer both to messages addressed to men and messages addressed to women, since commercial mass culture questions traditional gender patterns, which hitherto have made it difficult for men or women to participate in definite forms of bodily pleasures or taking care of bodily beauty. Thus, for example, it stops to be forbidden for men to use cosmetics or to be interested in fashionable clothes (Melosik 1996).

The above description - based on the subject-related literature - referred to the Western mass media, but it should also fit, at least to a considerable degree, the Eastern European mass media after the systemic transformation. This is the assumption which I made when I was taking up research on the place and role of corporeality in Polish lifestyle magazines. One of the earliest stages of the research was the analysis of patterns of sport for all participation presented in monthly magazines CKM and Twój Styl, annual volumes 2005. The choice of just those periodicals resulted from the fact that CKM was the most popular men's magazine and Twój Styl the most popular women's magazine belonging to the category of luxury lifestyle magazines in Poland in 2005. Thus they were the most popular lifestyle-related periodicals addressed to those social strata which could be legitimately supposed to be under the strongest influence of Western consumerist culture. Being guided by the above mentioned theoretical premises, I formulated the following hypotheses:

a) Subjects connected with sport for all occupy a lot of place in both magazines and there is no significant difference between CKM and Twój Styl concerning that matter;

b) In both magazines sports activity is justified mainly by referring to the hedonistic and aesthetic pattern of somatic culture; a significant role is played also by referring to dictates of fashion.

However the research - based mainly on qualitative methods, although including also some elements of the quantitative analysis - proved that the above mentioned hypotheses are only partially true. Thus, the analysis of the discussed magazines revealed that there is a significant difference concerning the size of materials dedicated to sport for all in CKM and in Twój Styl - in CKM they occupy several times more space than in the women's magazine. On the other hand, the qualitative analysis of those materials show that in CKM participation in sport for all is justified by referring to three main types of motives:

- The will to face up to a difficult situation and the excitement with the risk. Appeals to such motives are met especially in texts concerning various extreme sports - such as kitejumping, parahawking, ice-climbing or parkour - which are often published in CKM. We meet them also in texts recommending such forms of spending free time - sometimes described there as „manly entertainments“ - as daring motorcycling or wolf-hunting in Belarus. That what especially attracts attention is the above mentioned motif of fascination with the risk, which is perceived not as a drawback, but as a trump card of the proposed forms of activity. Thus, for example, in the April number of CKM there is a characteristically entitled text Górska rzeźnia /Mountain Slaughterhouse/, dedicated to cycling down a glacier as part of the Megavalanche Marathon. A four-time winner of the French edition of the marathon recommends it saying: „there is nowhere in the world such a massacre as in the French Alps, the finishing line is reached by no more than 45% of competitors“.

- The desire to feel „the sense of power“ and „the ecstasy of speed“. It may be proclaimed that that motive play approximately as significant role as the previous one, but only if we agree that motor sports may be regarded as forms of sports activity, since with referring to this kind of motivation we have to do first of all in materials concerning sports cars, motorcycles and motorboats - as well as in advertisements of that type of machines - which are often met in CKM.

- Finally, the third basic motive which is referred to by CKM when participation is sports activity is advised is the requirement to keep up with fashion. Keeping up with fashion is often presented here as a way to raise one's own status in one's own social environment. „It always pays to impress others; you need only know what to impress with“ - proclaims the headline of an advertising block in the August issue of CKM. It is also visible that some sports described in the magazine are recommended as „trendy“ and that a considerable part - if not the majority - of goods advertised in CKM is connected with the realm of sport; these are sports clothes, sports shoes, skiing, skateboarding and windsurfing equipment, sports cars, etc.

As far as Twój Styl is concerned, the justification of sports activity which plays the greatest role there is taking care of the aesthetics of the body. „If you exercise really diligently (...) in two or three month's time you will put on a bikini without inhibitions“ - we read in the text „Warm-up for Summer“, which was published in the June number of Twój Styl. Two other justifications met there - which are also important, although not as significant as the care of bodily beauty - is conformity towards dictates of fashion and the will to face up to a difficult situation. „The trend of the season: fit and chic“ - as it can be read in the headline of the text „Shoes Beat Record“, published in Twój Styl from June 2005. - „Not in stiletto heels, but in sports shoes“. Of course, one could rightly remark that texts of that kind encourage not so much to participate in sport, but rather to buy sportswear, what is not necessarily accompanied by sports activity.

Coming to the motive of the will to handle the difficult situation, we remember that it appeared frequently in CKM and it was treated there as an expression of typically men's conduct. Twój Styl generally agrees with this interpretation and women's participation in sports demanding extreme sacrifices is treated by it as a specific act of emancipation and „conquest of men's territory“. Thus, for example, the text on a journalist of Twój Styl who has taken part in the Alaskan Fulda Challenge competitions is provided with a characteristic title „What a Woman Can Do in Frost“. It is however worth noticing that in the case of
Twój Styl the motive of the will to face up to a difficult situation is not accompanied by the motive of the fascination with the risk, which is characteristic for CKM.

Twój Styl refers also to three other motives, although they appear only sporadically: to the desire to feel „the sense of power” and „the ecstasy of speed” (some advertisement of sports cars), to health-related motives and to the desire to experience inner relaxation. The last theme appears when Eastern gymnastic and meditative techniques, such as yoga, t'ai ch'i or qi gong, are mentioned.

To sum up - hypotheses, formulated before the research, have been only partially confirmed. Although hedonistic and aesthetic values connected with the body play the leading role in lifestyles promoted by both magazines, in the case of CKM sport is far more often perceived as a way to achieve those values than in the case of Twój Styl. This fact seems to confirm the durability of traditional cultural patterns which orders to treat sport as men's form of activity. The durability of traditional patterns seems to be confirmed also by the fact that in CKM appeals to various hedonistic motives definitely dominate, whereas the theme of taking care of the aesthetics of the body - which in Twój Styl plays the most important role - in CKM does not occur in that context at all. Maybe, however, those differences at least partly result also from the fact that the target group of the women's magazine is older than the target group of the men's magazine, since Twój Styl is addressed to women 20-49 years old and CKM to boys and men 15-34 years old (Dłaczego magazyny?.. 2006, pp. 13-14). In both magazines a significant role is played by appeals for conforming to dictated fashion. It does not seem, however, to prove that nowadays fashion generally plays a more important role in men's life than in female's life, but it rather results from the fact that fashion in the case of men is more closely connected with the realm of sport than in the case of women.

REFERENCES


„Dlaczego magazyny? People i luksusowe” (2006), a supplement to Media i Marketing Polska, April.


†19 In fact, it seems that connecting fashion with the traditionally masculine phenomenon of sport is one of strategies used by the commercial mass media in order to make men conform to the traditionally feminine phenomenon of fashion without feeling effeminate (Edwards 2003, p. 147).

Andrzej Smoleń, PhD.
Academy of Physical Education in Warsaw, Poland

Zbigniew Pawlak, PhD.
Warsaw School of Economics in Warsaw

LEGAL AND ORGANISATIONAL FRAMEWORK FOR BUSINESS ACTIVITIES OF SPORTS CLUBS IN POLAND

Introduction

This paper presents opportunities to run business and gainful activities by sports clubs in Poland with legal status of association, joint stock company and public benefit organization. The paper also describes genesis, conditions of the form and principles of running such activities.

This paper was written pursuant to in-depth review of specialist literature on the topics discussed here, to the analysis of legislation on business activities of sports clubs, interviews with the owners, CEOs and employees of many sports clubs.

Business activities of sports clubs holding association status

The issue of developing business activities by sports clubs holding association status was tackled for the first time in Poland in the Resolution No 466 of the Council of Ministers, dated 17th November 1958 On Business Activities of Social Organizations (unpublished). A primary source of law regulating business activities of sports clubs holding association status was for many years the Resolution No 158 of the Council of Ministers, dated 16th May 1960 On Financial Organization and Financial System Principles for Social Organizations Running Business Activities. Under this Resolution sports clubs could run business activities on the grounds of the individual permit issued by the Minister of Finance. The Minister of Finance kept the register of social organizations, including sports clubs running business activities (Jędruch, Smoleń 1993).

As a result of the socio-political crisis in Poland at the beginning 1980s and financial problems of many sports clubs a decision was taken to liberalize legislation on running business activities by sports clubs. On 16th June 1981 the Minister of Finance and the Interior issued the Circular Letter under which sports clubs were relieved from an obligation to obtain permits for running the following types of business activities: provision of hotel, catering, transport and laundry services, provision of services pertaining to maintenance and repair of the sports and tourist equipment, running of „Toto” lottery offices, manufacturing of souvenirs with a simple manufacturing process involving waste raw materials, provision of repair and maintenance services by specialized groups of alpinists and divers, organization and running of sports and tourist equipment fairs.

The business activities of sports clubs were regulated in a statutory manner for the first time by virtue of Small-Scale Production Act of 31st January 1985 (Journal of Laws Journal of Laws of 1985, No 3, item item11, as amended). Pursuant to Article 27 of the...
Act the Decree of the Council of Ministers on Business Activities of Social Organizations was issued (Journal of Laws Journal of Laws of 1985, No. 51, item 265, as amended), which defines in detail the types of business activities and principles and mode of obtaining operational permits. The Decree opened up a possibility of running business activities in the form of:

- direct (i.e. financial units of the club are not spun off in organisational terms, however, they have to be separated in the accounts enough to determine income, costs and results),
- spun off in organisational terms in the event of setting up a separate organisational unit with a separate financial system,
- a stake in a partnership, cooperative or mixed enterprise.

Pursuant to the enacted legislation sports clubs could launch their business activities once they have: drawn up their Business Rules, have obtained an operational permit from an appropriate public administration body at the province level, entered their business activities into a register kept by fiscal chambers.

The number of business activities for sports clubs was reduced as a result of implementation of Business Activity Act of 23rd December 1988 (Journal of Laws Journal of Laws of 1988, No 41, item 324), under which the business activity was defined as business activity run exclusively on one’s own account (Article 2). Pursuant to Article 2 the participation of sports clubs -holding association status in companies, cooperatives and mixed enterprises, ceased to be considered as business activity. This could encourage sports clubs holding association status to acquire stakes in commercial law companies, especially when there were reasonable grounds to expect that that earnings from such activities (e.g. in the form of dividends) would not have to be allocated to fulfil statutory objectives the clubs. However, with such interpretation the non-income nature of associations could be violated (Izdebski 1991).

The sports clubs -holding association status that ran their business activities directly, they did not have to enter this type of the activity into the economic activity register kept by a local public administration body, since legal entities were not obliged to do so.

When sports clubs -holding association status ran spun off business activities (service provider) a registration obligation was in place, since a business unit was set up without legal capacity. Under the Business Activity Act of 23rd December 1988 natural persons and business units without legal capacity had to register their activities in the economic activity register.

A clause in the Business Freedom Act to the extent that business activity is only the activity run on one’s own account raised doubts whether associations running business activities were business entities (entrepreneurs) in the light of the Act. On 24th March 1994 the Supreme Administrative Court issued a judgement that associations are not business entities pursuant to this Act21. On 19th June 1996 the Supreme Court decided, however, that associations running business activities are business entities with bankruptcy capacity.

Doubts whether associations are entities running business activities, were dissipated by the Act of 19th November 1999 - Business Activity Law (Journal of Laws Journal of Laws of 1999, No. 101, item 1178, as amended). The Act defines the entrepreneur as a natural person, legal person and commercial law company without legal capacity, which on a professional basis, undertakes and runs business activities in its own name that is income generating manufacturing, commercial, construction, service activities etc. The entities for whom business activities played a marginal role the Act also recognised as entrepreneurs.

The replacement of the Act of 19th November 1999 - Business Activity Law, with the Act of 2nd July 2004 on Business Activity Freedom (Journal of Laws Journal of Laws of 2004, No 173, item 1808) did not change the classification of associations as entrepreneurs. Associations including sports clubs with this legal status are entrepreneurs pursuant to Article 43 of the new Act that defines the entrepreneur as a natural person, legal person and business unit running business or professional activities in its own. It should be noted that sports clubs holding - association status can develop any type of business activity unless that the Acts stipulate define a special form of entrepreneurs (Hauser 2000).

The principles of business activity for sports clubs holding -association status regulate also some provisions of the Association Law or 1989 (Journal of Laws Journal of Laws of 1989, No. 94, item 808 as amended). Pursuant to Article 34 of the Act, the income from the business activities of the association is used to meet statutory objectives and may not be earmarked for distribution among association members (Sawicki 1997). The wages of workers running business activities of associations along with their profit sharing schemes (if they were provided for by statutory body) are not treated as income from business activities. The decisions on this matter was made already in 1990 by virtue of a resolution of the Supreme Court, dated 27th February under which income from the business activities, referred to in Article 34 of the Association Act, should be understood as clear profit from business activities after the payment of all tax liabilities and costs of the business activities, with the costs including contributions to set up funds provided for in the effective payroll and financial regulations (Suski 2005).

Sports clubs with association status are obliged to draw up financial statements, which are required by the Accounting Act of 29th September 1994 (Journal of Laws of 2002, No 76, item 694, as amended). Very few of them publish financial statements in the Monitor Polski B government bulletin.

While discussing business activities of sports clubs holding association status one must not forget that business activities represent only one of their functions. Associations and their functions are subject to in-depth sociological studies (Ratman-Liwerska 1989).

**Business activities of sports clubs with joint stock company status**


---

21 This position was questioned. Comp. I. Malerowicz, Gloss do the sentence of Supreme Administrative Court from 2403.1994 year, K.A./P 1881/93, POP 1996, no. 5, p. 473-476.
Pursuant to the provisions of the Physical Education Act initially the shareholders’ equity of the sports joint stock company could not be smaller than PLN 1 million, which was a clear departure from the principle laid down in Article 311, clause 1 of the Commercial Code, stipulating that shareholders’ equity of joint stock companies should be at the minimum level of PLN 100 thousand. The law maker decided also that, at least, 70% of the shareholders’ equity of sports joint stock companies should be held exclusively by national legal and natural persons that were not subsidiaries of foreign entities in the understanding of legislation on companies with foreign participation. Natural or legal persons holding more than 1% of the shareholders’ equity in one sports company could not hold more than 1% of the shareholders’ equity in another sports joint stock company. This type of regulation was designed to prevent taking over control interest in the companies by a single or several entities with capital ties. Shareholders or members of statutory authorities of sports companies could neither extend loans, nor warrants of loans to other companies operating in the same sports discipline. This type of limitation aimed at preventing, inter alia, subordinating of the company borrowing money from the company of the lender (Smoleń, Pawlak 2005).

In the initial period when the 1996 Physical Education Act was in force the portion of income of sports joint stock companies allocated to their sports activities were exempt from corporate income tax.

Sports joint stock companies were not allowed either to pay dividends, unless a reserve capital was set up accounting for, at least, half of the average expenses in the last two accounting years. During the initial two accounting years this half was a half of the first budget or the half of average expenses in the last accounting year. The company could not have a reserve capital at its disposal. The company could use reserve capital exclusively to secure claims of contestants. The payment date of the loan extended to sports joint stock company by the shareholder or a member of its authorities was extended on one-off basis until the end of the accounting period in which the payment date fall due, if the company failed to generate profit in the preceding accounting year. The sports joint stock company held one section in one sports discipline or domain.

The legislation on sports joint stock companies operations were amended a few times after 1996. The provisions of Article 32 including paragraphs 1, 2, 3 and 7 were cancelled. They were concerned with the level of shareholders’ equity of companies, their domiciles in Poland, establishing companies with foreign capital participation, principles of exempting privileges (e.g. utilisation of real properties under preferential terms, receiving 1% of the shareholders’ equity in another sports company), and free from corporate income tax are earnings of taxpayers running personally or in the form of the company the sports club, with regard to training and sport competition of children and the young people;

from the taxable base of personal income tax expenses not exceeding 10% of income incurred by the taxpayer on the activities of sports clubs holding legal capacity and the sports licence, with at least 50 contestants including 30 juniors;

free from corporate income tax are earnings of taxpayers that are sports clubs if they are spend on training and the sport competition of children and the young people;

from the company the sports club, with regard to training and sport competition of children and the youth.

The above regulations were implemented by virtue of the Championship Sports Act (Journal of Laws of 2005 year, No. 155, item 1298) Article 60, items 1 and 2, and Article 61, items 1 and 2. The analysis of these regulations shows that sports clubs - joint stock companies will be able to apply for tax relief only in the area of expenses on training and on the sport rivalry of children and the youth. In the light of the currently binding provisions of the Act it should be noted that provisions of Section II of the Act referring to the public benefit activities (chargeable and free) cannot be applied to sports clubs with joint stock company status. Pursuant to the audit of financial statements of sports clubs in Poland with the joint stock company status it was found out that most of them were characterised by: very low capital base (low basic capital), very high fluctuation of assets and financial results, negative financial performance, lack of the financial liquidity (Pawlak, Smoleń 2005). The number of sports clubs in Poland has been systematically growing since 1996. In 2006 there was about 100 of them. The operational life of individual companies is general short. Quite frequent changes of owners (major shareholders) are paralleled sometimes by far fetched restructuring efforts not only at assets, but also legal, organizational, and levels. The absence of financial liquidity leads some of them bankruptcy (debrs).

Business activities of sports clubs with the public benefit organization status

Under the effective legislation sports clubs in Poland that operated previously with the association status can be recognized as public benefit organizations and enjoy a number of privileges (e.g. utilisation of real properties under preferential terms, receiving 1% of the personal income tax, exemptions from corporate income tax and the real estate tax etc.) once they have fulfilled high requirements. These requirements include but are not limited
to: running activities for the overall community or for a certain group separated because of especially difficult life or financial position against the society, not running of business activities or running it on a scale serving exclusively the purpose of meeting statutory objectives, drawing up annual business and financial statements and communicating to the general public.

A basic legal act regulating the operations of this category of entities is the Act of 24th April 2003 on Public Benefit and Volunteer Activities (Journal of Laws of 2003 year, No. 96, item 873 as amended).

On 22nd May 2006 year using a Web browser 4632 public benefit organisations were found in Poland including 388 sports clubs. These included the following public benefit organisations: urban, municipality, youth, folk, institutional, parish, schoolboy, police, military, integrative, sports discipline specific etc.21

Summary and Conclusions:
1. Opening up of various possibilities and development of business activity principles for sports clubs in Poland with various legal statuses stimulates social activity and seeking new, frequently innovative solutions.
2. Business activities may be run by sports clubs in Poland with any legal status including associations, joint stock companies and public benefit organizations. The Associations and public benefit organizations are not allowed to run income activity.
3. The income from business activities of sports clubs - holding association status serves exclusively the purpose of meeting statutory objectives and cannot be used to distribute amongst members of the association. Wages of workers running business activities of associations together with their profit sharing schemes (if it was provided for by statutory bodies) are not posted into business activity income.
4. The portion of sports clubs’ income earmarked for training and sports rivalry of children and the youth is exempt from the personal and corporate income taxes.
5. Legislation on sports clubs - joint stock companies operations in 1996-2006 was overhauled many times. Pursuant to these legislative changes the legal status of the sports club - joint stock company became similar to the status of other joint stock companies operated under the provisions of Commercial Companies’ Code.
6. Sports clubs with the joint company status in Poland are characterised generally by average or weak financial standing.
7. Within 3 years when the Public Benefit and Volunteer Activity Act was in force almost 400 clubs in Poland received the status of public benefit organisation, which entitles them to enjoy many financial and business privileges e.g. entitlement to 1% of the personal income-tax.

Key words: sports club, business activity, gainful activity, association, joint stock company, public benefit organisation

REFERENCES: sports club, business activity, gainful activity, association, joint stock company, public benefit organisation

4. Jedruch S., Smoleń A., Działalność gospodarcza klubów sportowych - możliwości prawno-organizacyjne, „Sport Wyczynowy” 1993, nr 3-4
5. Pawlak Z., Smoleń A., Kondycja finansowa sportowych spółek akcyjnych w Polsce w świetle oficjalnie publikowanych sprawozdań finansowych, maszynopis powiedzony, Warszawa 2005
7. Sawicki W., Podstawy organizacyjno-prawne i finansowe stowarzyszeń kultury fizycznej w Polsce,
Organizations active in sport and physical culture are one of the most mass movements in the world. Since November 1989 very deep structural changes have been appearing, which have influenced also the sport movement in Slovakia. Creating a new economical environment has influenced also the sphere of sport and physical education. Main frame for the organization and management of the state sport care is delineated by the law nr. 288/1997 about sport and by the amendment nr. 455/1991 about small businesses. This law has delineated the relationship between the state sphere and sphere of sport associations concerning competencies, both on the central and regional level. Connections we used to see in sport in the past have been overcome. The highest organ of the state administration in sport is the Ministry of Education, which is coordinating other involved resorts (Ministry of Interior and Ministry of Defence). In its activities leaves space for creativity and independence for sport associations and other sport organizations but isn't getting rid of the responsibility it has for this important part of the social life. The process of transformation in the field of state care about physical education and sport in connection with the associational has begun with the realization of the law nr. 347/1990 about organization of ministries and other central organs of the state administration. In the meaning of this law is at the Ministry of Education created an independent organ for care about youth and sport - Section of sport, children and youth.

