

THE DIGNITY AND THE CURSE OF THE SPORT

Milan D. Jovanović

Faculty for foreign languages, Alfa University, Belgrade

Abstract

The following text reviews in discussion the ethical and axiological aspects of sports, as every other global phenomenon in the modern world that has its own professionalism, and as an opposition has also its curse. In the first part of this work the components that enable the athletes and other people involved in sports will be analyzed on the way to achieve dignity in life as one of the biggest values in the process of finding the meaning of life. The second part of the work focuses on the modes of sports concept “curses” that could disturb or unable creation of positive attitude toward meaning of life, among athletes and other participants in sport.

Key words: sports, the dignity in sports, the curse in sports, the ethics in sports, the values in sports, meaning of life

Introduction

Sports is held and performed by the athletes, the sport organizations, the sport clubs, the fans and other people involved, such as: sport studies, sport trainers, sports physiotherapists, supporters and sport reporters, photographers, audience and etc... The Law for Sports in Republic of Serbia defines 22 items and phrases related to sports: from the sport activities to the ‘specialized sport monitoring’.

Almost every component of the sports may have its dignity and its curse as a consequence of the concept that sports has a very important role in human lives and can, under certain conditions and environments influence strongly on the process of meeting their life goals or to stultify their lives. The meaning of the syntagmas ‘dignity in sports’ and ‘curse in sports’ is mainly ethical. The axiological approach implies a review of the personal and common attitude by the evaluation methodology according the criteria applied to one’s own

value system, and also according to the universal values of personal culture and from an aspect of the universal human values.

What consequences the understanding that sports enables dignity to the people or that in certain environment and conditions it becomes a curse?

What is the value of 'the curse' and how this value is acquired? Does it actually exist in reality independent of the human consciousness or is it created by the man himself, does he apply it to the things and the processes out of some purposes known only to him (or is his goal in life to grant 'the curse' to the others)?

First of all, the athletes themselves (maybe under someone's influence) deem that a curse exists that is related to: sport requisites, sport ground (and the cities where they are situated), the competitions, other athletes, sport studies, etc. Thereupon, the athletes believe that certain sport competition curses exist, such as the Olympics, the World Championship, Bowls, Leagues and other local competitions, which have their own small 'curses'.

Curses are not spared the sports organizations, sports studies, sport non-competitive events, all the way to the sport in its amateur or recreational activities of a great number of people.

Sport trainers and the other sport workers have their particular and specific curses related to: unexpected coming or leaving of new athletes in the middle of the season, unexpected changes in the financial activities, the relations toward the club owners or sport organizations, others related to injuries or illnesses of the athletes or doping presence, alcohol and drugs use by the athletes, etc.

The sport fans believe that there exists a 'curse', which can't be 'broken' by any fan support – nevertheless, they keep trying to do so. If they don't succeed in that, they think that this is an exception and also that somewhere in the future there will be another invincible curse waiting for them.

Despite the understanding that sports may contribute to the personal dignity or may be a curse for the people who have devoted

themselves to it – meeting life goals, it has an important role for each person and also for the community it is of strategic importance, especially for the psycho-physical and the intellectual development of the children and the young people, i.e. for the future of the nation.

“In the Charter of Republic of Serbia sports is defined as a category of specific community interest and to a major degree it is funded by the budget of the Republic. Children’s physical inactivity, in particular the adolescent’s inactivity is negatively influencing their physical and intellectual development. Such a situation threatens the public health, hence the individual health, while in the same time it decreases the the recruit fundamentals of the high level sports. Therefor the children in sports are a major priority in the Strategy for sports development in Republic of Serbia.”¹

Doing some sports, defeating oneself, be active and get to know all the values of a regular physical activities are mostly the commitment of hundreds and thousands of people who walk, run, ride a bicycle, swim, ski, do workouts, study various sport skills, etc. The Law for Sports in Republic of Serbia defines 22 items and phrases related to sports: from the sport activities to the ‘specialized sports monitoring’.

The sport activities are those, for which certain conditions are provided, as well as the performance is enabled, such as: organizing the participation and conducting the sport sompetitions, including the international competitions, training to perform sport activities and planning and conducting sport activities; sport referee; organizing sport prepaations and sport entertainment; security and management of the sport equipment and premices; specialized education, qualifying, improvement and informing in the field of sports; scientific researches and development in sports; publicity and marketing in sports; counceling and expert services in sports; sport mediation.

