

THE INFLUENCE OF MODERN MEDIA ON THE DEVELOPMENT OF FAN GROUPS AND THE PROMOTION OF HOOLIGANISM

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SUMMARY

Since the first sport duels, and with the development of sport through the ages, there were sport fans that cheered either for one or the other opponent and in that way they showed their sympathy. As the time passed, they organized themselves in fan groups, and they became not only an agent of socialization, but also a very important factor in directing social happenings. Hooliganism was created in modern society, and it had devastating effects on both sport and socially-political relations. The functioning of the fan groups that embraces hooliganism, demands high level of organization, so the modern media became a major tool of communication. The aim of this work is to determine in which way, not only the modern media but more importantly the internet sites and the social media of the fan groups, have been used for not only promoting and giving information about their actions, goals and attitude but also promotion of hooliganism.

Key words: Sport, fan groups, hooliganism, modern media, promotion

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1. INTRODUCTION

Since the occurrence of the first sport competitions, an unavoidable part of these kind of gatherings were the spectators and fans who cheered for their

favorites and who were contributing to the overall atmosphere with their energy. By putting themselves on either one or the other side, in the minds of the sport fans a mirage of participation in the game itself was created. Furthermore the allegiance to one club or some sport personality created a feeling of affiliation and it made the grouping of the same-minded people in the fan communities possible, and finally they became an important agent of socialization and change in the modern society. The term “supporter” or a “fan” presents “a person who cheers for some sport club, team or some sportsman, sympathizer; generally, the one who is on somebody else’s side, the one who supports someone”¹. The aggressiveness became a feature that follows every sport duel, and Ratko Bozovic explains that the aggressiveness:

“comes from the social structure in which, according to the ruling order of the value, the particular sport is organized and stimulated, and that sport encourages a biological nature and psyche of the human being to fight and overpower the opponent and in that way the desired result is achieved, which is to satisfy one’s own desires (primarily, both material interests and the passions of glory) and through the psychological severity and ecstasy fulfills one’s passions.”²

Aggression that implies “every form of violence and every form of violent treatment that threatens other sovereign subjects”³ was moved from the field on to the grandstand and became *conditio sine qua non* of the social phenomena, which unfortunately became a steady follower of the sport events – hooliganism. Furthermore, through the history of many nations, lit flares and mass fights were the main cause of many interrupted games, and the stadiums filled with both broken bottles and broken chairs became the picture that we often see on the sport grounds throughout Serbia. According to the definition of the Marija Djoric “hooliganism is a violent behavior by which a part of the audience, inspired by the sport events and by belonging to a certain fan group, builds its own personal identity which then uses to show its frustration and aggression by destroying material stuff or by hurting the opponent”.⁴ Surely, it is important to make a clear

¹ Milica Vujanic “*Dictionary of Serbian language*” (Novi Sad, Matica srpska 2007), 752.

² Ratko R. Bozovic “*Agression and violence in sport*” *Socioloska luca*, 1/2 (2007), 101. <http://www.socioloskaluca.ac.me/PDF8/Bozovic%20R.%20R.,%20Agresija%20i%20nasilje%20u%20sportu.pdf> (Downloaded on 27.11.2016).

³ Milica Vujanic “*Dictionary of Serbian language*” (Novi Sad, Matica srpska 2007), 18.

⁴ Marija Djoric, “Hooliganism as a form of social violence in Serbia”. A work presented at the Science-expert assembly with the international participation Violence in Serbia – Causes, forms, effects and social reactions, Tara, Serbia, 21-23. Of October, 2014. Collection of works, tome 2, page 160. http://www.nst.org.rs/sites/default/files/docs/Tara_2014_Tom_2.pdf (downloaded on 27.11.2016).

distinction between fans and hooligans. Additionally, passionate supporters of one club or any other sport personality, show their affiliation through cheering, while others call themselves that way, but they use it only as an excuse to make trouble and to fight with other so called "supporters", whereby the causes of those fights often do not have any relations with sport. Moreover, a sport event is the main concern for the real supporters, while hooligans use it as an excuse for the violent behavior.⁵

The Media have always had a vital role in the popularization of sport, but the live broadcasts of sport events also showed pictures of the behavior of not only the supporters, but also the hooligans, which have contributed to the development of hooliganism. Maja Kovac shows that the "the importance of the news about the hooligans' riots have become huge for the public, whereby the media, with its sensational reports about the riots caused by the hooligans, has contributed to the rise of the public interest for this occurrence, but at the same time the effects of the news on the picture that the hooligans have of themselves and their group had been and remained very important"⁶. With the development of the informational and communicational technologies, the internet with its capabilities and potential has become one dominant media.

