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**РЕФЕРАТ**

**SPORT IN THE USA**

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**CONTEST**

[INTRODUCTION 3](#_Toc451116443)

[1 SPORT AS A PART OF THE AMERICAN’S LIFE 4](#_Toc451116444)

[1.1 Sport as a healthy lifestyle 4](#_Toc451116445)

[1.2 Media coverage and fans of the American sport 6](#_Toc451116446)

[2 SPORT ORGANIZATION 8](#_Toc451116447)

[3. POPULAR KINDS OF SPORTS 11](#_Toc451116448)

[3.1 The main national kinds of sports 11](#_Toc451116449)

[3.2 Other popular kinds of sport 12](#_Toc451116450)

[4. GREAT SPORTSMEN 15](#_Toc451116451)

[5. THE USA AT THE OLYMPICS 17](#_Toc451116452)

[4. THE COMMERSIALIZATION OF THE US SPORT 18](#_Toc451116453)

[CONCLUSION 20](#_Toc451116454)

[REFERENCE LIST 21](#_Toc451116455)

# INTRODUCTION

This work is pointed at studying of sport in the United States of America.

Undoubtedly, sport is a significant part of such a great nation’s life as the USA. The Americans not only support their favourite sportsmen and teams in the stadiums or watching broadcasts but also keen on to follow healthy lifestyle by doing fitness or playing teamsport like basketball or soccer in the yard. The American sport is also commersionalized like in the other parts of the world. Moreover, the Olympic Games were held 8 times in the USA, perhaps due to the highest level of patriotism in the USA sport.

The aim of this report is to explore and to get rich knowledge about different aspects of sport in the USA. To reach this aim I am going to study and do the followings:

1) The American’s attitude to sport;

2) What parts the sport organization consist of;

3) Different kinds of sport;

4) The main facts about the most successful sportsmen;

5) The history of the Olympics

6) The commercialization of the American sport

7) I have to examine many resources about the sport in the USA.

8) Summarize the results and make the conclusion.

My work may be useful for students and other people, interested in sport culture in the USA and in sport in general because the USA has a reputation for the glorious sport nation. The referat can be used in order to study the lexis concerning sport and to find out necessary information while preparing for the USA country studies.

# 1 SPORT AS A PART OF THE AMERICAN’S LIFE 1.1 Sport as a healthy lifestyle

Physical fitness is very important for every American man. Lots of sports and sporting activitieas are spread in the Unites States. Both adults and children can provide themselves with a huge variety of such activities as swimming, tennis, badminton, skating, skiing, track-and-field, bowling, jogging, archery and squash.

There are many opportunities for keeping fit and playgrounds available. The most popular activity among people is jogging due to its free accsess and cheapness. More and more men and women pursue aerobic exercises and trainings with weight-lifting machines in the gyms. The new sport trend, which is gaining popularity among women, is wellness trainings which aim is to loose weight without exsausting strenuous activity. Books, videos, and fitness-conscious movie stars which play up the glamour of fitness have strengthened enthusiasm for all kinds of physical activities and promote the muscular, healthy body as the perfect American beauty ideal.

There are some big corporations, hospitals and even churches which possess indoor sport clubs and gyms so they are able to organize informal friendly competitions between their teams. Of course, cities are full of well-appointed gyms and sport centers with the membership fees. Members of such centers are given a special access to all kinds of indoor and outdoor sports activities, for instance, swimming pools, volleyball, handball and handball fields, golf, racquetball, tennis courts. All kinds of exercise machines are available there. More than that the clients can buy massage sessions or visit saunas. Most clubs also offer the services of fitness instructions and specialists on healthy living [Артемов, 2009].

Most towns and cities have recreational places like parks with tennis and basketball courts, a football or soccer field, and outdoor grills for picnics. Ice-skatings, cycling lanes and stadiums for jogging are open throughout the year for all the people. Usually the Americans have to pay no money for using these parks and its equipment. In addition, some special U.S. recreational areas offer an assortment of outdoor recreational activities: boating, camping, climbing, fishing, hiking, horse-riding, hunting [USA.gov, 2016].

Such individual sport as surfing and wing surfing are also widespread, especially in California, Florida and Hawaii. For people who cannot live without extreme and thrill there are oppurtunities for gliding, hand gliding and parachuting. Although yachting and sailing have a killing from sea amatuers, sailors have a little chance of renting sail boats. Surprisingly oppurtunists may find rowboats, canoes at local or state national parks. Equestrian sports, for example, dreassage and jumping are still being in demand. Polo is a sport for the few but it is becoming more and more spectator sport. Racket sport has become very beloved by the Americans in over the last years. Tennis is, of course, keeps his position in being the most prominent kind of racket sport. Then, such sport as racket ball has caught on with the public. As a result, indoor and outdoor courts for racket ball were built over the whole territory of the USA. In addition, squash is also on the public eye nowadays.