The problem of the functional coordination of the Ministry of Education towards other central and regional organs of state administration, other regional organs and civil corporations is still open.

Above mentioned problems of insufficient coordination don't allow the Ministry of Education to solve problems in a complex way, problems in sport that have a direct connection to the efficiency of management. It is mainly the field of applied sport research, building an information system, athlete's health care, coordination of educating the professional and volunteer workers, methodical, statistical activities and other. These facts don't allow many experiences acquired in the developed European countries to be developed in the application level. In these countries in the field of management of physical education are predominating tendencies

---

22 This paper was written as a result of scientific research VEGA 1/2526/05 Named „Sports Management at the Level of Local and Regional Public Administration in Slovakia“.
of integration (Belgium, Great Britain, Italy, France, Portugal, Turkey, Holland, Denmark, Hungary, Germany and other).

We can state that the unresolved building of the institutional system of sport management and unresolved decentralization of the management work doesn't have functional dimensions. Problems are appearing also on the lower level of management. The system of subsidies for the regional state administration isn't solved and therefore also their functionality and ability to coordinate. Creation of an independent state organ for the field of physical education and sport with an independent budget could effectively solve mentioned problems. It is indicated also by experiences from abroad where is physical education and sport covered by independent offices or ministries.

In the field of organization and management on the level of local state administration appear shortages because the distribution and cooperation of these organs in vertical level isn't solved, nor their relationship towards the local state administration, or the sphere of sport associations. Adequate financial conditions for solving questions on the level of regions, districts or cities are not developed. Coordination and information are missing between the higher and lower levels of administration as well as between the state administration and self-government. Although the state administration has delineated competencies by the law about physical culture, in reality they are not implemented. Self-governing regions are according to law responsible for building, maintenance and administration of the sport facilities including creating conditions for a healthy lifestyle, physical education and sport. This is marked by the lack of finances in the budgets of cities. This financing is realized through the programmed budgeting, which is based on the principle of measurable indicators and goals, set in circumstances of the section of the state care of sport, for each sphere of sport separately for every calendar year.

A part of financing is also financing the direct managed budget organization of the Ministry of Education - the National Sport Center, which budget is set separately, in the frame of the budget approved for the national program for development of sport, which is not included in the budget for the care of sport.

Subsidies for each sphere of sport are given according to the law about the state budget for every calendar year and according to the law about the State Treasury. The field of providing subsidies including the field of sport was until the year 2003 delineated by a procedure issued by the Ministry of Finance under number 43/115/1996. Ministry of Education issued terms of providing subsidies to the civil corporations, charities and associations of corporate bodies from the state budget of the Slovak Republic through the budget of the Ministry of Education. In the year 2004 they were replaced by the regulation of the Ministry of Education from March 29th, 2004 about providing subsidies and a procedure about providing subsidies, their use and accounting them.

According to the new procedures about providing subsidies in the resort of education is in every case a contract signed about providing the subsidies according to § 51 of the Civil code the between the subject and the ministry. Every contract is signed by the minister of education and on the other side the statutory organ of the organization. The process of preparation, signing and dispatching of contracts is difficult. According to the valid regulations the applicant needs to provide many documents and data which are connected to the process of equipping the applications for subsidies, with signing the contracts and also with the process or realization and accounting the subsidies.

Subsidies in field of activities of the state care about sport of the Ministry of Education are provided in the form of regular transfers and capital transfers. Redistribution of the finances for each organization is based on the criteria for every sphere of sport. Essential questions about financing sport are negotiated in the Board of the Minister of Education for Sport, which is a consultative organ of the minister for the field of sport. About providing a subsidy and its heights decides the minister himself at the end.

Subsidies for each sphere of sport are provided for every subject in monthly periods - in terms given by the State Treasury, in so called three month financial plans and in accordance with applications and compliance with the set limit 1/12 of the whole volume of finances approved for the appropriate year and for each sphere of sport. When transferring subsidies subjects get a notice about providing a subsidy in which are the basic information about the subsidies, its height, number of goal of the subsidy, number of accounts were the unused subsidy has to be returned, notice that the subsidy is provided only in condition of compliance with the stated purpose and its effective use as well as stating the contract in meaning which the subsidy is granted.

Every sport federation gets subsidies separately to a separate bank account, which is open only for the subsidies from the state budget and also separately with every sports federation is signed a contract about granting a subsidy. The sports federation is responsible for the complete process of granting the subsidy, its use, evidence as well as its accounting.

With today's personal occupancy of the Department of Financing Sport, section of sport care is this system of financing very difficult and has an aftermath of permanent overload of the employees. In the future it is necessary to solve the personal occupancy of the section, but also the elimination of the instant increase of the administrative work and also connection with the transition to realization of the subsidies through the State Treasury. The preparatory and concurrent control in the process of granting subsidies do employees of the Section of the State Sport Care, who have in their job description the field of financing sport.

From the view of the intense and consistent fulfilling of the tasks coming out form the organizational order and procedures it is necessary to pay appropriate attention to the personal and competent finishing of the Section of Control. It is important to stabilize specialists who will be able to run and work on difficult tasks of the inner control system of the resort of the Ministry of Education. From the side of the sections it is needed to provide information periodically about educational activities connected to the problems of finance management and handling the budget finances, their accounting and control with the goal of eliminating the following negative findings of controls or findings of shortages or discrepancies.

Ministry of Finance started in the third quarter of 2003 finance controls aimed at the
management of the finances from the state budget, which has according to the law nr. 288/1997 about physical culture provided the Ministry of Education in the form of subsidies from the state budget on projects connected to fulfilment of the National program of sport development in the Slovak Republic. Controls are (or were) executed in the Confederation of the Slovak Sport Federations, Slovak Ski Federation, Slovak Olympic Committee and Slovak Football Federation.

Ministry of Finance stated in its evaluation that the existing system of financing sport from the side of state is not satisfactory and is not meeting today’s needs for financing sport, while mainly the practice of providing subsidies for the sports federations through the Confederation of the Slovak Sport Federations is one of the causes for breaking the procedures.

In the evaluation of the Ministry of Finance is also stated, that the Ministry of Education in the field of providing subsidies from the state budget for projects connected to the national program for development of sport hasn’t worked with maximal efficiency. Contracts on providing subsidies showed many continual as well as formal shortages. Within the execution of the following financial controls was in all controlled subjects discovered a breach of the budget discipline because of the use of the finances in a contradiction with the purpose of their use and because of not complying with the conditions coming out from the contracts about providing subsidies.

At some of the federations was discovered a breach of the financial discipline going to tens of millions crowns.

Ministry of Education has opposed the conclusions of the Ministry of Finance in this field and still has the opinion that the individual breaches of the financial discipline in the individual organizations are not an aftermath of the bad system, but an aftermath of failures of concrete responsible people in each organization.

Ministry of Education has an effort to solve the field of financing sport for several years and has an effort to remove all shortages connected to providing the subsidies, based on a systematic audit.

Opinion of the Ministry of Finance wasn’t identical with the statement in the material negotiated by the government of the Slovak Republic, because the Control section of the Ministry of Finance is not disputing the transparency of financing sport from the Ministry of Education.

Despite that the Ministry of Education is aware of the responsibility for the efficient use of finances from the state budget. It also makes systematic moves the field of financing sport towards a bigger transparency of providing subsidies finances for tasks in the field of physical education and sport.

Economy and financing of sport belongs to the most important questions, on which depends the future of sport in the Slovak republic. Financing of sport is today based on rules delineated by laws about budget procedures, about the state budget, about lotteries and similar games, physical education, about the State fund for physical culture, about organization of ministries and other central organs of state administration, tax laws, etc.

All these legal norms make the basic legislative area for financing sport in the Slovak republic; they make a frame for the direct or indirect support of sport. The dominating principle mainly in this field is the principle of a more source financing, where financing by the state will be conditioned by own sources of the organizations.

The arterial source of support of the mentioned sphere should be still sources from lotteries and similar games. An absolute requirement for the functioning economy of sport is a functioning economy of the country.

It is needed to make a time harmony between the needs and sources, to make such model of using the finances that would guarantee a smooth financing of sport during the whole budget period, because the finances in separate years are not reflecting the real needs for securing the projects of the national program for the development of sport, nor demands of the civil corporations active in sport.

Because such a volume of finances would be much bigger than the possibilities of Slovakia, we suppose that other sources for the development of sport can be created thanks better legislative conditions in form of so called indirect subsidies.

The overall expected increase of subsidies from the state budget (including incomes from lotteries and similar games) for the sphere of sport will be until the year 2010 according to our expectations 290 905 thousand Sk, which makes an increase compared to the year 2001 of 30 000 thousand Sk (3,4% a year). In this context it is needed to note, that also with such an increase of finances from the state budget will in the year 2007 the level of subsidies be the same as it was in the year 1997.

In the system of financing sport besides the question of sources and clear rules comes also another important thing and that is the principle of a common responsibility of state and private organizations for the efficient use of finances. We can state, that the legislative mechanism in the sphere of sport doesn’t function according to the needs and ideas of the civil corporations, because they are not a part of the system which would in harmony with the approved „Chart about sport” in the legislation of sport consider civil corporations an equal partner.

This relationship comes out mainly from the interconnection and prompt awareness of not only processes of the inner legislation but also from the awareness of the content of norms of the European Union connected to sport and their possible extraction on our conditions. Short term or even long term prognoses of the changes in the „sport law” that could solve the biggest problems of sport can be obtained from the comparison with neighbouring countries of the Visegrad four or the countries of the European Union.

We consider the following three laws to be the most important in sport:

a) As most actual and most needed for the wide sport community seems to be a need to novelize the law nr. 288/1997 about physical culture. In today's law is the relationship between state and subjects of sport not balanced and regulated, nor the existence and possibility of solving the sport litigations, health care, sponsorship, broadcasts, doping, etc. It is very important for sport to prepare a new law about sport that would solve the question of financing sport in a complex way and that not only from the view of sources and their use, but also from the view of competencies. It should also solve the question of the amateur sport and professional sport and increase its legal regulation. It will be necessary to define the status of a professional club and a professional athlete. The state shouldn’t finance professional sport in general, including the professional clubs.
b) Amendatory act of the law nr. 83/1990 about associating people - in the legislation plan of the government of the Slovak republic it is classified under the name „Law about associations“, which will delineate associating people in clubs, associations and other societies and comes out from the changes of our legal system in field of non-profit organizations.

c) Amendatory act of the law nr. 194/1990 about lotteries and similar games. It is needed to make sport be not just a passive receiver of finances but be able to actively influence the height of profit from the lotteries (for example by presence of its deputy in TIPOS). Influence on physical education and sport in Slovakia have also other laws, which influence its status and activities. Those are mainly tax laws, tariff laws and other. Important is also rectifying the transformation process of physical education and sport in a way which would keep positive effects on less affluent people and will compensate the expenses for sport activities in a reasonable way.

Today there is about 7000 sport clubs registered in Slovakia which have originated based on the law nr. 83/1990 about associating people. There is about 600 000 citizens active in these clubs and a majority of them does the sport activities voluntarily without a demand on financial compensations.

SUMMARY:
Sport is a phenomenon that can not be underestimated. Its importance is constantly growing; it has a positive effect on state, direct and indirect economical impact. The system of its organization, management and financing from the side of state has changed, sport subjects have an opportunity and sometimes are even forced to carry on business and finance their activities from money made this way.

Key words: state administration, sphere of associations, system of financing, state subsidies, control of financing, legislation, budget discipline, more source financing

REFERENCES
7. Národný program rozvoja športu v SR. www.education.gov.sk
People have been searching for the most suitable organisational structure since they started creating them. The loosely paraphrased sentence 'We know what we have' is very imperfect. It has a lot of deficiencies, but hitherto, the mankind has not come up with anything better. When we are to talk about the role of self-government in supporting and development of sport, we need to begin with the status and tasks of self-government in the society as such. In the former social system, local and municipal people's committees were the first level of self-government; then followed district and regional committees, and as the highest levels, Slovak and Czech national councils and two-chamber Federal Assembly. In 1960 it was decided that regional people's committees were redundant and thus were abolished. The special aspect of people's committees was that they were both representative and executive body at the same time. The physical education organization (CSZTV) was structured down to districts, its basic cells being physical education unions. Sport or physical education was of the preferred activities in the state. After 1989 the fundamental changes in the society took place which had significant impact on the sphere of sport and physical education. Many opinions on transformation of sport organisations have already been presented at this conference and I think that drawing on them, one can say that the current conditions are far from the optimal organisation of sport in our country.

One of the fundamental preconditions of optimising the management of sport is decentralisation of public administration. Beginning in 1989, it wasn't until 2002 that, after very complicated and contradictory negotiations, inter-levels of civil service, higher territorial units (called also zupa) were created. The attendees from Slovakia are well-acquainted with this process, but for participants from other countries, just briefly: The problem was the number of HTU (higher territorial units) as well as whether to use horizontal or vertical scale, which is interlinked with the condition of the largest national minority in Slovakia.

A considerable part of our citizens, including people with university education, still don't have a satisfactory picture of status and duties of HTU. The first electoral period was, to a large extent, focused on securing and developing of premises and offices, takeover of the competencies from state administration as well as coping with serious operational questions which were to be dealt with during realisation of duties transferred from civil service like education, transport, social agenda or healthcare. At present, we have 8 HTU in Slovakia, out of which 4 are in the western, 2 in the central and 2 in the eastern part of the country. Representations of HTU create their own committees, based on their professional focus, as preparation for decision-making, and generally sport and physical education are in the competence of committee of sport and education. HTU of Trencin, as the only one, has its independent committee of sport, and on the contrary, HTU of Presov has a committee of education and youth and sport is not mentioned in its name. HTU of Trnava has a committee of education, physical culture and culture.

As the matter of fact, serious conclusions cannot be drawn based on the names of committees, which are created by representatives of HTU, the most important is the content of their activities. HTUs have also their HTU offices where according to the kind of activities further divisions and departments are created.

The analysis of structure of professionals in the HTU offices shows that only minimal attention is paid to sport as per the number of personnel, the physical education at schools not taken into account. For example, in Banska Bystrica, they have department of education and human resources, in Bratislava it is department of education, culture, youth and sport, which further is divided into: 1. department of culture and education; 2. department of youth and sport; in Kosice, department of education and sport; Nitra, department of education, youth and sport; in Presov, department of education and culture - no mention of sport at all; in Trnava, department of education and physical education, but no employee has sport as individual task in their duties.

Given that the representatives carry out their work in committees, in representations proceedings, and in terrain along their civil occupation, and in the offices of HTU there is only minimum of employees dealing with the sport directly, one can assume what kind of attention do HTUs pay to support and development of sport.

As the secondary education fall into competence of HTU, it would be possible to evaluate the quality of management of secondary schools by their founders from the point of view of physical education at schools as well as to assess the attention of secondary schools to sport activities out of school hours - clubs, competitions, etc., but that is a specific problem which I don't want to deal with now.

Pursuant to the regulations of Ministry of Education SR edict No 291/1994 Corpus Juris, HTUs are one of possible founders of leisure centres where a part of activities is dedicated to sport. Regrettably, these centres tackle with a lot of problems and so far there is no tendency to increase their number, which would offer more space for sport activities. And yet, the legislative conditions are there securing that despite the partial financial participation on the cost of expenses of these centres, a parent with minimum income is freed from this fee.

Except for HTU, we also have elementary level of self-government, i.e. municipal, local representations and mayors. The attention paid to support and development of sport is very unequal, and dependable of the personal attitude of the representatives, especially mayors', towards sport. Some cities support mostly professional sport clubs, e.g. Zilina, Nitra, Ružomberok, others significantly support mass sport, sport for all. Many communities support mass sport in order to increase employment possibilities for their citizens, i.e. ski and tourist centres. Some communities and towns contribute directly to humanitarian activities, paralympic, Olympic activities, e.g. Vasso's Run (Vassov beh), Olympic day run.
Bigger towns have magistrates - their offices where again is different level of interest in sport. When the attention to sport is so minimal, then, to have a positive example, a magistrate can support an organisation which does that job for them and does it well as that of Salezians of Don Bosco in Petržalka. Local representative body in Petržalka, which actually is the third biggest town in Slovakia, contributes to this organisation from the budget a significant a few hundred thousand allowance every year.

Democracy is a very complex system because those self-government units would surely need some navigation or maybe a directive how and why to focus on the sport, furthermore a directive of how much money to dedicate to it. But it is self-government and that means that they alone make decisions. They make decisions about priorities of their activity. We can influence it only by more careful choice of our representatives and convincing them about the meaning of sport and physical activity.

Still, with the decentralisation, financial resources were decentralised as well. In line with the Act No 564/2004, tax revenue of physical bodies’ income is distributed so that municipalities get 70,3% and HTU 23.5%. Unfortunately, the condition of schools, roads, healthcare and social institutions makes this income insufficient, and only very little is left for sport and physical education. Conclusions: there are huge deficiencies for development of sport in the activities of self-governments, local or regional, and the most complicated is the task to implement the results of our analysis into praxis, to convince the representatives of self-government to focus more on the sport and that eventually, such an effort will bring some fruit. It might be possible to achieve more through the Association of towns and communities. It is well-known that EU constantly brings up two biggest issues: corruption and the problem of Romanies. Support of sport in Romanies' neighbourhoods could significantly add to the solution of one of these issues, namely to build up simple pitches with goals, baskets and nets. Investment into instructors who would organise this activity would in the long run help to decrease negative phenomena, criminality and as it is with any society, new talented sportsmen would emerge, who, through sport, would improve their difficult conditions they have especially in their neighbourhoods.

The process of transformation of many activities from civil service onto self-government authorities is a long-term and complex one, but it contributes to their effectiveness. “It increases the efficiency of the spent resources which are better directed and respond to specific problems and possibilities of the city or region. It is in line with the overall tendency of strengthening of local and regional bodies of public administration.” (Leska 2005, p. 238)

**Summary:**
The process of decentralisation of civil service into local, municipal and regional self-government bodies; possibilities and major tasks of these units in supporting and development of sport activities; the meaning and effect of development of sport and physical education.

**Key words:** local and regional self-government, local, municipal and regional representations, representative bodies of HTU (Higher Territorial Unit = self-governing region), magistrates, mayors, head of HTU, sport.

**REFERENCES**
ETHICAL PROBLEMS OF THE HUMAN RESOURCES MANAGEMENT AT SPORT CLUBS

Introduction

In the area of the human resources management in the sports clubs at the level of general activities (policy, strategy, function and the organization of personnel matters) and at the specific level (specific management tools) a number of ethical problems is visible.

The objective of this paper is to show these problems and to search general principles and methods of their solving.

The analysis covered sports clubs operating in the centrally planned and the market economy environment.

With regard to centrally planned economy the analysis focused on sports clubs with the association status. In this socio-economic model in the area of the social equity the analysis focused on contestants, trainers and sport activists.

In the market economy environment the analysis focused on sports clubs with the various legal statuses including in particular joint stock companies. With regard to social equity the analysis focused on contestants, trainers and sport managers.

HR management ethical problems at sports clubs in centrally planned economy environment

In the centrally planned economy environment in the area of the HR management in sports clubs 3 major categories of ethical problems can be distinguished:
1. Problems connected with the HR selection, especially with its appointment to supervising positions in clubs' management boards.
2. Problems of remuneration, including in particular competitive sportsmen.
3. Problems connected with changing colours of the club that is with transfers of contestants from one club to another.

In the centrally planned economy environment sports clubs in Poland had association status, which meant they were voluntary organizations for non-profit purposes. The performance of management functions in these organizations required the acceptance of the ruling political party (party with monopolistic position). The HR selection system, fulfilling criteria of the monopolistic party, as the system was becoming stronger and stronger led to forming of „the professional apparatchiks“ category also in the field of sports, including in particular sports clubs.

The lack of the pluralism in HR area led to the discrimination of a large part of the society and to emergence of community-specific and organization-specific features and to the increase of red tape in the sport movement.

Until 1980 in the sports club management system in Poland the basic role played patronage. The patronage over clubs extended, among others, patronage councils, places of work, party- and state- organizations, natural persons holding influential positions in party, state, economic and youth bodies.

Ethical problems in sports clubs connected with a HR remuneration, and especially competitive sportsmen contestants were linked to a more general problem of club financing. In the situation where club contestants trained two or more times a day and could not undertake paid work, club patrons and especially state owned places of work decided usually to employ contestants and sometimes also coaches, as full time workers. The employment of contestants and sometimes coaches as full time workers having nothing in common with a sport (e.g. as full time miners, metallurgists etc.), was unacceptable on ethical grounds.

