

The Effects of Sport on Coexistence And Globalization

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Abstract

Globalization covers the whole world with the flow of goods, services, people, capital, information and culture. Within this process, connection and movement has intensified among people. Facilities of transportation and communication have increased and got easier. Communication and information technology has developed. Physical and digital multicultural coexistence area has expanded between people and societies. People from various countries come together at television due to sports events. Sport especially football has a very important place in globalization and coexistence culture. Hereby television, internet and social media have included sport among global trends (2). Many people from various parts of the world share common thought, feeling and behavior on any team, player, match and position. Globalization's developing coexistence culture and expanding the area of coexistence via sports has many benefits. However, global system has made sports an industry (2). Everything is built on earnings. The commercialization and commodification of sports, players and spectators weakens human values. Besides, it causes many damages and negative developments. While sports provide coexistence in the globalization process, it may also lead to polarization. However, integration of humanity on common values is necessary for the global society. It is possible for Turkey and Turkish nation to improve coexistence culture via sport in the globalization process, to enrich it and to contribute to humanity. In terms of its history and values, Turkish society can be a global pioneer in sport's developing coexistence culture (9). In addition, diversification of sports, protection of developer and traditional sports are necessary in the global process. That people maintain a healthy and fit life is important for the next generations. Protection of basic social values by humanity in the global process is possible with physically and mentally healthy people. Sport widens coexistence area. Communication and information technology supplies many opportunities in this respect. In the globalization process that communication and interaction is gradually increasing, humanitarian and social values have gained more importance. Globalization means the variety and wealth of coexistence by protecting obligation, responsibility and values.

Keywords: Globalization, Sports, Coexistence, Multiculturalism, Obligation, Responsibility.

INTRODUCTION

In 1960s Canadian scientist Marshall McLuhan foresaw that the world would turn into a global village with the development of communication tools (10). He believed that people would share the same thoughts thanks to communication tools.

Globalization began in the second half of 20th century in the economy area; since the beginning of 21st century, it has influenced all areas related to human beings from trade to education, from health to food-beverage, from sports to entertainment industry with communication technologies and digitalization. It also reflected in social life (30). When we look back at globalization from 2020 year, it is seen that McLuhan's forecasts have become

reality and humanity has passed to more advanced stages.

According to Anthony Giddens, globalization is broadly synonymous with the concept of modernity. In the new era, "the intensity of social relationships worldwide" is higher than in the previous periods. It is necessary to understand globalization by investigating the powers affecting modernity (19). According to Giddens the globalization of social activity is a process of development of connections around the world, the connections related to global nation-state system or international business division. Globalization is understood as convergence in terms of time-space (17). David Held and Anthony McGrew expressed that with the globalization, transitions and networks among

continents or regions emerged and a transformation in the organization of social relations occurred (19). Prof. Dr. Roland Robertson states that the localization of the global and the globalization of the local emerged in this process. The differentiation and dedifferentiation continuing mutually between global and local make each other possible." (22). Robertson puts socio-cultural processes to forefront; especially in the last years this case has become very important. Robertson says that the globalization is not independent from social, cultural and economic processes. Globalization means that international capital's economic policy, culture and ideology establish their sovereignty over the political administration and management policies, ideology and cultures of societies and develop it (16). Globalization is the contraction of time and space. It is the world's getting more integrated in the political, economic, social and cultural areas. According to George Modelski, "Globalization is the history of increasing connection among the big civilizations of the world." According to Modelski, "Globalization is a concept that covers the historical process of expansion and deepening of general solidarity between nations, civilizations and political communities." Modelski says: "In the beginning of globalization, around 1000 A.D., Islamic World was the closest formation to the political order in a world-scale." (19). He points out that it is necessary to start the globalization from Islamic States in that period. The success of Islamic States can be expressed with their care and loyalty to knowledge, mind, wisdom, law, human and basic social values.

