

Comunicación, deporte y comunidad *Communication, sports and community*

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Resumen

El proceso comunicativo cobra vida en la comunidad, cuyo elemento esencial es la actividad social, que exige un trabajo cooperativo. En este tejido social se manifiestan los procesos convergentes y divergentes en las relaciones entre los miembros de la comunidad, y la forma de comunicación también los identifica. La manifestación concreta de la participación popular en las comunidades no ha satisfecho las expectativas en las condiciones concretas del país; de ahí el interés de contribuir, mediante el perfeccionamiento del proceso comunicativo, al mejoramiento de la incorporación, integración y cohesión de los actores del barrio en función de facilitar la actividad deportiva.

Palabras clave: Actividad social; Trabajo cooperativo; Procesos convergentes y divergentes; Participación popular

Summary

The process of communication is quite present in the community, which its principal element is the social activity, which requires to work together. In this social environment, the convergent and divergent process are manifested and the way to communicate also identifies them. The specific manifestation of popular participation in the communities has not satisfied the expectatives

Palabras clave: Social activity, Cooperative work, Converging and diverging processes, Popular participation.

Introduction

The historical-concrete conditions in which the world has lived since the beginning of this century are characterized by the dynamics of complex transformations, associated with the remodeling of educational policies and the revision of certain values that underpin them. In this environment of interaction, communication is a process of building the social.

The whole society is united through complicated networks and communicative structures, this becomes important in the formation and dynamics of society; it is, first and foremost, one of the main livelihoods of social interaction, present in human relationships, enabling the formation of social groups, simple and complex.

The territorial communities constitute intense fields of popular participation, with different local projects that promote the management and activity of the population in the recognition and solution of their problems. This causes community work integrated into an active process of unity and effort in the performance of activities. The essential element of community life is social activity, which requires cooperative work.

In this social fabric, the convergent and divergent processes are manifested in the relations between the members of the community, and the communicative process comes to life.

The form of communication also identifies them. However, the concrete manifestation of popular participation in the communities has not met expectations in the concrete conditions of the country; hence the interest of contributing, through the improvement of the communicative process, to the improvement of the incorporation, integration and cohesion of the actors of the neighborhood in order to facilitate the understanding of community problems and influence to gradually satisfy the main social needs.

Development

Since man became aware of his ability to communicate, he looked for more and more effective ways in different communicative expressions. Since ancient times, interest in studying the communicative phenomenon and its effectiveness has been the concern of different academics from different disciplines: philosophy, theology, anthropology psychology, philology, sociology, etc. Human communication constitutes a basic process, key to the integration and existence of society as a whole. It is a complex interactive process of meaning production among social actors.

Society is an essential reference for communication, it is an inexhaustible source of information, where all the movements of development materialize. Marxist-oriented psychology assumes the methodological principle of the unity of activity, communication and awareness. In this sense, the observation of Carlos Marx in *The German Ideology*, where it is stated that man is rich in his essence to the extent that he is able to communicate, not only in his immediate surroundings, but at a general level. Communication has a special place in the formation of personality and constitutes the essential route of its social determination. Its significance from a materialistic dialectical position is clearly explained through the cultural historical approach elaborated by Vygotsky (1982), as a psychological foundation in the understanding of the relations between activity and communication.

Education, in its current projects, involves the joint elaboration of meanings and meanings, terms developed by Vygotsky. To this author we owe the interpretation of language and culture as tools for the construction of meaning, where communicative interaction and context have a central place. Any type of activity that is analyzed by its content and the procedures of realization, is a product of the historical-social development of man. Man performs actions that were discovered and perfected by all societies during their historical development and in conditions of social work.

Psychological science identifies activity and communication as the fundamental principles of the formation of psychism, so that at any level of communication of a group the following elements must be addressed:

Expression processes: express the points of view in communicative exchanges, clearly and concisely, avoid misinterpretations, misunderstandings and streamline the communicative process. From the interaction of the personal styles of the members of the group, in the different situations, a predominant tendency of style arises, which comes to characterize and decisively influences the quality of their communication.

Listening processes: learn to listen in the group, help your unit. In the communicative process one of the most important factors is to achieve the understanding of the different existing points of view.

Most people do not listen with the intention of understanding, but of answering or reaffirming their own views. Listening is one of the most abused aspects of communication.