In relation to the crisis in sports clubs that broke out after 1980 the government implemented new remuneration principles for sports club contestants in the form of sport scholarships. The aim of granting of scholarships was, among others, to liquidate the fictitious positions for contestants at places of work. The new regulatory system proved to be insufficient, since it covered only the contestants who were amongst the select national leaders.

With regard to remuneration of contestants, ethical doubts were also raised by the sports-organizations, including sports clubs that were awarding bonuses to contestants for sport achievements by means of „envelopes“. Envelopes would contain a discretionary sum of money most often handed less or more discreetly during various ceremonies.

The ethical problems with a club transfers were caused by a breaking of a voluntary rule of belonging to sports clubs/ associations. The association law that ruled the operations of all sports clubs in Poland at that time stipulated clearly that it was not allowed to limit the freedom of leaving the association and any contrary provisions of statutes, regulations, resolutions and liabilities should be treated as unacceptable as well as null and void.

The ethical problems related to constraints imposed on club transfers were, however, subject to more conditions going beyond the centrally planned economy system.

HR management ethical problems at sports clubs in the market economy environment

In the market economy environment ethical problems with HR management at sports clubs appear, inter alia, because of hardship in defining precisely the legal status of the competitive sportsman. The hardship is true in particular with reference to sports clubs holding joint stock company status, that were established to develop the professional sport. Sports clubs holding joint stock company status operate, inter alia, in England, France, Italy, Spain, Poland (Foks 2003). In some countries some large sports clubs/ associations set up joint stock companies to carry out business and gainful activities (Swarzc 2000). The problems with precise definition of the legal status of the competitive sportsman

23 Com. The Association Law (Journal of Laws of 1932, No. 94, item 808, as amended and opinion on this matter of the Polish Legislation Council extended in 1985.)
have an international dimension. This was manifested distinctly by Bosman case. On 15th December 1995 the European Court of Justice acknowledged that transfer fees paid for contestants in European Union Member States, once the contract has been terminated, are not valid, whereas imposing limits on foreigners from EU Member States is contrary to the law. From the perspective of the human resources management the judgement of the European Court of Justice from Luxemburg seems to have started a certain process aimed at development of HR management policy, strategy and tools in the sport. It is characteristic that HR management policy principles are moulded at the level of international organizations such as European Union, FIFA or UEFA. In fact the contemporary sport termed professional is most often quasi-professional. Also for this reason it was not reflected permanently in classifications of professions and trades in various countries. In Poland, for instance, in the official classification of professions and trades implemented by virtue of the Ordinance of the Minister of Labour and Social Policy On Classification of Professions and Trades For Labour Market Purposes and on the Scope of Its Application, dated 20th April 1995\(^4\), effective almost until the end of 2002 if one looks for the occupation of the competitive sportsman it will be a futile effort. In the category of physical culture specialists the only trades mentioned include: biological regeneration specialists, specialists of the physical movement recreation, coaches and other physical education specialists.

In the new classification of professions and trades, developed on the grounds of the International Standard Classification of Occupations ISCO-88, approved by 14th International Conference of Labour Statisticians in Geneva in 1987 and its new 1994 edition, the so-called ISCO-88 (COM), adapted to the European Union needs, annexed to the to the Ordinance of the Minister of Labour and Social Policy of 10th December 2002\(^5\), the term „remaining physical culture specialists” was replaced with „other competitive sportsmen, coaches and related”. The new term is even more enigmatic, and even incorrect, because it mislead non-professionals in this field to draw false conclusions that mentioned earlier instructors of the biological regeneration, instructors of the physical movement recreation or coaches are perhaps also competitive sportsmen. Initially in Poland it was recognised that a contestant with competitive sportsman status is a person who trains sport under the employment contract and is compensated for this. The Act amending the Physical Culture Act of 4th November 1999 (Journal of Laws No 96, item 1106) have an international dimension. This was manifested distinctly by Bosman case. On 15th December 1995 the European Court of Justice acknowledged that transfer fees paid for contestants in European Union Member States, once the contract has been terminated, are not valid, whereas imposing limits on foreigners from EU Member States is contrary to the law. From the perspective of the human resources management the judgement of the European Court of Justice from Luxemburg seems to have started a certain process aimed at development of HR management policy, strategy and tools in the sport. It is characteristic that HR management policy principles are moulded at the level of international organizations such as European Union, FIFA or UEFA. In fact the contemporary sport termed professional is most often quasi-professional. Also for this reason it was not reflected permanently in classifications of professions and trades in various countries. In Poland, for instance, in the official classification of professions and trades implemented by virtue of the Ordinance of the Minister of Labour and Social Policy On Classification of Professions and Trades For Labour Market Purposes and on the Scope of Its Application, dated 20th April 1995\(^4\), effective almost until the end of 2002 if one looks for the occupation of the competitive sportsman it will be a futile effort. In the category of physical culture specialists the only trades mentioned include: biological regeneration specialists, specialists of the physical movement recreation, coaches and other physical education specialists.

In the new classification of professions and trades, developed on the grounds of the International Standard Classification of Occupations ISCO-88, approved by 14th International Conference of Labour Statisticians in Geneva in 1987 and its new 1994 edition, the so-called ISCO-88 (COM), adapted to the European Union needs, annexed to the to the Ordinance of the Minister of Labour and Social Policy of 10th December 2002\(^5\), the term „remaining physical culture specialists” was replaced with „other competitive sportsmen, coaches and related”. The new term is even more enigmatic, and even incorrect, because it mislead non-professionals in this field to draw false conclusions that mentioned earlier instructors of the biological regeneration, instructors of the physical movement recreation or coaches are perhaps also competitive sportsmen. Initially in Poland it was recognised that a contestant with competitive sportsman status is a person who trains sport under the employment contract and is compensated for this. The Act amending the Physical Culture Act of 4th November 1999 (Journal of Laws No 96, item 1106)
the job of seeking a solution or raising funds) and manipulation (drawing ungrounded conclusions from partner’s statement contradictory to his intentions, the conscious misleading of the partner etc.)

Specific ethical problems in HR management at sports clubs appear, inter alia, during recruitment and employment of contestants, performance analysis, performance judgement, HR analysis, planning, selection, assessment, remuneration, individual development, management of working conditions, industrial labour relations, dismissals etc.

While discussing the issue of employing contestants at sports clubs it should be noted that they are bound with clubs on the grounds of employment relations, civil law agreements (contracts) or sport scholarships. Each relation has a limited duration (most often several years). Their basic weakness is the lack of job security and the risk of finding oneself without means of support. More conscious contestants in different disciplines of the sport notice more and more often, that full compliance with Bosman law would be more favourable for them. In such case the employers would be more inclined to sign with contestants contracts with longer duration e.g. for 5 years. At present most contracts are signed for 12 months.

During the work analysis process, a special meaning from the ethical assessment perspective has the analytical procedure and analysis findings in the form of the job description and list of required competences. In the job descriptions the balance between the scope of tasks, duties, qualifications and responsibilities can be upset, which according to the experts should represent an iron organisational rule verifiable at all levels of the organizational hierarchy (Kieżun 1997, p. 282). Similarly in the required competences the „healthy” proportions between requirements in the area of physical (motricity), personal and intellectual characteristics may be distorted.

The essence of performance judgement of contestants or coaches is to estimate their contribution to the final sport result (results of individual matches, the final position of the team in sport games etc.). During the process of estimating the contribution of individual contestants to the success or the defeat of the team various irregularities and even manipulations can take place. For instance the following situation should be considered to be abnormal: after victorious game of the team, the lockers of contestants are entered by the club owner and carried by the wave of enthusiasm, he behaves like a Santa Claus, and undertakes „ad hoc” decisions about transferring success fees to the bank accounts of certain contestants (whose numbers he remembered the most). In favour of performance judgement speak: the objectivity of remuneration system, respecting the principle „equal work - equal earnings”.

The focus of human resources analysis is on examining the condition and the trends driving human resources in organisation. In the event of such activities the ethical perspective plays a special importance in qualitative and occasional analyses. In this type of analyses manipulations and distortions may occur. This can happen in particular when conducting research on satisfaction and dissatisfaction with the work, team integration, organizational culture, efficiency of particular trainings or training camps, expectations towards club management, work attitudes etc.

The human resources planning consists in quantifying future HR requirement of the club. Its essence boils down to comparing the HR requirement (demand side) with possessed human resources (supply side). Following such comparison some workers are dismissed and some are recruited (transfers of contestants, hiring or dismissal of new coaches etc.).

Ethical problems appear also in the workers’ selection process understood as the overall staffing activities and procedures pursued following the principle “the right man in the right position”. Higher guarantee of the implementation of this principle in practice creates the objectified selection through recruitment, selection, employment and the socio-professional adaptation. Such procedure allows selection of competent people based on transparent criteria and proven recruitment techniques. In the case of the subjective selection the staffing is performed with the candidates determined beforehand (favouritism, support, contacts etc.). Such selection process created favourable grounds for links and connections in clubs for employing persons with lower qualifications and development potential.

Ethical problems are also numerous in the phase of the employee selection that is in the process of examination and estimation of the suitability of the candidates. For individual contestants it is essential e.g. whether they play in the first team or they sit at the substitutes’ bench. It should be noted that every worker (including the contestant or the coach) is entitled to terminate a contract, if he has found a better job. Thanks to the existence of such right the activity of head hunters is justified.

The ethical problems during the process of admitting workers to work are connected, inter alia, with difficulties in the adaptation to work and with the solitude of the new worker. Leaving the worker to his own devices is in the case of spontaneous adaptation. The workers’ adaptation process should be managed by the employer, especially with relation to the young contestants, coming from other countries (in some sports clubs there are contestants of various nationalities).

Assessment consists in examination (identification) of the workers’ characteristics and their behaviour at work. The assessment performs a number of important functions (purposes) including informative, decision making, motivational and educational as well as development functions. Given the significance of these functions, the assessment criteria and methods should be made objective. From the ethical perspective instrumental are multi-subject assessments - the assessment of 360 degrees. (Matusiak, 2005, p.109).

Remuneration is a benefit provided by the company to the worker for his work performance. The wage is a part of the financial compensation under the employment contract and paid on a current basis. According to contemporary viewpoints the compensation should vary accordingly, be decent and fair, motivate workers properly, be stable and competitive. The compensation calculation should be understandable for the worker and simple to carry out.

With regard to contestants and coaches the compensation varies a great deal and depends on the level of their occupational professionalism. The level of compensation depends on the renown sport games (1st, 2nd or 3rd division), sports discipline, specific sport achievements (positions taken in the tournament, promotion to a higher division etc.). Generally it is common knowledge that footballers in Poland earn, on average, 3-4 times more than contestants of other disciplines (e.g. the ice hockey). This type of performance-related compensation is usually highly motivational. Equally motivational is the compensation system of sports managers (agents) representing business of a
The problems of the individual development of contestants or coaches come hand in hand with career question. The club approach to the career of contestants or coaches are determined by pursued HR policy and strategy. There are two fundamental approaches. According to the first approach the career is treated as a private business of contestants or coaches. According to the second approach we deal with the career management. From the ethical perspective the latter approach is highly recommendable especially when using such techniques as appointment of patrons (managers), career promoters, mentors etc.

In the area of working conditions management a major role is placed by safety and hygiene at work, health care and working time management.

Due to organisational system of sport training contestants and coaches spend most of their time away from home attending training camps and competitions. This creates the number of ethical problems (high training burden, separation with the family etc.).

The overall social relations connected with the work are labour relations. Labour relations at sports clubs raise a number of doubts, especially with reference to persons which have yet not reached 18 years of life. Other key issue is problem with correct definition of the relationship between competitive sportsman and a sports club. In Poland the competitive sportsman can be associated with the sports club by virtue of employment contract or civil law contract. From the ethical perspective „the problems of correct categorization of contracts, which even despite being termed „sports service contracts”, can de facto and de iure - continue to be employment contracts” require an in-depth analysis (Baczewski 1999; Cejsel 2000). At the background of labour relations contestants’ social services problems may emerge as well as many other kinds of disputes (Kijowski 2000; Wach 2005).

Worker dismissing process involves a number of activities connected with terminating the employment relation. The reasons, inducing the employer to the worker's dismissal and the reasons inducing the employee to quit the company stem typically directly from underpinning ethical problems. From ethical perspective it is necessary to mention controlled dismissals (outplacement) based on a comprehensive scheme of aid to the dismissed involving but not limited to searching for new jobs for them.

In the sports world there is a number of situations where such form of assistance can be applied practically. Such situations occur e.g. when: contestants finish their careers (which lasts a few or several years) and search for a job in other professions; the career collapses all of a sudden due to a serious injury; sickness etc. (Smoleń 2003). It should be noted that this type of dismissals can be advantageous both for the employees (reduction of the stress of the dismissed, assistance in tough situation) and sports clubs (the avoidance of conflicts on a wider scale, the positive image of the club in media etc.).

1. In the centrally planned economy environment in HR management area at sports clubs three categories of ethical problems were identified: discrimination during selection process for managerial positions, the remuneration, transfers from one club to another.

2. In the market economy environment, as a result of legalization of professional sport, the scale of ethical problems in the area of human resources management at sports clubs became larger and more complicated.

3. In the HR management functional areas at sports clubs (performance analysis, performance judgement, human resources analysis, planning, selection, rating, remuneration, individual development, laying down working conditions and establishing of labour relations, dismissing etc.) a myriad of ethical problems was identified.

4. The analysis and ethical evaluation of these problems are very complicated. They demand consideration of multi-faceted it nature of individual problems, the acceptance of priorities in the area of axiology, taking into account the different social references and numerous internal and external conditions.

Summary

The paper shows selected problems with human resources management at sports clubs in thee centrally planned and market economy environment. The paper focuses in particular on personnel policy principles with reference to contestants and coaches. In the area of individual functions of the personnel management in the sports clubs (work analysis, performance judgement, human resources analysis, planning, selection, rating, remuneration, individual development, laying down conditions and labour relations, dismissals etc.) a number of ethical problems was identified. Their correct analysis and assessment requires taking into account the multidimensional character of individual problems, internal and external drivers and the acceptance of different social points of reference.

Key words: HR policy, ethics, sports clubs, HR management functions and tools.

REFERENCES

1. Baczewski A., Ustawa o kulturze fizycznej po nowelizacji, „Sport Wyczynowy” 1999, Nr 11-12; (Baczewski A., Physical Education Act, as amended, „Professional Sport” 1999, No. 11-12);  
2. Cejsel W., Podstawy prawne zatrudniania zawodników profesjonalnych w świetle nowelizacji ustawy o kulturze fizycznej, „Sport Wyczynowy, 2000, nr 2-4; (Cejsel W., Legal bases of employing of competitive sportsmen in the light of the amendments to the Physical Education Act, „Professional Sport”, 2000, No. 2-4);  
3. Foks J., Sport wyczynowy w prawie Unii Europejskiej, „Sport Wyczynowy” 2003, nr 3-4; (Foks J., Professional Sport in the law of the European Union, „Professional Sport” 2003, No. 3-4);  
4. Kieżun W., Sprawne zarządzanie organizacją, Szkoła Główna Handlowa, Warszawa 1997; (Kieżun W., The efficient management of the organization, Warsaw School of Economics, Warsaw 1997);
SPORTS STADIUM AS TOURIST ATTRACTION

Sport is a form of human activity situated in space, connected with some place. The tradition of sports agon determined the first place beginning the history of sports space. Greek Olympia, where the first sports space was placed, became a symbol of the world of sport existing till the present day.

The first stadium where sports competitions were held has preserved only its spatial outline. A magnificent gate leading to the arena of the stadium has remained, which constitutes one of few examples of using an architectonical form of the arch by ancient Greeks, as well as alleys of winners with preserved pedestals of statues depicting winners of successive Olympic Games. It must have been an unusual place, if only taking into account authors of those statues, who included the greatest sculptors of that time - Polyclitus, Myron, Phidias. Fragments of Phidias's studio in Olympia, where he was realizing his greatest work - the statue of Zeus intended for the temple of Zeus in Olympia, recognized as one of the Seven Wonders of the World - have survived till the present day.

In the place where sports rivalry dedicated to gods was carried on, there was the most magnificent image of the divine being that rivalry was dedicated to. As it was thought by the ancients, nobody could present the divine majesty as well as Phidias. That fusion of art, architecture and sport created a model of the civilisational setting for sports events, giving them a spatial architectonical form and although in the times of ancient Greece it concerned mainly sacral buildings, it proved that it is a significant element for the world of sport.

Thus ancient travellers came to the town of the Olympic Games to worship Zeus in his most famous temple in the ancient world and to admire an extraordinary Phidias's work. In the time of the Olympiad artistic values became the leading element and during the Olympic Games it was replaced by the power of the sports agon. That hierarchy has survived till the present time. Sports rivalry appropriates our emotions concentrating our attention on the dramatics of events. When they have passed, we are inclined to visit places where they have happened, especially when buildings connected with it have remained. That „here“ cannot be referred only to an abstract point in space. „Here“ must be certified by preserved forms, it must enable the recognition of the place and give support to imagination reconstructing past emotions.

The Circus Maximus was the oldest and the greatest amphitheatre of ancient Rome. Its coming into being dates back to the 6th century B.C. and it got its final shape, after many catastrophes and reconstructions, in the times of emperor Trajan in 104 A.D. In the period of its glory it was a facility 600 metres long and 200 metres wide. There were organized chariot races first of all, but also hunts. On a spina placed in its central part evidences of Roman conquests were exposed, such as a 32.5 metres high obelisk of Ramses II standing on Saint John’s Square on Lateran till the present day.
The stand of the Circus Maximus had a capacity of 250,000, what constituted about one third of the population of the then Rome. A stadium of the equal size was built only in Praha. The Strahov stadium has also a capacity of 250,000, although it cannot match the Circus Maximus regarding its architectonical form. The Circus Maximus can be talked about as a place where mass culture was born. Almost one third of the inhabitants of that day's Rome, while gathered simultaneously in its stand, received a clear message about the might of the empire and the power of the ruler. All that what was happening on the arena soon started to affect all people in Rome. Rivalry in races was a way to fame and fortune or it was ended with death resulting from collisions and accidents. Winners of chariot races became idols of a comparable status as that of contemporary stars of mass culture. Pliny began the description of wonderful edifices of ancient Rome just from the Circus Maximus. It is said to have been as beautiful as a temple.

The space where the shape of the Circus Maximus spread cannot match the preserved architectonical form of the Colosseum, although the Circus Maximus was ahead of it regarding its magnificence. Imaginations of Roman spectacles, gladiator fights, chariot races which are constructed by us are placed by us within the standing walls of the Colosseum driving the chronologically earlier arena of the Circus Maximus - which remains the biggest arena of our civilization till the present day - from our consciousness. Not the great ellipsoid arena of the Circus Maximus, but the arena of the Colosseum has become a symbol of the sports facility. Its characteristic shape has become a symbol of the city belonging to the civilization of the Western world.

The institution of the sports stadium was born in ancient Rome, although first amphitheatres were placed in Campania, in Pompeii and Capua. They were usually natural hollows in the ground with an earth wall built round them. Later wooden constructions were subject to frequent catastrophes as it happens to contemporary sports facilities. The greatest of them took place in 27 A.D. when the amphitheatre in Fidena collapsed injuring and killing about 50,000 persons.

Only in the times of Vespasian Roman builders using the invention of concrete built a stone theatre which could not be matched by any other. A new building technology made it possible to erect the edifice characterized by the unparallel form of four storeys resting on arcade arches. The stand having a capacity of about 50,000 could be covered with a cloth canopy. The arena of the Colosseum could perform various spectacular functions. Emperor Domician flooded the arena of the Colosseum to enact a sea battle - a so-called „naumachia“ - on it. A possibility of adjusting a given arena to various spectacular aims is one of the basic requirements the builders of sports stadiums are expected to meet. The Colosseum, built on an ellipsoid plan, was a gerial construction regarding requirements of spectacular art. Thanks to the rising structure of the stand all viewers sitting there could watch the course of events, although the degree of proximity of the very arena constituted an indicator of one's own status in the Roman society, just like in the present times it is testified by tickets for matches of the NBA league in the American society. Mass culture stars sit in the stand at the very field, just like a famous fan Jack Nicholson.

The architectonical shape of the amphitheatre was reproduced in various forms on the whole area of the Roman empire becoming a symbol of the civilization. Every town should have had such an amphitheatre and taking part in spectacles taking place in it became an indicator of the Roman lifestyle. The most magnificent „spectacles“ attracted crowds of visitors from the whole empire, causing that Roman „spectacular art“ could be an element of holding power. On the area of the present Western civilization we can find an analogous cultural pattern constituting one of elements of the structure of identity of Iberian culture, which is corrida. The shape of the arena where the spectacle of corrida takes place and the forecast of the death of the „defeated“, which is put down into it, point out to its clearly Roman origin.

