

**17 - SPORT IN HYPERMODERN SOCIETY**

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### Introduction

Sport, despite your relative autonomy, undergoes transformations that continue through its history development, in accordance with the changes in the social, political and economic environment that contributed to promoting and structuring the sport phenomenon that is noticed on society. Considering the course of paradigms, principles, goals and sport practice changes, it is plausible to say that the sport of early 21st century differs in many aspects to the modern sport, originated in the 18th century, with the English ruling classes, and it expanded and consolidated during the 19th and 20th centuries.

From the understanding that some of the features of sport are designed by aspects that have structured the modern society or industrial society and more recently by the character of your merchandise, it is necessary to observe how society changes at the end of the the twentieth century provoked simultaneously with the development of the so-called post-industrial society, postmodern, post-Fordist, post-everything, manifest themselves in sport.

Post-modernity is the cultural and aesthetic condition of post-industrial capitalism, it expresses a culture of globalization, in which information and knowledge have become the main production force. Post modernity or reflexive modernity or liquid modernity, as is named differently by the authors, is characterized as a critical expression of thought model breakdown based on Western rationality and enlightenment reason. Post modernity does not represent total rupture of modernity, it indicates constant and continuous changes in direction of conditions that rebuild social, cultural and geographic framework and it causes new paradigms (BAUMAN, 1998; GIDDENS, 1991; HALL, 2003; SENNET, 2004).

The cited authors use different concepts to express the period here called as postmodern. Bauman (1998) determines as liquid modernity, understanding that it did not surpass modernity, only it has other forms, which are streamed and not rigid. Giddens (1991) called radicalized modernity or high modernity, on the grounds that a new social system. In this same sense Hall (2003) defines as late modernity. However Sennet (2004) uses the term Postmodernity. Thus, in this paper utilizes postmodern as the period that represents the concepts reported by the authors.

For Lyotard (2013, p. 3) the postmodern period begins when, "[...] Knowledge changes status while societies enter in the post-industrial age and cultures in the postmodern age. This transition started since, at least, the late 1950s, when Europe was concluding its reconstruction".

Post modernity is the time when the order depends on the dismantling of the traditional, pre-designed and inherited order, a questioning or departure from the classical ideals of reason and identity and from the absolute truths (BAUMAN, 1998). Unlike the modern era, characterized by the belief in rationality, science, progress, ideologies, in rigidity of institutions's traditions and in the homogeneity that flattens the differences in favor of universal absolutes, what postmodernity demonstrates is the loss of ideological beliefs and hope to understand definitively, through science and an ideal theory, the social, cultural, economic, and educational reality.

Post modernity is the rupture of the major epistemological models, with its pretensions of truth and universality, the end of absolutes certainties, in post-modernity, changes are constant, dynamic, quick, everything is unstable, interpersonal relations, work and concepts, even the identities (BAUMAN, 1998; GIDDENS, 1991; HALL, 1998; SENNET, 2004).

The "solid" modernity was truly the era of long-lasting principles and it reached, above all, durable principles which were conducted and monitored with great attention (Bauman, 2009). Currently, there are no defined our definitive shape in Postmodernity, the only principle is the principle of change, of constant alterity!

The fluidity, instability, constant changes and the end of post-modern ideologies help to understand the changes in sport in the 20th century's final decades 20th century. The end of the political-economic ideologies, which led to the end of the Cold War and the change of paradigms and State investments in sport. The flexibility and detachment from institutional principles and values that favor the break with the principles of Olympism and its values of amateurism, education and health. The lack of direction due to loss of confidence in sports institutions, which change their perspectives and become guided by the concepts of profit and production of goods of high commercial value, determined by marketing. The disorientation as to the concepts of sports events, which generate confusion, mergers and hybridism guided by sportive actors with great power in the sports Field. Constant innovations that arise for the initiative of power holders and impose habitus and change cultures, with the aim of sport democratization and massification, but focused on commercialisation of sport merchandise. The disorder of the sports Field, as in science, politics and economics, multiplies and kindles disputes in the Sports Field (BORDIEU, 1983 and 1990).

