

ENGLISH FINAL PROJECT

SPORT CULTURE

A Cross-Cultural Study of Individual and National Sports Identity

BACKGROUND & SCOPE

THE STREET INTERVIEWS

CORE INTERVIEW STRUCTURE

CATEGORY A

Personal Routines

Understanding how individuals incorporate sports into their busy schedules, including their favorite sports, recent events they follow, and weekly exercise frequency.

Focus: Personal Identity

CATEGORY B

National Sports Culture

Analyzing what makes a sport popular in the interviewee's home country. We explore infrastructure (like stadiums), funding, and local traditions that shape sports habits.

Focus: Societal Impact

QUESTIONS

Where are you from?

Are you following any sports events recently?

Whats your favorite sport?

What is your exercise routine?

What about your country's sports culture?

| STREET INTERVIEWS VIDEO

<https://youtu.be/FHNI7vYqJnw?si=gK7OwYIs1YOpvuHA>

CASE STUDY 1

UKRAINE & CZECHIA

| BADMINTON & CLIMBING CULTURE

A Ukrainian Perspective

The interviewee is an avid badminton player, playing 3 times a week, heavily influenced by Taiwanese friends who adore the sport.

- ✓ **Ukraine's National Sport:** Football dominates national popularity and public interest.
- ✓ **Czechia's Climbing Trend:** Climbing and bouldering (both indoor and natural rock walls) are exceptionally popular.
- ✓ **Individual vs. National:** While his favorite is badminton, it is a niche sport in Ukraine.



CASE STUDY 2

GERMANY

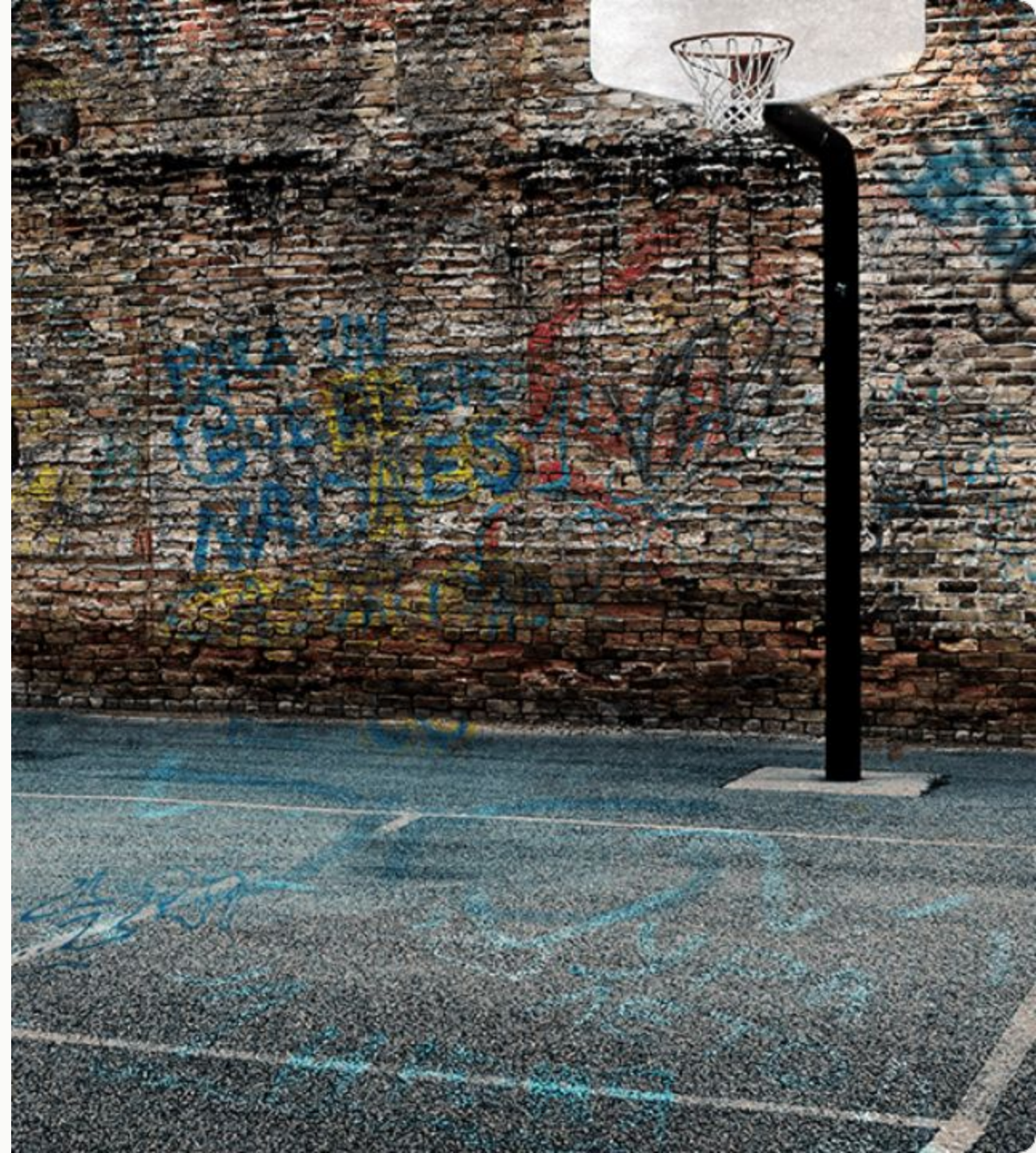
| BASKETBALL & YOGA

The German Perspective

The interviewee is an office worker who uses yoga and "freeletics" in the morning and evening to maintain health and relieve posture stress.

Personal Pick: He prefers Basketball because it is "fast and dynamic," unlike football, which can be boring to watch for 90 minutes.

Football Hegemony: Every village in Germany has a football pitch, and it is where almost all sports funding goes.



KEY INTERCULTURAL TAKEAWAYS



Funding Rules

In Europe, most financial resources and public infrastructure (fields, clubs) are heavily concentrated on Football.



Dynamic vs. Static

There is a strong personal preference for fast-paced, high-action sports (like basketball) over traditional slow sports.

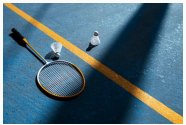


Modern Wellness

Yoga and functional bodyweight training are increasingly used as therapeutic habits to combat sedentary desk work.

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