The characteristic shape of the arena of the Colosseum became a model for the structure of sports stadiums of the modern era. Contemporary sports stadiums, especially football stadiums, seem to allude not only to the shape of the arena of the Colosseum, but also to the form of the whole edifice. The 21st century civilization aims at restoring the place of sports rivalry to the status of a unique edifice, not only because of its magnitude, but first of all because of the peculiarity of its architectonical form and because of functions it can perform.

In the area of contemporary culture it is possible to point out to two categories of architectonical forms reflecting currents which dominate in it. The 21st century civilization expresses itself through museums of modern art, such as the Guggenheim Museum in Bilbao, and by sports stadiums, such as the Alianz Arena in Munich.

Both kinds of objects are characterized by an unusual architectonical form and by multifunctionality extending old models from the area of mass culture. In the global world of contemporary civilization mass culture is shaped according to the demands of consumerism, which is perceived as the main reason of human behaviours. Western civilization at the turn of the 20th and the 21st century is the culture of consumerism. Facilities constructed by it, independently from their direct purpose, have to release also the need of various forms of consumption.

Both museums of modern art as well as sports stadiums play a role of contemporary temples of consumption becoming tourist attractions of the regions where they come into being. They are edifices deliberately constructed to achieve that purpose. They are to release the need of seeing them, becoming manifestations of the category of the wonder, which is extremely clear from the tourist viewpoint. They are characterized by an elaborate architectonical form, unusual finishing materials and the creation of light enabling those facilities to change their face, like in the case of the Alianz Arena, which can be illuminated with white, red and blue light in various shades.

Sports architecture has peculiar character. It is subject to specific determinants because of the scale of the designed facilities and requirements to cover the stand and the sports arena with a roof. The 21st century technology enables to erect constructions which are unparalleled in the history of city architecture.

Unusual shapes of stadiums which are contemporarily built make them attractive not only for sports fans. They are places which occur in sightseeing programmes of tourists, who are united by their consumerist attitude. Thus they have to offer various forms of consumption.

The contemporary sports stadium as a means of consumptions is a multifunctional place. It joins two areas: the thematic one, referring to the subject of sport, and the recreational/entertainment-oriented one, including classic forms of spending free time.
The thematic zone is constituted by the sports arena; the museum composed of the hall of victories, where trophies won by the club are exposed and halls of celebrities commemorating sports stars; shops and restaurant for fans, rooms for the media, the medical centre and the fitness centre. The recreational/entertainment-oriented zone is constituted by a chain of various restaurants and eating places, family cafes and restaurants, the shopping mall, hotel rooms (some with windows with a view on the field of the stadium), night clubs. Both zones use a developed tourist base, which is constituted by a gastronomical chain, hotel rooms, communicational accessibility with a huge number of parking places /the Alianz Arena has about 10 500 of them/ and a system of approaches from parking lots and from underground stations.

The full exploitation of the facility assumes the possibility of creating conference and exhibition space as well as space destined for concerts, spectacles and banquets. Special space is also created in the form of places for the disabled and day care centres for children. In that form contemporary sports stadiums appear as attractive temples of consumption offering huge roofed social space, which has various applications and can perform spectacular functions. Sport starts to be perceived as an important social area of significant possibilities of exerting its influence. Supported with a sports success, it can perform integrative functions anew and it can be an instrument of building a new national identity counteracting processes of its global blurring. Such unique objects as the Alianz Arena are subjects of national pride and evidence of advanced civilization.

Consumerist setting of the sports field is a model which is excellently realized in the sports-loving American society. A model is constituted here by excellently functioning tourist attractions, which bring great profits. Sport perceived from that perspective has been interpreted as an ideal subject triggering the need of consuming. Thus newly built sports stadiums are designed according to the model of theme parks and they constitute sports theme parks where the very sports event is a pretext for spending time in a new attractive space providing with favourite conditions for entertainment, shopping, rest and play. The theme zone is encased with a huge amount of sports information about matches, games, competitors, technique and tactics of play placed on easily accessible mediums of communication enabling to get to the past and to recall from the past sports events. Over the course of time traditional mediums will be replaced by virtual techniques. The contemporary model of the sports stadium presents an image of the facility which is integrated with the city and which lives longer than only 90 minutes a week. Its important element is a conception of making the public closer to the competitors when matches are played. It is possible thanks to removing barriers separating the field from the public, as it has taken place at the stadium of Juventus Turin, Delle Alpi or the stadium of Real Madrid, Santiago Bernabeu.

Architectonical values and consumerist attractions are not the only reasons of popularity of sports stadiums. The second extremely important element is the sports ethos built on images of victories of a given team, championship titles, images of stars and idols of the world of sport. Fans are prone to follow tracks of those sports values, to visit places where events important for the sports ethos have taken place. Figures from the world of sport become carriers of contemporary social values and places they are connected with are subject to peculiar “sanctuarisation” in fans’ perception. Going trails of football stadiums can be seen as somehow similar to an old ethos of making pilgrimages. It is an extremely strong impulse to travel and in its case architectonical values of facilities, constituting a classic basis of its tourist attractiveness, become obscured with a dimension of sports agon - the value, which is ephemeral, but apparently real also in the historical dimension.

In the European space three models of tourism trails oriented at seeing sports stadiums perceived through the prism of clubs which play there are usually met. The first has a universal character, it joins stadiums of the European football elite - “Stadio delle Alpi” (the seat of Juventus Turin), “Stadio San Siro” (the seat of AC Milan), „Camp Nou“ (the seat of FC Barcelona), „Old Trafford“ (the seat of Manchester United), „Stamford Bridge“ (the seat of Chelsea), „Olympic Stadium“ in Berlin, „Westfalenstadion“ (the seat of Borussia Dortmund), „Amsterdam Arena“ (the seat of Ajax Amsterda), „Philips Stadion“ (the seat of PSV Eindhoven).

The second is the trail of football stadiums in Germany. It goes through the stadiums of such clubs as Bayern Monachium („Alianz Arena“), Schalke Gelsenkirchen („Arena auf Schalke“) and VFB Stuttgart („Gottlieb-Daimler-Stadion“), whereas the third is the trail of the English football league and leads through such stadiums as „Highbury“ (of Arsenal), „Old Trafford“ (of Manchester United), „Anfield“ (of Liverpool), „Stamford Bridge“ (of Chelsea).

REFERENCES
1/ Pliniusz /2004/ Historia naturalna, Wrocław, Ossolineum.
Part IV.
Ritualism and Martial Arts

Doc. Dr. Eva Laiferová, PhD.
Department of Sociology, Faculty of Art
Comenius University in Bratislava, Slovakia

RITUALISM IN THE SPORT IN NEW SPIRITUALITY CONTEXT

The problems of ritualized behaviour and activities are the object of concentrated researches in social sciences during a long time, from aspects of sociology, anthropology, psychology, ethnology or other disciplines. Since the evolution and strengthening of rituals coincide namely with the development of collective and organized forms of social life, we can find them in contemporary societies and their various social systems. Generally, as rituals can be considered standardize, individual and collective forms of behaviour based on enforced or traditional rules (Velký sociologický slovník II, 1996, p.938). They are characterized by qualities enabling the behaviour stabilization of individuals in a certain cultural circle, what contributes to the cohesion and also to the control of normatively ordered organizations. The structure of rituals is formed by exactly determined sequences, proceedings, achieving the cult importance (especially in religious systems), in certain cases they are connected also with magic thinking or superstitions, influenced by psychological and emotional factors. Proper thinking determined by rituals is based on persuasion about the instrumental value and effects of practices. Their ritualization supports a given belief, superstition, magic etc. From the point of view of the sociology, rituals are fulfilling an important integration function of the community, which was already pointed out by E. Durkheim in the early time of sociology (Durkheim, 2004). In this sense, the mission of rituals lies in supporting the group values, integrating members of a given community. We cannot forget, the rituals are used not only for the strengthening of traditional values and environmentally asked behaviour, but also for expressing the cultural change, cultural diversity (Benedict, 1999, p.35). Then, the distinction of rituals must be taken in the context of cultural milieu, in which minor or major socio-cultural changes are running. Eventually, it is necessary to refer to the diversity of types of rituals, expressing various forms of social coexistence (Velký sociologický slovník II, 1996, p.939). It is worth to speak of forms of ceremonies, indicating the success and superiority of certain community, so called celebration rituals, mentioned by R.F. Benedict (Benedict, 1999), as well as respecting rituals defining relationship of superiority and subordination, analyzed for instance by N.Elias and later by E.Goffman (Elias, 1976, Goffman, 1999). Just mentioned forms were fundamentally transformed from the traditional into the modern and later post-modern society, that is, from originally religious into civic virtue forms and into mutual respect relationships. The original religious forms have been becoming invisible and some civic, or secular religion was emerging, where God or gods were substituted by human beings, demanding, expecting, or respect and superiority were ascribed them spontaneously. There are arising new cultural and social rituals, which stereotype human activities, up to the sacral domain (for instance to tribute homage to important persons and collectives for their manifestations, acts or other forms of behaviour). Since the beginning of modernization until the present time, and thanks to the linkage between secular and sacral worlds, the acception of these rituals provides the possibility of spiritual support in cases of crisis life situations and the feeling of ontological security. Personal qualities, dispositions, talent and also the forms of verbal and nonverbal behaviour, style of life and medialized opinions of in public respected personalities are becoming the object of modern adoration, especially from the side of individuals and groups, having the need to adore the personified divinity. They find in it social and cultural patterns of their proper behaviour. In this sense, there is a possibility to identify many rituals, practised in different spheres of human life, including the domain of sport.

During the last century, sport as a mass social phenomenon was analyzed from various aspects and by many theoreticians of culture, anthropology, philosophy, sociology and of further social science disciplines. There were such interpreters like J. Huizinga (Huizinga, 1969), N. Elias and E. Dunning (Elias - Dunning, 1986), J. J. Coakley (Coakley, 1990) or British sociologist J. Urry (Urry, 1990), but also by many others. So, an enormous scale of thematically different subjects and methodological approaches to the sport has arisen. In our days, characterized by very different social structures, their complexity and mutual linkage, when new tendencies and processes are emerging, one can observe the shift of traditional forms of material and spiritual structures into new ones. At first sight, motifs of above mentioned phenomena might not be visible, the evidence of which could be also the shift in perception of sport through optics of post-modern man, his changing value orientations, mental dispositions and mode of life.

The relationship between the sport and various forms of spiritual life was exposed to more transformations during the history of mankind. In some cultures, the sport activities and rituals connected with them represented a legitimate and important part of social and spiritual life (e.g. in the Ancient Greece, in specific forms by ancient Mays, where they became a part of ritualized blood ceremonies). In other cultural frameworks, sport as a phenomenon with its brutal rituals was ignored, damned and taken for a manifestation of pagan and sinful practices, what was typical for early Middle Ages Christian religion authorities. The emancipation and repeated legitimization of sport as a social phenomenon was stimulated, namely, by the Enlightenment philosophy, by ideals of humanity and...
By searching for the linkage between the religion and contemporary human spirituality on one side and current meanings, ascribed to the sport on the other side, one can meet with various interpretations of this relationship. Some authors consider the sport as a modern form of religion. Others state some similarities in the proper nature of sport activities, while others say the sport has a substitute ability in relationship to the weakening influence of the traditional religions. In the end, there are also opinions, combining the sport with the religion, in order to saturate the individual and organizational needs of contemporary man. The most extreme position was taken by Ch. Prebish as one of authorities in the domain of religious studies (Prebish, 1993), who underlines, that it is proper and necessary to call sport itself as a religion, as far as the sport experience is expressed by formal series of public and personal rituals, demanding a symbolic language and space, sacred by followers. (Ibid., p. 211). From this point of view, the sport could be taken as one of the newest and most rapidly spreading forms of religion. The above mentioned Ch. Prebish points out that sport experiences are similar to religious experiences and that they change human lives and led people to be more aware of their connections to the rest of the world (Prebish, 1984). There are also opinions, ascribing to the sport a character of a quasi-religious institution and declare it as a „natural religion”, alternatively as its „functional equivalent” - „civil religion”.

Theologian and philosopher M. Novak (Novak, 1993) pursues the idea, that „sports are grounded in the same natural impulses that give rise also to religion in society. These include an impulse for freedom, respect for rituals, a zest for symbolic meaning, and a longing for perfection” (Ibid., p.117). Novak refers also to the similarity to godliness, which emerges out of the same quest for perfection in body, mind and spirit that leads people to form their conceptions of God...” (Ibid., p.117).

In highlighting the affinity and differentiation of these two worlds - sport and religion - it must be noted the key criteria from the point of view of sociology, such as:

1. Sport is generally taken as an institutionalized, competitive, physical activity, in which participants are motivated in certain way;
2. Religion is usually defined as a system of interrelated rituals and commonly held beliefs grounded on an established organizational structure, directly specifying domains of sacred and profane.

Sacred refers to behaviours and objects that are defined by a group of people, connected with mystical and supernatural forces.

Profane refers to common everyday behaviours and objects that are not defined as holy and which can be interpreted in their real, proper notions.

Although one can illusory find the same principles, constituting the shape of these two worlds, it is necessary to take into account their important differences. Concrete events, rituals, actors, places and organizational structures of modern sport, in profane sense, are not connected with sacred, possibly spiritual in general. They are oriented namely to profane, material goals, financial benefits, achievement of fame and prestige, and higher social status. The competition as one of the fundamental attribute of sport activity is counted among the most important factors of the difference, while the religion practises non-competitive activities. Sport emphasizes a spirit of self-promotion, religion emphasizes a spirit of understanding, love and solidarity. Rituals in the sphere of sport are predominantly instrumental and goal-oriented, in the sphere of religion are expressive and process-oriented. However, in the modern history, we can find examples of mutual linkage between these two worlds - religion and sport - when the religious sense was ascribed to the physical fitness. During 1850s a group of Christians arose in the North America in the region of New England, which promoted this idea (so-called Muscular Christians). They believed the body was the instrument of good works and physical demands of godly behaviour required a combination of health and physical conditioning (Coakley, 1990, p.357). Further, there were other reasons, leading the religious groups to the idea to draw attention to exercises and sport:

1. Redefinition of Leisure: during the modernization process, in the domain of labour and new working procedures and technologies, the need for leisure and recreation of workers arose in order to remain their working forces more productive and effective. As a response, the protestant religious organizations emphasized the health and physical conditioning, namely ascetic qualities of discipline and self-denial.

2. Religious programs: many church leaders became concerned that their religious programs were not attracting the young people and especially young men, what was the reason for more massive emphasizing of new set of „manly values”, with the goal of attract these men into the protestant congregations. Programs were enriched by many sport activities, promoting manliness, vitality and also certain asceticism in form of sexual continence, resistance of secret vice, cultivation of self-command, abhorrence to sentimentalization and capitulation to pain. The attractive combination of these factors led many religious organizations to use sports as a part of their programs (e.g. YMCA, YWCA), which were spread in many regions of Europe and America, providing sport activities for more social communities, and finally, they sponsored competing teams in different sport events. The above mentioned organizations tolerated members of various religious groups and pursued the development of moral-volatile properties.

The relationship of religion, spirituality and modern sport has expressive functional character. The religion aids to overcome the uncertainty, for instance by means of ritual of confession, what enables to be better confronted with the choice between the good and the evil, strengthens responsibility of proper behaviour, reinforces e.g. rituals of marriage and order, and also helps to make decisions in complicated situations, in social relationship in the sport environment, and even to eliminate anxiety. Religion contributes also to better concentration to the performance. Sometimes, sport teams have their own spiritual advisers at the disposal, who help them to get over the uncertainty before important matches and competitions.

In connection with enormous growth of the organized sports, even proper churches and religious leaders enter actively in the domain of sport, e.g. by sponsoring sport performances, which are organized under religious auspices (Eitzen - Sage, 1989, p.168). Children sport activities are sponsored and organized for instance by the Salesian ecclesiastic order already for a long time. There are also many other similar activities in this field of work.

The religion influences the sport participation in a specific sense: with emphasis on the...
self-presentation, with hallowing the sport activity - which serves as a God celebration - and finally, with the expression of relationship to God in form of religious symbols, which could be found for instance on the sport dresses („God made you to be winner“).

The religion contributes to the cohesion and to the social control support: the belief can create strong ties, devotion among the people and, it increases the cohesion in sport teams. It also encourages the linkage between moral values of athletes and their quality of sport performances, between their conformity to team rules and to coaches and supporting teams requirements, too.

One can expect, new tendencies and changes in character of both systems - sport and religion - will be emerged as a consequence of their mutual influences. As a case, we can turn attention to the strengthening of the magic or of the ritualism in combination with the sport, e.g. rituals for the purpose of winning, prayers for good weather or for maintaining good health etc. As another example, one can refer to the effort of religious organizations to win new members for their system of belief, by means of popularity and by supporting of selected sports. Both above mentioned ways of mutual influences have their positive and negative consequences, so for the maintaining the original sport event purposes, as well as for the substance of the religious or other spiritual teachings.

Many athletes ritualize almost any activity, considered like important in order to reach expected performances and then, after achieving success, these rituals are usually petrified and in this way, the importance of rituals themselves is always raising as an inevitable component of their social dramaturgy. In fact, a concrete ritual cannot contribute to the successful performance itself, but it also gives a chance for repeating it even in the future. Both, athletes and their coaches consider such rituals as „responsible“ for the success, as something, what must be done before entering „the sport arena“. It can be represented for instance by a certain meal, a part of dress or a specific rite. One of the most famous National Hockey League Player - Phil Esposito - was carrying out the same rites before every game for eighteen years in his career (Eitzen - Sage, 1989, p.165-166). There are individual and collective (team) rituals in the sport, connected with the proper nature of various kinds of sport, but also with mental significations of ritualized stereotypes, ascribed to specific situations by sport collectives. It is the case of basketball, when the ritual of stacking hands is frequently employed just before the team takes the floor at the beginning of the game and after time-outs. The most universal hockey ritual occurs just before the start of a game when players tap the goalie on the pads of good luck (Eitzen - Sage, 1989, p. 166).

British sociologist I. Lawrence accentuates different connections in the relationship between sport and religion (Lawrence, 1999). He understands sport of post-modern time as a type of new spirituality, the form of which is determined by the growth of mass medial influences, especially during the last two decades. It is connected, paradoxically, with enormous growth of financial means, which are directed to the support of Olympic sports, to the commercialization of spectacular attractive sports, so as to the financing of the international Olympic Movement. Nowadays, sport takes always more important dimensions, so individuals as collectives, economic, social and cultural. Selected, by mass media massively propagated sport events, sport celebrities, their mode of life, personal rituals and preferences of living standard, their opinions and piquant intimate situation of their private life are becoming the object of boulevard media. However, these phenomena attract always more attention of many social groups. For such media, sport actors represent a new form of adoration, showing patterns, which determine new individual and group forms of behaviour. Above mentioned social groups are motivated for their own actions, what brings them the possibility of escaping and forgetting the onerous and crisis life situations. This tendency is also stimulated by a massive declination of the man, living within the western civilization, from the traditional forms of spirituality and mainly, from the church, which is not more able to offer adequate and attractive forms of mental fulfilling, self-realization and self-identity. Above mentioned author points to the fact, that people are deprived more and more of traditional religions in contemporary society, but at the same time, they still persist in the idea of spirituality, because of feeling the need for belief. So, there is a suggestion of the tendency to look for the sense of life by means of other mental structures and, it is just sport, which can provide it, in author’s opinion. Such concept of spirituality is characterized by the devotion, loyalty, belief in power of idols, playing the role of nowadays social patterns and organizing various forms of admiration and respect to such idols and celebrities, as can be the case of social behaviour among sport fans.

As can be seen, contemporary sport in some social forms is becoming to be expression of liberty, however, at the same time, the escape of everyday life and its problems. Nevertheless, sport helps to discover new dimensions of sense of human life and offers secure structures for new definitions of ethic norms. Rituals are repeatedly becoming a segment of the spiritual outfit of post-modern man, by providing him with new forms of expressions and relationship to current complex value systems. Sport rituals are becoming the natural part of these systems, whether in form of active sport performance, or in form of its receptive shapes. Generally, we can identify a shift in concept of the spirituality of western civilization and in search for ways to its fulfilment.

**SUMMARY:**

Phenomena and processes of new forms of material and spiritual life are appearing in the post-modern world. Conception and interpretation of sport activities and behaviour were influenced by many cultural changes. There are existing various interpretations of the relation between sport and spiritual forms of life. One of the explanation framework is represented by the concept of substitution of the traditional spirituality forms by new forms, for example by the sport. The part of this spirituality is formed by specific shapes of rituals. An extreme shift in the conceptualization of sport can be considered as the identification of sport with a quasi-religious institution. The religion with other spirituality forms on one side and the sport on the other side represent different worlds for people in the post-modern time.

