

# Globalisation and formula one essay



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### **Abstraction**

It is frequently argued whether motorsport is a 'proper' athletics, and therefore can be examined as such by research workers. In this essay, Formula One, for many the most of import signifier of motorsport, is compared to set up athleticss such as football and the Olympic Games, in footings of construction, their several government organic structures, and their features. For the latter, it has been discussed whether Formula One is a socio-cultural athletics or a commercial 1, as these are identified by K. Foster. Furthermore, the function television played into turning the athletics 's popularity is examined. Finally, there has been a comparing between two of import personalities of football and Formula One, Dr Joao Havelange and Bernie Ecclestone severally, in an effort to analyze to what extent persons can hold an influence on a athletics 's development.

### **Introduction**

Ever since the replacing of station modernness with globalization as the prevailing societal theory ( T. Miller et Al, 2001 ) , faculty members of athletics have taken an involvement on International Sport Governing organic structures and their function in an epoch where, ( harmonizing to the hyperglobalist tradition at least ( D. Held et all, 1999 ) , state provinces and their establishments are traveling into diminution. The two most normally mentioned ( and researched ) International Sport Institutions are FIFA ( J. Sugden and A. Tomlinson 1999, J. Sugden and A. Tomlinson 2003 ) , ( the International Federation of Football Associations ) and the IOCA ( the

International Olympic Committee ) , ( M. Roche, 2000 ) . These are the several regulating organic structures of football and the Olympic Games worldwide, and later responsible of presenting the universe ' s two most popular sporting events ; the FIFA World Cup and the Olympic Games. This essay will try to look into in what extent does a somewhat different athletics, motor racing ( through its most popular subject, F1 GP rushing ) , complies with the hallmarks in universe athletics administration set by the aforesaid establishments. For this intent, I have opted to compare the construction of FIFA and the FIA ( Federation Internationale de cubic decimeter ' Automobile ) , every bit good as the two athleticss ( from their conference construction point of position chiefly ) , . Before that, nevertheless, I have decided to sketch some of the features of motor athletics, which make it postpone from mainstream ' bodily ' athleticss, every bit good as clear up some definitions and nomenclature that is widely used to depict it. Furthermore, I have seeked to do a comparing between the two persons that transformed these two administrations into what they are today: Dr Joao Havelange and Bernie Ecclestone.

The function of these persons within the constructions of the Fedrations will be examined, taking into history the bing theories refering bureau, which try to understand the function persons can play in a societal system.

Specifically, the essay will concentrate on the impact Havelange ( as FIFA president from 1974-1998 ) and Ecclestone ( as F1 ' s commercial rights ' holder ) had in what Miller refers to as ' Televisualisation ( Miller et all, op. cit. p. 4 ) ' of athletics.

Televisualisation, along with Commodification ( ibid, p. 4 ) , will be further discussed, as they were the cardinal factors that resulted in the economic growing of both FIFA and FIA, by being the selling tools for hiking the image of football and motor rushing worldwide. As a decision, some ideas about the commercial hereafter of Formula One will be outlined, largely influenced by Sugden and Tomlinson ' s ideas on the hereafter of FIFA ( J. Sugden and A. Tomlinson 2005 ) .

Unfortunately, due to the comparative deficiency of scholarly beginnings on motor racing, historical information has been gathered largely from journalistic beginnings, with every effort made to guarantee these are believable 1s. The same applies to information acquired from the World Wide Web, where merely established sites ( such as the FIA functionary site, the Financial Times and the European Union ) have been used. Finally, as most of the original notes for this essay had been in Greek, I have used the Oxford Greek-English Learner ' s Dictionary as a mention ( D. N. Stavropoulos, 2004 ) .