A very important attribute of Postmodernity, which helps clarify the transformations of sport in Postmodernity, is the institutional changes, which, instead of following a specific path— tendency of modernity – follow different paths at the same time, and that are often, conflicting (SENNET, 2004). In modernity the focus was determining the paths in a transparent and linear way and that remained forever identical, but in Postmodernity there is no unique possibility, predetermined sense, what matters is moving, not standing still and, soon, becoming expendable. According to Bauman (1998, p. 114), "the name of the game is mobility: the person must be able to change when the needs spur, or dreams request". This constant mobility generates a tendency to a temporary agreement in all areas of society (SENNET, 2004).

When you think of sport as an institution, or the sports entities, such as FIFA and IOC, or national federations and sports clubs, these come into crisis with the background and reflections about their goals and principles that diverge from the prevailing values in post-everything society and become to navigate different directions. The institutions determine goals and actions in the order of the different sports manifestation, build different identities and their focus is constantly changed, but amidst in the globalized society and discovering the commercial potential of the sport, changes are, almost always, buoyed by capital and profit, which entail in sports spectacularization.

The modern sports initially was built in amateurism, leisure and education, subsequently strengthen and gain importance and international dimension with the political bickering, the postmodern sports emerge as a result of large and various transformations and rapid changes in the various areas of society, such as those relating to the marketing of culture and leisure in

the post-Cold War period, with the decline of the Welfare State, technological development, emergence of the sports industry, which develops the framework for emergence of Postmodern sport version, or sport versions that still are observed today, the new features of the postmodern sports are the diversity of practices and demonstrations, exacerbated sport commodity and its subproducts (symbols and objects) spectacularization and marketing, the consumption of sports shows or their products is formed within the main points of the relationship with the sport (MARQUES, GUTIERREZ and ALMEIDA, 2008).

In sports there is an overlap between modernity and Postmodernity, that at the same time as the sports change and renew constantly and quickly to professionalize and make the show even more attractive, easy marketing and even more profitable, some rituals and values being preserved, for example, the relationship with the patriotism in international disputes, the conception and defense of the sport as educational factor made by some intellectuals, teachers and athletes sometimes reveal to be the paradoxical sport. Aspects that reaffirm the polysemous, transforming and complex condition of the sport.

At the beginning of the 21st century in postmodern sport, in addition to the activities and market-facing processes, initiatives and proposals without economic link, really focused on education, leisure or pleasure, however interrelated. The causal occurs because of non-market actions being the first development factor, due to the disclosure and favouring the incorporation of sports habitus (PRONI, 1998).

So, it settles in the postmodern sport a contradiction. On the one hand, the official entities, organizations of the third sector and even some private institutions produce policies, projects and actions for democratisation of the sport, on the other hand the private sector, with the support of the media, carries out numerous actions in the economic spheres, such as marketing, educational and leisure to enhance the sport experience and, consequently, creation of habits and needs linked to the sport and then market their products and increasing the price of practice and sports products (MARQUES, GUTIERREZ and ALMEIDA, 2008).

The duality of postmodern sport produces new paradigms, many of which distance themselves and deconstruct certain defining elements of modernity. Thus, it is possible to infer that we live the "earthquake" of the post-modern condition, moment of transition between modernity and the next period, causing discontinuities, impacts and turbulence, which we do not elect, but that we necessarily participate and that leads us to several reflections on sports, which raise doubts about the real intentions, goals and possibilities of this social fact in the 21st century.

Therefore, the following question arises: the sport, in the 21st century, would it be rescuing its principles and values of modernity, returning to objectify education, health and not just the spectacle and the profit? The sport would be today, as Lipovetsky and Charles (2004) propose, in the hypermodern period, with apprehension, anxious and worried about the future, seeking innovation and solutions, returning to the principles and values of modernity. Thus, analyzing if the sport is reviewing its principles of profit and accumulation of capital of its postmodern phase and evaluate if the sport reflects on its future and at the same time returned to its principles and values of the past, which are trademarks of hypermodernity are objectified.

#### Hypermodern sport

In the 1970s decade the idea of Postmodernity appeared to qualify the new sociocultural and economic state of society, which had the merit of pointing out the changes of operation of advanced societies, with the expansion of consumption, weakening of the regulations, failures of ideology, individualization, pluralization of societies, the moment indicated a time dominated by ephemeral and precarious, marked by the here and now (LIPOVETSKY and CHARLES, 2004).