**Key words:** rituals, sport, new spirituality

**REFERENCES**

TANTRA AND DZOGCHEN - TWO BUDDHIST WAYS OF OVERCOMING DUALISM BETWEEN BODY AND MIND

In Buddhism the question of transformation is very important. The practice of Buddhism is based on aiming to enlightenment, which is nothing but a reversion to a primal, perfect state of mind freed from *samsara* (illusion). In this text I would like to discuss two aspects of Tibetan Buddhism philosophy.

Buddha Sakyamuni (historical Buddha) was once asked how to distinguish the real Buddha’s teaching from the spiritual seducing. He said that everything what is well said is the Buddha’s word. That pluralism and also the fact that Sakyamuni hadn’t left any kind of teaching canon, caused the great variety of schools which offer their adepts many ways of interpretation of the ,,Buddha’s word”. Now I want to specify three such main buddhist’s paths.

In most of the western books about Buddhism there is a characteristic division on *hinajana*, *mahayana* and *vajrayana*. It means: small vehicle, great vehicle and diamond vehicle. For sake of the practice’s aim hinayana is considered as the least valuable path of Buddhism, designed for common and mediocre people. One may say that hinayana is interested only in personal, private salvation of the individual. In mahayana and vajrayana there is bodhisattva ideal, which means the one who achieves enlightenment also for the sake of other beings. This is an altruistic perspective with it’s main category: compassion (not for individuals but for all suffering beings caught in reincarnation cycle of samsara).

For the sake of the methods of practice we may classify hinayana and mahayana as the vehicles of *sutras* (orations said by Sakyamuni) and vajrayana as the vehicle of *tantras* (texts given by other enlightened beings). Present-day Buddhist master Tenga Rinpoche says: [29]

The teachings of Buddha might be also classified as two vehicles - as it was done in this book: Causes-Attribute’s Vehicle - SUTRAYANA and Diamond Fruit’s Vehicle - TANTRAYANA.

In this division the Vehicle of Listeners, Vehicle of the Ones Realizing Themselves and Vehicle of the Ones Heroically Aiming to the Buddha’s State (hinayana and mahayana - TS) are part of the Causes-Attribute’s Vehicle, and Diamond Fruit’s Vehicle is concentrated on specific tantra’s methods[29].

This classification does not include the third vehicle which should be attached to sutrayana and mahayana. This is the ultimate division which I’m going to use in this article:

---

[29] Tenga Rinpoche, Sutras and tantras, Cracow 1994, s.15-16.
There are three main paths or methods: path of recantation, path of transformation and path of self-emancipation. They are based on sutras, tantras and dzogchen. Their teaching is related to three aspects: body, voice and mind. (...) The path of recantation is given by sutra’s teachings. Sutras are speeches which were given by Buddha Sakyamuni. (...) ‘Recantation’ is based on getting rid of the causes which create suffering and transmigration. To achieve this goal one must avoid such activities which generates negative karma. Tantras are the teachings based on the knowledge about the energy, as well as on the knowledge about how to use it. All tantras are based on the transformation rule. Transformation into a threatening divinity helps to overcome hatred and overcoming attachment might be achieved by transformation into a gentle divinity. The advanced adept of this kind of practice is able to transform every passion into respondent wisdom. (...) In dzogchen master gives a straight initiation into state that is natural for an individual. It is made by explanation of the primal base of existence as the primal state of all beings.”

As it was said earlier, tantras are different from hinayana and mahayana texts mainly due to the methods which leads to inner transformation. Tantric texts contain original practices, symbols and teachings which cannot be found anywhere else. Tantra believers say that tantras are much more powerful and efficient than typical mahayana methods. Many lamas who teach tantra says that through tantric methods one may very quickly overcome all the illusionary thoughts, make great progress on the path and achieve enlightenment to help all suffering beings.

In the center of tantra practice there are very complex rituals, visualisations and symbols which are able to transform individual. In classical mahayana texts it is said that you need at least “three cons” to achieve enlightenment, whereas tantra masters says that their path shortens this time and you may become buddha in one life.

The question of tantra origins is very problematic. One can’t find it among orations given by Buddha Sakyamuni (sutras - as I said earlier). Tantra masters say that tantras were given by other enlightened beings (f.e. Kalachakra divinity). They also say that tantras are esoteric wisdom and that’s why Sakyamuni never said any word about it, but achieved enlightenment himself thanks to the highest yogatantra - so Sakyamuni was the great tantric master.

The very effect of tantra practice is full reintegration of clear vision and samsara, which is called mahamudra (the great stamp). Samsara and nirvana are no longer separated. An adept sees them only as two ways, two modalities of perfect and clear state of the mind.

According to history and tradition dzogchen was originated by master Samantabhadra who gave those teachings to Vajrasattva (in illo tempore). Than the teachings came to human’s world. As masters say, dzogchen is not a school or philosophical system but a kind of insight. Insight based on deep (or in-depth) understanding of the nature of mind. Straight initiation from master to student is the main method.

Dzogchen is the highest level of buddhist practice and is founded on recognition that phenonemas and emptiness are inseparable. In that practice goal becomes path and adept tries just to explore the primal nature of mind without any kind of visualisations or mantras. Dzogchen is the same state of full reintegration as it is in tantra path. The rule of self-emancipation which is the fundamental rule of tantra applied here is the same but the method is different.

Dzogchen believers say that their path is highest than the highest tantras. Dzogchen works on basic, primal level of the nature of mind. Dzogchen doesn’t need mental images, visualisations, mandalas etc. Dzogchen is also highest in the moral sense - you don’t need to practice morality for gathering good karma. In dzogchen there is straight recognition of ultimate, primal state which is beyond any kind of karmic conditions, good or bad.

The practice of dzogchen rests on staying in unity of the primal purity and spontaneity. The primal purity is related with the existence - it means emptiness (suniyata). According to dzogchen every positive attributes arises spontaneously because they are already contented in the universal principle of the psycho-physical continuum of existence. When human being achieves natural purity of the universal principle - achieves buddha’s state. Two ways of achieving enlightenment which were presented - tantra and dzogchen - both are concentrated on the question of transformation and elimination of dualistic view. Tantra as the way of transformation leads to enlightenment through the way of ritual and visualisation. Dzogchen as the way of self-emancipation leads to enlightenment through the way of the immediate insight into the natural state of mind. And what is the effect of both ways? The same.

Transformation in buddhism, enlightenment, is just a return to primal state, to perfect, transparent, invariable and “happy” emptiness, which manifests itself doubly in the clear vision of nirvana and shady vision of samsara. So the transformation of the individual becomes through annihilation of that dualism between samsara and nirvana, between body and mind. Dualism caused by negative karma and implying perpetual transmigration and suffering which are immanent for the cyclic existence. One may say that - paradoxically - there is no transformation. Nothing changes - one comes back to one’s natural state.

REFERENCES:
DALAI LAMA The force of buddhism, Jacek Santorski & CO, Warsaw 1998
LATI RINPOCZE; HOPKINS, JEFFREY Death, intermediate state and rebirth in tibetan buddhism, A, Cracow 1999
NORBU; CZOGJAL NAMKHAI Dzogchen, A, Cracow 1998
PATRUL RINPOCZE The words of Master Samantabhadra, Mandala, Warsaw 1996
POWERS, JOHN Introduction to tibetan buddhism, A, Cracow 1999
SIERADZAN, JACEK (red.) Buddhism, RSW Prasa-Książka-Ruch, Cracow 1987
SOGJAL RINPOCZE The tibetan book of life and death, EM, Cracow 1997
TENGA RINPOCZE Sutras and tantras, Góry, Cracow 1994
Dr. Zdenko Reguli
Faculty of Sport Studies,
Masaryk University in Brno, Czech Republic

WON HWA DO: MARTIAL ART AS A WEAPON OF NEW RELIGION

Introduction
There are many religions in the world. We can say the same about martial arts. We can find original, characteristic martial art in each culture. Purpose of today's martial arts is to create better world through everyday practise of combat techniques. In the past, there were other purposes. Martial arts were only tools for killing people. Martial artists had found ways how to justify that violence. They had found higher principles, as Gods willing, justice, right of the stronger, democracy, religion, and, many others. We can call it sacralization. Martial arts were joined with some ideology, or religion. But there is not known historical example about systematic martial art created by and for any Church for their propaganda. Of course, there were crusaders in the Europe. They did use combatives for their warfare, but they did not create they own combative system. We know monasteries, especially in China and Japan. In the Chinese Buddhist and taoistic monasteries created fighting systems known as wushu. Monks used various hand-to-hand and arms fighting methods against thugs. Wushu was hiding from common people. One has had to join monastery, has gave the vow before he could study martial art.

Many Christian writers in the Middle Europe are thinking that eastern religions in contrast of Christianity have their own martial arts (Katechézy, 2006). In real it is not true. No religion has its own martial art, except one.

The Unification Church
The Holy Spirit Association for the Unification of World Christianity (founded on May 1, 1954, in Seoul) known as The Unification Church is one of many new religions created in the 20-th century. Now it is wide denomination with members in almost all countries in the World, with more than 3 millions of regular members (Hrabal, 1998). The Slovak Republic is no exception. The founder of The Unification Church is Sun Myung Moon, which is known as Reverend Moon. Some media reports have portrayed Reverend Moon as a businessman or politician. Others have recognized him to be an extraordinarily dedicated religious leader. He believes, that Jesus asked him to complete the task of establishing God's kingdom on earth and bringing His peace to humankind. By 1945, he had organized the teachings, which came to be known as the Divine Principle, and he began his public ministry. Reverend Moon present himself as a Third Adam, a man who can fulfil the God's ideal. He and his wife are the True Family for their believers and they are suppose to establish and realizing the Kingdom of Heaven on earth. The third God's blessing is purer world and our values, leading to a world of both spiritual and physical perfection.

Divine principle, the main idea of The Unification Church is built on belief that the future of humankind is not gloomy, but hopeful and all will be saved.

Sun Myung Moon starts many non-governmental and business corporations, especially media. Some of them are well known and respected. Most of their readers do not know about connection with Moon. We can list some of the media from official site of the Unification Church (http://www.unification.org):

- The Sekai Nippo (Newspaper in Tokyo)
- Insight Magazine
- The Middle East Times (Cairo)
- Paragon House Publishers
- Tiempos del Mundo
- The Washington Times
- The World & I
- The American Segye Times
- The Japanese Segye Times
- Zambezi Times

Moon also wants to play a role in the sport movement. He founded and supports many sports organizations and events, for example:

- IPSF - International Peace Sports Festival
- MAFWP - Martial Arts Federation for World Peace
- World Culture and Sports Festival
- International Football Academy (Korean)

Reverend Moon refers about world peace. He uses Korean word pyeonghwa, where characters for pyeong and hwa mean „horizontal“ and „harmony“ respectively, „The subject partner does not come into conflict with the object partner, but harmonizes with it.“ (Moon, 2002, p6). Reverend Moon has invested the resources from his business activities at his disposal in creating substantial organizations all bearing the trademark „World Peace“. Major Organizations founded by Reverend Moon are:

- 1968 International Federation for Victory Over Communism (IFVOC)
- 1972 International Thought Institute (UTI)
- 1975 Women's Federation for Victory Over Communism (WFVOC)
- 1980 CAUSA
- 1981 Professors World Peace Academy (PWPA)
- 1981 International Peace Foundation (IPF)
- 1984 Association for the Unity of Latin America (AULA)
- 1985 International Security Council (ISC)
- 1986 Students Federation for North-South Unification
- 1987 Citizens Federation for North-South Unification
- 1987 Summit Council for World Peace (SCWP)
We can see wide take of various activities in the many fields of social, occupational, leisure, religious, cultural, sports and, family life. I persuade myself, that the most known activity of Sun Myung Moon is mass public blessing of marital or premarital pairs. Men and woman usually ask Moon to choose their life partner. Moon selects one unknown for each one.

We are interested in the Martial Arts Federation for World Peace. It was founded in 1997 at the first MAFWP congress in Washington DC.

The Martial Arts Federation for World Peace (MAFWP) is devoted to „developing the potential of the martial arts as a moral and cultural force for the attainment of world peace and harmony. Emphasizing self-discipline and respect between master and student, martial arts instructors and organizations are in a unique position to offer a constructive alternative to the self-centred values of today’s world“ (Interreligious, 2003, p12). It has tried to transcend all differences that exist between people who practice martial arts. The Federation respects all martial arts and is dedicated to bringing about unity and cooperation for a bigger purpose, namely world peace (World Tong il moo do federation, 2006).

The martial art created under philosophy and supervision of Sun Myung Moon is won hwa do. It has to unify martial principles with teaching of Moon.

**Won hwa do**

Founder of won hwa do was Master Han Bong Ki in the early sixties in the 20th century. He uses the same character hwa, harmony, as reverend Moon did in his Divine principle. Character won means spherical, circular movement, or spherical principle. Do (the same as tao) is universal method, spiritual way. That won hwa do literally means the way of spherical harmony. Sphere is universal, absolute object and, figurative, also worlds globe. It means that won hwa is world peace, similarly to pyeong hwa, the main opinion of the Divine principle (Moon, 2002, p6). It is sad, that won hwa do was revealed to Han Bong Ki by God after his seven years ascetic practice out of civilisation (Won hwa do Liptovský Mikuláš, 2006). Won hwa do spreads together with other activities of reverend Moon. For example; the authors first meeting with won hwa do practises were on the weekend seminar of the Divine principle. We do not know the situation in all Europe thoroughly, but wanting to discuss situation in the Czechoslovakia Slovak Republic and the Czech Republic. After the „violet revolution“ in the Czechoslovakia many less known religious organizations came in. Among them were Federation for World Peace, Women’s Federation for World Peace under The Unification Church as the spiritual leader. Missionary from Korea, Japan, and other countries came to Czechoslovakia. Some of them were also won hwa do exponents. They establish won hwa do clubs in Nitra and Žilina in 1992 - 1994. Now are clubs in the six towns in middle and north Slovakia, namely in Žilina (the main organization), Martin, Banská Bystrica, Liptovský Mikuláš, Ružomberok and Poprad (Won hwa do Žilina, 2006). The very first instructor in Slovakia was Jorge Cardosa from Portugal in 1994 (Won hwa do Košice, 2006). He was sent by The Unification Church to Nitra. I met him in 1996 at weekend seminar of the Divine principle. It was for first time I practised won hwa do. At the same time there was Ladislav Pándy, founder of won hwa do club in Košice. Technically, there are forty forms (basic movements), five to each of eighth direction, as it is pointed on the figure 1. All the space is divided to two half wae and nae, as it is in the taoistic conception of jin and jang. It must by say, that won hwa do is still developed. Not all of forty won hwa do forms are known.

![Fig. 1. The basic eight directions in won hwa do (Kubalóš, 2004)](image)

Specific fighting techniques in the self-defence are created from these forty forms just in the moment of attack. From the martial arts point of view, it is nothing special. In the fact, every fighting situation is creating and solved just in the time. We can see a big influence of other Korean martial arts in won hwa do. Especially kicks are very similar to tae kwondo kicks, and the same we can say also about general character of movement.

Generally saying, won hwa do can compete with other martial arts in the martial arts fair. It has potential to recruit new members, and to fight off martial arts business. The problem I see is, that not every new member of won hwa do club know about it’s connection with The Unification Church. In the past years (form October 23rd, 2004), there was very interesting online discussion on the Czech martial arts server (http://www.bojovaumeni.cz). On the forum section was founded won hwa do branch. First
contribution was informative about existing of won hwa do clubs in Slovakia. Other writer immediately warns of danger because of Moon. One of won hwa do instructor, Štefan Kubaloš, with nickname Wonny, did not agree with it. He said (2005, April 30th) that not every won hwa do member, even instructor, is member of the Unification Church also. In other reply he said: “I am one of the instructor, and I don't follow Moon like a sheep.” (Bojova umeni.cz, 2005, May 3rd). For that, it was very interesting to read his writing from 2005, May 5th: “…I use to live among them for three years; furthermore I received a maritally blessing with foreigner from Moon…”

The very first Slovak won hwa do instructor is Ján Dzuriš from Žilina. He is explaining won hwa do in Žilinské noviny (2003). As he has been to Korea, he brings to the attention of Korean people. He compares them with Israelites. It is not surprise, that this is one of the points of view of Moon's theory of heritage of Israelites (and Jesus as a messiah) and Korean (and he as a messiah).

Also other Slovak won hwa do instructors are in the deep connection with The Unification Church. For example, my first meeting with The Unification Church was in Martin at weekly education about Divine principle. The education was hold in flat of Peter Slamka, actual won hwa do instructor in Martin.

Conclusion

The evidence that there cannot be single one martial art grounded from religion is that there is another martial art based upon the inspiration of Sun Myung Moon called tong il moo do (Seuk, 2004, p34). At first, won hwa do and tong il moo do had to bee together, but after dissent it is separate. It shows that process of unification isn’t easy even around of members and sympathizers of The Unification Church.

There is no evidence about direct influence of won hwa do and The Unification Church. We can not compare concrete number and names of won hwa do performers and members of one, or more of many organizations founded by Sun Myung Moon. The influence is hidden, and, I my opinion, this is the most dangerous. An interested person of won hwa do doesn’t know about connection won hwa do and Moon. We have other examples, when Church shows their opinion. We can read few of stories about purportedly dangerous martial arts at server of extreme Christian organisation New Life (Nový život, o.p.s., Znáte ho, 2006). They are reporting about destructive influence of martial. Another Christian organisation borrows definition martial art for their feeling of evangelistic lectures (Katechézy, 2006).

To conclude this paper, we can write down few bullets.

• Martial arts are connected with philosophy (sometimes with religious philosophy) because of previous sacralization.
• Middle Europe is still open for new religions and people generally don’t know about their background.
• There in Middle Europe is no as long tradition in eastern martial arts as it is on the West and in America.
• There is no governmental, or not governmental authority to say, which martial art is or isn’t dangerous.
• Martial arts can be misused in the same way as any other human activity.

SUMMARY:

Korean martial art won hwa do is connected with The Unification Church. Its founder is Sun Myung Moon, who founded many other nongovernmental organizations. The Unification Church has a gross influence on personal life of its members. It seems be dangerous for countries in the Middle Europe as it is shown on example in Slovakia.

Key words: Won hwa do, The Unification Church, rev. Moon, Divine principle, Martial Arts Federation for World Peace

REFERENCES

PHYSICAL EDUCATION AND RECREATION IN THE LIGHT OF ANTHROPOLOGY OF MARTIAL ARTS

Introduction
The authors try to present the outlooks on basic elements of physical culture in the perspective of a new systematic paradigm of science, culture and society as well as in the perspective of studies on the far-eastern psychophysical systems (combining spiritual and physical elements within a man). The aim is to show specific practical uses.

Let us begin with explaining basic terms. Physical education in the light of humanist theory of physical education (Grabowski 1997) is supposed to educate especially for continuous participation in physical culture influencing personalities and attitudes. On the other hand physical recreation as a form of active rest or ‘sport for all’ is a field of free time activities. „By physical recreation we understand all those activities of movement-sport content which a man devotes himself to willingly in spare time for the sake of rest, entertainment and development of his own personality” (Wolańska 1971, p.11). It rejects typical for sport aiming at the best results and it does not submit to the obligations characteristic for the institutionalized physical education. Martial art is every kind of psychophysical activity connected with a certain traditional of hand-to-hand or armed fight aiming at personal development which combines teaching methods with perfecting in a spiritual dimension. The way of martial arts is a way of ascetics and spiritual development (Cynarski 2004). But what is ‘anthropology of martial arts’?

Anthropology of martial arts
Spiritual-physical beings, such as the man, as well as human creations from the field of his psychophysical activity are difficult for scientific interpretation in other than wholesome approach. The fields combining bio-psycho-social issues, as the sport or tourist sciences, lose their sense (the whole personalized human being) still using the 19th century paradigm of reductionism. In particular far-eastern martial arts (FEMA) as being involved in the cultural component and connected with non-European philosophy at their roots require studies in the systematic perspective taking into account their ethical contexts, subtleties of various ‘ways’, multidimensionality of those traditions and their contemporary adaptations as well as variety of reasons for practicing them.

Thus in the framework of the new theory of the man and society announced 30 years ago by Fromm (To Have or to Be) or the new integrating anthropology which combines the transcendental vision of the world with the obligation of spiritual and moral progress of the man and mankind (Cynarski 2000; 2001) anthropology of ‘moral ways’ of martial arts being part of the humanist theory of martial arts (Cynarski 2002; 2004) may be included. It studies the man in all his relations to classical war arts, martial arts and non-aggressive ways as well as the man of martial arts and his interrelations with the world of nature and the sphere of cultural symbolic forms (Cieszkowski, Bujak 2000; Cassirer 1977).