### **The nature of Motor Sport**

Due to its distinctive features, motor athletics is non a popular participant athletics, unlike football. Whereas football is easy to play, necessitating minimal equipment such as a ball and two stations, and can take any topographic point in any unfastened infinite, motor athletics is centred around such a sophisticated equipment as a racing auto, which is really expensive to buy and run, and it is restricted to specifically designed race paths. Many see it non to be a ' proper ' athletics ; First, because a driver ' s ability is compromised by the fight of his or her equipment, and hence non

ever the most capable can dispute for triumph, if they are non well-equipped. Second, because mainstream athletics in most instances involves an jock physically utilizing his/her organic structure to execute. A individual sitting on a auto is non considered as a true jock, although in the higher subjects, such as F1, a driver has to digest sidelong forces of up to 4g for about 1 and a half hr ( the norm continuance of a GP race ) , and at the same clip being wholly concentrated in order to accomplish back-to-back laps with truth of ten percents of a 2nd. Motor Sport has assorted subjects, which, unlike many other athleticss, are available for representatives of both genders to take part in and vie against each other. The motor athletics subject whose construction will be compared to football will be Formula One, for many the highest echelon of motor racing ( Table 1 ) . More specifically, with ‘ Formula One ’ we refer to the Formula One World Championship, which is regulated by the FIA. A

<b>Rushing Type</b>	<b>Power Output ( in bhp )</b>
Champ Car	750
Formula 1	750
F1 equivalency	750
Formula	
Indy Racing	670
League	

Grand Prix	650
Masters	
GP2	580
A1GP	520

*TableA 1: ( Power end products of rushing classs ( F1Racing magazine 2006 )*

## **Definitions**

### **What is Formula One**

The name ' Formula One ' was merely introduced in 1947 when rushing activities resumed after the second World War. Formula 1 was really a codification used to place the proficient ordinances under which expansive prix autos should be run at the races. Formula 1 rushing began in 1947 hence, although merely in 1950 was a World Championship for Formula one autos organised ( A. Cimarosti ) . However, F1 as a subject exists in other athleticss as good, for illustration powerboating.

### **What is a Grand Prix**

The first ' Grand Prix ' ( expansive award ) for cars was organised as such for the first clip in 1906 by the AFC ( Automobile Club de France ) ( ibid ) . Ever since it has become about synonymous with large motor athletics events, and with Formula One since the origin of the World Championship in 1950. The term Grand Prix though is besides used in other athleticss, such as bike racing and some IAAF meetings.

### **Ownership of Formula One – the FIA**

The FIA owns the name ' Formula One World Championship ' ( World Wide Web. fia. com. 2006 ) . In their web site the FIA describe themselves as ' *a non-profit devising association* ( www. fia. com/thefia/Organisation/organisation. html 2006 ) ' who, ' *since it ' s birth in 1904, ( it ) has been dedicated to stand foring the involvements of motor administrations and motor auto users throughout the universe. It is besides the regulating organic structure of motor athletics worldwide* ' ( *ibid* ) . A Today it consists of 213 national driving administrations from 125 states ( www. fia. com/thefia/Membership/index\_membershtml, 2006 ) . We should bear in head that unlike for illustration FIFA, which merely has authorization over football, the FIA is responsible for all the types of auto racing ( beat uping, rushing, hill mounting etc ) , but that does non include bike racing, which is the duty of the FIM ( Federation International of Motorcycle ) .

The day of the month of its foundation suggests it was conceived during a clip when, harmonizing to Miller once more, it was Europe ' s ' *high point for puting in topographic point the planetary administration of athletics*. Miller points out that most of the universe ' s regulating organic structures were founded after the announcement of the Olympic motion at the bend of the century ; he besides goes on to advert the constitution of equivalents for football, cricket, sports and tennis ( T. Miller et Al, op. cit. p. 10 ) . However, one of the distinctive features of the FIA is that it is non wholly a sporting organic structure ( see Table 2 ) .