A pós-modernidade foi apenas um estágio de transição de curta duração. A partir das ideias dos autores será que se pode acreditar que o esporte pós-moderno também é transitório e alterações estão ocorrendo ou acontecerão e emergirá um esporte com características diferentes da pós-modernidade?

For the authors postmodernity suggested the new, a bifurcation, but today these features no longer represent society, because it was believed that the past of modernity was dead, however it was noticed that the times return to rigidity of modernity, despite observing the reductions of imposition and social charges. "At the time when the genetic technology, globalization and human rights triumph, the postmodern label has won, since it had exhausted your ability to express the announced world" (LIPOVETSKY and CHARLES, 2004, p. 52). Post modernity was only a short-lived transitional stage. From the authors's ideas can it be believed that post-modern sports are also transitory and changes are happening or they will happen and there will emerge a sport with characteristics that are distinguished of the post-modernity?

The sport is not fixed, immutable and timeless, also it is not present in all societies. At the same time it is not a spontaneous and natural social phenomenon. The modern and postmodern sports are articulated and conformed by the historical and contextual changes during their development, even if it presents historical specificities and autonomy. For Elias and Dunning (1985) the sport cannot be understood independent of the society, but it is not merely a reflection of the society, the sport not being determined. From the development of the "chains of interdependency", physical practices which we call sport are not direct effect or direct subproducts of more equal societies. Because there is a deeper and more complex dialectic subnet formed by people with relative autonomy who react and acts different than the proposal of most members of society (MURAD, 2012).

Definitive and absolute statements about the sport doesn't help to understand it. So, believe that the sport today is definitely bad and harmful to people and society is so misguided as to understand it as always positive, promoter of the health and education without any other ideal and unambiguous form (MELANI, 2010).

Currently, that is, in the 21st century we live in a time of hypercapitalism, hiperclases, hyperpotencies, hyperterrorism, hyperindividualism, hypermarket, everything in society is high power, everything is hyper. So, we go from the post to the hyper, in this new society everything is about "modernising the modernity, rationalize the rationalization, that means, in reality destroy the archaisms and bureaucratic routines", but without destroying the past, integrating it (LIPOVETSKY and CHARLES, 2004, p. 56).

The hypermodernity doesn't believe in a great future, belief of modernity, it has no great hopes, but also disenchanting with hedonistic life and focused only on the present of Postmodernity, in reason of the insecurities of the current moment, such as unemployment, sustainability of the planet and future survival the society start to worry and to demand protection, security and defense of the social gains. In this way, the bet is on hyperchange, without utopian vision, demanded by the need for survival and organized by the technical efficiency and speed. At the moment life stops being so frivolous, disposable and based on the hedonistic culture and in the perpetual present, life becomes to be more apprehensive, restless, despite the darkness of representations of the future and the fog on the belief on continued progress, believed in a future, indeterminate and problematic future, future this building without guarantees and closed routes, without pre-established laws, only increasing the science and the technique and not the ideology. "The taking of the existences by the insecurity supplants the postmodern unconcern" (LIPOVETSKY and CHARLES, 2004, p. 65).

Currently, in the Sports Field is observed changes of moral values, especially with the preoccupation as the body used in the sport as a constitutive part of the integral training and education, you can also verify that the sport at the moment can represent both global merchandise, at the same time resistance and trainer of local identity. The economic, political, and

ideological relations condition and influence, but not determine, Marx and Engels (1991) hard critics of the determinism.

Recently in the field of sport and physical education, discussions on the social dimensions of the sport are observed, its potentialities and limits. Noted, even still very restricted to some places and teachers, changes in the educational paradigm of the sport. The proposal of 20th century sport focused on just the detection and training of sports talent, in order to represent their institutions and country. In the present day are numerous pedagogical proposals that theoretically informed and practical propositions refute sports specialization as the sole objective of sports performance. In fact, in the last decade of the 20th century was new pedagogies for sport, seeking methods and activities that foment the practice of sports such as promoting the welfare, education, health, in order to form a sports practitioner, through pleasant experiences to enjoy this manifestation of body culture as leisure and physical, mental and social well-being.