Anthropology of martial arts reaches for the works of scientists from the fields of history and cultural anthropology. Dreager and Smioth (1980; Dreager 1996) described the martial arts schools, the history of weapons and the culture of warriors from Eastern Asia participating in the training practice of many varieties of FEMA. Anglo-Saxon haplogists do the same today. In turn Eichberg (1983) and Cordes (1992) use the terminological language of cultural anthropology (Burszta 1992) describing the Indonesian martial art connected with dancing - pencak silat - taking into account synchronic and diachronic dependencies. Classical traditions of Japanese martial arts - bujitsu - are described best by such experts-practitioners as Tanaka (2005) and Mol (2003). The way in which Michael Maliszewski (1996) combines anthropological-cultural studies of FEMA with psychological ones is also very interesting. New wider projects of inter- and multidisciplinary research seem to be a necessity.

The philosophy of martial arts is described in several ways. It may be 1) reduced to the interpretation of the original thought expressed by the creators of budo and the description of classical transmission of the martial arts schools; 2) referring to the present-day state of FEMA and their axiology; 3) there are attempts made to establish epistemological, ontological and axiological canons for the needs of the FEMA theory; 4) a new personalized philosophy of the ways of the warrior of the Truth is being constructed. In the first approach the philosophy of the ways of martial arts or ‘the place of the way’ (Japanese dojo) is mainly an ethical reflection (Lind 1996, pp.205-215) or at the same time promotion of the Asiatic patterns without any criticism. This philosophy is developed more widely on the ground of the philosophy of physical culture and sport. This very perspective of philosophical anthropology, as presented e.g. by Jerzy Kosiewicz (2004), ensures creating more methodologically mature theoretical constructs. Kowalczyk (2002) mentions ‘oriental philosophy of sport’ as one of important currents of research and explications in the area of sport philosophy. This very current combines all four mentioned above directions of conceptualization (Obońdyski, Cynarski 2004; Cynarski 2004).

Education through budo
The discussion on the shape of physical education and the possibility of using the knightly ways of ‘stopping the spear’ or budo on this ground has lasted for a long time. As long as 70 years ago Lange (1933) suggested introducing hand-to-hand fighting into schools even at the cost of other sports. He considered jujitsu as the most versatile and practical form of all hand-to-hand fights. At present other specialists’ statements have joined his voice (Jaskólski 1996; 2000; Kalina 1997; Cynarski 1997; 2005).

The necessity of combining the way and the virtue or in other words of the practice of life and moral discipline results from Taoism (Lao Tsy 2001), similarly as it results from the Gospel. The way of a man is supposed to be in accordance with the universal Principle (Tao), the law of the universe, the Absolute or the will of God. Also Confucius recommended life in accordance with the will and ‘the Way of Heavens’. These canons
supported by the Buddhist principle of protecting any form of life influenced the shape of axio-normative systems regulating behavior of ancient far-eastern warriors. Probably in the most perfect form the knightly ethos was formed in the Japanese culture bushi - of Japanese nobles. The FEMA principles resulting from Bushido (the way of the warrior) are as follows being faithful to the truth, courage and bravery, kindness and mercyfulness, integrity and proper behavior (etiquette), honesty, honour and loyalty towards the sovereign or the teacher (Cynarski 2003). The Samurai code differs from the principles of knightly ethos in Europe in the respect of reference to religion (which the Samurai code lacks) as well as the obligation of revenge and the custom of suicidal death. The Christian knight had the duty of fighting in the protection of faith (compare Takagi T. 1996). And the way of the warrior and martial arts are not associated with any religious doctrine.

Old schools (ko-ryu) of the classical martial arts, e.g. jujutsu and kenjutsu, taught - in the complete version of the transmission - both techniques and tactics of fight as well as resulting from canons of knightly culture ethical principles of behavior, tradition of the school, medicine, principles of hygiene, meditation exercises etc. Moreover, the knight's code recommended restraining the wildness of the heart' through contemplating nature, writing poetry, practicing calligraphy and ikebana, meditating the ceremony of brewing tea and studying literature.

Some contemporary masters - jujutsu experts (such as L. Sieber, S. Sato, H. Czerwenka-Wenkstetten, K. Kondratowicz) take the ethical values of this martial art into account in their teachings. In another place at the time of progressing commercialization of all spheres of life these issues are completely neglected. German sporting Ju-Jutsu refers only to the formal-legal regulations (Gresch 1990). Well, in sport the results are more important. In turn the training program for more advanced degrees of so-called 'Modern Ju-Jitsu' is limited to technical requirements - there is nothing about ethics or other theoretical requirements (Grzegorz 1998).

Jotaro Takagi draws attention to the fact that the karate practitioner should not think only about the technique of the fight but also through practicing kata (formal exercises) and kumite (training fight), should aim at harmony of the body and the mind far exceeding the frames of a regular duel' (Takagi J. 2002). Similarly the aikido master Koichi Tohei (1978) recommends coordination of the body and the mind for health and inner harmony and the vital energy ki should be controlled in its circulation. Practicing martial arts is connected here with socio-moral and health education - in order to shape holistically understood health consciously.

Because of progressing brutalization of mass culture and commercial promotion of the most deadly techniques of fight in popular specialist journals attempts are made to give teaching martial arts pedagogically proper contents. For instance, since 1999 in Munich the Institute of Budo Pedagogy has operated where Jőrg-M. Wolters (2005) and the Israeli International Budo Academy organizes academic courses in the departments of 1) martial arts, 2) security studies and 3) alternative medicine. In particular at the higher level teaching the Institute of Budo Pedagogy has operated where Jőrg-M. Wolters (2005) and the Israeli teaching martial arts pedagogically proper contents. For instance, since 1999 in Munich most deadly techniques of fight in popular specialist journals attempts are made to give health consciously.

Because of progressing brutalization of mass culture and commercial promotion of the most deadly techniques of fight in popular specialist journals attempts are made to give teaching martial arts pedagogically proper contents. For instance, since 1999 in Munich the Institute of Budo Pedagogy has operated where Jőrg-M. Wolters (2005) and the Israeli International Budo Academy organizes academic courses in the departments of 1) martial arts, 2) security studies and 3) alternative medicine. In particular at the higher level teaching far-eastern martial arts has already been institutionalized in certain countries (Cynarski, Obodyński 2004). The most complete approach being in accordance with the humanist theory of martial arts and integrating personal anthropology is the holistic pedagogy - the canon formulated and developed by Andrzej Szyzko-Bohusz (Cynarski, Obodyński 2001; Szyzko-Bohusz 2003; Cynarski 2004; 2005).

The function ad the duty of a teacher-master is to indicate goals and values as well as ways of achieving them, explaining the sense of efforts undertaken, showing noble ideals and confirming everything with his own example. The principle of 'his example' is indispensable in any education and teaching ethics. It is a problem particularly important for the relations between the martial arts teacher and his students for whom he has to be a personal authority. The tradition of martial arts anticipates the direct form of transmitting knowledge from the master-teacher to the student according to the rule 'from heart to heart' (Japanese ishin-den shin), which is related to the recommendations formulated for example by Socrates. In addition, students are the best proof of the teacher.

For physical or rather psychophysical (in its holistic approach) culture the model explanation for the sense of practicing martial arts is the modern ascetic pattern (Obodyński, Cynarski 2003; Cynarski 2004). Moral education is the main sense of practicing martial arts. Defensive education corresponds with moral education and using the exceptional utilitarian values of martial arts (Kalina 1996; 1997; Jaskólski 2000). Practicing the art of self-defence teaches discipline and self-discipline, respect for authorities and hierarchy, develops motor skills and concentration building the personality equipped with qualities indispensable for a good soldier. FEMA give a unique opportunity to develop bravery on the ground of physical culture and, what is more, they provide knowledge about the culture of far-eastern countries, about their patterns of physical culture and about related to domestic knightly traditions, always appreciated in the army.

Self-realization

The ways of martial arts are becoming, as they are understood correctly, ways of the art of life. They are supposed to, above all, develop a human being, shape, lead to perfection, serve creation and auto-creation, and not to destroy. Habersetzer (1994) states, that the way to mastery in karate (which may also refer to other FEMA) is an attempt to reach inner spiritual understanding or fulfilment. However, aside the question of morality and transcendence it is not possible to explain the sense of mastery on any moral way.

Self-realization is at the same time the main motive for doing martial arts as defined above. It is a constitutive element in the theory of recreation (psychophysical) in Ożdziński’s approach (2001). The self-realization needs are one of the crucial motives for practicing martial arts. These are accompanied by other regards especially utilitarian ones such as exercising for fitness, self-defence skills, for health or aesthetic reasons (Litwiniuk, Cynarski 2003; Cynarski, Warchol 2004). Of course regardless the motive, doing a given form of recreation requires knowledge and education for exercising as, sport for the whole life’. This task is greatly realized in conducted by a competent teacher dojo of martial arts. This practice is never ending aiming at perfection - widely understood perfectionism. As such it introduces a practitioner into the world of culture of health and higher needs being accessible for every relatively healthy human being regardless age and sex (Cynarski, Obodyński, Litwiniuk 2005).
Conclusions
Due to exceptional values martial arts should be a permanent component of education programs for children and youth, scouts and students and especially for students of pedagogical departments. They should also be promoted to a greater degree as a wonderful form of recreation - spare time activity for adults.

RESUMÉ:
A new paradigmatic approach to scientific problems and the perspective of a humanist theory of martial arts, also called the anthropology of martial arts, require a new outlook on particular elements of physical or rather psychophysical culture. The wholesome approach to the problems of a man, culture and society implies considering the physical and spiritual aspects, emotional and moral problems as well as resulting from them various individual and social needs in an integrating way. In the light of holistic pedagogy the ascetic way martial arts as a way to moral perfection and spiritual development is a great means of realizing the aims and goals of physical education and widely understood recreation.

Key words: anthropology, pedagogy, martial arts, physical education, recreation.

REFERENCES:
29. Lange L., Walka wręcz w programie szkolnym, „Wychowanie Fizyczne”, 1933, zeszyt 11-12, s. 443-454.
Sport is the most remarkable social phenomenon from the oldest civilizations until today. Most people in the today's industrial society get in contact with sport via various ways. Athletes in the past as well as today get to capture the attention of millions of spectators in front of the TV screens, or important sport events, they get to enthuse people so much, that they consider sport a national myth, lifestyle, or form of understanding. Many people want to come up to the level of their idols and start to be active in sports. In the introduction of my article I would like to say, that sport is the most remarkable social phenomenon from the ancient times until today in the philosophical, religious and social conceptions of the society of ancient Greece and ancient Rome. We can understand the legal aspects of games and matches, activities we now call sports thanks to their philosophers, orators and politicians. (Roman law, as one of the most important heritage of antics influenced the history of the European juridical culture and become the main pillar of its civilization. Its institutes are making something like „prolegemons” (entrance parts) for studies and knowledge of the present law. Sport was on the highest level in ancient Greece, but the legal argumentation did not get as far as in ancient Rome. Roman law has elaborated not just the legal learning generally, but in connection with sports it has also focused on the legal aspects of the position of an individual - an athlete, on the legal aspects of sport accidents, the legal liability, compensation of damages, etc. What is also important is the movement of Roman law in connection with sports in the field of criminal code and contractual law. The sport history might look for someone funny today, sometimes it might revive admiration, but on the other side it also brings up parallels with today’s legal regulations of organizing sports, financing, sponsorship, tax protection of athletes, social benefits, professionalism, doping,
A law respecting state is a generally accepted part of the legal culture of the civilized world. Application of its basic elements in practice belongs to the main criteria for evaluating democracy in various states. Basic principles of a law respecting state are: warranties for basic rights and liberties, legitimacy and legality, people’s sovereignty, distribution of authority, reciprocal dumpers and balance of authority, sovereignty of the constitution and the law and its protection and control by courts. In connection with the presented problems it is important to underline one of the most important attributes of the law respecting state which is the right of every citizen to know his rights and duties. People’s right to know their rights belongs to human rights, their exceptionality comes on one side from the responsibility of citizens and groups of people (civic society) to learn and try to know the human rights but simultaneously dispose the right to know the human rights. On the other side it is the responsibility of the state and its institutions to realize these rules by assuring the international documents and the state law (for example, the Helsinki accord from the year 1975 which ordered one’s right to know his rights and duties and act according to them). Right of every citizen to know his rights and duties is effective also in sports; it is about legal authority and duties of people active in sports. Knowing one’s rights, so also rights in sports gives a citizen - athlete an ability to judge how the claims are executable for him or against him. The question of the legal character of the claim is related to the problems of subjective rights and duties. A claim is identified with a justification for demanding one’s subjective with the states power of coercion by a court act followed by a forced administration. (Lazar, 2000). Citizen - athlete, who knows his rights is able to apply and enforce them and consequently is conscious of his human dignity. It is about laws: ability for laws, right for life, right for remaining the human dignity, credit and good reputation, freedom, owner’s rights, confidentiality of letters and transported messages, protection of personal evidence, freedom of movement and residence, etc. Health as a basic human right and is guaranteed by the Constitution of the Slovak Republic - chapter 2, section 5, segment 40: “everyone has a right for a health protection”. Protection of this most important human values is anchored in the §11 of the civil code: Every physical rights, so also rights in sports gives a citizen - athlete an ability to judge how the claims are executable for him or against him. The question of the legal character of the claim is related to the problems of subjective rights and duties. A claim is identified with a justification for demanding one’s subjective with the states power of coercion by a court act followed by a forced administration. (Lazar, 2000). Citizen - athlete, who knows his rights is able to apply and enforce them and consequently is conscious of his human dignity. It is about laws: ability for laws, right for life, right for remaining the human dignity, credit and good reputation, freedom, owner’s rights, confidentiality of letters and transported messages, protection of personal evidence, freedom of movement and residence, etc. Health as a basic human right and is guaranteed by the Constitution of the Slovak Republic - chapter 2, section 5, segment 40: “everyone has a right for a health protection”. Protection of this most important human values is anchored in the §11 of the civil code: Every physical human right has a right for protection of his personality, mainly life and health, civic dignity and human dignity as well as privacy, his name and displays of personal character”. The World Health Organization describes health as a condition of absolute physical, mental and social wellness, not just an absence of disease or affliction. 

18 Protection and following the rights of patients are in the medical system of the EU countries understood differently. In some countries exist charts of patients rights, special laws, administrative procedures, charters of services, organs (e.g. ombudsman), or special procedures (e.g. alternative resolution of the argument). According to the World Health Organization is everyone responsible for protection of his own health, but at the same time it is expected that the society will give appropriate conditions for that. Everyone has a right on healthy life conditions and healthy environment, on health care in the case of disease, on adequate help if the derogation of health is permanent. Under the health protection we need to understand the prevention and foregoing of health derogation, treatment, rehabilitation (long lasting treatment). These separate rights of patients in the health care are based on the right on human dignity, on self-determination and autonomy. The right on health care can be defined as a right on using the advantages of the medical system and medical service that are available in the country. Right on the adequate quality of the health care means, that the work of medical professionals must be on the highest professional level and must be well coordinated. The goal of the medical legislation is to guarantee the legal frame and laws reflecting the above mentioned principles and norms of health care. (http://www.who.int/hhr/news/en/)

19 Life and health can be considered...
non-material values of every physical person and are subjects of law for physical integrity. After the year 1989 the interest in studies of aspects of law in sports has increased. That has come out of the following: 1. Changes in the transforming countries of middle and eastern Europe - that is connected to sport itself, but also education. 2. With increasing influence of economical factors on sport, commercialization and because of the changing values in sport. 3. Increased danger in sport. I mentioned the increased danger in sport as the third factor. By sport activities the injuries happen, sometimes with the aftermath of death. Of course it is not just about answering the question whether the athlete should be responsible for caused injuries that happen during the game, but also about finding borders when the criminal responsibility comes to consideration and when not (Sakacova, 2004).

Specific situation is mainly in the contact sports (direct and indirect contact sports) e.g. hockey, soccer, karate, boxing, handball, basketball, etc., by which is the risk of injury much higher. The character of these sports doesn't allow excluding a direct contact, the rules itself determine the necessity of such behaviour. If the rules excluded such behaviour (and that also concerning the possible injuries, or even death) the sport would loose its character and meaning. It interferes with the situation in which athletes must face a direct contact - contrary movements of their opponents (in their case the sport rules can be considered duties resulting from the profession, from the work relationship and in that case it is necessary to evaluate the rules of every one of the sports). For example the body-check in hockey, punch of a boxer or karate player, techniques in wrestling, defending in the defence zone in basketball or handball, etc. In this circumstances the risk of prosecution is almost impossible, even when such think appears as a misdemeanour from negligence (following the rules is a condition for excluding the legal responsibility of the athlete). Increasing risk in sports is connected to the increased brutality and danger, which has an aftermath of increased number of injuries and consequently more lawsuits. (Injury might occur also without others fault).

The field of athlete's responsibility for injuries can by considered as a very wide and unmeasured field. An increased number of lawsuits connected to sports does not apply in the Slovak Republic, even though many sport injuries meant in the past a danger for the health and life of athletes. There is no doubt that the legal knowledge among athletes is not on an appropriate level. The legal knowledge, people's idea about the law, about what is legal and illegal are many times not identical with the actual law, ideas about the law are often biased, deficient and so the unavailability of the actual law, non-stability of law, non-acceptance of law, that is a phenomenon, with which we deal in sports today. That is why it is necessary to increase the legal knowledge of athletes, mainly in the field of public and private law.

Next principle of the law respecting state we need to be concerned about, when discussing this topic is the peace. It is a claim, demanded by the constitution of the Slovak Republic for the legal system and its application. It is such condition, when objective and subjective rights of physical entities and artificial persons are stable, cohesive, relatively simple and predictable. Through all these are fulfilled the expectations of all physical entities and artificial persons. A claim for peace is making the citizen sure, that the state will give him an appropriate protection of his rights and that similar cases will be judged similarly and differently cases differently and that his case will judge an appropriate organ. Every citizen has peace only when he can be sure of retaining his rights and of an adequate continuity of legal consequences of his behaviour. Its reflection is confidence in law and the legal system. It incorporates the prohibition of retroactivity, which includes among others lawsuits against a deed that has not been illegal by the time of that act. Slovakia is a country that is in the process of democratization. The possibility of enforcing laws and its protection depends mainly on the fast and reliable work of the courts. Despite that, the attitude toward justice in the Slovak republic is marked by long lasting proceedings and a low level of enforcement of orders in these cases. Today, in Slovakia the perspective of resolving the proceeding form the suit is more than one year. Today's condition is of the Slovak jurisdiction can be named as one of the reasons, that is discouraging athletes from demanding their rights and demanding their claims via a legal way. Aggrieved athletes don't act; don't file suits and that despite the fact that the material and also the formal side of criminal act have been fulfilled in many cases. (Exceptions are the cases when the illegality has to be excluded). That is why it is not surprising that many athletes in the specific situations (mainly by more difficult injuries) feel very insecure, sometimes even helpless, because they can not decide what to do in such a situation. Their insecurity helps also that they are also facing an ethical dilemma, if they should file a suit on their teammate, opponent (their friend), or in the case of damaging health by a medical professional might be the case of the professional being a sport club doctor. (Those are doctors who belong to the sport team.) Their decisions to file a suit are influenced by the character of the injury, by how much the health has been damaged, other problems, and pain - intensity of these factors and the consequent loss of ability to work out, or possible loss of ability to be active in sports. Similar situation is also when media become part of the case, since in the European legal system is the right for protection of the personality very strong. In this context we need to mention that in many professional contracts in Slovakia is a regulation, which is obliging the athlete in case of an injury to be treated by a sport club doctor (an injury can be defined as an inner incident influencing the organism fast and with the aftermath of damaging health). Professional athletes usually follow such regulations in contracts. In case, they have some objections against the doctor, for example they don't trust him (they have some negative experience with the physicians, it might be about the professionalism of the doctor). If this happens, they can use another constitutional right which is a freedom of an athlete to choose his doctor, since it is a contractual relationship based on spontaneity. (In the Slovak chart of patients' rights is a patient's right for choosing among different treatments and providers based on sufficient information.) In developed countries the professional clubs have contracts with the best doctors and best hospitals in their countries. After all also the physicians specialize themselves in sport...
injuries such as knee injuries, shoulder or ankle injuries which consequently means a higher specialization (sport medicine) and on the other hand also a bigger trust of athletes to the doctors. Another side of it is that, many athletes don’t realize the importance of a good insurance, since many and mainly big injuries have permanent consequences. Many times such an injury causes an end of a career that has been successful from the athletic and also financial side. (Most professional clubs in Slovakia don’t require their athletes to be insured. Professional clubs, nowadays business corporations leave it on the free will of their athletes.)

Different situation is by applying the claim for compensations for athletes, caused by injuries according to § 216 part 5 law nr. 311/2007 - Labour code. According to this institution Slovak national team members and athletes belonging to the system of elite sport who got injured during the sport preparation, national championships and international competitions have a right for compensations. Responsible for the claim is the organization or organ for which the athlete in the time of injury was active. In most cases in western states and mainly in the USA part of medicine law which deals with mistakes by medical practice and claims is very developed. Breaking laws by physicians is most of the time a matter of patients - athlete’s health. Every athlete expects the law to give him an opportunity to defend himself, but also ask for compensations. Every case needs to be treated very individually and carefully, so the law isn’t broken on neither side, neither athlete’s, nor physician’s.