¹ Strategy for the development of sports in the Republic of Serbia for the period from 2009 to 2013. The Strategy was published in the "Official Gazette of RS", no. 110/2008 of 2.12.2008. years.

The qualified sport monitoring expert is the person who performs the control on the expert work in the field of sports, studies and suggests measures, which the organization has to overtake in the field of sports, as well as is working on avoiding and eliminating the faults and detected flaws in applying the measures has to inform the minister of sports (further on: the minister).

Fitness workouts are a possibility to perform sports on one's own. The terminology from the field of sports defines one's choice to lead a life performing workouts and use the appropriate 'sport diets', various programmes for psychological relaxation, numerous aesthetical programmes and all other issues related to sports. Consequently, sports may be a way of living that on individual level doesn't have necessarily a sport audience or supporting fans.

The concept of ,dignity‘

What is dignity? There are a lot of human values, and the unique concept of 'dignity' is defined by the conceit that is grammatically neutral and singular. According to Kant, dignity is the absolute human purpose and that means that a person should never take an advantage or use another person as a means, but always as a final goal. Dignity is the internal need (aspiration for realizing one's personal and individual life meaning), but also a social demand to esteem and respect other people and the human diversity.

In aspiration toward more personal dignity and improving the respect toward the others, one is filling his life with meaning and contributes to the progress of the human genus. The modern contries and the international organizations are doing everything that is possible to protect the human dignity and to prevent it from abuse and threats.

“Human dignity doesn't have a price; all our autonomies and rights have their grounds on human dignity being the ultimate value. Threatening the human dignity is not to be tolerated in a perfidious way, but the threats are coming from the 'culture of the spectacle' and also from the 'culture of censorship'. Everyone has to develop his own responsibility and a mechanism to protect from threats toward

his own dignity and toward the dignity of the others – states the Ombudsman and adds that it is far better when the community succeeds to cope with the lack of culture without the help of the state and the legislation, but the state has to support the community and to react in crucial times when the community is weak in its strive to prevail.“ (Karanović, 2010)

Dignity in sports

Football for equal rights and dignity

Under the organization of the SOS channel and the aegis of the Ministry of labour and social policies, the the City council for social protecting and the Syndicate of the employees in the social protecting services in the Republic of Serbia, held a wide REVIEW OF THE FRIENDSHIPS entitled FOOTBALL FOR EQUAL RIGHTS AND DIGNITY, which was held on Friday, the 19th of November 2010 in the SOS channel hall in the suburb of Medaković.

The initiators of the event are the selector of the Serbian football representation Vladimir Petrović Pižon, the minister Rasim Ljajić and head of the SOS channel Dragiša Kovačević. Young footballers who are playing in the Lino league of the future champions participated in the tournament, followed by the children with specific needs, the graduates of the Home without parental concern „Jovan Jovanović Zmaj“, children of the Roma community, women, public actors among them – the members of the Government and the Parliament, representatives of the business, representatives of the foreign Embassies and the European Commission in Serbia. In front of the municipality of Voždovac among the competitors were also seen dr Dragan Vukanić, the chairman of the municipality of Voždovac, Vlado Sekulić, the councilor of dr Vukanića and Milan Martinović, a member of the City council.

Performing the penalties by Ivica Kralj and Stevan Diki Stojanović was a particular attraction. The admission ticket for the event was a book and a lot of suitable presents were provided for the children. SOS channel provided the sport equipment (outfits, shoes, balls) for the football club from Adran, near Kraljevo. Their 90 year-

old club has suffered a great disaster in the earthquake when the changing rooms were damaged.

Valeta: we play for dignity

The football players arrived on Sunday in Belgrade, and on Monday they were training at the FC Partizan's stadium before the rematch in the second qualification round of the Champions League.

The Maltesians lost the first match 4:1 at home so the rematch in Belgrade was supposed to be a formality. The Valeta trainer Mark Miler was not in low spirits before the match with the Serbian champion; though conscious of the position his club was in.

