

AXIOLOGICAL UNETHICAL BEHAVIOR ASPECTS OF ATHLETES AND SUPPORTERS

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Abstract

The text focuses on the axiological aspects of the appearance of unethical sportsmen's behavior and sport fans' behavior. The phenomena of drastic violations of ethic codes and moral codes by sport fans, clubs, organizations and sponsors is increasingly becoming a problem that can not only threaten the social and ecological environment, but also significantly affects the value system of sportsmen and fans. When sportsmen and fans do not respect the universal human values and specific positive values that sport maintains and develops, they obstruct or impede the realization of the positive direction of their own life's meaning.

Key words: axiology / ethics / behavior athlete / athlete's code of ethics / code of ethics of fans / the meaning of life

Introduction

Everyone has the right to practice sports and this is the activity with great significance for the Republic of Serbia. Since the times when the ancient Greeks started with the Olympic Games as the greatest sport events, the goal of the sport was to straighten the universal human values: rationality up to prudence, modesty up to self criticisms, self respect till ownership, restraint up to calmness, loyalty to sinecures, persistence and straight up to courage, fairness to fair play, self restrain to mildness, self control up to responsibility, compassion up to nobility, humbleness up to kindness, decency up to shines, as well as even sincere childish innocence up to human honesty and empathy up to love for main kind.

This is the reason why today sport has strategic value and significant for every society, especially for the psychophysical and spiritual development of children and youth i.e. for the future of the nation."Sport is in the Constitution of the Republic of Serbia defined as the category of significant public and social interest and it is mainly financed from the Republic of Serbia budget... Physical inactivity of children and further more of the adolescents has a very negative influence of their physical and spiritual development. This kind of situation jeopardizes public health and consequentially the health of an individual, while decreasing their base for top sport results. This is the reason why the children in sport are the basic priority for Strategy of sport development in the Republic of Serbia."¹

The general sport concept under lines in the first plane that the recreational must be characterized by regular exercise program (but also with appropriate competitions) aiming to

¹ The strategy of sport development in the Republic of Serbia for the period from 2009-2013. This strategy is published in "The Officially Journal" RS No. 110/208 from 2nd December 2008.

preserve health and physical properness. The number of people that consider sport more than struggle for score centimeter more or faster for part of a second is enlarging rapidly. The people who are recreatively practicing sport are enjoying themselves in several activities threw sport club organized groups or individually and their motive is health, physical preparedness and personal satisfaction. To conquer own individuality, to be active and to be familiar with all values of regular physical activities becomes more and more determination of hundreds of thousand individuals that are walking, running, driving bicycles and rollers, swimming, skiing, exercising, gain certain sport etc. Among the inhabitants of the EU the most active are people from Finland where 75% of the inhabitants are active in sports. After then are the Swiss 72%, people from Denmark 60%, people from Ireland 53% and Dutch with 52%, while among them inactive are the Greeks with only 26%. In the Republic of Serbia by the Law on sports² are define 22 terms and references related to sport: from sport activities³ and sport operations⁴ up to “expert sport supervisor”⁵

“The sport supporter” or “the sport audience” are not defined in any place, the only existing definition is for the term “spectator”.

It is possible that one can practice sport by himself, as it is in fitness⁶. This sport term marks the choice to live in a special life style that comprehends exercises, correct “sport diet”, programs for psycho relaxation in general various esthetical programs and all other retaliated with sports. Sport may be a life style that on the level of single individual does not necessarily have an audience, supporters and fans.

In the case of organizing sport competitions and sport manifestations (the common name for this two is “sport events”) then the existence of audience is included, and also “sport supporters” as integral part of sport competition. The journalist are often addressing to the sport supporters as to the “12th” player that is not related only to football where in fact there are eleven players but is also used for other in other sports no matter what is the real number of actual players.

On sport courts and arenas all over the world, and also in Serbia un-sporting behavior of sportsmen and unsporting behavior of supporters occurs, that could be characterized as unmoral, but also occurs behavior that could be from the aspect from the citizens security aspects and the aspect of the environment aspect becomes destructive, i.e. dangerous and that jeopardizes liberty and citizens rights and damages environment.

² “The Officially Journal “ No. 24/2011 and 99/2011 – and other bylaws.

³ “Sport activities are all forms of physical and intellectual activities that throw unorganized or organized participation have a goal to express or to increase physical preparedness and spiritual prosperity creation of social relations or accomplishing results in all level competitions.” The Officially Journal “ No. 24/2011 and 99/2011 – and other bylaws.