An explosion in team sports. The most popular amateur team sports include baseball, softball, basketball, soccer, volleyball, lacrosse. Though basketball, baseball and soccer are mostly represented by national leagues, they are played by all other people of every social class, in every school or college and in every child ground. It would not be a full description of the American sport activities without mentioning bowling. Millions of participants from the whole country are involved in bowling. Bowling leagues are so many that a man who wants to bowl a casual string on his or her own I usually hard pressed to find a bowling alley with an opening.

We should not forget winter sports. Of course, winter activities are not so numerous as summer ones but they exist and highly widespread as well. Local people along with the tourists can have the time of their life in Seattle or Salt Lake city, doing cross-country, downhill skiing as well as snowshoeing, snowboarding, and dog-sledding.

In the large regions in the middle of the US, the options for winter sports are snowmobiling, snow-shoeing and cross-country skiing. Ice-skating is spread well enough too because lakes and rivers freeze, and many towns and cities have free open-air skating rinks. In many places, these are flood-lit after dark, so that people can enjoy skating in the evening.

However, for most stamina people real "winter sports" means downhill skiing; and in the USA there are two principal undoubtful areas for extreme lovers; the Adirondack Mountains in the North East and the Rockies in the West.

The Rockies are perhaps the best area in the world for skiing. North America's continental climate means that the snow that falls there is usually very dry, very powdery. It provides perfect skiing conditions in the most visited skiing resorts, which are mostly situated at a height of over 2000 metres.

The best resorts are located in Colorado and Utah, where the air is usually beautifully clear throughout the winter months. In Colorado one finds America's most prominent skiing resorts-Vail and Aspen, where the celebreties and the rich people go for their winter holidays [Linguapress, 2015].

Milllions of people not only do sport in their free time, they are also big fans and do not miss any favourite sporting broadcast.

# 1.2 Media coverage and fans of the American sport

The significant part of an American society consist of sport fans. They can possibly not do their favourite sport but they support their sport icons fervently watching sport broadcasts. The sport is media covered intensively by television, newspapers, the Internet and even radio, whicht reflects the popularity and commercial standings of sport competitions and famous sportsmen. Sport programs are an essential part of TV and they make large audience gather in front of their TV sets and other staions fightning for a market benefit. Today, television networks and radio networks pay millions (sometimes billions) of dollars for the rights to broadcast sporting events. Such cable station as ESPN are pointed exactly at sport events 24 hours a day showing not only competitions but also analytic programs, news and films about sport celebtities. In general, he advent of cable and satellite TV has expanded the offerings on American television. ESPN have already been mentioned appeared in 1979. Many sport channels are national such as CBS Sports Network, Fox Sports 1 and NBC Sports Network, whereas others are regional, such as Comcast SportsNet, Fox Sports Networks and Time Warner Cable SportsChannel. Several leagues created their own networks such as NFL Network, MLB Network, NBA TV, NHL Network, Big Ten Network, Pac-12 Network and SEC Network. Some sports teams run their own television networks as well. Sport broadcast is also available at the local level. It ranges from school, colleges and professional sports to recreational and youth leagues. Radio and especially the Internet contribute a lot to the commersialization too [Gratton, Solberg, 2007].

The apparent popularity of professional and amateur sports would seem to suggest that a large majority of Americans are avid and committed sports fans with a tribal affection for certain games and teams. A Marist poll in March 2012 asked respondents whether they would describe themselves as sports fans or not. A majority of 58 percent said they would and 42 percent said they would not. A Gallup poll in December 2011 asked respondents whether they were fans of professional football or not. Forty-eight percent said they were, 6 percent said they were somewhat, while 46 percent said they were not. Such replies do not seem to represent overwhelming interest in or support for sport. These figures suggest that changes (possibly temporary) had occurred in Americans' attitudes to organized sport, particularly at the professional level. Fans have experienced a period of disillusionment resulting from strikes, high ticket prices, drug abuse, gambling scandals, excessive salaries of players, the behavior of club-owners and an apparent disrespect for fans by both owners and players. Many have indicated that they prefer to watch college games rather than the professional ones [Mauk, Oakland, 2013].

Lots of American celebreties also have their sporting favors. During the matches of the most famous basketball team Los Angeles Lakers the spectators can sometimes meet Matt Damon, Eddie Merphie, Denzel Washington, Steven Spielberg and Jack Nickolson. Silvester Stallone supports the English FC “Everton”, Bred Pitt- “Manchester United”. The US President Barack Obama reads news about the football club “Pittsburgh Steelers”, George Clooney and Charlie Sheen tend to support tha baseball team “Cincinnati Reds” [Americansights, 2013].