"Our wish is to leave the best impression possible because we have our pride; we are going to play for our dignity. We will try to be in possession of the ball as long as it is possible and if we have a chance, we'll make a score. It is obvious to us that the champion of Serbia is the team of better quality, but we'll try to withstand", said Miler. The Valeta trainer paid tribute to Babovića after their first meeting and also highly appraised the contribution of the Partizan defender and especially of the half players." (*Valeta*)

The volleyball players for dignity

Enough for the matches of reputation. The volleyball players intend to retain honour at the World Cup Championship, because they are conscious of just the theoretical chances they have to gain a qualification for the Olympics in London at the competition in Japan. The European champions won't bear the shame hoping that they will be inspired in Osaka by the full stand in their match against Japan on Thursday (10.20).

- One has to always play well against hosts – the selector Igor Kolaković points out. – It is up to us to raise the level of the game and the responsibility in order to finally win the match. Yesterday we were training, but this is not enough to improve anything in our game.

Miloš Terzić expects a difficult match and shares that he doesn't see the eagles on the champions stand: - Most probably we have lost here all chances for the Games in London. But we have to

preserve dignity. After all we are the European champions and this forces us to play and fight until the end.

Dragan Stanković is not worried with the Japanese players: - I would like to see us back to our normal condition, to begin to play as it is not important for us who plays at the other side of the net. I sincerely hope that we are back to the rhythm we once had. Although, after the crash with Iran, it seems to me that everything depends on the day, the beginning of the competition, so it is pointless to discuss anything on the matter.

Miloš Nikić confirms that they have been playing bad from the beginning of the World Cup Championship: - We made a lot of mistakes; we have shown less will, less desire for victory. If nothing changes, we can't expect anything better because with that game we have nothing to look for. We have to decide what to do, to look ourselves in the eyes and say are we going to play or trudge on the ground! (*Odbojkaši*)

Vujošević: we are going to defend our dignity!

The trainer of the basketball club Partizan Duško Vujošević made a state that the Panatinaikos players are the big favourite in the group competition of the first round. (Košarka)

The trainer of the Partizan basketball players Duško Vujošević said that the team of Panatinaikos are the big favourite in the competition of the first round in Group E, Top 16 phase in the Euroleague, but that the black-and-white will give all they can on the ground to show dignity.

We are in a very difficult group, but we will defend our dignity at each match we play. Panatinaikos is a big favourite, there are problems with some of the injured players, but I think our difficulties are coming with Aleksandar Marić who is not going to play. All the players will give their maximum on the ground and we'll see if this is enough – said Vujošević at the press conference in Belgrade.

Partizan and Panatinaikos, the current European champion are meeting for fourth season in the competitions of the European League, and in the previous season the white-and-black players met the Athens team in a premier match in 'Belgrade arena'. The match broke the record number of visitors in the audience in Euroleague. Dušan Kecman, the Patizan player who has played for Panatinaikos in the previous season, pointed out that the Athenians practically don't have a weak point in their team.

We know the Panatinaikos representation from the previous seasons; they ae playing good basketball. It is difficult to find their weak points; anyway Mark Batista's injury may have disturbed them a little. I believe that the energy and the fghting in defence will decide the final winner in the competition – said Kecman. The match in the first round in the group between Panatinaikos and Partizan is appointed for 20 o'clock on Wednesday in Athens. A day after that in the second match in the group Barcelona meets the Greek Marusi. (*Vujošević*)

Kolaković: we have to preserve dignity

The selector of the Serbian volleybal players says that after the third loss it is obvious that the Eagles are not prepared for intensive competition at the World Cup Championship in Japan. (Kolaković)

The selector of the Serbian volleyball representation Igor Kolaković stated on Tuesday in Nagoya that after the thirs loss in the World Cup Championship it is obvious that the team is not prepared for "such a long tournament". Serbia has lost against Iran 2:3 in the sets of the third round of the competition in the World Cup Championship in Japan.

"The match was important from a psychological point of view, so that we go back in the game after the two losses. The situation in the game has been developing conversely to our expectations. After the third loss it is not difficult to notice that we are not ready for such a long tournament", Kolaković pointed out.

He also said that he could find a lot of excuses, but it is 'hard for all of them' because the ambitions were much higher. The three

most successful representations at the World Cup Championship are granted placement in the Olympic Games 2012 in London.