The subject of this work is an analysis of the development of fan groups, phenomena of hooliganism, and the effects of the modern media on their functioning. Consequently, *the aim* is to determine in what way has the internet (primarily the sites of the fan groups and social media) been used not only for the promotion and spreading the information about their actions, goals and attitude but also for the promotion of hooliganism.

2. THEORETICAL BASIS

Examples of the violence on sport events in Europe have been recorded in Ancient Greece during the Olympic games, and in Rome occurred a special form of festivity known as the gladiator fights, which provoked violent behavior in the

⁵ Marija Djoric "Violence in sport (theoretical controversy and causes)", *Kultura polisa*, 23, year XI (2014), 102. <http://kpolisa.com/KP23/kp23-II-4-Djoric.pdf> (downloaded on 27.11.2016)

⁶ Maja Kovac, "Violence in sport: Hooliganism as a form of violence of the sport audience" *Collection of the institute for the criminological and sociological researches*, number 1-2, year XXIV (2005), 362. http://www.iksi.ac.rs/zbornik_arhiva/zbornik_iksi_1_2_2005.pdf, (downloaded on 28.11.2016).

audience that watched those fights⁷. Furthermore the audience both watched those fights and supported one or the other fighter with great passion, and the aggression that they watched inside the arena spawned conflicts outside of it. Hooliganism is a modern society phenomenon and it was created in Great Britain⁸, but soon enough it spread throughout other nations. Moreover hooliganism has achieved those proportions that overcame national borders, and because of that we witness fights during the international games⁹. As Marija Djoric says "hooliganism develops in those places where tradition of fan culture exists, and it also thrives in certain economic, political and social currents which stir violence at sporting events"¹⁰. Actually this phenomenon is closely related with the overall state in the society and it depends on the readiness and the ability of the state to deal with the hooligan groups and to get in the way of the uncontrolled and aggressive behavior of their members. A good example of the violence repression at sporting events is Great Britain as "the cradle of hooliganism" itself. Moreover, as Maja Kovac explains, Great Britain introduced measures such as the use of internal television in sake of monitoring the audience's behavior, then it intensified statutory sanctions, conducted not only transport control, but also control on the use and the sale of alcohol, it formed Football Intelligence Unit within the national intelligence agency and finally it influenced on the football authorities in order to implement computer record of the club membership¹¹.

⁷ Milenko Bozovic, "Violence at the public gatherings and sport events as a threat to the legal order of the Republic of Serbia", (PhD dissertation, The "John Naisbitt" University, The faculty for the legal and public administration and security 2016), 30. <http://www.naisbitt.edu.rs/o/ostalo/univerzitet/doktorati/Doktorat%20Milenko%20Bozovic.pdf> (downloaded on 27.11.2016).

⁸ Richard Guilianott a live broadcast of the game in 1961 between Tottenham and Sunderland where both vandalism and fight between the fans occurred was marked as a beginning of the modern english hooliganism. Marija Djoric, "Hooliganism as a form of social violence in Serbia". A work presented at the Science-expert assembly with the international participation Violence in Serbia – Causes, forms, effects and social reactions, Tara, Serbia, 21-23. Of October, 2014. Collection of works, tome 2, page 160. http://www.nst.org.rs/sites/default/files/docs/Tara_2014_Tom_2.pdf (downloaded on 27.11.2016).

⁹ The great supporter conflict, that will remain marked in history, happened at the game between Dinamo and Red Star at the Maksimir stadium on the 13.05.1990. and the fights transferred to the streets of Zagreb. Zoran Majdin "The Maksimir Case – Twenty years later", *Vreme*, 20.05.2010. <http://www.vreme.co.rs/cms/view.php?id=931952> (downloaded on 27.11.2016.)