FIA General Assembly

[illegible][illegible][illegible]

Mobility and Automobile CommissionsA  
A Sporting Committees

## International Court of entreaty

## Secretariat

*Table 2. The construction of the FIA ( [www.fia.com](http://www.fia.com), 2006 ) .*

Alternatively, the FIA consists of the World council for Mobility and the Automobile, and the World Motor Sport council. The World Motor Sport Council is the universe regulating organic structure of the FIA Formula One World Championship. This is the featuring subdivision of the FIA under whose legal power semen ' *all signifiers of international motor athletics affecting land vehicles with four or more wheels* '. A A Of important importance is the being of the FIA International Court of Appeal, which is ' *the concluding*



*entreaty court for international motor athletics. ( ... ) It resolves differences brought before it by any motor athletics ' s National Sporting Authorities worldwide, or by the President of the FIA. It can besides settle non-sporting differences brought by national motor rushing administrations affiliated to the FIA ' ( www. fia. com/thefia/Court\_of\_appeal/index. html, 2006 ) .*

The being of the International Court of Appeal within the FIA construction points out to what Ken Foster refers to ' *private justness* ' among planetary sporting administrations. He argues that ' *the purpose [ ... ] is to make a zone of private justness within the clean field of ordinance that excludes judicial supervising or intercession with the decision-making procedure of international sporting federations. It denies jocks – [ and squads ] – entree to national tribunals and leaves them dependant on the arbitrary justness of the international clean federation themselves. Athletes can claim damages merely from an arbitration panel created and appointed by the international sporting federation itself [ ... ] , ( K. Foster, 2005 ) .* It appears that the FIA has followed FIFA ' s and the IOC ' s illustration, in taking advantage of the troubles of monitoring INGOs. Foster underlines that ' *provinces are unwilling or incapable of disputing the power of international sporting federations [ ... ] ( ibid. p. 68 ) .* In add-on, he points out alternate ways of ' *avoiding legal examination* ' by doing it ' *compulsory in their regulations that disputes go merely to private arbitration , A and by inquiring jocks ' to subscribe understandings non tot take legal action against international clean federations ' ( ibid. p. 69 ) .* Indeed, harmonizing to Allison, ' [ modern athletics ] *has developed extremely independent international administrations ( ... ) ' ( L. Allison and T Monnington, 2005 ) .*

In the same text, Foster has antecedently commented on the general attitude of powerful featuring organic structures: *' Historically, athletics has been governed by direction constructions that were hierarchal and autocratic. Their political orientation, and frequently their legal signifier, was that of a private nine ( ... ) . The commercialization, and the ulterior commodification [ which will be discussed subsequently on this essay ] of athletics put force per unit area on their legal signifier. Private nines began to exert important economic power over athletics. ( ... ) . International featuring organic structures, as federations of national associations, in bend organised planetary athletics. ( ... ) the demand for due procedure in decision-making and the demand to forestall maltreatments of dominant power within the athletics were two of import effects of this [ the ] legal intercession ( K Foster, in Allison, 2005 ) . A A*

So far it appears that the FIA is following with the theoretical accounts of ordinance of FIFA and the IOC in certain facets, such as being an International Non-Government- Organisation ( INGO ) . But, because of its very nature, the motor athletics regulating organic structure does non wholly follow FIFA ' s and the IOC ' s forms. For illustration, Sugden and Tomlinson ( once more ) , argue that *' pulling upon Archer ' s categorization of types of international administrations , ( C. Archer, 1992 ) , ( ... ) since its foundation in 1904, FIFA has transformed itself from and INGO ( International Non-Government- Organisation ) into a BINGO ( Business International Non-Government Organisation ( ... ) , ( J Sugden and A Tomlinson, 2005 ) . A* They go on to notice that *' FIFA ' s ground for being has been progressively profit-driven ( ... ) and ' has become aA prima illustration of the professionalization*

*and commercialization of modern athletics* ( ... ) , ( Ibid. p. 27 ) . From a capitalistic point of position, one would presume that it would be normal for every administration to seek net income. Sugden and Tomlinson, though, observe that such commercial activity coming from INGOs is illegal, and refer to Morozov ' s claim: ' *As Morozov provinces, the purposes and activities of an international administration must be in maintaining with the universally recognized rules of international jurisprudence embodied in the charter of the United Nations and must non hold a commercial character or prosecute profit-making purposes* , ( G. Morozov, ( 1997 ) .