Globalization started to be pronounced after 1980, it began with economy and continued with politics, it covered social and cultural life with communication and interaction being supplied by technology; it also determined the processes of coexistence and living together. Thanks to the communication technology, media and social media tools resulted in that cultures are encountered, known, affected and changed. In the world, societies live together in every aspect. The apparent feature of globalization is interaction and dependency. The interdependence and the interaction of countries and societies in trade, politics, education, sports and social relationships are at a high ratio. In addition, USA companies, actors of globalization, have undertaken global leadership with movies, games, animations, programs, software, applications and contents. Foods and beverages, their styles, brand goods, chain stores, AVM (shopping mall), music, sports events affect the social and cultural life

directly. The movement of production and consumption networks among countries, their settlement, personnel flow, commercial places, offices, companies, stores provided the coexistence and living area to reach an advanced level. The mobility of science, technique and sportsmen has increased between countries. Beliefs, thoughts, value judgments, entertainment, relaxation, sports preferences have become globalized. Education, trade methods, city plans, structures, museums, stadiums, bazaars, markets and streets have become similar to each other. Neighborhood, friendship, teacher-student relationship, employee-employer relationship are also under the effect of globalization. Humanity is willingly or unwillingly under the regular or irregular global enforcements, effects and developments. People live together and coexist with their new lifestyles. People and societies are within the scope of globalization in every aspect. Economy has become globalized before communication in advancing process. The economy has surrounded the world with the strong capital structures and financing tools of multinational companies. Global companies have monopolized the production, marketing, advertising, distribution and consumption mechanisms. Multinational companies have begun to control labor markets. Global values are very effective thanks to communication technology (8). The companies which have made high investments in technology have reached the top with communication and information technology. They have surrounded the world with internet, social media, digital tools and channels; their effects are increasing day by day (4). With mobile technology they have developed information, communication, shopping, thought, belief, entertainment applications including daily life practices. In the globalization process, sports, players, teams, clubs and matches are in the interest of global companies. People, society, state and international relationships have been loaded to internet-based rapid communication and information digital system. Rich, strong databases can be quickly transferred. With low-cost applications that provide information about every subject of daily life and meet the needs, E-Systems, social media and mobile technology have been introduced. People can be directly reached and they can get whatever they want without intermediaries. Social media is extremely addictive (18).

All of the companies, businesses, institutions, organizations, states, central and local governments, international transactions and relationships have

been included in the system. Everything from economy to politics, from education to tourism, from culture to art, from health to human resources, from sports to music is on digital systems. A network society which provides communication and interaction from village to city, from house to factory, from employee to the president, from women to men, from the student to the rector, from Chinese to Turkish, from one point of the world to one another has been established. This network society is under the control of a big monopoly, multinational companies (23). The priority of these companies is the earning. Their thoughts and preferences conflict with the ancient social and cultural structures of humanity. Digital foci can directly reach people from every age for twenty four hours. People are moving away from traditional, social and cultural values and structures. People are increasingly getting disconnected from deep-rooted belongings and ties are weakening. Values and principles like religion, belief, morals, family, environment, friendship, homeland, nation ties (27). Individuals have become placeless, monotype, far from society, poor in existence, ignorant in a very informative environment (21).

In this context, globalization flattens sociocultural values of the whole humanity with neoliberal thought and understanding. It draws the world to a mono/single culture ground. Many intellectuals state that globalization causes some societies to develop and some to decline (28).

Globalization and coexistence is compulsory, but also problematic. Globalization is also a responsibility for every human being, society and state. A society or a country is not independent from one another; because damage may reach to everyone and dangers may be potential threats for everyone. In the globalization process, devastation and erosion of social and cultural values and the conflicts involve bigger problems and potential threats. Capitalism based on neoliberal thought destroys sociocultural values and structures to maintain its sovereignty(1). When ancient structures are destroyed, everyone may stay under them. It is compulsory to live together with the values that keep humanity together and provide its continuity. When faith/religion, mind, life, generation/family are worn out, destroyed, abused and they lose their functions, the earth will be in trouble. In the globalization process, social and cultural developments, changes may have a butterfly effect. Thus, the effect of the black citizen who was killed

by police violence in the USA spread to the whole USA and the world in a trice; demonstrations resulted in serious concerns. Based on these, humanity should benefit from the surrounding and inclusive power and effect of sports in the globalization process. An understanding which does not cause polarization must be settled. Sports must be kept away from the context of industrial profit, investment and earnings. Sport is not only a physical event; it addresses a continuous and comprehensive fan base in channels like youtube, facebook, twitter. It has a belonging ground where the widest and different elements of the world unite. Sport is an important element of multicultural structures and the coexistence with differences. People who come together on this occasion have integrative effects in the global society with virtues based on ethics, love, solidarity; this can be achieved through sports. In the history and today, Turkey is at the head of countries who successfully manage multicultural coexistence in the society.