"We have to preserve dignity. No matter the losses we have to strive for better results. After the European championship we have lost a lot of energy and we didn't have the potential for such a tournament", said Kolaković and added that the most important thing currently is to bring the players in good condition back to their clubs." (*Sportske*)

The concept of „The curse“

The cursedness and cursing are propelling deep power beyond the human potential; using the power of the words, which automatically develops its destroying act, cursing provokes the terrible power of the evil and sin, the implacable logic that leads from evil to unhappiness. This is why the curse consists of two related concepts, a reason or a precondition and through this the deed to follow them: "When you have done this (if you have done this), a certain bad luck will happen to you". The one who is cursing can not do it lightly without harming himself with the curse he is calling down. In order to have the power to curse, one has to possess the right on the deep human nature, the right on the lawful or parental power of the right that is given by the misfortune or unrighteous oppression, the right of a God. The first word of the curse comes out Jesus' mouth: "Depart from me, you, who are cursed!" (Matthew 25:41). And it warns us that he won't change his attitude until his last breath: "If any one should hear my words and not keep them I do not judge him, for I came not to judge...the words I have spoken will judge him in the last day" (John 12:47-48). (*Prokletstvo*)

The concept of 'the curse' in sports is not related to the intention of the actual performance of the words, which in everyday life is based on the Bible.

More precisely, the syntagma „The curse of Ham“ (later an excuse for numerous racist prejudices) relates to 'Ham', the Bible personality from the Old Testament. He is one of Noah's sons who were the only ones survived after the flood, so that all nations in the

world have descended from them. Descendants of these three sons are the three nations – white and Semitic from Shem, black or Hamitic, and yellow from Japheth.

“ And the sons of Noah, that went forth of the ark, were Shem, and Ham, and Japheth: and Ham is the father of Canaan. These are the three sons of Noah: and of them was the whole earth overspread. And Noah began to be an husbandman, and he planted a vineyard: And he drank of the wine, and was drunken; and he was uncovered within his tent. And Ham, the father of Canaan, saw the nakedness of his father, and told his two brethren without. And Shem and Japheth took a garment, and laid it upon both their shoulders, and went backward, and covered the nakedness of their father; and their faces were backward, and they saw not their father's nakedness. And Noah awoke from his wine, and knew what his younger son had done unto him. And he said, Cursed be Canaan; a servant of servants shall he be unto his brethren. And he said, Blessed be the Lord God of Shem; and Canaan shall be his servant. God shall enlarge Japheth, and he shall dwell in the tents of Shem; and Canaan shall be his servant.”(Genesis 9:18-27).

According to the testimony of the Old Testament, there is a curse and succession guilt thrown on the Hamitic nations. The Successors of Ham are the Canaans, Heths, Jebusites and Amorites (Genesis 10:15-16), or all the people who lived in the Holy land before the Jews came. Across all the Old Testament is read about wars among the Jews and the Hamitic nations, precisely in the book of Joshua where it is described how the Hamites are banished from their territories. Their Hamitic descent was an excuse to pronounce them 'obscene' or 'servant of all servants'. (*Wikipedia*)

Sport „curses“

The Olympic curse on Brazil

Nevertheless, they were the absolute favorites, the Brazilians lost from Mexico 2:1 (1:0). – Peralta's double realization. - Pele arrived in vain in London.

London – The „Spandau ballet”'s song „Gold” echoed on Wembley stadium a couple of seconds after the final was announced but opposite to all expectations it was not addressed to Brazil. Gold was belonging to the persistent Mexicans, lead by the double-score player Oribe Peralta, who won 2:1 (1:0) and thus making the Brazilian agony longer at the Olympic games. Their best placement till now was the fourth place in 1968 at home. The taste of the Olympic gold was not familiar to the players as Romario, Rivaldo, Roberto Karlos, Ronaldo and Ronaldinho; players Neymar, Marselo, Pato, Oscar, Leandro Damiao has left London with unperformed work. What was the importance of this match of the World championship 2014 and to the olympic Games in 2016 shows the arrival of Pele in London in a gesture of support. Despite all, the five-time world champions were left without the one title missing. This is their third silver and they also have two bronze titles. (Aleksandar Miletić) (*Politika*)

Murinho's curse

Madrid – Jose Murinho, the Real Madrid trainer at the exit gates. The Royal club will meet the Christmas season with 16 points less than Barcelona, and such an assumption can't leave anybody indifferent. 82 percent of the fans stated they would rather see the back of the Portuguese trainer. The Real Madrid's staggering during the season was not accidental. More precisely, Murinho hasn't completed a third season wherever he was before – either he was leaving or was fired.