( However, the FIA can non be considered to belong in the class of INGOs going BINGOs. Like FIFA and the IOC, it has opted to turn up its corresponding offices in Switzerland ( [www.fia.com/global/contacts.html](http://www.fia.com/global/contacts.html), 2006 ) , something which, as Sugden and Tomlinson point out, ' *underscores [ FIFA ' s ] political and financial liberty ( and unaccountability )* , ( J Sugden and A Tomlinson, 1998 ) ; but it has non straight benefited economically by advancing the Formula One World Championship.

Although it states that portion of its resources ' *shall be derived from income originating straight or indirectly from featuring activities, including the FIA title-holders* ( [www.fia.com/thefia/statutes/Files/index](http://www.fia.com/thefia/statutes/Files/index), 2006 ) , *hips* , it can non profit straight from working Formula One ' s and other FIA titles ' commercial rights. Foster, once more, gives a elaborate history of how the instance of motor athletics became a alone illustration of governmental invasion into a planetary sporting organic structure ' s self-regulation, ( K Foster, in Allison 2005 ) . Harmonizing to a European Commission principal, ' *a regulating organic structure of athletics demands to divide its ordinance of*

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*the athletics from its commercial activities in advancing events and in maximizing their commercial value ; a regulating organic structure must not utilize its regulative maps improperly to except its commercial challengers from the athletics* ( Official European Journal, 13/06/01, Cases COMP/35. 163: COMP/36. 638 ; COMP/36. 776. GTR/FIA & A ; others, 2005 ) . It is suggested that FIA used its monopoly place by the menace of enforcing countenances to drivers, circuits, squads and boosters who would n't allow them exclusivity, therefore rendering them unable to vie in rival series. Furthermore, broadcasters who televised rival events were given least favorable understandings ( K Foster in Allison, 2005 ) .

The consequence of the European Commissions intercession was the alteration of ordinances on behalf of the FIA: ‘ *They insisted on a complete separation of the regulative map of FIA, as the regulating organic structure of the athletics, and its commercial map of working the broadcast medium rights to all motor athletics events under its legal power. The separation is ( was ) designed to forestall struggles of involvement. The Commission besides limited the extent to which FIA, as the regulator of the athletics, can take steps to forestall rival boosters of events viing with FIA ‘ s events. The Commission wanted to divide the map of the FIA in advancing events ( and thereby deriving commercial benefit ) from that of licencing events as portion of its regulative map. The function of a regulating organic structure, harmonizing to the Commission, is to move reasonably and make a flat playing field so that all boosters of events are treated every bit and carefully ( Ibid. p. 84 ) .* Foster justifies the Commissions ‘ determination therefore: ‘ *The different attack by the Commission can be explained because motor*

*athletics is a globalised, instead than an internationalised, athletics. It had a commercial construction of direction and offered no cultural or societal justification of its anti-competitive behavior. As such it was capable to normal commercial standards in its ordinance , ( Ibid ) ; and goes on to notice that ' this illustration may be unusual in that there was an inordinate intermingling of the regulative and commercial maps within the regulating constructions of international motor athletics. However, it indicates that regional ordinance can be effectual and that the fright that globalised athletics can get away all ordinance and be immune from legal intercession may be exaggerated ( Ibid ) . A*

### **Structure of the FIA Formula One World Championship**

Indeed, the construction of the FIA Formula One World Championship seems really much to resemble the American ( commercial ) theoretical account of athletics, although being originally a European construct, as described above. Foster, one time once more, offers the key features in American and European athletics. ( see Table 3. )

	<b>European ( socio-cultural )</b>	<b>American ( Commercial )</b>
Organisational	Sporting	Net income
motivation	Competition	

League      Open Pyramid. Closed

constructio Promotion and conference ;

n              delegating      ring-fenced

Net income

Regulating              maximization

organic      Vertical              ; promote

structure ‘      solidarity ;              elect stars as

s function      athletics for all              famous

persons

National

conferences ;

local squads.      Transnational

Cultural      Resistance to              or planetary

Identity      resettlement              conferences ;

footloose

of squads & A ;              franchises

multinational

conferences

Internation

al              Important for              Non-existent

National              or minimum

Competitio              Identity

ns

Structure      Single              League or

of              representative commissioner

administrat federal organic

ion                    structure

*Table 3.* ( European theoretical account of athletics Vs American theoretical account of athletics ) , A ( Ibid. p. 74 ) .

