



Cultural code in sports: definition, functions, types and categories

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Abstract

Objective of the study to substantiate and formulate the term “cultural code in sports”, define its functions, and also identify the relationship between its types and categories.

Methods and structure of the study. In the course of the research, the following methods were applied: general (collection and analysis of scientific research and the available source base on the problem under consideration), general logical (generalization, comparison, analogy, comparison, systematization, etc.).

Results and conclusions. The authors indicate that the cultural code in sports is a multifunctional system. The following functions have been identified and defined: accumulative, diplomatic, identification, image, integrative, communicative, cognitive, aesthetic, which are responsible for preserving the ideals and values of sports, creating a favorable friendly atmosphere in the sports arena, and are aimed at uniting people for the implementation of cultural interaction.

Based on the system analysis of the totality of components of the cultural code, a structure of the relationship between the types and categories of the cultural code in sports has been developed.

Keywords: *cultural code in sports, classification of cultural code, functions, meaning, types, categories, relationships.*

Introduction. Currently, the importance of sports in the system of values of world culture has increased significantly. Through sports activities, not only problems of a sports nature (development of physical qualities, strengthening health, preparation for professional activity, etc.) are solved, but also spiritual, moral, ethical and aesthetic ones.

At present, the national interests of the Russian Federation are: “preservation of the identity of the multinational people of the Russian Federation; support of public projects aimed at patriotic education of citizens, preservation of the tangible and intangible cultural heritage of the Russian people, popularization of the achievements of Russian science and technology, literature, art, music and sports.” Thus, there is an increase in the spiritual potential of Russian culture, without which it is impossible to ensure the stability, sustainability and viability of the state and society.

The key category, which serves as the foundation of the cultural system, is the “cultural code”, to which the President of the Russian Federation V.V. Putin has repeatedly drawn attention [1]. The theoretical and methodological basis of the study was formed by fundamental works of domestic and foreign scientists in the field of history and current issues of sports and the Olympic movement, philosophical, sociological, cultural foundations of physical culture and sports, as well as works devoted to understanding the concept of “cultural code”, a number of scientific methods and approaches within the framework of the theory and history of culture.

Objective of the study – the purpose of the study is to substantiate and formulate the term “cultural code in sports”, to determine its functions, as well as to identify the relationship between its types and categories.

Methods and structure of the study. In the course of the research, the following methods were



applied: general (collection and analysis of scientific research and the available source base on the problem under consideration), general logical (generalization, comparison, analogy, comparison, systematization, etc.).

Results and conclusions. Based on the conducted analysis of the source base devoted to the cultural code, it was revealed that this concept is found in philosophical, cultural, philological, sociological and semiotic works that reflect its various aspects, from the point of view of a specific science: N.N. Izotova, B.I. Kononenko, V.V. Krasnykh, N.G. Kurilo, Yu.M. Lotman, U. Eco and others [3, 2, 4-8].

Sociologists focus on the influence of the cultural code on the behavior and interaction of people; cultural scientists consider it as the basis of cultural identity and worldview; philologists attribute to it the features of language, speech genres, stylistic devices that reflect cultural values; semioticians study the sign systems and symbols that form the cultural code [2].

The theoretical analysis of the source base allowed us to state the absence of relevant scientifically substantiated systematized data in the field of terminological approaches, which determined the objective need to define the term “cultural code in sports” and develop its concept; as well as to define and systematize its functions and their meaning, types and categories. Taking into account some inconsistency of existing definitions, we were the first to identify, formulate and scientifically substantiate the term “cultural code in sports”, defining the socio-cultural approach as a

basis – consideration of the system of cultural coordinates that ensure the transmission of socially significant meaning necessary for mutual understanding of people, social control of their actions and thinking [5].

The object of definition or the defined phrase is the cultural code in sports. The defining part is a combination of meanings and symbols expressed in a system of images, sounds, signals. Essential, specific distinctive features: preservation, transmission, promotion, formation, maintenance, development.