In the next part of my article I would like to underline questions bonded with some problems of the medicine law, mainly with the set up of claims in the field of criminal and civil law.35

If the athlete assumes that the medical care wasn’t administered correctly or assumes that another decision of a nursing medical employee in the connection with administering medical care is incorrect (discrepancy in the payment for services, unethical attitude of a worker toward the patient) he has a right to ask the provider for a reparation (provider is the physician or director of the hospital). If the athlete isn’t satisfied with the solution of the health care provider, he can address the „Health care surveillance authority“. Activity of the authority is focused on a non-stop surveillance of the public health insurance and the quantity and quality of the health care in the means of the law nr. 580/2004 about health insurance in the reading of later procedures. Every citizen can file a written complaint which has to include all his initials - first and last name, address, phone number and of course a description of the problem, situation, date and signature. If the authority finds any deficiencies in the work of the health care provider that come out from not following the procedures, according to the significance of determined deficiency and their afterwards it can give a proposal for: a) giving a fine, b) a temporary interception or revoking of the concession c) a temporary interception or revoking the license d) starting a disciplinary proceeding e) an interception or revoking of the business license, f) abolishing the organization in the reference of the Ministry of health service or a different action against the organization in the reference of the Ministry of health service.

Another possibility is to bring a complaint on the provider. One of the important functions of the criminal code is to protect basic social values and relationships that are aligned by other branches of law such as constitutional law, civil, trade, administrative law, etc. When tools of these branches of law are not sufficient, which is because a crime has been committed, then comes the right and duty of the state (the object of the legal protection is the whole society and also the state) to bring the culprit to justice and enforce a legal behaviour. The duty of the state organs is to find out whether the malfeasance has been committed and if so, then the state is supposed to punish the malefactor or assure his punishment.

A very significant value is health of patients. Athlete can bring a complaint on the physician who has made professional mistake by their treatment or surgery. This mistake has to be a criminal act though. (New criminal code in the § 9 constitutes types of criminal acts, which are a crime and a misdemeanour. According to the § 10 a misdemeanour is: a) a criminal act done from negligence, b) a conscious criminal act for which the maximum imprisonment is five years. According to § 11 a) a crime is a conscious criminal act for which the maximum imprisonment is more than five years.) By breaking the duty instituted by law by a medical act, it is an action, which is in a contradiction with the objective law and consists of acting or negligence. Illicit acting of a medical personnel is acting, which is in contradiction with his duties, another words in contradiction with the legal behaviour. The duty of the state organs is to find out whether the malfeasance has been committed.

In most cases in the year 2005 was a new codex of the criminal law was passed, law nr. 300/2005 criminal law as well as law nr. 301/2005. (V. Knapp, S. Luby, M. Knappova, J. Svestka, J. Macur)
2005. The goal of the new criminal law was to underline the protection of every person and specifically the aggrieved as a victim of crime.

The criminal law doesn’t include institutions talking about the specific bodies of crime specifically sports crime acts, but on the socially most dangerous crimes can be applied more of the valid bodies of crime. Those are institutions of the second part of the criminal code, „criminal acts against health“ which is § 155 harming health (1) Who harms someone’s health heavily will be imprisoned for 4 to 10 years. (2), offender will be imprisoned from 5 to 12 years if he commits a crime mentioned in the part 1 a) on a protected person b) from a special motive (3) offender will be imprisoned from 2 to 5 years if he commits a crime mentioned in the part 1 a) in major acting or b) in a critical situation, § 157 (1) who harms someone’s health from negligence will be imprisoned for 6 months to 2 years. (2) offender will be imprisoned from 1 to 5 years if he commits a crime mentioned in part one a) in a major acting or b) on a protected person, § 158 who harms someone’s health in not following the procedures outgoing from his profession, position, function or ordered by law, will be imprisoned for one year. According to § 123 that regulates „harm on health“ mentions part (1) for this law the „harm on health“ is understood any harm on the health of the other person (2) for the purpose of this law is understood such harming health, for which was the medical examination or treatment needed. For this treatment has to be the regular life of the patient made more complicated and not only for a short period of time. (3) for the purpose of this law is the heavy harm on health only a serious defect or a serious illness which is a) crippling b) loss or major decrease of the ability to work c) crippling a limb d) loss or major weakening of the senses e) harming of an important organ f) blemishing g) forcing an abortion or killing the fetus h) torturing suffer or i) long lasting health defect, (4) for the purpose of this law is long lasting health defect understood a defect which objectively needs treatment eventually work disability lasting minimally 42 calendar days during which the illness was influencing the patients regular life (law nr. 300/2005 criminal code). Aggrieved athlete can also demand his rights at courts by filing a civil law charge,68 (proposal on compensations and special increase of the restitution and obstructing the social employment), in which he ask the physician or the medical institution for compensation. Aggrieved athlete has an opportunity to decide how to reduce in the most efficient way and according to his interests the non material loss, which he has suffered through an illegal interference with the personal sphere.

It also results also from that the physical harm in its essence can't be in many cases eliminated or remedied. In case of a professional athlete it means that concerning the harm of his health he is not able to fulfil the appurtenances resulting from his professional contract. Many businesses in the Slovak Republic and that also in sport are avoiding the regular employment relationship and for work prefer other legal relationships using one of the contract types from the commercial code, civil code or the sole trader law. I assume that if the company’s business area is sport and marketing should this business execute its activities using the common labour law relationships. Harming the health by a physician can mean an end of the athlete’s career. In many sports perform the athletes their profession until the age of forty. The legal liability for the caused harm - damage by realizing medical acts arises by fulfilment of the following conditions: a) in case of an illegal act (acting or negligence), mainly non lege artis, b) damage - harm, or damaging consequence (endangering or breach of the so called personal law), c) causality between the illegal act and the damage, d) infliction (malicious or from negligence). The only possibility of the harmed is an adequate satisfaction. Thanks to it, it is possible at least partially fulfilling the call for justice. Damage is one of the obligatory assumptions the legal liability either the subjective or objective one (liability for the damage cased to someone else can be a civil law liability when the citizen has caused a harm to another citizen or to an artificial person, it is a labour law liability when a citizen as an employee has caused damages by fulfilling his duties in his job or a commercial law liability when one commercial subject causes to another subject damage). The legal theory defines damage as a loss, which has arisen in the property sphere of the aggrieved. It is generally expressible by a general equivalent (money) and is restorable by accommodating a financial admission above all money. The actual damage is understood the loss lying in the impairment of the financial condition of the aggrieved and representing the financial values that should be used for restoring the things to previous condition. Intervention related to the life and health of man can be considered one of the most serious breaches of the personal relationships. Civil code in the § 444 modifies the non financial losses caused on health, institution of the § 444 of the civil code is a special institution to the institution to the § 442 part one and part two, because by the harm on health dictates a one time financial compensation for the patients suffering and complication of the social adaptability. It is a different modification in comparison with the institution of § 442 part one and part two of the civil code, where the form and amount of the remedy. The institution of the § 442 of the civil code has a character of reparation and the institution has a character of satisfaction. In the year 2004 was passed a law nr. 437/2004 about compensations for suffer and complication with the social adaptability. It modifies the rules for granting compensations, issuing medical reports as a necessary premise for the claim, requirements of the report, principles and rates for evaluating the rate of pain and complications with the social adaptability (Medvedova, Kovac, 2005). The legal theory has formed the right for compensations on harm on health and death and related claims of the aggrieved, or residuals. The right for compensation: a) for the loss on earnings (during the work disability and afterwards, b) for the loss on pension, c) for effective costs related to treatment, d) funeral costs and diet costs for the residuals (in case of death). Right for the non financial loss appeasement resides from: a) suffered pain, b) complications of the social adaptability. Compensation for suffer is a one time grant based on a medical report. By evaluating the height for the compensation for suffer and complications with social adaptability is in the Slovak Republic used a point system. Value of the points is bounded according to the law with the sum responding 2 % of the average monthly salary of an employee in the Slovak Republic in the year in which the harm occurred. Changes in progress are not only specifics of the Slovak society. Every modern society identifies the problematic areas and tries to find solutions. As we see the transformation process of the Slovak society is not a one time matter. And because the transformations have also hit

68 Applying the law on the court protection and legal help comes from the part 46,47 of the Slovak constitution. It gives the right to everyone also the part 36 and 37 of the Bill of rights. According to these basic most important norms has every person a right to demand his right at courts. The goal of the proceeding is a fair, fast and effective protection of the endangered rights and legal interests of the participants.
sport, as well as the area of medicine it will probably take a longer period of time until we realize how much of a value is sport and health. We should not only care about our health for which is also sport necessary, but the goal should be also to make citizens - athletes in case of some harm (in our case by harm caused by other person) be able to act in limits of law. We can express a justified assumption, that changes in the legal and social relationships related to entering the European union will bring significant changes to the area of sport and medicine law. This assumption is also supported by recent increase of criminal and civil charges in the Slovak Republic on the providers, in cases of harming health. We assume, that times when patients use the services of lawyers like it is in other democratic countries is not far. Lawyers in these countries immediately after accidents and treatment try to find out patients' satisfaction and a possible will to sue someone (such lawyers are called „ambulance chasers“). That is why an important principle that has been used in Roman law should be applied and that is the principle alterum non laedere - not harming the other.

REFERENCES

15. Žilinčík, M.: Trestný zákon
17. Zákon č. 272/1994 Z. z. o zdravotnej starostlivosti, službách súvisiacich s poskytovaním zdravotnej starostlivosti a o zmene a doplnení niektorých zákonov v znení neskorších predpisov

Theoretical bases.

Prosocial attitude of an individual is an activity that contributes to the protection, support or improvement of a condition of social subjects (individual, group, community, society). As opposite to prosocial acting we define either attitude asocial (no respect for social subjects), or on the other hand acting antisocial (leading against social subjects, violating legal and moral norms).

„Prosocialness” is understood to be a personality feature associated with tendency to act prosocial. Some authors identify notion of „prosocialness” with the idea of altruism, others can recognize certain differences between them.

„Prosocialness” is not always selfless and sacrificing behaviour (important is its „social usefulness”). Altruistic act is always selfless and self-sacrificing (it is understood to be in contrary to egoism). Altruism in comparison with „prosocialness” can be defined as a willingness accept endangering of one’s prosperity in favour of someone else’s welfare.

„Prosocialness” is not only benefit, it is activity causing positive response, cooperation, which are productive ethical behaviours within interested community. We can distinguish following 3 types of prosocial attitudes:

1. allocentric activities (activities oriented towards others): which include sacrifice of something precious (health, fortune, life) in someone else’s favour;
2. assisting activities: include sacrifice - but less severe - in someone else’s favour (time, effort, resources, etc.);
3. cooperative activities: bringing benefits to all interested.

It is clear that present-day students will take part in solving many aspects of momentous global and ecological issues. Natural environment suitable for evolution of diverse life forms, including mankind is the merit of greatest importance which must be preserved at all costs and retained for present and future generations.

Nature is a friend of ours and partner that is why a responsible attitude while practicing outdoor sport and physical activities is a priori important. We don’t act egoistically to our friends. Nature is a good mentor for human bodies, it is a spiritual guru. But than - human is the creator of culture, both spiritual and physical. Human nature reflects in relationships outside himself, through himself. (Vrabcova, 2003, p. 202) Cultivating the values of
interpersonal relationships is one of the forms of cultivating good relations toward nature and the living environment. What is also important is the self-respect and respect toward own health while practicing sport activities.

Tourism as commonly spread expression. Despite that it is a subject of scientific exploration. Krączek (2006, p. 41 - 43) classifies tourism into following important categories: Cognitive/educational tourism; Religious/pilgrimage tourism; Escapist tourism; Recreational/health-oriented tourism; Sport tourism; Congressional tourism; Professional tourism.

In our article definition of tourism is understood mainly as a sport and recreational activity for sporting youth, but at the same time activity, in which are included also important components of recognition nature, culture, ecology and protection of the environment. Cynarski (2006, p. 19) defines tourism in a similar manner, „Tourisms is the humanistic way of getting acquainted with the world of nature and culture, or the civilization.” (Obodniński, K., Cynarski, W., 2006, p. 19).

Nature is a universal sports ground which offers realization of variety of physical or tourist activities accompanied with extensive emotional experiences.

Results and comments of the empirical research

In the empirical research we were focusing on the quality of prosocial attitude in our empiric research within group of respondents alongside with their ecological and environment protection attitude. The method we have used is empiric questioner survey. Please note, that not all the questions and answers of respondents are published.

Present-day man is often seen only as a no spiritual consumer of values. The structure of these values may be in many particular cases of cultural, nice and creative character. The same applies in our opinion to the relationship man- nature. With no doubt nature plays important role in the quality of life. But not always scale of nature’s importance reflects to what is recognized important. Only 3,9 % of university students and 23,3 % of secondary school students put nature on the top of the ranking of their values. University students put more emphasis on importance of nature, in average 51,7 % of them. 46,17 % of them see equivalence between nature and other values while 6,17 % of query students are negligent to it.

Tourism may have great and positive influence on the interpersonal communication according to 58,72 % of respondents from the university students. It's worth mentioning, that this fact was confirmed by 11 % of secondary school students. Tendency towards second answer only proves and reinforces the first option. These figures might reflect the reality of universal, aleatoric notion of sport, emphasized in works of Kosiewicz: „Aleatorism as an universal feature of sport”. (2006, pages 234- 235) Traditional expression of pro-socialness is the acts of sharing and giving. Next questions are aimed on these values.

On the trip, do you feel obliged to share food with strangers if necessary? (Chart 2)

This kind of questions attempts to track altruism level, pro-social and partially empathetic mentality of respondents performing physical activities in nature. All of them are basic civilized values. (Hodan, page 22) in similar case wrote, that „relaxation, including physical, is not only matter of body, but man as a unit, accompanied with cognition, social and cultural process. Synergy, friendship, share, help and giving are parts of a tourism ethos on the field of pro-social acting.
Authority of pro-socialness (containing altruism features) as one of the important social standard of present-day society comes clear out from answers. Inner need or the tendency to act in favour of the others motivates pro-social behaviour. Majority of respondents takes this as certain and agree with it in full range, no matter if university or secondary school students. It is supported by statistics. For us it is pleasant that only a small number from each respondent groups tends to answer „no, everyone is responsible for himself“. In comparison fellow - stranger we didn’t find altruism without limits.

On the trip, do you feel obliged to help your fellow or stranger by giving him your own clothes if necessary? (Chart 3)

This query questions the truth of two ethical principals. First - deontological understood duty, which means, man practicing physical activity is lead by persuasion of necessity to help by giving up his own clothing without outside impulse, without being influenced by outside (heteroneme) motives. Second - the principal of altruism which urges tourist to help the other tourist by giving up part of its own clothing without payback expectation. Man with this kind of deeply-rooted attitude belongs to those who selflessly and spontaneously help to others even if they are strangers.

We will comment fore mentioned numbers only briefly. Survey showed tendency to share clothing more with fellows than strangers. This may be a sign of bigger trust towards known people. Simultaneously there is a clear willingness to help strangers. Egoism, according to results (answer D) is shown only in a small number of cases.

Do you think it is important to help injured fellow or stranger when you are on a trip? (Chart 4)

In answers to this question human and pro-social values resp. attitudes showed up even more obviously. It is caused in our opinion by essential, resp. core merits of matters such as the jeopardy of health and life. Advanced tourists are trained for such scenarios. Jirasek (2005, 208) assumes that mainly the long-term stay in the nature „oversteps social alienation of today’s society. Staying in the natural environment offers the human-being the escape from reification, catharsis, renewal of the relation to himself, to the rest of population and to the world as well“.

The numbers in the table indicate that certain amount of respondents emphasize the principle of personal responsibility for themselves. The feeling of the responsibility for others was recorded only in specific situations, which are defined with the certain ethical character (danger, children and women).

The students of law showed in this question a slight tendency towards individualism. But it is not dominant. It’s known as a hypothetical obligation (“yes-if“). Higher percentage of empathy for suffering and willing to help it’s possible to recognize between the respondents of FFUK and SPSCH as well between the respondents of PFUK. However lawyers realize more the moral responsibility to themselves - (C).

Volunteer acting is a reflection of the free will. If physical activities are free acting of all participants, there has to exist the responsibility for them as well. The attitude „of course yes, no reservations.“ was taken in average by 89.26% of all questioned. It’s impressive, isn’t it?

Conclusion

Positive attitude towards helping others is highly valuable what has been proved by willingness of questioned volunteers to dedicate their free time and personal value for a benefit of others.

It is natural that the higher level of helpfulness is directed to the colleagues. Women show more empathy to strangers than men. It’s explained as a demonstration of woman’s ethic element.

The fact that a very low number of respondents showed no willingness to help the injured tourist is considered more than positively. We assume that also education plays a role here. In case of high school students was shown the highest level of empathy towards strangers. It might be a consequence of trust of this age category toward strange people.
SUMMARY:
Article deals with interpersonal relationships of young people while performing sports - tourist activities in nature. Groups of young university and secondary school students were chosen to take part in the survey. Results of empirical enquiry survey about the authority level of values such as prosocial feeling, empathy and altruism in the respondents’ deeds and mentality are stated in the article.

Key words: altruism in sport, empathy, prosocial feeling, nature, tourism etiquette, environment protection.

REFERENCES
Havlíček - Medeková (1995). They have proposed four categories of motives: eventually win. In our setting, this issue has been treated in the most complex way by their further advancement, as a chance to meet peers and make friends, to succeed and primarily they see exercising as a game, fun, also as a means of mastering some skills and during exercising). In all probability, with an increasing age, physical and emotional interests, and allotting time to other activities. In this respect, women seem to be more every-day routine. The causes of quitting sport practice are job-related reasons, the loss in which exercising takes place; for instance, meeting people and getting away from the stimuli connected with exercising, we are exposed to social factors related to the setting social environment is one of the restraining factors in approaches dealing with motivation for practicing sport; e.g. the interactional approach to the athlete’s personality (Weinberg - Gould, 2003), the field theory, a humanistic approach, a phenomenological approach, etc.. The research conducted in the field of motives of a particular age group, as well as the publications on the same subject are mostly descriptive. Only a few publications present and describe the genesis of motives for the sport practice (Biddle, 1995). Such motives are very closely related to the intention lying behind one’s activity; in other words, one’s decision to start practicing sport in their leisure time results from one’s attitude. For this reason, to provide for favourable conditions in the field of Sport for All, it is necessary to consider cognitive, affective and conative aspects of the attitude.

Young adults under 25 years of age, in comparison with those over 25 years of age, have different needs as to the socio-mental comfort. Physical well-being, fitness and exercising for pleasure are important for adults between 25 and 40 years of age. Adults over 40 years of age find it principal to improve their health condition and have fun. Alongside the stimuli connected with exercising, we are exposed to social factors related to the setting in which exercising takes place; for instance, meeting people and getting away from the every-day routine. The causes of quitting sport practice are job-related reasons, the loss of interests, and allotting time to other activities. In this respect, women seem to be more emotionally vulnerable than men ("I’m not sports-minded", the feeling of embarrassment during exercising). In all probability, with an increasing age, physical and emotional hindrance rises and time-related reasons are on decrease. In children, the motives vary; primly they see exercising as a game, fun, also as a means of mastering some skills and their further advancement, as a chance to meet peers and make friends, to succeed and eventually win. In our setting, this issue has been treated in the most complex way by Havlíček - Medeková (1995). They have proposed four categories of motives:

- a small base of civic physical culture associations
- a narrowly defined program of fitness centers
- lack of motivating environment
- (many times) a confusing course of making information available
- low social and in-field appraisal
- low self-reflection and self-confidence
- little promotion
- insufficient scholarly work and publishing

The issue of exercising, the place that a physical activity occupies in one’s life, is influenced by the society, internal and external factors, the family and one’s commitment and effort. The failure of any of these factors eventually affects the mere physical activity of a person.

At present, in the field of sport and physical education, is an increase in approaches favouring the positive experience gained by exercising and practicing sport over achievement (Macková, 2003, Kirchner et al., 2005). In any age group, becoming motivated to exercise and practice sport is necessarily linked with positive experiences; the experiences relate to the perception of one’s body, one’s personality, as well as of the social environment. The social environment is one of the restraining factors in approaches dealing with motivation for practicing sport; e.g. the interactional approach to the athlete’s personality (Weinberg - Gould, 2003), the field theory, a humanistic approach, a phenomenological approach, etc.. The publications dealing with the social aspect of sport practice point to the role exercising has in socialization, social acquisition, the acquisition of social roles, respecting social norms, or the rules of a social group; further, they describe the behaviour of participants with regard to the dynamics of a social group etc. (Junger, 1990, Zusková - Junger - Miňová, 2000). Another group of publications point to the role of exercising in the social context, to its role of a means of pro-social behavior (Paleník, 1993) and a means of compensation for unwelcome or asocial behavior (Vocilka, 1994, Fialová, 1995, Slepčíková, 1995 Křečí, 1999). Sport practice and exercising is also part of therapy in clinical treatment of addicted patients (Kirchner - Hálová, 2001); experiential therapy is becoming more and more popular. Practicing sport has also proved itself effective in solving the problem of solitude - whether the healthy or the disabled are the case (Hálová, 1998, Severinová, 2002).

