

Role of English Language in Sports promotion in India

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Abstract—Roles of English in Sports Promotion in India is quite significant and we also know that Communication in sports English enables athletes, referees, and coaches to understand play calls, signals, and coaching instructions, ensuring clarity and reducing miscommunication. English language fosters comradeship, leadership, and oneness, especially when athletes, referees, and coaches from diverse linguistic backgrounds come together. Since English is an International language and it is apt that Indian athletes, referees, and coaches need exposure of English language which is the lingua franca at global events like the Olympics, FIFA World Cup, and Wimbledon allowing Indian athletes, referees, and coaches to interact seamlessly with peers worldwide. Strong language skills help teams plan, strategize, and adapt to changing circumstances during competitions. The spread of English during colonization laid the foundation for modern sports culture in India, linking it to international standards and practices. English commentary, media coverage, and promotional campaigns make sports more accessible to global audiences, boosting India's visibility.

Index Terms—Communication, signals, comradeship, leadership, colonization, and, campaigns.

I. Introduction

English is a crucial tool for sports promotion in India. It is an historical fact that due to colonization the spread of English was felt in early sports institutions in India and among the other colonial nations. English started visible and its impact upon their sportsman since 19th century the formal organization of the modern events accelerated¹ and started taking interest for improving English language of Indian athletes, referees, and coaches.

Role of English in uniting athletes, referees, and coaches from different linguistic regions from Indian Premier League (IPL) or national hockey teams. English as the medium in global tournament and it has had been felt that Indian athletes at Olympics, FIFA, or Commonwealth Games, an Wimbledon face many problems of language. Many language challenges and barriers were being faced and are being faced by athletes, referees, and coaches from rural areas. It is urgent need for language training programs in sports academies. Reaffirm those English bridges communication gaps, strengthens team morale, and enhances India's global sports presence. A well-planned, comprehensive physical education system "helps children and youths develop all their abilities"²

It is fact that language and sports are inter-connected. Language plays a significant role for developing efficacy among the young sportsmen both at national and international platforms which open many opportunities for sports teams and with its help, they can make plans, strategies, and bring changes in circumstances, maintain unity, and achieve their goals. Obviously, effective language skills add on a lot of imperatives in the sportsman in particular and teams in general. Language skills make a sportsman self-sufficient to understand play calls, signals, and instructions from coaches and teammates. It helps them to inculcate the spirit of comradeship, leadership and oneness as and when they get a chance to meet sports teams from different regions and countries both during the national as well as international events. My focus in this paper is : how language can play a better role to make sports more friendly, accessible, dynamics, pragmatic, conflict free, stronger and preparing them for international competitions

and it is only possible when they have strong language skills which helps to bridge communication gaps and creates a unified team environment. Eventually, I add on that effective language can accelerate dynamics, pragmatic, team performances, morale, and overall sports experience for both players and fans.

It is pertinent to mention that process of colonization transformed large tracts of world from the late 15th century onwards, with the spread of English language from native (England) to rest continents of world. With this evolution the sports spirit started among the various nations. It was language which set medium and future prospective of sports field. However, there are many and varied reasons given for participating in sports³. The modern concept of International sports doesn't exist in isolation if the sports spreaded these days because of English language and many events that unite people particularly in sports events especially international. During global events like the FIFA world Cup or the Olympic Games, all nations jointly participate under a common language that can be understood anywhere in the world. Overtly, "Communication is the process of passing information and understanding"⁴ among the sportsman during international sports meets.

Although languages vary across cultures yet countries and communities creating a beautiful images of diversity. It has been observed that different cultural and geographical entities meet together at international platform sharing their experiences in common language during different sports events. When people get to participate in an international sporting event, it bridges all kinds of borders. No matter where sport is played, the whole world recognizes when an athlete reaches at their common platform. And it is an athlete's enthusiasm, courage and passionate pursuit of their sport as the whole world watches which unites us all. Sport itself is a common language that is spoken by many people around the world. It has been observed that language can play an important diplomatic role in society as and when the sports events are being organized at national and international level for bringing the people as well as the sportsmen together which will also establish a cooperation between different cultures and communities around the world. When I talk about Asian continents the sportsmen from this regions faces lot of problems related to English language due to lack of knowledge of language, most of the sports persons feel humiliation, frustration, alienation and some of them rejected on this bases of language e.g. renowned wrestler Khali from Himachal was rejected and later he was trained and educated tips of language which added lot of positive energy and after that he got international acclaim.

Similarly, renowned cricketer Sachin Tendulkar who had been rejected on this grounds but when the cricket board of India arranged proper training programme for him he got abundant successes in the field of world cricket, today, he has earned better position in the world.

Milkha Singh got the title of flying Sikh who was illiterate and faced lot hardships later, he helped the many athletes and become a great motivation power for young athlete. Even, Banshi Khadyal a young cricketer from my village who has been selected in national team and likely to represent India, he faces the same problems. And, moreover, his family members approached me for guidance related to language and I guided him to "practice sentences are a great way to improve your English Speaking Skills"⁵.

II. Suggestions and observations

The government should work out and find out the problems which can help and pave the way of the Indian sportsmen.

The sportsmen should have proper training regarding language so that they may not face any problems during the participation in various sports events.

The local NGO's should help the local sportsmen and organize their training, orientations, and skill programmes for young sports aspirants both at rural and urban areas.

If the sportsmen are well-trained in language, it would help in the promotion of sports both at national and international level.

The institutions should also work out and find out the sports persons who need training programmes regarding language and personality development for their better delivery in the field of sports and its fact that “Good listening can be learnt from good listeners”⁶ and make more efforts to involve themselves in practice of English language for the promotion of sports among the Indian sports persons.

The spectators and media can also play an effective role in the promotion of English language and sports in India.

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