By trying to compare the constructions of football and Formula One, we can comparatively easy place that the former belongs to the European tradition. It was so conceived as a featuring competition foremost and first. It is instead dubious that there had been a program to do net income out of football when the FA was founded in 1886. The unfastened pyramid system is adopted, with nines being promoted and relegated signifier the divisions of their national conferences, depending on their public presentation. Football has been conceived as a athletics for all, and FIFA ' s enterprises such as the end undertaking confirm this ( J Sugdan and A Tomlinson, 2003 ) .

Furthermore, with the being of events such as the FIFA World Cup which is entirely contested for by National squads, the importance of national individuality in football is displayed. Finally, the FIFA remains the lone representative organic structure for the sport. A In contrast, the construction of the FIA Formula One World Championship complies in general footings with the American ( commercial 1 ) , although with few noticeable exclusions. It should be noted that, before get downing to analyze Formula One rushing utilizing this theoretical account, we can place in its nature all but one of the strands that are identified by Scholte, ( A. J. Scholte, 2000 ) . The lone one absent is Internationalisation, as there are no international competitions in Formula One. Alternatively, it is an wholly globalised athletics. There are no national Formula One title. The lone Formula One title

## Liberalization:

## Universalisation:

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**Globalisation/ Americanization:**

Rationalization of Formula One has been achieved since its construct in 1950. Write regulations were adopted and a title was organised in order to 'rationally place' (Ibid), the best driver, (and the best squad in 1958 with the debut of the Constructors' title). In add-on, it besides complies with imperialism and Westernization. Foster remarks that 'Rationalisation of Formula One has been achieved since its construct in 1950. Write regulations were adopted and a title was organised in order to 'rationally place' (Ibid), the best driver, (and the best squad in 1958 with the debut of the Constructors' title). In add-on, it besides complies with imperialism and Westernization. Foster remarks that ' *Developing states are excluded because they have fewer installations (...). Sports like motor rushing require monolithic proficient capital that excludes them* ' (Ibid). ' (Ibid).

**De-Territorialisation:**

Foster observes that ' Foster observes that ' *we have planetary broadcast medium of athletics and planetary fans* ; (Ibid. p. 67), and goes on to cite Giulianotti: ' ; (Ibid. p. 67), and goes on to cite Giulianotti: ' *Globalisation brings with it a disembedding of local societal and political ties between nine* [ -in Formula One's instance, squad ] [ -in Formula One's instance, squad ] *and community* (R. Giulianotti, 2005). This is once more present in the instance of Formula One. Giulianotti, 2005). This is once more present in the instance of Formula One.

As races are non contested in the squads' place evidences, but instead, in race paths scattered throughout the universe, A there is non much connexion between their national individuality (with the exclusion of Ferrari,

who still carries some sense of ‘ Italian-ness ’ ) . Re-location for Formula One squad is usual, provided this gives them a better opportunity of winning. Hence, Renault are based in Enstone, UK, Toyota in Cologne, Germany, etc. Furthermore, the easiness with which squads can alter their individuality overnight is alone: The tartan-liveried squad of former Scottish three-base hit World Champion Jackie Stewart, founded in 1997 was turned into Jaguar in 2000, proudly painted in British Racing Green coloring material, and Red Bull in 2005, after the name of an Austrian-made energy drink.

The globalised nature of Formula One ( particularly in its difference to internationalised athletics ) has besides been identified by Houlihan: ‘ *Globalised athletics ( ... ) has vagabond squads, with multi national or nationally equivocal squads* ’ ( B. Houlihan, 2005 ) , [ for illustration McLaren are a British squad, founded by a New Zealander ( Bruce McLaren ) , have a German engine supplier ( Mercedes ) and their drivers come from Finland ( Kimi Raikkonen ) and Colombia ( Juan Pablo Montoya ) ] . ‘ *These rootless, de-territorialised athleticss are frequently typified by their designation with commercial patrons* ’ . [ for illustration ‘ Scuderia Ferrari Marlboro ’ , and ‘ Mild Seven Benetton Renault F1 Team ’ ] . ‘ *Formula One squads are defined by their makers, such as Ferrari* ’ ( Ibid ) . A A A