⁴ “Sport operations are those operations that enable conditions for conducting sport activities, especially organized participation and management of sport competitions, including international competitions, training for sport activities, planning and directing sport activities; sport trial; organizing of sport preparedness and sport events; securing and management of sport equipment and objects; sport education, training, specialization and informing in the sphere of sports; scientific and research – and development in sports; marketing, advising and expertise, sport mediation. “The Officially Journal “ No. 24/2011 and 99/2011 – and other bylaws.

⁵ “expert sport supervisor” is a person that supervises work in sports follows and subjects measures for sport organizations or it could be – sport expert that correct failures and informs the Minister responsible for sport matters on redistricted failures and the use of appropriate measures. The Officially Journal “ No. 24/2011 and 99/2011 – and other bylaws.

⁶ This is term of English origin that is develop out of the word fit meaning, to be in good shape and well condition (to be healthy and ready).

Also exists “the Law on violent prevention and prevention of inappropriate behavior”, that is developed for prevention and decreasing of the risk, violence and inappropriate behavior of spectators(sport fans) during sport events.

“The Ministry (of Internal Affairs) before every sport event of increased risk at list 24h before the beginning of the event conduct inspection of the object where sport event is to be held and insights the organizational preparedness. If the sport event management does not behave in accordance with directives of the Ministry and from the reason of obvious failures the security of participants could be endangered, the Ministry could prohibit such sport event.” (Article 17 Paragraph 3)⁸

The problems that are analyzed in this text are axiological⁹ aspect of unethical behavior of athletes and supporters. Axiological aspect comprehends questions dealing with our own behavior and behavior of the others by the use of the valuation methods in accordance with his own a valuation orientation, but also in accordance with universal values of our culture and from the aspect of universal values of mankind.

The questions that could be raised related to this subject are the following: does sport really preserve and develop universal human values? Does unethical behavior of the athletes result with unethical behavior of the supporters or is it vice-versa? How to indicate that the unsporting behavior jeopardizes the meaning of the athletes and the meaning of the supporters' life without endangering human freedom and human dignity?

Sport preserves and develops universal human ethical values

Ethics refers to the theory and practice of our relation to oneself, to others and to nature, from the point of view of good and evil. The knowledge of good and evil refers to the purpose of our activities and the process of implementation of specific tasks in which form and content of the work are harmonized with the permitted methods and lawful means in the specific space-time and historical continuum.

The difference between “ethics” and “morality” can also be established on the basis of assessment of known and committed individual actions that do not induce other members of the social group or they could be based on the individual acts that are not known to members of the social group. In these hypothetical cases, the public condemnation of the group may be missing (the act is not treated as immoral or it is unknown) and individuals can be more or less rigid to assess and condemn their own action. It rarely happens, but it still happens that an individual, from the aspect of their strict criteria of ethics, condemns himself or herself (feel guilt and/or remorse) for acts that are not done, but there was only intended to do it. The existence of such individuals (honorable men), is the evidence that the ethics is deeper and stronger than morality, and that, in addition to their interrelation; ethic has stronger and deeper foundations that reach to the very essence of human existence.

“After the observation that the terms” ethics “and” morality “are mostly used as synonyms Kant says that it is better to reserve the word *ethics* for one part of the moral of philosophy, that part that relates to the doctrine on those responsibilities that are not under external laws (in the German language the term *learning about the virtue* was considered appropriate for

⁷ The Law on violent prevention and prevention of inappropriate behavior during sport events. The Officially Journal “ No. 67/2003 and 90/2007 – refined text.

⁸ The Law on violent prevention and prevention of inappropriate behavior during sport events. The Officially Journal “ No. 67/2003 and 90/2007 – refined text.

⁹ Axiology is philosophical discipline that investigates human general values and evaluation process. Special human values are subject of other scientific or philosophical disciplines: economy with economical, sociology and psychology of moral with moral, ethic with ethical, esthetics with autistics, gnoseology deals with matters of knowledge.

this need). Consequently the system of learning duties in general, now it is divided on the system of *learning of law (ius)*, which relates to duties that could be derived from external laws and the *system of learning about the virtue (ethica)* that relates to the duties that could not be proscribed in this mode, and this division may remain in force¹⁰.”