His "curse of the third season" began in Porto. After two outstanding seasons he moved on to Chelsea. These two admirable years in London club were not helpful though. Murinho was fired in the middle of the third season by Roman Abramović. He settled then in Inter to win everything possible but again during the first two seasons. Back in Madrid, after the first year of the previous season he won the title but the third season also stated bad. What is left is to see if Florentino Perez, the chief person in Real Madrid would have enough patience or will 'fly' with Santiago Bernabeo before the season ends. (*Glas javnosti*)

Starry sequence breaks 'The curse' in Podgorica

The team from Mali Kalemegdan hasn't celebrated for eight years in Morač

Crvena zvezda basketball players are in expansive sequence of triumph in both competitions (a total of 11). After they have granted the first position in the H Eurocup, it is time that Vlado Vukoičić's team attack the throne of the Japanese league. One of the most difficult obstacles on the way is on Saturday when the red-and-white team will be guest in Podgorica, where they haven't celebrated for eight years now.

"There is no tension. It is true that Zvezda haven't celebratad for a long time in Podgorica, but for us this is an additional motivation. Each competition has its own charm and particular arduousness. We are conscious of what the eventual victory will bring and we would like to prove that we are able to accomplish it. We have the grounds for this because we are in good condition, the atmosphere in the team is outstanding, we breathe as one and we are going to take the advantage of that", said Boris Savović. (*Zvezdina serija*)

Murray's curse?

The third tennis player in the world Andy Murray find out that he was playing better everytime he was not posting messages on the social network Twitter.

He stopped twittering after the loss from Nadal in the semi finals in US open and from then on he won the championships in Bangkok, Tokio and Shanghai. 'I have just stopped to leave posts and I miss that, to be honest. It was a fun for a certain time but then I stopped. It is surprising how I haven't lost a match since I stopped twittering'.

"Tennis players and other athletes are quite superstitious, so for the loss in US open I blame the twittering", said Murray. (*Tenis*)

The curse in the „Nike“ advertisement

The last „Nike“ add entitled „Write the future“ has been following the campaign for the World championship and is broadcasted in a dozen of countries for weeks. One of the most popular new adds on the Youtube website, which was seen by over 17 milion people in the first month from its publishing shows the most popular football players who have left for South Africa in various interesting situations and aims at attracting new buyers. Nevertheless, the huge popularity, the advertisement and the campaign, the football players are followed by some curse of the new slogan and most of them were eliminated in the first round of the competitions where they were supposed to excel. (*Ženski ugao*)

The curse of the ‘Golden ball’

The curse of the 'Golden ball' continues. Nearly all players in the history, who were awarded with the prestigious title, would not achieve success in the following World championship. Another one who won the Frans football award and has left the World championship competition too early was the Argetinian player Leo Messi. Maradona's successor, who has deserved the 'Golden ball' after he won the Spanish Primere and the Champions League, was announce the biggest star in the South Africa's tournament and the one to lead Argentina to the title of the World Champion. After all, the deffinite loss from Germany (4:0) changed everything.

The first who felt the curse of the 'Golden ball' was the player of Real Madrid and the Spanish representation Alfredo Di Stefano. In 1957 he won the Frans football award, but he didn't manage to qualify in the forthcoming Mundial. Short after that in 1961, Omar Sivori Enrike wins the 'Golden ball', but a year later his Italy won't go through the first phase of the competition. The Portuguese player Euzebio was awarde in 1965, but the English representation triumphed at the Mundial, led by Bobby Charlton. Gianni Rivera won the 'Golden ball' in 1969 and in the meantime at the Mundial he was overshadowed by Gred Miller. Four years later Johann Cruyff, who