It is possible to realize that sport thinkers worry, nowadays, to seek alternatives to that practice, primarily in school and leisure, are positive about the values transmitted and forms of physical activity present in the lifestyle of individuals of our society (MARQUES, GUTIERREZ and ALMEIDA, 2008, p. 7).

The hypermodernity of the 21st century, without denying the past, seeks to reconcile with the basic principles of modernity (democracy, human rights and market) towards reintegration and recast in modern logic, in search of a future of sustainable development worried about the rules and realities of the present, employment, economic profitability, well-being-even with the imperative of brevity of the economy, and consumption of media. Example, the focus on the future, even if uncertain and precarious, is the concern, almost an obsession, with health, observed by increasing the number of people who practice sports and physical exercises, eat in a healthy way, carry out clinical examinations routinely pass through preventative medical assessments, i.e. adopt lifestyles for the future, and it can be said that is a quest for eternal youth.

There is at present the concern with the creation of public policies for the democratization of the sport and the guarantee of right to your practice. It discusses and proposes to sports with the purpose of civic education, which values the principles of equal opportunities including; the rationalization of processes of pedagogical criticism sports events; of scientific theories in the processes of teaching, with the improvement of the health and development of practitioners. Thus, the sport also tries to be reconciled with the basic principles of modernity.

The hypermodernity also has the relive the past, different from the hedonistic presentism of Postmodernity. However, the appreciation of the past is accompanied by saturation and enlargement of memory and heritage, with the increase of museums, festivities, celebrations of historical dates and reprints, books, suvernires and others. The process of conservation and enhancement of the historic heritage becomes a commodity, to be refurbished, recycled, as well to the taste of the current times of globalization and commercial purposes, being exploited by the market. Antiquity and nostalgia are marketing tools, recovery of the past, for the memories and experiences of further exceptional times, is a hypermodern phenomenon, advance element of cultural capitalism and commodification of culture (LIPOVETSKY and CHARLES, 2004). The retro football teams shirts, DVDs of the glorious achievements, sports themed museums, the use of ancient idols in advertisements of products, are examples to the appreciation of the past, but as a means of development of the cultural market.

Nevertheless, the authors also money and efficiency are not the principles and ends the last of all on hypermodernity, because not all values, not all references were way blown up: the hypermodernity is not 'always more instrumental performance and, Therefore, always less values that have compelling force "; She is, that a technical-market spiral that attaches to strengthening unanimist the trunk of the humanist values of democracy" (LIPOVETSKY and CHARLES, 2004, p. 99-100).

Football can represent globalization, with soccer company, marketing, sponsors, media, marketing, broadcast professionalism. However, it can also be experienced as playful, educational, celebratory, community, spontaneous, in local community events that preserve the style and cultural roots of how to play and understand the sport. Example is the Clube Atlético Juventus, social club and located in Mooca (SP), which has twisted and fanatic who hates the modern and media football, are loyal fans that keeps the traditions of crazed fans and faithful in skimpy and charming Count Stadium Rodolfo Crespi (Javari Street), which holds a maximum of 4000 people, but always crowded with an average of 3000 fanatics "juventinos". Regardless of the situation that Juventus is on the sports scene in which Division and classification in the table, still influencing the daily life of the neighborhood and the residents of Bristol, "keeps passion so alive that differs from any other team from the city of São Paulo, creating affective ties and aggregating civic, social and moral values, beyond football" (Lima et al. 2014, p.1).

In sport occur at the same time "relationships and political interference, resistance, denunciation and change of reality" (MURAD, 2012, p. 80). To Hobsbawn (apud MURAD, 2012) football represents a dichotomy in relation to globalization.

It can be seen that while the product, by-products and sport consumption broaden, also many intellectuals, educators and public institutions and the civil organization concerned and investing in the diffusion of human values intrinsic to the sport, looking for analyze the positive and negative aspects of sport and develop critical understanding as a Rejoinder to and marketing of sports, leisure and education prospects. The expectations of sport pedagogy with educational character seek critical and autonomous citizen form to meet, enjoy, resign, build and use the sport phenomenon in a positive way to your life (MARQUES, 2007).