Our individual relationship to ourselves has the following ethical and value dimensions: by free will we preserve our life (to be or not to be - raised as an ethical issue: whether suicide is right?); by free will we increase or reduce our ethics – i.e. learn what is good and what is evil and how that knowledge is applied (the forms, methods and means of achieving our purpose in terms of the admissibility or inadmissibility of methods and tools); by free will we participate in the assessment of moral action of ourselves (no matter if these moral or immoral actions are known to others); by free will we impose moral sanctions to ourselves (various forms and methods of conducting spiritual and physical sufferings that we bring to upon ourselves aiming to eliminate feeling of guilt); by free will we reward ourselves for moral actions that others are not known to others (perhaps they never will be known to them); for our ethical behavior it does not matter whether the consequences are beneficial or not, it only matters if our action (even if only imagined) is in accordance with the adopted code or not.

Individual morality can be seen as a special kind of abstraction, which is not in the area of the totality of the human system of thinking, but in the area of personal emotion. “Abstraction is an activity that is generally a characteristic of psychological functions. There are *abstract thinking*, but equally *feeling, sensation* and *intuition*. Abstractive thinking makes a difference with content that is shaped through logical thinking processes, from what is irrelevant. Abstractive feeling does the same thing with content that carries an emotional mark, as well as acting sensation and intuition. There are, then, in the same way as abstract thoughts also abstract senses; the latter Sully calls intellectual, aesthetic and moral.^{11 12}

Relationship to other contains the following ethical and value components: by free will we participate in the assessment process, valuation and judgment for moral or unmoral activities; by free will, from the standpoint of our ethics, we accept the legality and legitimacy of prescribing moral codes of the other - which we need to validate their ethical values toward ourselves; by free will we participate in a collective rewarding and punishing of someone from are community (and this is also needed for adjustment of our personality and validity of the adopted code) and finally, by free will, we prescribe the new code of ethical and moral values – to our children who are not yet able to decide on this matter for themselves.

Only the relationship to nature (survival of the planet Earth) has an ethical and moral dimension which is always unambiguous (unless it is of heteronymous moral – i.e. unless we do it because we fear of punishment): for the survival of ourselves, we preserve nature from ourselves (it is problematic how much it can have an ethical dimension - because it's hard to prove that it was not coerced by our fear for ourselves) and from others with the same purpose - to leave the plant to the others at least in the same form as we inherited it from ancestors.

According to the ethical and moral codes of different individuals or societies sport behavior or sport results are valued differently and differently praised or criticized, as well. Somewhere sports results are minimized to the marginalization or are restricted regarding the terms of sex –gender equality, and somewhere they are excessively stressed so that there is an enormous pressures on the athletes to achieve often unrealistic results on regular competitions, during especially significant great sport events or on the Olympiads.

¹⁰ Jokić, A.: *Kantova etika, pohvaljivost postupaka i pojam superarogacije*, Filozofske studije, br. 29/97. str. 143.

¹¹ Sully, Hum. mind. II c. 16. (navedeno prema: Jung, K.G.: *Psihološki tipovi*, “Matica Srpska”, Novi Sad, 1984. str. 449.)

¹² Jung, K.G.: *Psihološki tipovi*, “Matica Srpska”, Novi Sad, 1984. str. 449.

Universal human values were originated as a consequence of behavior in human society whose purpose¹³ is to regulate the harmonization between individuals as conscious, creative and free beings, from one side, and common values and interests of society as a whole, from the other side. By the process of socialization, social norms are adopted to the level of their voluntary acceptance as a form of normal behavior. There are technical norms- standards (governing human behavior towards nature), the legal norms (defined by laws and other legal acts), moral norms (governing human inter relations by use of traditional customs) and spiritual norms (governing the behavior of individuals to the spiritual values of a specific society). Each norm has a section in which are prescribed situations (terms and conditions) when it should be applied, then the command (duty) to do or abstain from doing and punishment (type and size of the liability) that the offender should be exposed to. For athletes and spectators at sporting events (fans in sports) particularly important is the moral of society and individual ethics, as a regulator of behavior for all participants in the sport.

A man's ethical duty is voluntarily adopted attitude, commitment and belief that something "should" be done, based on his own personal code of ethics (individual criterion of right and wrong, permissible and impermissible), no matter that it may be in favor of his own damage. When a man evaluates the fulfillment of his own ethical duties he can feel personal pride (if he correctly operated) or guilt (as a result of ethical self-responsibility for inaction or breach of a personal code of ethics). Usually, the fulfillment or failure of ethical duty is not visible to others (so it could pass without moral reward or punishment), but it can "eat the man from inside", until he does not solve the problem with his own conscience. The purpose of existence and the quality of voluntarily assumed ethical obligations speaks of man's humanity that is on his understanding of the meaning of life.