We have communication whenever a transmitting source influences a recipient by means of a transmission of signals transferred by the channel that unites them. Communication is the process by which an individual enters into mental cooperation with another, and both reach a common conscience.

True communication takes place when human communities exchange and share experiences, knowledge, feelings, pass from individual to community social existence. It is an essential instrument for the organization of the community, when the community members learn to use it, popular participation is boosted and energized. Expressing yourself is a legitimate need that gives satisfaction. It is only through interpersonal relationships that society can influence individuals. In this interaction the community of interests arises where each individual receives social influences. Man is by nature a social being and his diverse needs demand communication. Interpersonal communication is the human communication system that constitutes a basic, unique process, configured by different levels, that manifest between the actors in specific social situations, with their particularities, ranging from intrapersonal to mass communication.

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- In interpersonal communication there is a relationship between people who exchange personal content: data, judgments, experiences, values, desires, feelings, etc. These contents are generally made up of people's own criteria about various issues that make sense because they are related to the satisfaction of their own needs, they are characterized by an emotional basis.

Interpersonal communication could be defined somewhat operationally "as the exchange of personal points of view for the solution of issues that arise in the organization and in everyday life." (BOTH, González Morales) From these criteria the following principles are considered:

- The principle of objectivity, allows to penetrate the essence of the object (communication); the diagnosis should be constructed and applied with the greatest possible objectivity, to ensure the scientific establishment of the real state of the problem.
- The principle of the phenomenon in its relationship with others, considers that communication must be addressed in its relationship with the different components of the personality, in its relationship with its cognitive operational elements.
- The principle of the study of the phenomenon in its development, communication must be approached as a process, which has its own dynamics, its own movement, and is being built in the process of personality development, in the context of the concrete activity that Develop the subject.

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- The principle of individual and multilateral character, part of the recognition of individuality as a fundamental characteristic of personality, and in this sense each participant of the activity is recognized as an individual entity.

The actors of interpersonal communication are not only people, there are also groups, organizations, societies, which are in certain communicative situations aimed at solving issues to meet their own needs.

These actors have different levels of complexity and form specific producers and bearers of their own subjective sense. That is why a cooperative environment is essential.

Thus, from the perspective in which the community is reflected, it is considered that “participation and cooperation” constitute essential variables, understanding participation as the felt implication of community actors in the identification of contradictions; while cooperation is assumed as a form of the coordinated activity of these actors according to a plan. You can't talk about communication without referring to the context. Both concepts cannot be isolated, since all communication includes an intention of the issuer and occurs at a specific place and time, that is, in the communicative analysis, the set of elements that revolve around the text and that constitute the context. In this regard there are numerous definitions. As a reference, a narrow conception is presented, which presents it as a linguistic environment, and another in which it refers to the coordinates between which the social context is found: “... is a set of coordinates based on which all linguistic facts must be interpreted. ” (Slama-Cazacu, 1970).

From this, the concept of context applied to the community is derived, which constitutes the basic cell of the analysis carried out in society as it constitutes the quarry in which human relations begin; and in fact his contribution to the process of education and training of man.

In Cuba, the definition offered by the Integrated Community Work Program Project is highlighted, which states that:

The community is objectively conformed and from this it can be defined as the environmental physical space, geographically delimited, where a system of socio-political and economic interactions takes place that produce a set of interpersonal relationships based on needs.

The prominent author Ezequiel Ander, defines the community as:

A social unit, whose members participate with common interests, elements or functions, with awareness of belonging, located in a specific geographical area, in which the plurality of people interact more intensely with each other than in another context.

It is considered that in community projects, interpersonal communication has a great weight, and may even decide their failure or triumph. The processes that occur in spaces such as the community are no less complex than those that take place at the level of the whole society.

Among the community projects are sports. Communication in sports relationships is an instrument of understanding in the integration of physical culture and society. With the creation of sports and recreational institutions, recreational work in the communities is consolidated, to promote the massive and systematic participation of recreational activities.

The Sports Combined is the entity that constitutes the basic link through which all the work related to physical culture and sport in the community context is specified.

Research confirms the considerable influence that the communication system has on motor habits in sports activities.

Recreation is a concept that evolves with leisure, which needs time to develop, which is usually free time. It is characterized primarily by being a personal attitude.

This activity requires, as Miranda (1998) points out, free choice and free realization, to enjoy the course of the action and meet personal needs even if the action has collective purposes. It is a human activity, free, pleasant, carried out individually or collectively, aimed at perfecting man, who gives him the opportunity to spend free time in spontaneous or organized occupations, which allow us to return to the creative world of culture, which serve community integration and meeting their own self, their fullness and their happiness.