¹⁰ Marija Djoric "Violence in sport (theoretical controversy and causes)", *Kultura polisa*, 23, year MMIV (2014) 102. <http://kpolisa.com/KP23/kp23-II-4-Djoric.pdf> (downloaded on 27.11.2016.)

¹¹ Maja Kovac, "Violence in sport: Hooliganism as a form of violence of the sport audience" *Collection of the institute for the criminological and sociological researches*, number 1-2, year MMV (2005), 355. http://www.iksi.ac.rs/zbornik_arhiva/zbornik_iksi_1_2_2005.pdf, (downloaded on 28.11.2016).

Moreover, in Germany a drop in hooliganism was noticed as well, because they implemented same measures like a ban against coming anywhere near stadiums, also there are organizations that actively advocate for the suppression of violence at sporting events like the “Daniel Nivel” foundation which was founded by the Football Association of Germany and FIFA¹².

Djoric says that on our territories, hooliganism as an extreme form cheering occurred near the end of the eighties and the beginning of the nineties during the twentieth century and that it corresponded with the political violence¹³. With the collapse of Yugoslavia, cheering took on the nationalistic markings and it becomes a tool for the political conflicts. Members of the two biggest fan groups in Serbia, Partizan and Red Star, who are divided into smaller fractions, fight against each other. Moreover, it is known that the members of “Zabranjeni” and the members of “Alcatraz” which both support Partizan, are divided and sit in different parts of the stand and the enmity takes such huge proportions that they even fight each other.

Fan groups have the influence on the management of football clubs through their leaders, who have some functions in the board itself, but on the other side the board can direct the functioning of those groups by choosing who will be their leader¹⁴.

2.1. Socially-psychological functioning of the fan groups

Fan groups are organized around the specific values, interests and goals, and their members are connected with strong bonds of loyalty and affiliation to the club they cheer for. Furthermore affiliation is reflected in a particular way of behavior, which implies specific garment with the markings of the club and the

¹² The foundation was founded after the attack of the German hooligans on the French policeman, before the game between Germany and Yugoslavia at the World Cup in France. “German example of the fight with hooligans”, RTS, 8.10.2009. <http://www.rts.rs/page/stories/sr/story/10/svet/212451/nemacki-primer-borbe-s-huliganima.html> (downloaded on 28.11.2016)

¹³ Marija Djoric, “Hooliganism as a form of social violence in Serbia”. A work presented at the Science-expert assembly with the international participation Violence in Serbia – Causes, forms, effects and social reactions, Tara, Serbia, 21-23. Of October, 2014. Collection of works, tome 2, page 161. http://www.nst.org.rs/sites/default/files/docs/Tara_2014_Tom_2.pdf (downloaded on 27.11.2016).

¹⁴ Milenko Bozovic, “Violence at the public gatherings and sport events as a threat to the legal order of the Republic of Serbia”, (PhD dissertation, The “John Naisbitt” University, The faculty for the legal and public administration and security 2016), 62. <http://www.naisbitt.edu.rs/oostalo/univerzitet/doktorati/Dokorat%20Milenko%20Bozovic.pdf> (downloaded on 27.11.2016).

group they belong to, the use of both narcotics and alcohol, and an open animosity towards the members of other fractions with the frequent use of violence. Consequently, not following the rules or opposing to the dominant belief and norms gets them removed from of the group. Additionally, young people very often become members of the fan groups and those groups have a huge impact on the development of their personality and their views of the world.

Milenko Bozovic differentiates sociological and psychological dimension of violence at public gatherings and at sporting events. "Sociological, namely, social dimension of this type of violence is reflected in its harmfulness towards the basic social values, including the goods of individuals who become the victims of this type of behavior"¹⁵. Actually, beside young people in the fan group, there are also people who are older and whose role is to organize and encourage younger members to be more aggressive. Psychological dimension refers both to the motivational factors and to the types and traits of personality of the individual who thrives in the making of chaos.