From the In ethical duties derives ethical self-responsibility. It is a special kind of responsibility towards themselves, not based on the moral code of responsibility, but the individual codes of ethics (moral responsibility is the responsibility to the collective or community), for some action done or omitted in the conditions and circumstances (ethical dilemmas), when some ethical duty was to be conducted (generally this is doing as much good as possible and avoid evil).

The consequences of ethical self-responsibility is an appearance of guilt, even for those acts that are not known to anyone, or have not done, but just intended to be done (planned, but undone).

The existence of self-responsibility is manifested in feelings of shame, vague fear, disgust, loathing, mental pain and the desire for self punishment.¹⁴

As well as the number of moral rewards and moral punishments are the indicator of the existence of a high level of morality in some society – collective, the ethical duty and ethi-

¹³ Purpose (Greek *telos*, end; Lat. *Finis*, purpose) thought about an imaginary quantity or type of level of quality, and whole ways and means that in this time and under given conditions and circumstances to be willing to realize human activity. Purpose includes, therefore, cause, motive, thoughtful exercise, but also the consequence of accepting the imaginary in order to achieve the imaginary. All living creatures, such rationality is attributed to a man, and he regarded his ultimate purpose of moral perfection (dignity), which means that one other man must never be used as a method and means, but always as a final purpose (all purposes). In addition to the purpose of the production (which aims to satisfy a man's material needs) that one is able to have a purpose and are in themselves and have a sense of herself. Include religion, art, creativity, sports, recreation, hobbies, meditation and contemplation, and the like.

¹⁴ The causes for suicide are not scientifically explained, but with a certain level of significant probability it could be presumed that one of the causes for suicide is a large amount of ethical responsibility, as a consequence of a very strict personal ethical code (moral code usually forbids suicide).

cal self-responsibility (which by its quality may be different from the moral duty and moral responsibility from a variety of moral norms), are also indicators of the real men's individual morality, i.e. ethics and humanity.

To achieve personal ethics means have own specific quality of individual criteria for evaluation of own committed actions (known or not known to the social environment where a person belongs), or just imagined or attempted, built on the basis of own perception of good and evil. Also, it is the quality and consistency of behavior in accordance with own criteria - code of ethics.

Unlike morality, which are assessed and evaluated by the group, collective or community to which the individual belongs, and on the basis of generally accepted moral code (positive - moral rewards, negative - moral sanctions), ethics is quality, measured on the basis of own personal ethic code (constructed as an ethical system that relies on selected philosophical attitude), which may be different from the moral code of the social environment.

That there are such differences the evidence are historical examples of the existence of high ethical personalities in unmoral environments. Also, changing the traditional conservative moral standards (which may be based on prejudice or taboos) proves to be a strong personality with its high etičnošću to change the morality of the environment, as it is worth, and vice versa.

Universal code of ethics is needed to the ethics of sport, as one of the applied ethics, for evaluation of all cases and the appearance of self-sacrifice (of unintentional self-sacrifice for the sake of sports results) in individual amateur sport, in professional sports and team sports.

Athletes in amateur sport strive to achieve the best possible and valuable. This can be seen as fulfilling a moral duty toward themselves, sports team, sports organization, sponsor, or the community. However, since the modern professional sport has become a kind of "economic activity" it happens that the professional athlete as their aims primarily have money as the ultimate goal regardless of the sports scores, although these events are sometimes linked. The top ranking sports results make more money, but sometimes not, depending on the type of sport.

Supporters, in addition to the rest of their personal and private reasons, aim to maintain and strengthen i.e. to support and encourage athlete's exaggeration of self sacrifice so that they can achieve better and better results - all the way to world records, Olympic medals, etc. Unbalanced and excessive devotion athletes often leads, unfortunately, to their unethical behavior, reflected in the use of illegal means (even drugs) aiming to make a "short cut" to celebrate and the social honors. Excessive devotion of fans (fan groups and groups of "sport hooligans") unfortunately often leads to violence and misbehavior at sports events and around them, thereby losing the meaning of sport as a noble and socially valuable activity.

So, sport keeps and develops universal human values in athletes and fans, but sometimes athletes unsporting behavior is due to the fact that they are more concentrated on the success that brings money and less on the ethics of sport, i.e. sportsmanship as a knightly competition for winning or improved athletic performance.

