



SEMIOTICS OF SPORTS

The evolution of language in the professional sport

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1. INTRODUCTION – WHY SEMIOTIC OF SPORTS?

Professional sports have in the most recent decades undergone an immense growth, transition and development in their social status. Based on the economic growth and social changes from the 20th Century to the present, professional sports have achieved a highly valued position in modern society, similar to a pop culture. Professional sports have become a huge business and thus, the meaning in language of professional sports followed. During this speedy change the language evolved with the culture and adapted to the business environment.

2. HYPOTHESIS/QUESTIONS

- How has the language of conduct evolve in the professional environment since its full professionalisation?
- What was the effect of professionalisation of sports on the behavior and conduct of the athletes?

3. RESEARCH METHOD

Historical analysis of changes and developments in diction within the culture of professional sports in relation to socio-economic changes in the society and the role of sports in it.

Following up on Juri Lotman's theory that semiosphere is at its most active movement during periods of significant social and cultural changes in the society. Sports as a significant subculture represents a valuable source of semiotic information in this matter.

4. RESEARCH SUBJECT MATTER AND TARGET

Professional sports organisation
Contract based sports and leagues
Euro-Football, NFL, NBA, MLB, NHL

5. TIMELINE

History of Sports
Ancient Olympic Games
Modern Olympic Games and amateur sports
Professionalization of sports in 20th Century
Sport as a business environment today

6. KEY TERM AND PHRASES

Head Coach – General Manager
Club Director – Head of Operations
Professional Contract
Sports as a product
Game Management
Short Term Goals – Long Term Goals