Globalization, Sports And The Reality Of Coexistence

Globalization is a reality, coexistence is also a reality. It is important that possibilities, opportunities and facilities which globalization supplies via transportation and communication broaden the coexistence and living together area in digital channels. On this occasion, an increase of recognition and meeting among people and societies increases the sense of belonging. These developments will contribute to the peace of humanity. They will strengthen the love and peace environment of the earth. Wealth and diversity are the accumulation of the humanity. Thanks to communication technology, people can have the opportunity to arrive at every point of the world, to know and to meet. On this occasion, interest and love areas also broaden.

In the globalization process, coexistence occurs physically. Many practices of life and digital coexistence can be experienced due to communication technology, TV and internet. Trade, politics, sports, entertainment, scientific, cultural and artistic activities take place in digital environment. In the globalization process, the most intense coexistence period of the history is experienced. Globalization surrounds sports as in every field (25). Sport is the most comprehensive part of especially TV, newspaper, social media and digital channels and it is the one which is mostly followed. People from all over the world can meet in

a common ground thanks to sports. In sports, especially football is a global sector. (Şahin 2011:16). It is an activity that provides the widest coexistence area of the world.

Various branches of sports are moved to TV and internet environments; so, it can find fans from all over the world and attract attention. Variety and wealth increase in making sports. Television is a common platform among people (3). Olympics, matches, competitions are broadcasted on TV. All records are stored and archived in digital networks, youtube channels, and internet environment. The possibilities to watch again the records and to move them have become easier. The history and accumulation of the sports can be reached. It is possible to reach teams, players, managers, coaches and to get information.

Sports that are carried out as individual or team from all over the world are shared digitally. People can be active participants.

Virtual fan communities are established; common shares like information, support, reactions are made instantly and quickly. Youtubers and bloggers related to sports emerge. Sport is the widest interaction area of globalization process (26). It is the widest field where differences come together and multicultural structures, faiths, understandings meet.

The effects of globalization on sports can be clearly seen. Information and communication technology developing during globalization process have carried the sports to every point of the earth. People from all over the world can get information about team, player, club, coach via TV and internet. They can watch sports matches and competitions. They have the opportunity to follow the developments without time and place restrictions. Sports also affect the area of belonging of individuals and societies. The number of the fans who feel the sense of belonging to a sportsman, club or club owner company from his own country, nation, religion, and continent has increased. There are also some people who feel this sense of belonging to the same sportsman or club due to a different reason. For example, when a Brazilian footballer plays in Liverpool, Brazilians are interested. The same player is the favorite of the English because he is in an English team. Liverpool fans living in English, the fans having different ethnic, religion and culture love this player. The same player is also followed by a Liverpool fan who lives in a different part of the world. The sense of

belonging to a star footballer may be directed to a different team when this player is transferred to there. The sense of belonging is the meeting point of different people from different points of the world (11).

For example, there are many domestic-foreign people in different geographies who are fans of Brazilian, German, English, Dutch and Turkish teams. There are also Arabs who feel belonging to clubs that have been purchased by Qatar and Saudi Arabia. There are common points among fans from every nation in football, basketball, volleyball and car racings. People experience a type of coexistence on this occasion. People who feel themselves close to sportsmen competing in many sports branches like wrestler, boxer, and athlete and support them come together in feeling and excitement. The number of people who feel favor and closeness to a team or player despite different faith, understanding, thought, age, gender, nation, religion, culture, social layer and geography is increasing (7). Thus, living area among people is widening thanks to sports. This expansion area occurs among different people internationally, within the country and within the same city. Fans of a national team or a city team may exist in different social status. Their thoughts and understandings are not the same; they have different ideologies and political views. However, they meet in a common point thanks to sports. They live the joy, sadness and excitement together. To coexist, to think, to be sorry and to be happy is important for humanity's meeting and stability. The people, societies and nations that cannot come together in normal conditions and even are rivals and enemies to each other share the same place, time and feelings thanks to sports, teams, players and matches. Polarization and fanaticism in mass sports is a social phenomenon. Partisanship and belonging broadening via communication tools decreases the level of polarization and fanaticism.

In the globalization process that people meet face to face and in digital platforms, it is possible for sports to contribute to the development, wealth and varieties of the humanity more. Sport has a direct connection to democracy and social development (14). For this reason, this is necessary for the peace of the earth.