Sports fans (viewers, or spectators - as they are defined by law) at sporting events and competitions, and there they are mandatory because without them sport loses its meaning, sometimes are forgetting their role of the audience and they start with their unethical behavior that basically could have a variety of political, national, ethnic, religious and other motives up to pure hooliganism.¹⁵

¹⁵ The emergence of players like hooligans and hooliganism as a nationalist terrorist act, appeared in England in the early sixties of the last century, and then dispersed throughout Europe, especially in Holland, Germany, Belgium, Italy and Spain. The emergence of hooliganism at sports events is

Unethical behaviour in sport

Misuse of sports is in full swing. For the purpose of justifying or proving the viability of the Olympics or world championships large in many countries abusing the ethics of sports or “sporty” and “the use of sport as a means” to be achieved prestige in some other non-sporting fields, such as economics (achieving competitive advantage over rival manufacturers of sports equipment) or politics (political prestige of the methods of proving their commitment to the sport and the athletes, i.e. most general positive social values).

“The issue of the fight against violence in sport is regulated by the Law on the Prevention of Violence and Misbehavior at Sports Events. There are real organizational, educational, and informational resources to prevent violence and misbehavior, however, these resources are not adequately institutionally framed or used. As in other segments of society there are certain problems caused by the transition. From the standpoint of the strategy, the problem of violence in sport, not only looks like football violence, but also the forms of violence that occur in the coach-athlete relationship, the coach-parent, parent-athlete, parent-coach.”¹⁶

Although the Law on sport almost comprehensively regulates the field of sport in Serbia, due to various political, economic, legal and organizational changes that have occurred in recent years, the enforcement of the law is ineffective.

Supporters trashed the image of Serbia at the Handball Championship

The attacks on Croatian fans at the European Handball Championship in Serbia disrupt efforts to improve its reputation when it comes to hooliganism.¹⁷

Serbian silver, which shone from the second place on the podium at the European Championships in handball, was shade due to the inappropriate behavior of the fans, of which 12 were arrested for violence, including one member of the right-wing organization “Obraz”. The Championship games was an opportunity for the country to shine, but, instead, Serbian hooligans on the 24th January organized attack on Croatian fans after several earlier, smaller incidents. Some threw stones and axes on a convoy of Croats who were returning home after his team’s quarterfinal match against France, and injured several of them. “The attackers were from Belgrade and Novi Sad, the members of the fan sub-groups, and other organizations,” said Serbian police director Milorad Veljovic for *SETimes*.

“Sometimes a man feels in himself two opposite forces: one tends order, peace and security that guarantee the order of norms and institutions, and the other leads him to send it all to hell and unleash all the instincts of their ancestors who are detained in culture bounds. One could not have the freedom and order at the same time: sometimes you are bound by the law, and sometimes you enjoy the wild life of a vagabond. This condition is well noted by H.Hesse: ‘Never again ‘- spoke his imperious will.’ Tomorrow ‘again - begged his heart cloaking.”¹⁸

Swedes hit the ball to the bare bottom of the goal keeper

The Swedes were defeated by Ukraine 2-1 in the first round and they are aware that the eventual failure in the future clash with England will cost them the further placement. They

not accidental, nor is it separate from the overall social behavior. Hooliganism as a movement has become one of the strongest types of destruction of human consciousness. Source: The emergence of hooliganism in sport - Sports audience - Contemporary sport.com Retrieved 28/05/2012.

¹⁶ At the same place.

¹⁷ http://www.setimes.com/cocoon/setimes/xhtml/sr_Latn/features/setimes/blogreview/2012/02/04/blog-03 4.2.2012.

¹⁸ Šušnjić, Đ.: *Dijalog i tolerancija*, Izdavačka knjižarnica Zorana Stojanovića, Sremski Karlovci, Novi Sad, 1994. str. 29.

therefore decided to improve accuracy, and do this by shooting the goalie Johan Wieland in the butt. To further motivate them, guard net from Copenhagen removed his pants, which was noticed by the journalists who saw the training of Sweden. - Our team sends a bad message to young people who look up to them. When they are doing this they are a bad model. As the heroes of boys and girls in Sweden they have to pay more attention to their actions – it was noticed in the Swedish media for the event.¹⁹

Sports hooliganism can be based on a person's egoism²⁰, but unfortunately sometimes it has causes and motives from political areas or for other reasons such as Nazism, fascism, anti-Semitism, racism, nationalism, religious fanaticism, and so on.

“The authors have opted for the term” hooligan violence “precisely in order to establish the difference between hooligans and fans. They find as their right to call fan groups that exhibit extreme behavior, which regularly includes verbal and physical violence, as the “hooligans”. It is arguable, at the same time, whether the decision of the Constitutional Court is expected to resolve this dilemma, especially in an environment where decision-makers, journalists, “sports officials” and other participants in organizing sports events too often refer to the “twelfth player”²¹ as an integral, important part of many events.