led Netherlands to the finals, was rifting in Europe, but in the end the Germans had the better luck. 'The ball' changed hands and was won in 1977 by the Danish Alan Simonsen, and then it is Argentina who won the championship at the Mundial. So the curse continued until 1981- the award was given to Karl Heinz Rummenigge, and the world champion then became Italy. The French legend Michel Platini was pronounced in 1985 the best player when the Argentinian representation won the World championship again. In 1989 the 'Golden ball' was in Marko Van Basten's hands but he also didn't have the luck to lead the tulips to the throne as in 1990 the Germans triumphed in Italy. The Italian player Roberto Baggio was the next owner of the 'Golden ball' who didn't manage to triumph on the mundial as the Brazilians after shhoting the penalties won over the 'azzurri' in the championship in 1994. The best shooter in the history of the Mundial was the Brazilian player Ronaldo who won the title in 1997, but he was to be satisfied during the next years only with the Mundial finals. The English representative Michael Owen wins the 'Golden ball' in 2001, but the team didn't go further than the quarterfinals. Four years later the Brazilian player Ronaldinho was awarded, but the title goes to the Italian representation. (*Zlatna lopta*)

Vidić brakes the curse

Manchester United has never before in the history won the victory on Bernabeu where tonight (20.45) they are guests to Real Madrid

In the last clash of the two titans the Brazilian player Ronaldo discarded with a hat-trick Manchester United from the quarterfinals of the Champions League and exactly ten years after his namesake has another chance to put the 'red devils' on trial. The triple champion of Europe is lead by the Serbian player Nemanja Vidić tonight (20.45) arrive at Santiago Bernabeu hoping to win for the first time in the history in Madrid and after 45 years of waiting to eliminate the 'Royal club'. Real is in difficult situation, but it is then when the big clubs are the most dangerous. Murinho is an outstanding motivator, and Ronaldo is a hard player to stop. If it is necessary, he will be guarded by three players – said the Island attacker Van Persi. In the same time Ronaldo promises that he will do everything possible to be the best shooter in Real's history. – I would like to stay here and to break

records. Naturally, to be the best shooter in Real is my biggest goal. Although, I'd like to score against United first – says Cristiano. (*Vidić*)

Sharapova's curse in Miami continues. Title goes to Radwanska.

The Polish tennis player Agnieszka Radwanska triumphed at the tournament premium series in Miami, winning over Maria Sharapova 7:5, 6:4. Sharapova entered the final duel as a favourite, not only because she is the second in the world rang list, but also because of her brilliant results in the matches against Radwanska 7:1. The only victory the Polish tennis player had was five years ago. By the way, another tradition appeared to be crucial. Sharapova has been loosing in three final matches in Miami and she wasn't able to break this sequence. Radwanska was better in all parts of the game and deservedly she got the first title in the prestigious championship. The Polish player subsequently won the matches against Madison Kiss, Silvia Soler Espinoza, Garbine Maguruza Blanco, Venus Williams, Marion Bartoli and Maria Sharapova on her way to the trophy. All of them – without a set lost! (*Šarapova*)

Capello: The curse of the captain's stripe

The selector of the English football representation Fabio Capello was quite disturbed by the knee ligaments injury Rio Ferdinand received, due to which he'll miss the World championship.

Ferdinand was injured in the first training of the 'proud Albinions' in South Afica after what seemed was a naïve start, made by Emile Heskey. 'My first working day in South Africa couldn't be worse. The situation at the training was least expected and it doesn't have anything in common with the quality of the ground where we were working. This is the English curse of the captain'said Capello. Ferdinand won't be able to appear at the captian's position in the official match, which was the chance for him after Capello took the stripe from John Terry provoked by Terry's relationship with Wayne Bridge's girlfriend. 'All players are impotant to me, but Rio is one of the starters, a captain and a leader...' Cappelo pointed out that such things simply happen sometimes during training or a competition.

The strategist of the English representation later explained how it came to Ferdinand's injury, so Steven Gerrard would wear the captain's stripe in the match: "It was one of Heskey's starts and after that Rio felt a big pain. Ferdinand has laid leg on the ground together with Emile and then he tried to make the next move. Then all this happened. This moment disturbed the entire team, everybody stopped working after the captain was injured, said Capello. (*Kapelo*)

Journalism abuses

It is from the aspect of the journalists ethics to use appropriately the syntagma 'dignity in sports'. Sports is an amateur's activity and also a professional occupation, which contributes directly to the personal dignity for those people who have chosen sports as a recreation or profession to fulfil their life expectations or defined meaning of life. Why the reporters use the phrase 'curse in sports'?