Ageing is necessarily linked with the gradual loss of physical, mental and social competencies, which is accompanied by a range of changes, not only in the social status and social environment but also in the mere personality of an elderly person. From the sociological point of view, exercising helps the elderly to overcome the consequences of a sedentary way of life, and in this way enables them to be more active in the society’s life. Exercising in the form of group exercising programs (especially small groups) enhances social interaction. In due course, it improves their integrating into the community, helps them make new acquaintances, broadens the social network and also supports intergeneration activities (Heikkinen, 1998).

All publications dealing with a social aspect, as a matter of fact, are concerned (either...
The aim
The article aims to point to the social role of recreational sport activities through reference to the recreational sport activities that were carried out as part of the course on the methodology of recreational physical education and sport and brought new experience not only to those exercising but also to the students undertaking the role of instructors and coordinators.

The course on methodology of recreational physical education and sport makes part of the undergraduate study in all forms and levels of study at faculty of sport, prešov university (PU). The course is run in the form of lectures, seminars and practical classes. The goal of the course is to provide students with knowledge and experience in out-of-school and extra-curricular activities organized within the movement "Sport for All".

In the paper, we present the findings obtained during the following recreational sport activities and contests: Sports Pele-Mele for nurseries in prešov, sports Pele-Mele for faculty of sport PU students; exercise programs: Exercise programs for the elderly, exercising in the old people's home. The interpretation presented derives from our observation and the studies by Junger - Zusková - Bakalár (2005), Zusková - Junger - Bakalár (2006).

Sports Pele-Mele for Nurseries in Prešov.

The Sports Pele-Mele for Nurseries event takes place in the form of unconventional sports activities. It is intended for all local nurseries. The participants are co-educated teams lead by their teachers and children forming the audience. The sports event is run once a year.

The sports event consists of 5 contests that put to test contestants' coordination skills, speed, and cooperation; in addition, during the breaks, children have a chance to give a stage performance that they studied beforehand. Physical education students, supervised by a teacher, work on the scripting of the event, which includes the opening and closing ceremonies, promotion, material and technical aid, dealing with the audience, and other duties linked with the coordination of a leisure sporting event.

The Sports Hall, in this way, becomes a place for communication between the social group of students, that of pre-school children and their teachers.

The biggest responsibility is laid on the students - coordinators. Straightway from the start they need to come close to the child's mind. Due to the fact that the target group is children under the age of 6, it is necessary to modify the way of expressing ideas - instructions, orders, or establishing a familiar environment after children have registered as well as during the event. In this kind of interaction is no place for complex and technical vocabulary. Such practical experience teaches students that lengthy description of an activity is rather ineffective, while clear demonstration and finding a parallel in real life, e.g. imitating an animal, is much more comprehensible.

"The earnestness" of the nursery pupil's performance is not defined by the values as perceived by adults - for children, the contest has all of the attributes of the championship directly or indirectly with a basic human need for affection and togetherness (the need to be socially integrated).

Excitement, concentration, pre-start and post-competition states remind us of serious sports contests.

A shared activity makes different age groups grow closer, especially if one of the groups, the students, sees it as a means of bringing back memories and experiences connected with the age period of the second group, the nursery pupils. This task requires a high level of empathy and an expression of social intelligence.

Children divided into the audience and contestants at once cooperate and compete. This audience becomes involved in the same way as adult sports fans do; also the spreading of emotion in contrast with the "aloneness" of the contestant in the playfield and the uniqueness of each performance bear resemblance to adults' behaviour in sports events.

In students, it is possible to notice some change in behaviour resulting from the demand to take responsibility, from the moments of surprise they encounter, whether these are related to the coordination tasks or children's responses. Other impulses for the change in their behaviour are the application of theory to practice, acquiring an experience with the coordination of an event, being subjected to instructing others. An issue of great importance that occurs in the course of the event is interpersonal conflicts among members of the coordination team; the conflicts are related to one's shifting a responsibility to the others, unwillingness to cooperate, skipping the duty performance, etc.

For almost all students this event is the first experience in the fields of working with pre-school children and coordinating a recreational sports contest.

Sports Pele-Mele for Faculty of Sport PU students.

This annual contest is organized by physical education students within their class, in each year of study. As to the coordination tasks and the focus, the event is similar to the Sports Pele-Mele for Nurseries event. What is different is that it has two parts - the swimming pool part and the sports hall part. Students of each year of study form co-educated teams so each year of study is represented by a team.

From the viewpoint of social groups participating in the event, we can speak of some homogeneity. The assumed homogeneity, however, becomes controversial in performing the coordination-related tasks since the assigning the role of a coordinator and the one being instructed brings some tension into the social climate. Even so, from the viewpoint of physical skills and abilities, the homogeneity is obvious.

Another aspect is the attitude of students who are in their final year of study. They encounter a problem to form the team as the common approach is "...we don't need to, we don't have time." However, the same students have once been subjected to the same and tried to do their best to organize the event; especially if the coordination of the event is a requirement for being awarded a credit.

Working with the same social group makes the communication easier, yet, it is more demanding as to motivation. The expression of pro-social behaviour and empathy subside and rivalry, comparison, assessment come into the foreground.

This event is interesting also from the cultural point of view. The students who are involved in aesthetic forms of sport or martial arts are given an opportunity to present themselves during the breaks. The event culminates in the Physical Education Students Ball.
Exercising in the old people’s home.

The carrying out of exercising in the old people’s home is another opportunity for students to work with an age category that they have not worked with yet. This is also a single event that makes up part of their study. The trainees - the elderly take part on a voluntary basis, and many times they come to observe rather than to exercise. Just like with pre-school children also meeting with the elderly is marked by the students’ feeling of discomfort. They feel embarrassed, unable to communicate spontaneously and they are startled by the realm of the life that they are not confronted with in every-day life. Also in this event, students are exposed to a high level of empathy, pro-social behaviour, expressing sympathy for and interest in the elderly’s troubles that are being discussed during the exercising. For the elderly, this is a unique opportunity for social contact and for having someone who listens to them. The exercising session evidently becomes a means of communication (socializing exercising), of social interaction. When working with pre-school children, the students become icons for „the trainees”; with the elderly, it is vice-versa - „the instructors” find their icons among „the trainees”. This can be illustrated by an 80-year-old lady who is full of life and optimistic. She briskly lays herself on the ground and lifts the extended legs to the head level; she does deep front bows swiftly and radiates a life-long positive attitude to exercising. These sessions are special in that among the volunteers are also partly immobile people; their physical abilities and skills are rather heterogeneous, which puts great demand on the student who prepares the session. The exercising is carried out in small groups (3 to 4 people); if the mobility is substantially affected, the student attends to 1 or 2 people. One of interesting moments is when „the trainee” assumes control over the exercising; this may happen when a student fails to deal with the situation and leaves the course of the activity unattended. This is, in high probability, for the first time that students come across the involutional changes in the mental state of their trainees; this affects also the coordination-related tasks and the mere communication with the trainees.

After the exercising sessions in the old people’s home all students agreed that when the initial barrier had been overcome they appreciated the new experience in communication, exercising coordination, or the life of the elderly. They found it true that exercising is a fun activity in any age irrespective of physical or mental disposition of a person.

Exercise programs for the elderly

The elderly’s exercising is a process that can be realized only through the application of a complex bio-psycho-social approach. Within a research grant project, VEGA grant (a grant by Scientific Grant Agency of Ministry of Education of Slovakia) No. 1/3658/06 „Motor, Social and Mental Aspects of the Elderly’s Exercising”, we are conducting research to survey all components. The exercise programs were carried out with two groups of female senior citizens. The first group S1 was composed of 7 women aged 64.1 in average; they took part in the sessions at Faculty of Sport. The second group S2 was composed of 3 women, the residents of the old people’s home, aged 64, 73 and 84 years.

The women from group S1 learned about the possibility to exercise through the flyer distribution in the city of Prešov. Group S2 was formed from the women who showed an interest in regular exercising in the old people’s home.

In both groups exercising took place once a week, in the morning; the venues were Faculty of Sport and the old people’s home. One session was agreed to last 60 minutes; it consisted of three parts:

1. the introductory part - the instructor tried to establish pleasant atmosphere; to get them ready for the main part she utilized different equipment (slings, poles, softballs, tennis balls)
2. the main part - the focus varied; in group S1, the focus was exercising on a FitBall, aerobics, dancing, games, muscle toning exercises, medical exercises, and yoga; in group S1, the focus was muscle toning exercises, medical exercises, and yoga.
3. the closing part - consisted of exercising with equipment, psychomotoric and relaxation exercises

When the two groups are compared, some correspondence can be observed. In the past, they practiced sport as a leisure activity, and now they welcomed the opportunity to exercise. This stemmed from their intention to do something that they can benefit from. They approached exercising as a means of resting and having fun. For this reason, we can consider the activity successful and rewarding. As evidence might serve that the expectations they had were to a great extent satisfied.

The data obtained from the questionnaire survey show that the women in Group S1 used to practice sport as a leisure activity; nowadays they are involved in different forms of physical activity - this could be seen in their participation in the sessions that we organized. The most frequent reason for being interested in exercising that they claimed was that a physical activity has become part of their life; they further listed having an opportunity to rest and meet others. All of the involved expressed preference for exercising in small groups (max 15 people). This evidences favouring the intimacy in a group. The ladies taking part did not claim any serious health problems; they preferred exercising in a group and stated a positive influence of exercising on social competencies. In the sessions, they took active part, were communicative and open to getting new experience. These characteristics are closely connected with an active way of life. In their case, a physical activity seems to be a positive intervening factor of a healthy lifestyle. The women from Group S2 and those from Group S1 were in many aspects alike. In the past, they frequently practiced sport as a leisure activity, and in an effort to do something rewarding, they appreciated a chance to exercise. To a great extent, they were self-sufficient; they claimed no serious health problems. They expected to have fun and become rested, which was fulfilled.

The research findings have proved that regular exercising can be rightfully considered a significant intervening factor of the elderly’s lifestyle. The fact that the women used to practice sport as a leisure activity and that at present they are still very active in this respect made it possible for them to take part in the exercise programs that we ran.

All of the above recreational sports events aim to provide students with the opportunity to apply theoretical knowledge to practice and so acquire invaluable experience. This is especially true about the coordination of the event, the ability to inspire others to exercise, the mere context as well as the capability to conform to the circumstances and adequately communicate with social groups differing in age and physical abilities, to cooperate, to take on the assigned roles (e.g. the head of the coordination team, the instructor). The students...
of Faculty of Sport have a chance to develop social skills that they need for their career, the focal part of which is dealing with people. These activities go beyond the scope of university; they intend to pay attention to those age groups that are not attended to in the first place. If exercising and sport practice and/or an adequate physical activity is to become part of the lifestyle all life long, attention needs to be paid also to the age groups such as pre-school children or the elderly.

**SUMMARY:**

The article aims to point to the social role of leisure sport activities through reference to the leisure sport activities that were carried out as part of the course on the Methodology of Leisure Physical Education and Sport and brought new experience not only to those exercising but also to the students undertaking the role of instructors and coordinators. This is especially true about the coordination of the event, the ability to inspire others to exercise, the mere contest as well as the capability to conform to the circumstances and adequately communicate with social groups differing in age and physical abilities, to cooperate, to take on the assigned roles. In the paper, we present the findings we obtained during the following leisure sport activities and contests: Sports Pele-Mele for Nurseries and Recreation Development in Central European Countries - 2001, p.224-228.

**REFERENCES:**

3. FIALOVÁ, L: Využití sportu pri resocializácii. Télesná výchova a sport mládeže, 6, 5, 1995, p.9-12
18. PÁLENÍK, L: Športová činnosť a pozitívne sociálne sprievodné. Telesná výchova a šport, 3, 1993, p. 31-34
20. RHODES, R. E.: Factors Associated with Exercise Adherence Among Older Adults, Sports Medicine, No. 28, 1999, p. 397 - 411.
24. VOCIČKA, M: Télesná výchova v procesu reeduakcie. Télesná výchova a sport mládeže, 60, 6, 1994, p.18-19
THE SYSTEM OF SPORT PREPARATION AS A SOCIAL FACTOR OF SPORT PERFORMANCE IN DOWNHILL SKIING

INTRODUCTION
The transformation process in former Czechoslovakia in 1989 brought about not only the change of the political system resulting in the subsequent peaceful splitting of the country into independent Slovak and Czech Republics, but also numerous positive and negative changes in all areas of social life including elite sport.

PREAMBLE
The motivation for a particular sport discipline lies in its historical roots as well as the societal interest in sport. The achieved level of sport performance also stems from this. According to Heinemann (1999) it is a question of:
- the level of professionalism
- the support of sport by society
- political and economic interests
- the interest of the public and mass media
- career possibilities

Slepčička, Slepčičková (2006) confirm that for the public the athletes representing their country are a significant factor of their national identity. Therefore, the state support of elite sport, which is perceived as part of social events, plays a very important role.

In downhill skiing the most elaborate system and support of this event exist in Austria, where skiing is a national sport.

Based on statements of coaches, athletes and officials published in the press, I put forth a summary of the knowledge of Austrian skiers’ sport preparation (Blahutová, 2005):
- elaborate system ranging from the selection up to representation, including the ensuring of social securities after the termination of competitive sport activities
- complete care of an athlete including material and social security, physiotherapy, meals, foreign language courses, communication with the mass media, etc.
- marketing support, e.g. contracts with television networks, tourists centres, companies and athletes
- national teams comprise of approximately 60 men, 50 women and 55 officials who organize the training of athletes
- financial rewards for successful athletes of a national team range from approximately €200,000 to €400,000
- a top athlete is provided with 20-30 pairs of skis for one season and many athletes are provided with personal servicing.

THE OBJECTIVE
The objective of this work is to compare the system of sport preparation in downhill skiing with the performance level of skiers on our national team in former Czechoslovakia and in Slovakia at the present.

METHODOLOGY
My observations included two stages:

When evaluating sport performance we take into consideration the placings of our top athletes at the relevant stage:
a) overall placings in the top 20 of the World Cup disciplines
b) placings in the top 15 at the Winter Olympic Games
c) placings in the top 20 at the World Championships

OUTCOME
The elaborate system of elite sport in former Czechoslovakia (following models of the former German Democratic Republic and the U.S.S.R.) ensured professional selection, gradual progression and the follow-up of sport preparation, professional coaching, organizational and sport-specific arrangements in all stages and at all levels (Figure 1).
The whole structure of sport preparation centres thus provided prospective coaching opportunities even after retiring from competitive sport.

Figure 2  The best placings of Czechoslovak downhill skiers at the world events from 1975 to 1988 (first stage)

This was, of course, reflective of sport performance in downhill skiing (Figure 2). Despite the fact that our country does not belong to the ski powerhouses, our athletes achieved placings in the top 15 at the Winter Olympic Games and World Championships as well as points in individual race disciplines of the World Cup.

Figure 3  The number of placings of Czechoslovak downhill skiers at the Winter Olympic Games and World Cup in the first stage (1975-1988).

Among the Czechoslovak athletes, the Slovak ones achieved greater success, particularly the women, who gained 70% of the overall placings. It is interesting to note that the most successful women's event was the downhill, for which there are limited local training facilities. Four skiers in this event scored long-term points. The combined is probably the most optimal event (eventhough timewise it is the most demanding), at which the members of our national team have the most realistic possibility to achieve point placings.

Overall, our national team gained as many as 89 point placings in the top 20 at the Winter Olympic Games, the World Championships and the World Cup (Figure 3). Out of these placings 68 were women's and 21 men's. 14 athletes achieved these point placings.

A different situation arose after 1989. The state support of sports gradually declined. Centres of sport preparation were cancelled and ski clubs had to be self-financed. There were no sponsors for national teams. Professional ski clubs were established, in which sport preparation was financially supported mostly by parents. It was not uncommon that a coach-parent would due to his enthusiastic attitude take part in the sport growth of his child from his/her childhood up to his/her participation in the national team.

Figure 4  The system of sport preparation in its second stage (1995-2006)

This was also the case of Zuzulová, a member of the Slovak National Team, who was the only Slovak skier scoring points at the World Cup in 2004 and 2005 and who finished 15th and 9th respectively, in final standings. At this stage, Slovak skiers achieved only three placings in the top 15 of the World Championships and the Winter Olympic Games, overall.

Table 2  The number of athletes who achieved points for their placings

<table>
<thead>
<tr>
<th>Year</th>
<th>76</th>
<th>77</th>
<th>78</th>
<th>79</th>
<th>80</th>
<th>81</th>
<th>82</th>
<th>83</th>
<th>84</th>
<th>85</th>
<th>86</th>
<th>87</th>
<th>88</th>
</tr>
</thead>
<tbody>
<tr>
<td>WC</td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>9</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>WCH</td>
<td>6</td>
<td>5</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOG</td>
<td>2</td>
<td>5</td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This table presents the number of athletes who achieved points for their placings in various years.
During this period only three athletes achieved place points, which stems from a significant decrease in the number of athletes in all categories.

SUMMARY: The results clearly indicate the importance of organization, management and financing of sport preparation in order to achieve outstanding sport performances. The results also show that in the past, due to elaborate system of training and better conditions, downhill skiing was at a higher level and enjoyed stability of sport performance.

REFERENCES:
športovcov. V súčasnosti, v rámci oddelenia zdravotného zabezpečenia a diagnostiky trénovanosti, NŠC poskytuje a plní nasledujúce služby a úlohy:

- preventívne lekárske prehliadky a odborné lekárske vyšetrenia,
- funkčnú diagnostiku a diagnostiku trénovanosti v laboratórnych a terénnych podmienkach,
- rehabilitáciu športovcov,
- kinematickú analýzu športového výkonu,
- konzultačnú a poradenskú činnosť v oblasti športovej prípravy.

V oblasti vzdelávania je poslaním NŠC zvyšovanie vedomostnej úrovne odborníkov a športovcov. Cieľovou skupinou sú športovci a odborní pracovníci v oblasti športu - tréneri, rozhodcovia, športoví funkcionári, lekári a členovia podporných tímov. V súčasnosti, v rámci oddelenia vzdelávania, NŠC poskytuje a plní nasledujúce služby a úlohy:

- zabezpečenie skvalitnenia výkonu činností a rozšielenie získaného vzdelania športových odborníkov formou doškoľovania, tzv. špecializačné odborné vzdelávanie (prednášky, interaktívne semináre, pracovno-diskusné stretnutia, individuálne konzultácie),
- koordinácia a podpora vzdelávania odborných spôsobilostí pre vykonávanie specializovaných činností v oblasti športu, ktoré poskytujú športové zväzy na národnej úrovni (organizačná pomoc pri zabezpečení vzdelávania trénerov I. - III. stupňa podľa európskej štruktúry päťstupňového vzdelávania a vzdelávania rozhodcov pre I. - III. stupeň),
- zabezpečenie odborného poradenstva pre vzdelávacích subjektov pri získaní akreditácie vzdelávaciehých programov a činnosti akreditačnej komisie v oblasti športu,
- vytvorenie podmienok pre informálne vzdelávanie sa (prezenčné štúdium v študovni NŠC, požičiavanie športovej literatúry, budovanie a správa športovej mediatéky, sprostredkovanie rešerší, vydávanie zborníka prednášok a časopisu NŠC revue),
- podpora edičnéj činnosti v oblasti športu (príprava materiálov pre publikačnú činnosť, monitoring a zber požiadaviek športovej praxe, vypracovanie a správa grantového systému pre publikačnú činnosť v oblasti športu),
- príbežné monitorovanie kvality vzdelávania v oblasti športu (kontrola vzdelávacích subjektov pri dodržiavaní podmienok vydanej akreditácie, na základe poverenia Ministerstva školstva SR).

V oblasti informačných technológií je poslaním NŠC zvyšovanie informovanosti športových odborníkov, verejnosti a verejnej správy. Cieľovou skupinou sú športovci, odborní pracovníci v oblasti športu a verejnosť'. V súčasnosti, v rámci oddelenia informatiky, NŠC poskytuje a plní nasledujúce služby a úlohy:

- príprava verejného informačného portálu prístupného cez internet,
- tvorba a administrácia internetovej stránky NŠC,
- tvorba CD/DVD zo vzdelávacich aktivít,
- tvorba tlačených a elektronických propagačných materiálov,
- odborné konzultácie v oblasti informačných technológií.