Hooligans must be separated from the fans that come to sporting events exclusively for enjoying sports competition or participation in achieving the best results. Therefore, the fans are necessary and very valuable for athletes and teams in the realization of team competitions- and every other competitions, from the local to the Olympics. On the other hand, supporters get their portion of pleasure - club trophies and individual premium sports scores make them believe that the sportsman`s success is their success, as a fulfillment of their desires, ambitions and ambitions and goals of sports, which complement the design of their meaning of life.

Self sacrificing, passionate fans, or people who have decided to build the meaning of life by choosing sports-related senses, often organized themselves in fan groups with a separate ethics of behavior. Such groups are organized in vertical hierarchical structures similar to those in the military, the authorities classified into qualitative levels that group members are required to meet their aggressive attitudes and behavior, often at the edge of the law or even criminal behavior.

In a statement to the media, Dedeić says that this is evidence of mood among a significant part of members of the Montenegrin nation who have no problem to publicly manifest fascism and Serbophobia. The women's match between basketball teams of Serbia and of Montenegro was played yesterday on Cetinje, in the European Championship qualifier. Dedeić announced that the Serbian List prosecution submitted footage from the game in anticipation of unambiguous response. - Video clips will forward to embassies of Serbia, Russia, USA, China, UK, Germany and France in Podgorica and that they will place evidence - footage online on

¹⁹ <http://www.24sata.rs/sport/vesti/vest/svedani-gadali-golmana-u-golu-zadnjicu/43829.phtml> Retrieved 14th June 2012.

²⁰ Egoism - (Latin ego, I; fr. Egoism, selfishness, self-love) is a term that is originated in the theory of solipsism, according to which - “I only know in my awareness that I exist, and all other beings exist only in my imagination.” In ethical theories, egoism is the principle of action in terms of selfishness and self-love. This action is solely based on own interests, regardless of the public interest or the interests of other individuals. Ethical egoism is the (immoral) behavior that does not respect the code of ethics of the social environment, and the individual code of ethics is based on dubious and selfish values that are not in accordance with generally accepted social values and moral conduct is unlawful methods and means, and regardless of the feelings of the people from the environment. According to psychological egoism, motives as guides of activity, are focused exclusively on the progress of their personality at a price that is “trampling” over the other person. MJ.

²¹ http://www.bezbednost.org/upload/document/na_putu_prevenicije_nasilja_na_sportskim_priredbama.pdf Preuzeto 2012.05.21.

YouTube - said Dedeić. He expressed confidence that the Serbian Embassy will adequately react and that a formal protest is the lowest possible response to compression which were exposed to Serbian basketball players and fans, but also all members of the Serbian community in the Montenegrin state.

Such behavior the society sees as a way to anarchism²², and young people, the chance to find them "self" and to realize their purpose in life as a "fan of the team," or "fan" of an athlete, when they could not do see any prospect to present themselves in the area of science, art, philosophy, religion, economy, politics, sports, etc.

Corruption in sports clubs, among the officials and the coaches, also belongs to the unethical behavior in sport. In the process of sports training it is especially important to determine the role of coach for defining specific and original methods and content of training athletes to achieve excellence and top ranking. Sometimes, unfortunately, they abuse their expert role in predicting long-term career planning for talented athletes due to their intention to "sell" sportsmen at the market of sport and thus gain financial benefit.

Sponsors in the sport, instead of marketing of their corporation and to perform desirable socially responsible support the sport, they often abuse their position or official authority for gaining personal or family benefit, or to gain profit for a particular interest group.

Finding the meaning of life in sports

In the Serbian language, the noun „smisao“ (meaning, purpose) doesn't have a plural form.²³ It is the only word derived from the word „misao“ (thought) that changed its gender. „Misao“ (thought) and „zamisao“ (idea) are feminine, but „smisao“ (meaning, purpose) is masculine. That fact is irrelevant when considering the meaning of the word „smisao“ (meaning, purpose), which is defined as: the order of a person's chosen purposes in life. Since two people cannot have the same order in the string of voluntarily chosen purposes, it can be concluded that there are as many devised orders of purposes entailed in the sense of the word "smisao" (meaning, purpose), as there are people on our good planet Earth. Because of the different ages, genders, races, ethnicities, cultures, climates, inherent historical conditions and concrete time-space circumstances, no human can fully repeat the destiny of any other human that ever lived, that lives now or that will ever live in the future.