Traveling back to the American V European theoretical account, we have already argued that although Formula One racing was conceived in Europe on the bend of the twentieth century, its current direction has rendered it a chiefly profit-making athletics. One could reason that until 1968, when coffin nail advertisement ( and by and large corporate advertisement ) appeared in Formula One, ( [hypertext transfer protocol: //8w. forix. com/love. html](http://8w.forix.com/love.html), see <https://assignbuster.com/globalisation-and-formula-one-essay/>

besides <http://www.forix.com/myths.html>, 2005 ), the athletics belonged to the European tradition. Up until so, any net income made was incidental, non cardinal. Merely get downing and value money was available to the rivals. In the 1970s, with sponsorship hard currency and telecasting money to a great extent act uponing the athletics ( P. Menard, 2004 ) , Formula One became a profit-making athletics. The function of telecasting coverage in that will be discussed subsequently in the essay.

As for the conference construction of Formula One, it is wholly commercial. As mentioned before, there is merely one Formula One competition, the World Championship. Entry to it is non based on a publicity system, but purely on capitalistic values. In other words, merely those who can afford it can come in. A recent illustration was that of the new Super Aguri rushing squad. Although the regulations state *A that ' applications to vie in the Championship may be submitted to the FIA ( ... ) two old ages prior to the Championship in which the applier wishes to compet ( ... ) , A ( www.fia.com/resources/documents/ , 2006 )* , the squad applied in fall 2005. However, the application was successful. On January 2006, FIA issued the undermentioned statement: *' Following reception of the necessary fiscal warrant and with the consentaneous support of the viing squads, the FIA has accepted the late entry of the Super Aguri F1 Team to the 2006 Formula One World Championship , ( hypertext transfer protocol: //www.motorsport.com/news/article.asp? ID= 208865 & A ; FS= F1, 2006 )* . This incident is characteristic of an American-type closed conference, as Foster describes it: *' The entry [ to the conference ] is controlled by the officeholders. There is a fixed figure of squads in the conference [ in Formula One ' s instance, the*

highest figure of autos that can take portion in the Championship is 24 ] *with no delegating. New squads can non interrupt into the closed store unless the conference decides that its overall economic wealth will be improved by enlargement franchises. The economic hazards of clean failure are reduced and this makes capital investing in a squad franchise more attractive* ' ( K. Foster, in Allison ( 2005 ) , p. 75 ) .

In footings of the Governing organic structure ' s function, it is besides an juncture where F1 follows the American theoretical account. Vertical solidarity is non-existent, as there are no lower Formula One leagues. Even for motor athletics in general, Formula One grosss are non redistributed to lower expression, and there is no attempt to do motor rushing a ' sport for all ' . Merely whoever can afford motor rushing can come in it. Formula One seeks to maximize its net incomes by commodifying itself. Elite stars are promoted as famous persons. For illustration, an effort to show Jenson Button as a star has taken topographic point in Britain, while in the instance of Germany, Lincoln Allison and Terry Monnington remark: ' ( *Lotthar Matthaus* ) , *Michael Schumacher*, ( and *Bernhard Langer* ) have been more significantly formative of immature people ' s images of Germany in the last coevals that have *Fichte*, *Hegel* and *Bismark* , ( L. Allison and T. A Monningtonin, 2005 ) . A

The American theoretical account seems to accommodate Formula One best once more when inquiries about its relation to national individuality arise. What Foster observes as a feature of the American theoretical account, is that ' *there is small sense of national individuality ( ... ) . The leagues designation of its protagonists is one of commercial clients instead than*

*fans. The concern can and will be moved whenever commercial considerations dictate, more like a supermarket concatenation than a athleticss squad, ( Foster, in Allison p. 75 ) .*