Globalization And Sports Industry

Sport has become a sector with its every aspect. It has incorporated organization, services and production (5). Sport is a continuous value and a part of people individually and massively. (29) The

globalization process has effects on industrialization of sports. The global companies dominating capital, technology, communication and information channels have industrialized sports and this has positive and negative sides. Sport takes place within daily life. It has become a wide potential within globalization process. Global companies see the sports as an industrial field (20).

Industry gives priority to profit and money. Preferences are away from human relationship. In this case, the unifying and integrative feature of sports is weakening. Mechanic, economic and capitalist understanding that sees the fans as consumers and the sportsmen, the clubs as producers/machine/device has dominated sports (12). In this case, the feature of belonging and coexistence also changes. In football stadiums, tickets in different classes are sold. There occur layers and status among people. There exist the units like five star hotels. Companies rent lodges. Brands dominate sports equipment and tools. Television is an important means that industrializes the sports (6). The important matches on TV can be only watched through paid channels. To buy a new uniform for every term has become a psychological pressure reason. The commercialization of sports is a result of globalization's commercializing the people and everything that belongs to people. In general, it can be said that the people from all over the world cannot benefit from equal sports services in an equal manner (24).

The players and the teams should always win. The one who wins is the one who is acceptable (12). AVMs (shopping malls) lead people to consumption culture and madness. Sports store exist in these shopping malls. The needs are not natural but have become artificial. When it comes to sports equipment, certain brands are featured. Tracksuit, shoe and uniform are in the brand monopoly of some companies. In addition to the sales of sports equipment, sport also addresses to a wide employment area (12).

Global system has turned every sector into industry and made them monopoly. Professional sports have come under the control of global system as an economic field. Global companies have seen the sports as a tool of earning, advertisement and introduction. Many applications that would bring income have been produced in sports. The institutionalization of clubs, their entrance to stock exchange, sponsorships, broadcasting prices, the income of advertisement, promotion, product and

uniform, players' taking place in advertisements reflect the sports industry. The countries and companies which make investment on clubs, teams, matches and players gain benefits. The big football clubs have become competitive with the strong capital companies. Teams have started to be bought and sold. There is a wide equipment sector including various tools, devices and products beginning from fitness equipment in sports field (13). The quality of sports products and services has increased. Advertisement revenue that televisions earn from matches is sometimes very high. Many sectors like tourism, transportation, construction, food, fast-food and banking have revenues coming from sports. This sector bringing revenue to the teams and players has completely commercialized the sports. The budget of sportsmen and clubs has increased (15).

In global system, companies invest huge amount of money to the sports. They see the teams, clubs and players as an investment tool. So, companies use the communication tools like TV, newspaper, internet and social media very well. They provide interaction among people. Sportsmen have become magazine subjects. The commercialization of sports, sportsmen, teams and clubs is against the nature of sport. The differentiation and being monotonous of sport is not convenient for wealth and variety. The unique sport habits of every community and geography in the world should be protected.

Sports And Global Sensitivities

The sensitivities of sports community against various events in the world being experienced in the global level resonate nationwide and worldwide. Sports community shows sensitivities to the subjects like oppression, occupation, genocide and natural disaster and this has an effect. Cheers, posters and explanations made by players, clubs and fans in the stadiums and social channels with the supports of TV and communication channels are also very effective. For example, the teams from various countries drew attention by posters to the occupation in Gaza, Palestine and the children killed there; they also condemned these events. In the same way, support messages were given by European, Iranian and various Arabic countries sportsmen for Turkey's peace operations in Syria. Support messages for George Floyd who was killed by police violence in the USA were given by important sportsmen. Ronaldo's aid to Palestine and his financial support to the hospitals during corona

process resonated widely. Undoubtedly, Mohammed Ali is one of the greatest sportsmen of the history. He was against the Vietnam War; this and his attitude about the persecution against the black people became very effective. This effect still continues. Fan groups of the clubs opened posters for our Prophet (pbuh) "We love you without seeing you, oh our dear Prophet!" in holy birth weeks. Many fan groups, especially Çarşı which is one of the most important and effective fan groups of Turkey made similar expansions. Especially the comprehensive message of a fan group –protest Çarşı- known with its opposite attitude against everything won general approval from society.

Turkey provided humanitarian aid to some countries and the teams of these countries opened posters to thank Turkey before matches. In national matches, country teams open support posters to draw attention to the problems of the other countries. Aid and donations of known players are appreciated and set an example. The news that African footballer playing in Turkey gave financial support to their countries and to the poor draws attention.