"Man's wish to find meaning is a primary force in one's life, and not just a "secondary rationalization" of one's instinctive leanings. That meaning is unique and specific for every man who needs to quench his desire to find meaning. There are writers who claim that meaning and values are "nothing more than defense mechanisms and reactionary formations and sublimations". As far as I'm concerned, I wouldn't want to live just for the sake of my "defense mechanisms", nor would I be willing to die for my ideals and values".²⁴

²² Anarchism - (Greek anarhia - anarchy, the termination of the rule of law and authority) is a theory that is based on the fundamental premise that the company should not exist any autoiriteti. The basic assumption of this theory: the requirements for the exercise of absolute liberty of each individual release of each (especially the state) coercion, even if by force. The best-known representatives of the theory of anarchism: Stirner, Proudhon, Bakunin, Kropotkin. Tolstoy's religious anarchism advocated by which it is possible that the current authoritarian regimes can overcome nonviolence and developing Christian love. Contemporary anarchist theory (in postmodernism) give up rigorous demands and meet the individual revolt or mass protests against mindedness in favor of pluralism opportunities.

²³ Some nouns are used usually only in singular form (singularia tantum). There are scientific theories that the disappearance of ancient civilizations are not attributable to external aggression, but the wrong value aspect of general orientation.

²⁴ Frankl, E.V.: *Zašto se niste ubili? (Uvod u logoterapiju)*, "Oko tri ujutro", Zagreb, 1978. str. 88.

The choice of the meaning of life is, therefore, a personal and unalienable freedom of every man.

How and when, then, can one man point out to another man his mistaken direction in the order of purposes which lead up to some imagined meaning, or a wrong meaning, i.e. meaninglessness? Is there a criterion for the “correct order and direction of purposes” toward a “positive meaning of life”? Is there a definition of meaninglessness, non-meaning, or is it just a constatation of an unfulfilled meaning in life?

Can the meaning and meaninglessness of life be ascertained only after a man dies?

Viktor Frankl (1905-1997) thinks that there are three approaches to the quest for meaning.

“The first one is through experienced values, by experiencing something valuable – or meeting someone of value. The most important example of experienced values is love. Through love, we can help those we love find meaning, and by doing that we find our own. Love is the “ultimate and highest goal that a man can strive for”. Frankl points out that, in modern societies, many confuse sex with love. Without love, sex is nothing but masturbation and the sexual partner is nothing more than a tool used to achieve some goal. Sex can be fully enjoyed only as a physical manifestation of love. Love is the recognition of the other’s uniqueness as a person with the intuitive understanding of their full potential as a human being. Frankl believes that that is achievable only in monogamous relationships. As long as the partners are changeable, they remain objects.

The second approach to discovering meaning is through creation, reading, acting. We reach meaning through our own life’s endeavors. This approach to discovering meaning includes creativity in art, music, writing, inventions, etc. Both creation and love are functions of the spiritual unconscious, and thus, conscientiousness. Irrationality of artistic creation is equal to the intuition that enables us to recognize good.

The third approach to finding meaning is our relation with the circumstances and what happens to us. It includes virtues such as compassion, courage, sense of humor, etc. “Everything can be taken away from a man except one thing / the freedom to choose his own attitude towards any set of circumstances, to choose his own way”.²⁵

The great philosopher Hegel once wrote: “Nothing great in this world has been accomplished without passion. There are two moments that enter our consideration: one is the idea, and the other is human passions”. One is the end, and the other is the beginning of the great saga of human history that stretches before us. The concrete environment and the unity of those two moments is the moral freedom in a country”.²⁶

Today, during a world economic crisis and a global crisis of values, sports are probably an area that is very attractive to young people as a possibility to achieve the meaning of life through sports, with the help of sports or in relations with sports. As evidence for this claim, one need not look far to find the cases of young people who, sadly, with no opportunity to participate in sports or to search for meaning in terms of education, industry or arts, turn to cheering for some team or athlete as the meaning of their lives. Whilst the cheering does not affect property, the environment, moral and the liberty of others, it’s socially acceptable behavior. Otherwise, human liberties and human passions sometimes collide.

Democratic societies are at times unable to subdue the “passion of fans” through democratic means, and it becomes socially unacceptable, damaging and even dangerous behavior that endangers general and specific social, material and spiritual values.

When athletes and fans, through their attitudes and behavior at sporting events show that they have no respect for universal human values and specific personal values that are

²⁵ <http://www.iza-ogledala.com/tekstovi/5-teorije-i-terapije/221-viktor-frankl-leenje-smislom>
Preuzeto 30.04.2012.