This is partially true for Formula One and relevant to de-territorialisation. Most squads can relocate, as mentioned, and race locales can be changed, as was the instance in recent old ages, with traditional European races ( like the Austrian GP ) being dropped from the calendar in favor of new locales in Asia ( Bahrain, Malaysia, Turkey, China ) . However, when the athletics was conceived, ( prior to advertisement ) the racing autos would be normally painted in their national colorss ( green for Britain, blue for France, Ag for Germany, Red for Italy etc ) . Today merely Ferrari maintains some sense of national individuality, being the lone squad remaining of those who took portion in the inaugural 1950 World Championship ; and they are still transporting the traditional racing colorss ( ‘ Rosso Corse ’ ) . It is the lone squad that has fans ( normally fans support drivers, non squads ) , the tifosi, and the race paths of Imola and Monza are considered their ‘ home ’ . In a lesser extent, that could use to British squads and the Silverstone circuit. Few imposts that refer to the presence of patriotism in past old ages still remain. One such illustration is the playing of the national anthem for both winning driver and builder during the award-giving ceremonial. At the same clip, the hoisting of the flags in honor of the first, 2nd and 3rd drivers takes topographic point. Another is the being of a little flag next to the name of the driver, to bespeak his or her nationality, on their racing overalls and on the sides of the auto ‘ s cockpit. A Finally, there are no national squads competitions in Formula One, ( In 2006, a rival series to F1, A1GP

appeared ) , and, as mentioned before, the FIA is the lone regulation featuring body. A

### **Televisualisation**

However, we have seen that in pattern, because of the aforesaid intercession of the European Commission in the government of Formula One, many cardinal determinations about the athletics are taken by the individual who administrates its commercial rights and non the regulating body. A This individual could be considered the equivalent of a commissioner in a commercial theoretical account.

In the instance of Formula One, he is Bernie Ecclestone, through his FOM company. *FOA/FOM, companies controlled by ( ... ) Ecclestone, are engaged in the publicity of the FIA Formula One Championship.*

*The 1998 Concorde Agreement provides that FOA is the Commercial Rights Holder to the FIA Formula One Championship. FOA is therefore responsible for telecasting and by and large commercializing the Championship. On 28 May 1999, FOA changed its name to Formula One Management Limited ( FOM ) which manages the rights. The commercial rights themselves were taken over by an associated company, now besides named FOA , ( hypertext transfer protocol: //europa. eu.*

*int/eur-lex/pri/en/oj/dat/2001/c\_169/c\_16920010613en00050011. pdf ) .*

Miller underlines the importance of televisualisation in athletics: ‘ *Television was the premier motor in the development of post-war athletics ( ... ) assisting to represent a sports/media composite or media-sports-culture composite of athleticss administration, media/marketing administrations,*

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*and media forces ( broadcasters and journalists ) . Dependence of athleticss administrations upon the media is due to the importance of continued gross for ( ... ) competitions. The way of athletics incorporation might be viewed as media exposure- & gt ; increased revenue- & gt ; professionalisation- & gt ; more competitory and dramatic play- & gt ; larger telecasting audiences- & gt ; farther media exposure and so on. As the media becomes progressively of import in this rhythm, they dictate what they want from the athletics [ in Formula One that was apparent when force per unit area from Television companies resulted in altering the measure uping format that had existed for decennaries, in order for there to be track action during all the clip of the coverage, and infinite for advertisement brakes ] ( ... ) . This complex topographic points media at the very bosom of athletics ' s constructions and patterns, because without the media ' s capacity to transport athleticss marks and myths to big and diverse audiences across the Earth, ( ... ) athletics could be a minor common people chase . ( ... ) Television coverage, particularly in its satellite signifier, has become the premier unit of currency in the cultural economic system of athletics ( ... ) . The economic substructure of professional athletics would fall in without the media ' s stuff and cultural capital ' ( T. Miller, op. cit. p. 68 ) ; and Foster adds: ' The corporate merchandising of airing rights to featuring events ( ... ) is a cardinal factor in advancing solidarity within the athletics. Unless the regulating organic structure can command these valuable trade goods, they will be unable to bring forth sufficient gross to move as legal guardians for a redistributive mechanism , ( K. Foster, in Allison, p. 82 ) .*

In Formula One, that ' redistributive mechanism is the Concorde understanding, ( Article 4. 2 instances COMP/35. 163, COMP/36. 638, COMP/36. 776 GTR/FIA & A ; others ) , a secret understanding between FIA, the squads and Ecclestone. The Concorde Agreement dictates what per centum of the grosss from the development of the commercial rights of F1 each of the parties will be having.

