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## Modern Sport as a Mirror of Actual Culture

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**Abstract.** Here are our provocative arguments for conference panel in Ural Federal University to discuss cultural aspects of sportive mega-events.

**Keywords:** modern sport, actual culture, religious tradition

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## Современный спорт как зеркало актуальной культуры

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**Аннотация.** В тексте предлагаются провокационные аргументы для дискуссии на площадке конференции в Уральском федеральном университете, посвященной культурным аспектам спортивных мега-событий.

**Ключевые слова:** современный спорт, актуальная культура, религиозная традиция

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*The power over our own body creates the illusion that we are still able to control something, and this allows us to forget about the feeling of our own powerlessness.*

Mikhail Elizarov, “Earth” [1, p. 200]

Sport had come from human tradition long before our times. However, competition had arrived on individual rails. The intrigue shows up a lot of consequences touching human expectations and ambitions. Nevertheless, the event always tells something on its own. Archaism easily converts into a special personal advantage in sphere of sportive competition, and, what about modern public in general? “Associativity” [2] is fluid and unexpectedly transformative in information era.

We argue clear and simple, yet provocative points.

Firstly, as actual culture does not coincide with an overall bulk of items named as belongings to its property, it mostly reflects human life in agile and attractive forms of performance. Sport is essential to human identity yet only partially represented in available life events.

Secondly, although human nature could not be equalized to a kind of *Constanta*, still, the invariables are predominantly reproduced through close links, or neighborhoods to human movements. The competitive events should be moving., and the movements arrives in numerous directions to catch human imagination.

Thirdly, heterogenous and moving mega-events adequately reproduce the clue and convey the situation of human ability to re-evaluate existing cultural standards (values and norms that rule our perception of normal, incapable, and heroic). Global community of sofa experts never sleeps. Definitely, “Future sport mega-events and other forms of festival capitalism will continue to attract diverse forms of opposition, criticism, and complaint” [3]. Nevertheless, people will be attracted by free fireworks in a foreseeable future. Grand show seducing people with a compensatory participation is the best remedy to extreme form of personal dissatisfactions.

Fourthly, is permanently adventurous to know something new about sports concerning its roots, social regulation positioning, but in the end of the day, showing something impressive in comparison to available routine experiences, unexpectedly producing new feel of human abilities and talents. We wholeheartedly support clear judgement that, “non-economic impacts of sports facilities construction are present and more positive, but it is hard to quantify” [4]. Additionally, we feel prepared to argue modern religious-like potential of investing in sports and physical activities in case it is targeted to ordinary men, especially in their youth.

Finally, creating something new for people is punishable, no matter how sincere the ancient jealousy for heroes is. Sport education is not for athletes only, most effectively bringing about positive changes for human community in general.

Concluding our speculations, we feel obligation to add up our two pence in favor of athletic ambitions as available for every human individual in any leg of one’s life-span development. Champions come and go, they change, still their unique images never die. As religion is irreversibly politicized, only masterpieces of sport performance can supply some democratic glimpse of personal salvation in life skills. Being far from re-evaluating actual sport-church [5] intrigue, we rightly exercise the audacity to quote in somewhat liberal manner traditional Russian philosophy idea about great, ad often unattainable ideas as the only way to true cultural identity of a nation. Great communities feel shameful without their own virtuoso champions. Not formal results only, but overall impression and empathic generosity give chance for people. Youth is perspective as actually demanded human qualities to cope with personal challenges. Champions refurbish the youth of the nation.

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