Multiculturalism, Differences, Coexistence And Turkey

Sport puts multicultural people and societies and differences together (24). The world has become a global society; in many countries, multicultural, multi belonging identities have been formed. This is a reality. It is necessary to develop solidarity, love, helping each other, sensibility and collaboration among societies, cultures and countries. The globalization supplies opportunity to plans, programs and studies which will provide this environment and develop coexistence. It is a fact that Turkish nation lived in peace with different cultures in its state and civilization history. It has a successful past as multicultural. After accepting Islam as religion, Turks established many states in Transoxania, India, Anatolia, Caucasus, Iraq, Khorasan, Middle East, Balkans and Africa. Multicultural communities lived together in peace in the states of Karakhanids, Ghaznavids, Timurogullari, Baburs, the Great Seljuks, Ottoman, Anatolian Seljuk, Mamluks. Muslim Turks managed the differences in peace with cultural wisdom and intelligence. Today, Turkey is still a good example of multicultural coexistence in peace with differences. In this field, it contributes to the world. It opens its gates in the cases of wars and immigrations. It sends humanitarian aid to all over the world. It gives a

special importance to Turks and relative communities in the dual nationality, work, education and residential permits. It helps every oppressed people and communities as much as possible. It has an understanding far away from racism, discrimination, otherization. It behaves everyone as a human being. It set an example to the world in corona pandemic with its policy and aid. It gained thanks from all over the world due to its hospitable, helpful and humanitarian behaviors with its state, human, society, STK (non-governmental organizations) and companies. In its all aspects, Turkey is a model country in terms of multicultural coexistence with differences in the globalization process.

CONCLUSION

The globalization has increased the connections between societies, states and cultures. In this process, the area of coexistence has also broadened. In physical and digital environments, the fans can have short-term but continuous associations. Excitement, belonging, love, interest and feelings compose a common area thanks to sports. Mass sports are the most common ground where the connections among people are established and excitements and interests are felt together. With programs and studies that will be made on sports, it can be supplied that different people can think, feel and act together and behave constructively and peacefully.

The globalization has surrounded and affected the sports with its economic power, capital and technology support. Global companies see the sports as an introduction and advertisement element that brings profit. However, sports are very important for the health and sociocultural balance of the society both individually and massively. The features and contributions of sports which bring the differences together and provide multicultural coexistence should be improved. In the globalization process, useful expansions can be carried out in the world through sports. Turkey has also many things to do in this field.

The globalization changes lifestyles, thoughts, faiths and cultures with its common, dominant, strong and quick tools; it takes them under its control and makes a bidirectional effect. On one hand, innovations and information can be reached and developments and progresses occur; on the other hand, faith, thought, value, local culture and structures are changed via internet based contents. Therefore, these progresses cause conflicts and

polarizations. The resistance mechanisms of people, societies and states with their own faiths, thoughts and sociocultural values are not enough against the contents produced in social media. However, an expanding living space can be improved with the collaboration of the whole humanity, their common mind and solidarity; permanent and continuous favors can be established. Sports have a big importance in this sense.

The monopoly of global companies over sports should be restricted and prevented with global right and law regulations. Teams and players should be removed from being only companies which bring profits. It should be purified from the effect of cultural imperialism.

Humanity needs more solidarity and common mind. Plans, programs and applications which will improve coexistence and multiculturalism on the society should be developed via mass sports. Contributions and attendances from all over the world and every community should be provided.

Communication channels should present sports teams and players as not only profitable tools but also as values which establish bridges among societies.

Sports teams and players should be removed from focusing on earning, advertisement and consumption culture. Sports should be a tool which improves the people and societies. Sports should provide the health of society and sociocultural balance; it should strengthen the relationships. The ground of coexistence should be broadened through sports.

Turkey can contribute to the world in sports by using its history, position and power and it can be a model. It can develop programs and applications which will eliminate the negative effects of sports in the globalization process and will improve and submit the positive effects.

People can easily connect to each other thanks to communication and transportation opportunities and the existence of digital networks in every field of the life; this increases the common areas and belongings. On this occasion, the common mind and collaboration is needed more. Sports submit extensive opportunities and occasions; it also opens new areas. Within globalization process, the coexistence is a compulsion and responsibility. To fulfill the responsibility to humanity is a duty for every person and country. Turkey has the

accumulation and ability to fulfill this duty properly.

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