Currently, there is a sport complex scenario, your development turned hyper, with extensive coverage and multiple and important social impacts, a total social phenomenon. Soon, the sport as a spectacle, and merchandise or marketing strategy and marketing of products, including product not related to him and at the same time studies, projects, programs, and proposals for the use of sport as a factor in improvement and social development, promoting education and health of children, teenagers, adults and people of half and third age, that means, inclusive sport and training for all.

#### Final Considerations

It can be seen in contemporary sport, besides the value of high performance, professional and maker of economic resources, the presence of other two places for practices, which can be liable whether or not the values of sport official, but that permeate the relations between the subjects of different origins and the sports phenomenon: the sport of leisure (non-professional) and school sport (based on a pedagogical project and linked to basic education) (MARQUES, GUTIERREZ and ALMEIDA, 2008, p.7).

In this way, one can believe that the Sports Field currently comprises the diversity of sports events. Even allowing that the portion of sport actors linked to education, within that field, concerned with the values transmitted, craves the autonomy of practice and criticality in front of a rejoinder and consumerism coupled to the sport.

In contemporary times the access to the sport has been democratized, in a different way to modern and postmodern sport, with actions of the Government, social organizations and sports entities that recognize the sport a fundamental factor of human development and because of that must be universalized to guarantee rights, education and health.

So, the contemporary sport or hypermodern (if you can call it that) is characterized with a social phenomenon distinct from modern and postmodern sport, social, cultural and historical context, that raised awareness, coordination and planning of

actions to address the various manifestations of sports practices today and the different meanings of sport for individuals. The sport in the 21st century, as we reported previously, is complex, and given its multifaceted and polymorph.

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#### SPORT IN HYPERMODERN SOCIETY

##### Summary

The sport comes from and with many features of modernity and, despite its relative autonomy, it has been suffered continuous transformations throughout history, resulting from social, political and economic changes. In the late 20th century, it adopts the perspective of Postmodernity, with the weakening of the regulations and the deterioration of ideologies, losing its principles of education, health and ethics, being guided by the concepts of profit, commodities production and spectacle. Lipovetsky and Charles (2004) claim that currently it is being lived an era of exacerbation of modernity in its more advanced level, pointing to the disbelief in the great future of modernity and skepticism with the hedonistic life and focused only on the present of Postmodernity. Differently, society lives today the hypermodern period, with apprehension, anxious and worried about the future, seeking innovation and solutions, but without forgetting the past. Thus, analyzing if the sport is reviewing its principles of profit and accumulation of capital of your postmodern phase and evaluate if the sport reflects on your future and at the same time returned to its principles and values of the past, which are trademarks of hypermodernity is objectified. On literature review references were concerned to analyse the positive and negative aspects and diffusion of human values of sport, reorganizing the sports field. One can infer that the contemporary sport or hypermodern is characterized with a social phenomenon distinct from modern and postmodern sport due to the social, cultural and historical context, that generated awareness and action planning to address the various demonstrations and meanings of sports practices today.

Keywords: sports; postmodern sport; hypermodern sport

#### DEPORTE EN LA SOCIEDAD HIPERMODERNA

##### Résumé

Le sport vient sur et avec de nombreuses fonctionnalités de la modernité et, malgré l'autonomie relative, a subi des transformations continues tout au long de l'histoire, résultant de changements sociaux, politiques et économiques. À la fin du XXe siècle, adopte le point de vue de la postmodernité, avec l'affaiblissement de la réglementation et l'usure des idéologies, perdre ses principes d'éducation, de santé et d'éthique, étant régie par les concepts de bénéfique, de production de biens et de spectacle. Lipovetsky et réclamation de Charles (2004) qui vit actuellement dans une ère d'exacerbation de la modernité dans votre niveau plus avancé, pointant vers la mécréance dans le futur grand de la modernité et de scepticisme la vie hédoniste et focalisé uniquement sur le présent de la postmodernité. En revanche, la société vit aujourd'hui la période hypermoderne, avec appréhension, anxieux et inquiet quant à l'avenir, la recherche d'innovation et la solutions, mais sans oublier le passé. Ainsi, l'objectif d'analyser si le sport est revoir ses principes du profit et accumulation du capital de votre phase postmoderne et évaluer si le sport reflète sur votre avenir et en même temps renvoyé à ses principes et valeurs du passé, qui sont des marques de l'hypermodernité. Sur la revue de la littérature références sont inquiétaient d'analyser les aspects positifs et négatifs et la diffusion des valeurs humaines du sport, en réorganisant le terrain de sport. On peut déduire que le sport contemporain ou hypermoderne est caractérisé par un phénomène de société distinct de sport moderne et postmodern, contexte social, culturel et historique, qui a généré la sensibilisation et l'action, l'intention d'aborder les différents démonstrations et les significations des pratiques sportives aujourd'hui.