²⁶ Hegel, G.V.F.: *Filozofija povijesti*, Kultura, Zagreb, 1951, str. 39.

preserved and maintained through sports, they are a hindrance to a positive direction of this type of meaning of life. That is not the problem of the relation of a democratic society with its citizens – it is the relation of every man with himself, with his family, and, ultimately, with his nation and his country.

So, finding a meaning of life in sports is akin to the process of losing the meaning of life via sports or in illicit behaviors related to sports. Every direction and order of purposes go either towards the realization of meaning or toward meaninglessness (unfulfilled meaning of life). Every man chooses freely for himself his own version of the original and unrepeatable meaning of life, whether he's an athlete, spectator, fan or sports manager. It is the same as in all other human activities.

Conclusion

Without sportsmanlike and responsible behavior of top athletes, top results that can be representative of a nation in the world and serve as something that young generations can strive for, that promote hard work, persistence, competitiveness and honesty, cannot be achieved.

Unsportsmanlike and dangerous behavior of athletes and fans, unfortunately, often leads to hooliganism and endangering the environment and general safety at and around sport venues. Thus sports lose their original meaning as a noble and socially valuable activity. By demolishing the original principles of sports so far that they become “un-values” and an unwanted nuisance from the point of view of the ethics of sports and the quality of the social community, the positive value orientation of the youth is also demolished. By identification with the negative heroes of sports (unsportsmanlike athletes and hooligan fans), a negative orientation of values is being built, which, ultimately, prevents every man from reaching his imagined meaning of life in the direction of universal human values. The meaning of life that has been so imagined can be characterized, by using the criteria of universal human values, as “meaninglessness” or “losing the positive direction of a life's meaning”.

In everything we do, as athletes or sports fans, regardless of whether it's a significant competition or not, we always have to ask ourselves: do our actions or inactions turn us into persons that we want to be? In every moment, every time we think, speak, make decisions and act or not act based on our free will – we indeed already exist as an old – already formed person of a certain level of ethics, and, at the same time, we become a different – new person – more or less ethical than the previous one was. The decisions that we make contain all of our past in consciousness, knowledge, wishes, ideals, etc. but, at the same time, our actions, or inactions, change our present from one moment to another and we constantly keep becoming a new person. Our personality depends on the quality of our actions towards ourselves and towards others. It is widely known that our actions are the foundation of our personality, and that our personality is the foundation of our future actions.

A man's ethics, even sports ethics, should, therefore, be considered in the light of all of his problems, the means available to him, the methods allowed, the purposes he chose or followed by mistake, and the meaning of life which, uniquely and unpeatedly, flows in the direction of the accomplishment or the lack thereof of his personal purposes. A man as a unit can only be understood from the totality of all-encompassing results reached by a civilization (traditional values of every community or every culture separately). From the objective assessment of his past and the present state in which a man is trapped in on our good planet Earth, many possibilities can creatively arise to assure future survival as a dimension in which a man remains unable to find the meaning and purpose, and which may hold the key to unlocking meaning of the existence of the human kind.

Sport, as chosen profession, amateur sport or sports as a recreation and entertainment (viewers and fans of the sport) are just some of the possible purpose of man's functions among infinite number of others. It depends just on man himself whether order, direction, and quality of selected purposes go direction will be with sense for his life or it will be a nonsense regarding the meaning of existence.

When athletes and fans, by their attitudes and behavior at sporting events and competitions do not respect universal human values and specific positive values that sports maintain and develop, thus hinder or impede the achievement of positive direction of his life's meaning.

However, when a young man wants to be better than anyone else in the sport, but also from himself, imitating his sports idols, as Novak Djokovic and many other Serbian elite athletes, it thus contributes directly to himself and to the community or nation to which he belongs. Values of sport are then used as an example of universal human values can be "transferred" to all other areas of human activities.

Proper understanding of the value and meaning of sport as a particularly important and highly ethical activity, one can preserve and develop the best human characteristics that show up in the sport as a universal, regardless of race, nation or religion that athletes belong.

Athletes in Serbia, with its exceptional sporting results that have improved sport in this environment as a "Serbian brand," among other things, contribute to the progress of Serbia. If it is to be realized what is in the Constitution of the Republic of Serbia recorded, the sport will become a category of special public interest and the children will be sport priority in Sports Development Strategy in the Republic of Serbia. This will not only elite athletes, but all the other young people involved in sports will also contribute to public health, which means the survival and future of Serbia.

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