The processes of formation of communicative abilities will reach impacts to the extent that harmony between the mind, culture and physique is achieved. Physical culture and sport manifest themselves as a dialogue between forces and capacities through extraverbality. It is very important that the knowledge accumulated by the sports sciences is integrated and used by their professionals, properly, when communicating. The interlocutors must be emotional and positive, with a socialized language that is specified and perfected every day as a result of the creative effort of its users. (Communicative Spanish in physical culture, 2004).

Sports vocabulary is preferably nourished by terms extracted from the colloquial level of language and become a kind of sports jargon, foreign language, neologisms and free translations.

Many words have come as an import of the English language, which penetrate ours and adopt the spelling and pronunciation that Spanish speakers assign to them, and do not necessarily coincide in all Spanish-speaking countries. Each town, in accordance with the sport of their choice, incorporates its terminology into the common lexical flow.

There is a set of terms that designate the open spaces where sports are taught and practiced, the specific terms of the different sports disciplines that make up that field of knowledge, as well as the practical and theoretical knowledge through which the experience of that teaching transits, in addition to the verbal and textual methodologies that integrate throughout the communication process.

The speech of sports activity has the richness and variety of popular language: spontaneous and metaphorical. It is one of the most dynamic forms of current Spanish, which has a great social influence and ability to generate new words and expressions. However, there is a risk of abuse and neglect in the selection of voices, especially in the community environment.

In the conditions of the sports activity, interpersonal communication is established explicitly, but in any case a semantics of value close to the auditor is necessary; the speech is generally direct, to establish an influence.

In the recreational activity the relationship among the participants and the teacher or the communicator is strengthened, communication is an important aspect in this relationship, it allows raising the quality of the activity.

The community communicates explicitly through the animators.

To the extent that the communicator values their perspectives and is consistent with their function, the influence in the group becomes increasingly positive. Maintaining a friendly, sincere spirit and a consistent attitude is the key to effectiveness, arrogance predisposes the group and makes it lose allies. It must be as spontaneous and authentic as possible.

It will also be taken into account that nonverbal elements are present in oral communication. You have to use them, and good.

- The moderate "language" of the body has a decisive impact on the audience.

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- Eye contact must be frank. When you look at the listeners in the form of a fan or crescent, everyone feels engaged and decreases the opportunities to divert attention or lose interest.
 - Taking into account the benefits of chromotherapy, you could wear clothes of a certain color to symbolically favor your interaction with the public, for example:
 - Blue is associated with the higher functions of the mind, serenity and success.
 - Green contributes to empathic connection with others; It creates a feeling of relaxation, space and balance, while exerting a sedative action.
 - Yellow helps in the assimilation of new ideas and expression of thoughts.
 - Orange provides self-confidence and is a good antidepressant.
 - The pink calms and softens, helps reduce feelings of irritation and aggression, as well as reduces the feeling of vulnerability.

It is necessary to find the experimental elements that serve as a starting point, a generating image for communication, with common experiences. Before communicating something, it is necessary to know what the previous experience of the target community is in relation to the subject matter, always starting from known situations.

Telling stories is part of our tradition, a form of recreation, an important form of education and cultural training; and if it is told by its own protagonists it is more effective. In the popular sphere, better than explaining is telling. The communicator must be located in the reality of the environment in which he works, the characteristics in which the community is inserted, in its history, and know the degree of social perception of the community through coexistence, shared commitment, dialogue and the permanent attention of their messages, motivate communication, for example: through popular sayings, so that it acquires an impersonal character.

The perceptual code must be taken into account, to start from it and graduate the dialogue. A requirement of any process is to respect the rhythm of those who live it. It is necessary to create a participatory culture in the group, where each one expresses their criteria, their point of view of the question to be discussed, to ask. It is necessary to reinforce the idea that the same question can be interpreted by several people in different ways and everyone can contribute a part of truth. This enriches the communicative process and helps the flexibility of the thinking of the people involved.

Conclusions

The adoption of adequate interpersonal communication should contribute to the assumption of a deep focus on the development of sports activities in the community, based on the stimulation provided by the established communication.

Communication is always present, as one of the main supports of social interaction, sustaining social and interpersonal human relations. Communication is essential for the efficient functioning of any social group.

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