Mot-clés: sport; postmoderne sport; hypermoderne sport

#### DEPORTE EN LA SOCIEDAD HIPERMODERNA

##### Resumen

El deporte viene en y con muchas características de la modernidad y, a pesar de la relativa autonomía, ha sufrido continuas transformaciones a lo largo de la historia, como resultado de cambios sociales, políticos y económicos. A finales del siglo XX, adopta la perspectiva de la posmodernidad, con el debilitamiento de las regulaciones y el desgaste de las ideologías, perdiendo sus principios de educación, salud y ética, se rige por los conceptos de lucro, producción de bienes y espectáculo. Lipovetsky y Charles (2004) afirman que actualmente vive en una época de exacerbación de la modernidad en su nivel más avanzado, apuntando a la incredulidad en el futuro grande de modernidad y escepticismo con la vida hedonista y centrado sólo en el presente de la postmodernidad. Por el contrario, la sociedad vive hoy el período hipermodernos, con aprehensión, ansiedad y me preocupaba por el futuro, buscando innovación y soluciones, pero sin olvidar el pasado. Así, el objetivo de

analizar si el deporte es revisar sus principios de lucro y acumulación de capital de su fase posmoderna y evaluar si el deporte refleja sobre su futuro y al mismo tiempo volvió a sus principios y valores del pasado, que son marcas registradas de hipermodernidad. En la revisión de la literatura referencias fueron referidas para analizar los aspectos positivos y negativos y la difusión de los valores humanos del deporte, reorganizar el campo de deportes. Se puede inferir que el deporte contemporáneo o hipermoderno se caracteriza con un fenómeno social distinto del deporte moderno y postmoderno, contexto social, cultural e histórico, que genera conciencia y acción de planificación para abordar los diferentes las manifestaciones y significados de las prácticas de deportes hoy.

Palabras claves: deportes; Deporte postmoderno; deporte hipermoderno

#### Resumo

O esporte surge na e com muitas características da modernidade e, apesar da relativa autonomia, tem sofrido transformações contínuas ao longo da história, resultantes de alterações sociais, políticas e econômicas. No final do século XX, adota as perspectivas da pós-modernidade, com o enfraquecimento das normatizações e o desgaste das ideologias, perdendo seus princípios de educação, saúde e ética, sendo regido pelos conceitos do lucro, produção de mercadorias e espetáculo. Lipovetsky afirma que atualmente se vive uma era da exacerbação da modernidade em seu nível mais avançado, apontando a descrença no futuro excelente da modernidade e ceticismo com a vida hedonista e centrada apenas no presente da pós-modernidade. Diferentemente, a sociedade vive hoje o período hipermoderno, com apreensão, inquietude e preocupada com o futuro, buscando inovação e soluções, mas sem esquecer o passado. Assim, objetivou-se analisar se o esporte está revendo seus princípios de lucro e acúmulo de capital da sua fase pós-moderna e avaliar se o esporte reflete sobre seu futuro e ao mesmo tempo reintegra princípios e valores do passado, que são marcas da hipermodernidade. Na revisão bibliográfica constataram-se referências preocupadas em analisar os aspectos positivos e negativos e difusão dos valores humanos do esporte, reorganizando o campo esportivo. Pode-se inferir que o esporte contemporâneo ou hipermoderno se caracteriza com um fenômeno social distinto do esporte moderno e pós-moderno, em razão do contexto social, cultural e histórico atual, que gerou a conscientização e planejamento de ações para contemplar as diversas manifestações e significados de práticas esportivas da atualidade.

Palavras-chave: esporte; esporte-pós-moderno; esporte hipermoderno

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