### Agents

Miller ' s old over-underlining of the importance of the media resembles the reply Guido Tognoni gave to Sugden and Tomlinson, when asked about the function of Havelange in the transmutation of FIFA into a heavyweight featuring administration: *' in the 60 ' s it started to detonate... the money... and this is non the virtue of Havelange, it is the virtue of the fortunes of the clip.*

*He did n't make a charming miracle, he did what everybody would hold done during this clip ( ... ) Television made it ' , ( Guido Tognoni, 1998 ) .* The writers are right to detect that *' Tognoni [ was ] both right and incorrect ( ... ) -right to stress the context, but incorrect to underact Havelange ' s shrewdness in seeking the appropriate spouses for his development programs ' , ( J. Sugden and A. Tomlinson, 1998 ) .* Sugden and Tomlinson ' s point of view was based on Anthony Giddens ' theory of structuration.

In his chapter ' Elements of the theory of structuration, ( A Giddens, 1984 ) , Giddens points out that ' agency refers ( ... ) to [ people ' s ] capableness in of making things ; [ It ] concerns events of which an person is the culprit, in



the sense that the person could, at any stage in a given sequence of behavior, have acted otherwise.

Whatever happened would non hold happened if that person had non intervened, ( Ibid ) . On the one manus ' *Havelange could barely hold foreseen the utmost signifiers of influence that selling and media would hold on facets of football ( ... )* . On the other, ' *this is non to deny the importance of the agent in historical procedure and societal construction*, ( J. Sugden and A. Tomlinson, op. cit. ) . The same should use for Bernie Ecclestone ; He made really good usage of the state of affairs he found himself in, and cogent evidence to that is that he ' s more renown than the FIA president, Max Mosley. A A A A

## Decision

Formula one and football have many similarities between them, but besides differences that are the result of their different natures. However, they seem to follow some forms like the organizational construction of an INGO, taking advantage of the selling chances that telecasting coverage brought in the sixties. Harmonizing to Lovell, Ecclestone even recruited Christian Vogt in the 80s as a Television adviser, who had antecedently been managing the Television rights for FIFA, UEFA and the IAAF amongst others in the yesteryear, ( T. Lovell, p. 227 ) ; In recent old ages, they have both made efforts to stress on their ' global ' nature, seeking to brake in the North American and South-East Asia continents. In 1994 FIFA tried to increase ( association ) football ' s popularity in the United States, by presenting the World Cup there ; and in 2000, Formula One re-visited America for the first clip since 1991. However, Americans seem to prefer their ain football

codification ( NFL ) to ' soccer ' and their motor athletics establishments ( ChampCar, NASCAR ) to F1. South East Asia proved to be a more convenient location, with FIFA hosting its World Cup in Japan and Korea in 2002 ; at the same clip, F1 broke into China and Malaysia, by presenting GPs in Shanghai and Kuala Lumpur. As opposed to the American instance, their pursuits into Asia proved to be a spot more successful, with the outgrowth of local heroes, such as the South Korea national squad, and Malayan driver Alex Yoong.

The inquiry for the hereafter is until when these athleticss will be able to stay profitable under their current construction. Will the money from World Cups and GPs continue to be fluxing? And what about the replacements to the agents that made it go on? In FIFA, Blatter has already replaced Havelange, and Sugden and Tomlinson have hinted that he might non be every bit good as his predecessor, ( J. Sugden and A. Tolinson, 2005 ) . Bernie Ecclestone is already 77 ; so far, his direction of Formula One ' s commercial rights remain every bit professional as of all time. But for how long will this state of affairs last, sing no replacement with Ecclestone ' s stature has been identified? In any instance, if they want to retain their hegemonic places in World Sport, both regulating organic structures must guarantee they are able to accommodate to the of all time altering societal environment.

### Notes

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