Ratko Bozovic states Maslov's theoretical explanation of the sources that cause destructive behavior. Furthermore he says that the destructive behavior is determined by the frame of the character, by the pressure of the culture and by the either immediate surrounding or immediate field¹⁶. Therefore, violence manifested by the hooligan is a product of the effects of both internal and external factors. Freud thinks that the aggressive behavior is instinctive, while Lorenz who is also a patron of instinctive theory states that it is motivated by the fight for survival. On the other side, Adler thinks that main motivator is the need for power, while Dalard says that when a man is not capable of realizing his own desires, he can create frustration which is then manifested through aggression¹⁷.

The fans became very early aware of the importance of media as a tool of promotion. Actually, according to Maja Kovac the media "have contributed to not only the exposure of those hooligan groups and their members but also their emerging from anonymity, and by doing that they secured them prestige not only

¹⁵ Milenko Bozovic, "Violence at the public gatherings and sport events as a threat to the legal order of the Republic of Serbia", (PhD dissertation , The "John Naisbitt" University, The faculty for the legal and public administration and security 2016), 27. <http://www.naisbitt.edu.rs/o/ostalo/univerzitet/doktorati/Doktorat%20Milenko%20Bozovic.pdf> (downloaded on 27.11.2016).

¹⁶ Ratko R. Bozovic "Aggression and violence in sport" *Socioloska luca*, 1/2 (2007), 111. <http://www.socioloskaluca.ac.me/PDF8/Bozovic%20R.%20R.%20Agresija%20i%20nasilje%20u%20sportu.pdf> (Downloaded on 27.11.2016).

¹⁷ Marija Djoric "Violence in sport (theoretical controversy and causes)", *Kultura polisa*, 23, year MMIV <http://kpolisa.com/KP23/kp23-II-4-Djoric.pdf> (downloaded on 27.11.2016.)

in public, but also in their own groups. Finally media have indirectly contributed to the keeping of the tradition of chaos both around and on the stadiums¹⁸. Furthermore fan groups know that the message they want to convey will go round the world in a moment thanks to the mass-communication-tools. Additionally, the internet brings even bigger capabilities, because fans can create their own media, such as different sites and social networks, thereby having facilitated ways for not only spreading their messages, stands and opinions, but also mobilizing new members. Hooligans are aware of the benefits that the internet produces in the modern society and they use this new media for the promotion of their own views and actions. Lastly, the internet has become both an irreplaceable part in the organization of every group, and the major tool for communication between the members.

3. RESULTS AND DISCUSION

On the website of the Red Star fan group¹⁹ the dominating items are the red color and the club's signatures. Visitors can see information about the club and their results, a forum with different topics where users can leave comments and express their attitudes, and a part with video and audio material, directly connected with a Youtube channel. A special part of the page is dedicated to the rivalry with Partizan, but also to friendly clubs. Buying Crvena Zvezda signature clothes is also possible through the website, which is an important part of identification, mobilization and showing of loyalty in the fan groups. Fan groups have Facebook profiles, on which they upload content and express attitudes. Using the analysis we can conclude that they dedicate a lot of attention to promoting the club, but also their fan group. Both the forum and social network usage point to a great deal of interactivity and communication between the fans. Multimedia contents which are dominating the website are helpful with the promotion, but on some of them seeing signs of hooliganism is also possible (picture 1).

The fan group *Alcatraz*, has a website²⁰ where the background is a picture of lit torches held by Partizan fans. It is affiliated with the club's sites, and on the

¹⁸ Maja Kovac, "Violence in sport: Hooliganism as a form of violence of the sport audience" *Collection of the institute for the criminological and sociological researches*, number 1-2, year MMV (2005), 366. http://www.iksi.ac.rs/zbornik_arhiva/zbornik_iksi_1_2_2005.pdf, (downloaded on 28.11.2016).

¹⁹ <http://www.oaza.rs/sport/delije/index.php> (visited 4.12.2016).