It is, though, excused when they do this to point out the way in the subsequence of the aims to acquire the meaning of life for many athletes and other people in the field of sports.

Nevertheless, when they do it for the purpose of selling the news – then it is not ethical and it is highly inappropriate. We could, then, call it 'journalism abuse' because of the sensationalism ordered by the owner to be found in seeking bigger profits on the objective public information's account and at risk to damage the truth about the sports.

Does there exist an actual 'curse' for the athletes, for the sports competitions, premises or requisites? Are the athletes „cursed people“ and on what ground? Can the premises, the processes or things be cursed? What value can one assign to things and call them later 'cursed'? How could a man – an athlete master the dilemma: to do sports which leads to dignity in life or do the sports that brings a 'curse'?

Naturally, curses do not exist. It is only people (most often sport reporters) who are able to add supernatural value to things and processes which sometimes hasn't happened yet.

May we call this ethical? In the Ethics Code of the journalists in Serbia there are certain ethical requirements, as the following:

„The media has the right of various editor’s concepts, and it is the editor’s and reporter’s obligation to draw a clear line between the facts they broadcast, the comments they make, the suggestions and the assumptions.“ „In the cases a reporter deems it is in the public interest’s name to broadcast unconfirmed information or an assumption he is obliged to definitely mention that the information is not confirmed.’ „The reporter mustn’t spread undue fear, or give false hopes to the audience.“

When the reporter informs about sport losses or ‘sport tragedies’ and similar events that include personal disaster and shock, he must apply his questions in the manner of discretion and compation. It is possible that a personal loss is a tragedy for the athlete himself, but for the public audience it is only a competition in sports according to previous results in the field and there is no sense that some of them accept it as a personal tragedy because of the sports.

What is more, it doesn’t make any sense at all to excuse losses in sports with certain curses of any kind. The assumption at athletes or other people that there is a curse related to sports may have a strong influence on the direction of their future goals and to actually threaten the performance of the defined meaning of life.

Conclusion

It is widely apprehended that top accomplishments in sports of national representativeness in the world, promote sport talent, the trainer’s defiant work, and the efforts of the people at the clubs and the organizations and also the will and the ethics of the athletes.

Sports exists for a long time and now its purpose is to maintain and improve human values: prudence to loft, modesty to self-ctisizm, self-esteem to ambition; tactfulness to serenity; loyalty to honesty; endurance and strength to bravery; equity to righteousness; restraint to nobility; humbleness to compation; decency to timidity,

also the child's honest virtue to the human virtues and compation to philanthropy.

Nowadays, in the coarse of the world economic crises and the global value crises, sports is the attractive field for the young people because it is a possibility to acquire the meaning in life through sports. Further more, sports enables the athletes and the other people involved to reach dignity in their lives, which is one of the values in the process of fulfilling the meaning of life.

Finding human dignity in sports is very similar to the process of losing the meaning of one's life through the curses in sports – as in all prohibited activities related to sports. Every direction and sequence of purposes leads to the meaning or destroying the meaning of life. Every person in its position of a man, reporter, fan, part of the audience or a manager in the field of sports is able to make the free choice of the original and unique type of the meaning of life. The same applies to all other human activities.

It is not accepted to use the phrase 'curses in sports' for the sport values. The sport reporters in their aspiration to produce sensation are using such phrases in order to sell better their news. Most probably, they even do not realize how much they threaten the real values in sports. When the loss is accepted in a fair manner by the ones who under certain circumstances were not so good, it is the better way to express the universal rules in sports. On the contrary, when a 'curse in sports' is produced out of a dignified loss deliberately or not, it may provoke negative emotions among the sport supporters and the audience – the feeling that something is left unsaid or is hidden from them. Close enough to this is the process of finding 'the guilty one' who has called down the curse. Thus the positive direction of fulfilling the purposes of sports is threaten and a lot of people may lose the meaning of life and its completion.

Sports, in terms of a chosen professional occupation, amateur sports or sports as a recreation and entertainment (for the supporters and the audience) are only few of all possible human goals among numerous others. It is only up to the person himself whether the

sequence, direction and quality of the chosen purpose follow the direction of the meaningful or meaningless of one's life.

The appropriate assumption of the values and the meaning of sports, being a particularly important human activity of high ethics, helps people to develop their best characteristics, which in sports are manifested as universal, no matter the race, nation or belief the athletes belong to.