Thus, in our opinion, the cultural code in sports is a set / combination of meanings and symbols expressed in a system of images, sounds, signals, including art, religion, traditions and rituals, norms and rules, values and beliefs created in the course of the development of society, which are manifested in the process of holding competitions, including opening and closing ceremonies, and contribute to the preservation and transmission of cultural heritage, promotion of the national image in the international arena, the formation of ethical and moral standards in sports, promoting the maintenance of humane relations between participants and fans and the development of the sports community as a factor in intercultural interaction.

The essence of any phenomenon can be understood and explained through the definition of its functions. Based on theoretical analysis, generalization, system analysis, we identified the functions of the cultural code in sports and their meaning, presented in Table 1.

Table 1. Functions of the cultural code in sports and their meaning

Function	Meaning
Accumulating	The role of “memory”, the content and preservation of spiritual values of a universal and national nature, which are transmitted and broadcast within the framework of a sporting event
Diplomatic	Elimination/leveling of political tensions, creation of a favorable friendly environment, transmission of the values of sport taking into account the promotion of the interests of the country/region
Identification	A system of orientations that determines identification with a model, with a social group within the framework of participation, organization and holding of a sporting event
Image	Getting to know the host city within the framework of a sporting event, helping to strengthen the image of the region/country
Integrative	Focus on uniting people, organizing the system of interaction between people within the framework of a sporting event
Communicative	Features of information transfer, including language, gestures, manner of communication to achieve cultural and social community while maintaining the individuality of each participant in a sporting event
Educational	Summing up the social experience of generations of people, historical and cultural values of countries within the framework of sporting events, formation of an ideological position
Aesthetic	Formation of a person’s desire for beauty of the body, movements, technique of performance; harmony of relationships, including through works of art



Table 2. Correlation of types and categories of cultural code in sports

	View	Category
Required/Accessories	Animal/Natural	Symbols of the city/country; competition mascots
	Operating	Rituals, rituals, customs, traditions
	Character	Prominent persons; characters of works; saints
	Material, Subject	Costumes; uniforms of national teams; souvenirs; inventions
	Geographical, architectural	Geographical features; sacred places; landmarks; sports facilities
	Temporal	Significant dates, events
	Attributive	Properties, characteristics, character, abilities (of a people, talisman, city, region, etc.)
	Language	Sign systems: language, gestures, logos
	Aesthetic	Works of art: painting, ballet, music, etc.; artistic sports programs

Thus, the data presented in Table 1 indicate that the cultural code in sports is a multifunctional system. The following functions have been identified and defined: accumulative, diplomatic, identification, image, integrative, communicative, cognitive, aesthetic – they are responsible for preserving the ideals and values of sports, creating a favorable friendly atmosphere in the sports arena, and are aimed at uniting people for the implementation of cultural interaction.

Based on the systems analysis of the totality of the components of the cultural code, a structure of the relationship between the types and categories of the cultural code in sports has been developed, presented in Table 2.

The basis is the interpretation of culture as a sign system, and its basic categories, the content of which determines the perception and understanding of the world by a person of a specific cultural system [3, 2, 4-8].

Thus, all cultural codes in sports can be classified into two main types:

- Mandatory cultural code in sports - refers to protocol elements;
- Accessory cultural code in sports – includes artistic manifestations of a sporting event.

Within the framework of a detailed classification of the cultural code in sports based on the structuring of its two main types – mandatory and accessory, the following were identified and analyzed: animal/natural, operational, character, material/object, geographical/architectural, attributive, temporal, linguistic, aesthetic. The identified types of cultural code in sports are correlated with the corresponding categories that

facilitate their differentiation taking into account the characteristic features.

Conclusion. Thus, the term “cultural code in sports”, defined and substantiated within the framework of the study, its concept, as well as the identified functions, types and categories create conditions for further comprehensive analysis of the constituent components of the cultural code in the program of opening and closing ceremonies of complex sports competitions and the determination of priority areas in which recommendations can be given for the transfer of the cultural code in sports.

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