²⁰ <http://alcatrazbeograd1970.blogspot.rs/> (visited 4.12.2016).

page itself a big part is filled with information regarding results. It is possible to see pictures of games, athletes and coaches, and also the fans. Some of them include hooliganism (picture 2). The Facebook page Grobari JUG also uploads pictures and video materials regarding their club and fan group. They express their opinions and promote values and are open for comments made by visitors. They are connected with the Grobari Butik profile, through which ordering of clothing items with the symbols of the club and the fan group is possible, but on which captions such as: "Hooligans are right behind you" can be seen.²¹



Picture 1. Hooliganism of the Red Star fans²²



Picture 2. Hooliganism at the derby between Partizan and Red Star²³

4.CONCLUSION

Fan groups cannot be left behind when it comes to sport events, and their influence on today's sport world is huge. They are attracting more and more people of all ages, and as a factor of socialization are effecting forming of attitudes and patterns of behavior. Realizing the importance of media, they are using them to promote values and ideas and gain new members.

Hooliganism is a negative phenomenon, which came from the actions of fan groups, and which had a big effect in the world, not just in sports, but also on

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Source: <https://www.facebook.com/%D0%93%D1%80%D0%BE%D0%B1%D0%B0%D1%80%D0%B8-%D0%91%D1%83%D1%82%D0%B8%D0%BA-533695133408937/> (downloaded on 4.12.2016).

²² Source: http://www.oaza.rs/sport/delije/index.php?page_id=306&lang_id=1&id=968 (downloaded on 4.12.2016).

²³ Source: <http://alcatrazbeograd1970.blogspot.rs/?view=flipcard> (downloaded on 4.12.2016).

socio-political relations. The development of a country is reflected through suppression of destructive behavior of hooligans and prevention of consequences which it brings.

Physical engagement is one way of focusing energy and organizing free time, especially in young people. "A continuous engagement of one's body doesn't just create a better physical and biological balance, but also a better psychological balance."²⁴ In that way, instead of dealing with frustration through hooliganism and aggression, he will, through physical recreation create good relationships with others and build his socio-useful persona.

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УТИЦАЈ НОВИХ МЕДИЈА НА РАЗВОЈ НАВИЈАЧКИХ ГРУПА И ПОДСТИЦАЊЕ ХУЛИГАНИЗМА

САЖЕТАК

Од првих спортских дуела, развитком спорта кроз векове, постојали су навијачи који су били на страни једног или другог противника и који су бодрешћем показивали своју наклоност. Временом, дошло је до организовања у навијачке групе, које су постале агенс социјализације али и веома битан чинилац усмеравања друштвених токова. У савременом друштву настао је хулиганизам, који разорним последицама које са собом носи, утиче на спорт али и на друштвено-политичке односе. Деловање навијачких група, које у неким случајевима укључује и хулиганство, захтева висок степен организације, па су нови медији постали значајно средство комуникације. Циљ овог рада је утврђивање на који начин су нови медији, првенствено интернет сајтови навијачких група и друштвене мреже, коришћени за промоцију и информисање о њиховим акцијама, циљевима и ставовима, али и за подстицање хулиганизма.

Кључне речи: спорт, навијачке групе, хулиганизам, нови медији, промоција.

ВЛИЯНИЕ СОВРЕМЕННЫХ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ НА РАЗВИТИЕ ГРУПП ФАНАТОВ И ПРОЯВЛЕНИЯ ХУЛИГАНСТВА

АННОТАЦИЯ

Со времен первых спортивных состязаний и на всем протяжении развития спорта существуют спортивные болельщики, которые поддерживали одобрительными возгласами того или иного участника состязаний, демонстрируя тем самым свою симпатию. В дальнейшем они объединились в фан-группы и стали не только средством общения, но также и важным фактором управления общественными событиями. Хулиганство – явление современного общества, оказывающее разрушительное влияние, как на спорт, так и на социально-политические отношения. Деятельность фан-групп, выражающаяся в хулиганских действиях, требует высокого уровня организации. В этой связи современные средства массовой информации представляются главным инструментом их коммуникации. Цель данного исследования – определить, каким образом современные средства массовой информации, а также другие важные средства - интернет-сайты и социальные сети используют современные фан-группы для продвижения своих целей, отношений, информации, взглядов, действий, способствующих поощрению хулиганских побуждений и фактическому увеличению случаев проявления хулиганства.

Ключевые слова: спорт, фан-группы, хулиганство, современные средства массовой информации, продвижение.

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