The athletes in Serbia with their outstanding accomplishments have raised the sports to the level of the 'Serbian brand' and among everything else; they contribute to the improvement of Serbia itself. When all written in the Statute of Republic of Serbia is completed, i.e. sports being a category of particular public interest and that the children in sports are major priority in the Strategy for developing of the sports in Republic of Serbia, then not only the top athletes, but also all other young people involved in sports will contribute to the public health, hence to the subsistence and the future of Serbia.

References

1. *Valeta*
http://www.b92.net/sport/fudbal/vesti.php?yyyy=2012&mm=07&dd=23&nav_id=628996%3E. Web. 12. Sep. 2014.
2. *Vidić* <http://www.kurir.rs/komentari/vidic-skida-prokletstvo-clanak-648197>. Web. 13 Sep. 2014.
3. *Vikipedija* http://sh.wikipedia.org/wiki/Prokletstvo_Hama. Web. 12 Oct. 2014.
4. *Vujošević*
http://www.sportal.rs/news.php?news=19436&com_page=4. Web. 16 Oct. 2014.
5. *Glas javnosti* <http://www.glas-javnosti.rs/clanak/sport/glas-javnosti-24-12-2012/murinjovo-prokletstvo>. Web. 21 Oct. 2014.
6. *Ženski* *ugao*
http://www.b92.net/sport/sp2010/zenski_ugao.php?yyyy=2010&mm=06&nav_id=441194. Web. 21 Oct. 2014.
7. *Zlatna* *lopta*
<http://www.b92.net/sport/sp2010/vesti.php?yyyy=2010&mm=>

- 07&dd=04&nav_id=443104. Web. 04 Nov. 2014.
8. *Zvezdina serija* <http://www.mozzartsport.com/vesti/zvezdina-serija-rusi-prokletstvo-podgorice/41508>. Web. 04 Nov. 2014.
 9. *Kapelo* <http://sport.blic.rs/mondijal2010/vesti/179294/Kapelo-Prokletstvo-kapitenske-trake>. Web. 05 Nov. 2014.
 10. Karanović, Z. (2010). *Ljudsko dostojanstvo nema cenu*. <http://www.politika.rs/rubrike/spektar/zivot-i-stil/Ljudsko-dostojanstvo-nema-cenu.lt.html>. Web. 05 Nov. 2014.
 11. *Kolaković* <http://www.mozzartsport.com/vesti/kolakovic--moramo-da-zadrzimo-dostojanstvo>. Web. 22 Nov. 2014.
 12. *Košarka* <http://www.smedia.rs/sport/vest/20675/Kosarka-Vujosevic-Branicemo-svoje-dostojanstvo-.html> Web. 25 Nov. 2014.
 13. *Novi zavet* (1992). Dr Emilijan M. Čarnić, prevod. Beograd: Izdanje Biblijskog društva Beograd
 14. *Odbojkaši* <http://www.novosti.rs/vesti/sport.297.html:354734-Odbojkasi-igraju-za-dostojanstvon>. Web. 23 Nov. 2014.
 15. *Politika* <http://www.politika.rs/rubrike/sport-aktuelno/Olimpijske-igre-London-2012/Olimpijsko-prokletstvo-Brazila.lt.html>. Web. 12 Dec. 2014
 16. *Prokletstvo* http://www.objave.com/recnik_pojam_cl.php?pojam=PROKLETSTVO. Web. 12 Dec. 2014.
 17. *Sportske* <http://www.sportske.net/vest/odbojka/kolakovic-moramo-da-zadrzimo-dostojanstvo-57916.html>. Web. 16 Dec. 2014.
 18. Strategy for the development of sports in the Republic of Serbia for the period from 2009 to 2013. The Strategy was published in the "Official Gazette of RS", no. 110/2008 of 2.12.2008..
 19. *Tenis* http://www.b92.net/sport/tenis/vesti.php?yyyy=2011&mm=10&dd=18&nav_id=550583. Web. 18 Dec. 2014.
 20. *Šarapova* <http://sport.blic.rs/Tenis/212390/Prokletstvo-Sarapove-u-Majamiju-se-nastavlja-titula-za-Radvansku>. Web. 20 Dec. 2014.