In the year 2014 the Harris Poll and the sport website SportBusinessDaily organized a survey in order to compare the popularity of sport broadcasting reguraly on TV over the course of the last several years. Pro football kept its large lead as the favorite sport among U.S. adults in 2014, but its separation from No. 2-ranked baseball is the closest it has been in five years. Around 32% of U.S. adults said pro football was their favorite sport during a December study, down three percentage points from last year. Meanwhile, baseball registered at 16% of U.S. adults, up two points. College football, ranked No. 3, saw a slight decline. Men’s soccer, no doubt benefitting from the interest around the 1014 FIFA World Cup in Brazil, saw the biggest jump among all sports, up 4% for a tie with men’s pro basketball and ice hockey. Men’s soccer saw a similar jump around the 2010 World Cup and fell back down sharply the following year. Women’s soccer was the only female sport to register on this year’s study. Women’s college and pro basketball, as well as golf, each registered below 0.5% of U.S. adults. The lowest rank is divided between tennis, swimming, horse racing, bowling, women’s soccer [SportsDailyBusiness, 2015].

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# 2 SPORT ORGANIZATION

Sport on the Untited States is divided into 3 levels: school & sollege sports, professional sport and amateur sport.

Youth means mental and physical energy. So the USA organize for teens informal sports giving them a chance to not only to extend their energy but also to learn to reach the top of the hill, to respect the rules of fair play or simply to have fun.

The recent statisctics shows that 58% of boys and 51% of girls play in a sport team during high school years. Boys tend to chose American football, basketball, track and field, baseball and soccer. Girls prefer basketball, track and field, volleyball, softball or soccer. Because of a law that encourages women to compete in athletics, the particioation of girls in high school athletics competitions has increased by 800% over the course of the recent 30 years. Except already mentioned sports schools sponsor swimming, gymnastics, wrestling, tennis and even golf. Outside of schools teens have oppurtunities to participate in annoyal community-sponsored leagues. Of course teenagers’ physical activity is not limited only by school sport. They are eager to pick up games of some sport in the streets and parks with a great relish.

Sport play not the last role in the daily routine at American colleges and universities. Universities and colleges offer their students intercollegiate (organized competition) and the intramural (club-like, less competitive) levels. Almost every university or college provide students, who are both academically qualified and skilled in a particular sport, with a chance to gain scholarships. These scholarships are awarded for every sport from wrestling to archery. They are aimed at keeping gender equality to achieve a balance between men’s and women’s scholarships. Playing for a college team on scholarship is one way students help pay for the cost of earning an undergraduate degree. About $1 billion in athletic scholarships are awarded through the National Collegiate Athletic Association (NCAA) each year. Over 126,000 student-athletes receive either a partial or a full athletic scholarship. These scholarships are awarded and administered directly by each academic institution, not the NCAA. Award amounts vary from a few thousand dollars to nearly $30,000 for one academic year and do not necessarily cover the full cost of tuition and living expenses. Scholarships are offered on a percentage basis, and universities have strict limits on the total amount they can award each year.

Professional sport in the USA is mostly dominated by the Big Four Leagues: American football in the National Football League (NFL), baseball in Major League Baseball (MLB), basketball the National Basketball Association (NBA), and ice hockey in the National Hockey League (NHL). In these leagues teams represent the major US cities and cause the highest interest of the crowds and have the highest TV rankings. The teams operate in a franchise system, in which a set number of clubs field one team representing a region. These clubs are different than other systems such as the English Premier League, as American franchises are able to move their team to different regions, often renaming them to demonstrate this change. However, this relocation does not happen often. Furthermore, within any of the major leagues, there is no promotion or relegation process. Instead, the NBA has a developmental league system, and hockey and baseball have minor league systems; these allow rising athletes to hone skills to eventually pursue their dream at the professional level. Sports in America also do not follow a league system as the Premier League. Instead, the teams play over a season and the select best teams are given berths in playoff tournaments, which operate in a knockout method, with the winner being deemed the champion. Soccer has struggled to rise to prominence in America; however, with their performance in the 2010 World Cup and more exposure to European teams through the arrival of stars such as David Beckham and Thierry Henry, Major League Soccer (MLS) in America as a spectator sport has certainly grown. International competition is rare and often perceived as not as significant as the domestic leagues. However, during the Olympics and the World Cup, Americans do rally around their countrymen to perform at the international level [Lemauricien, 2012].

Amateur Athletic Union of the United States (AAU) which is an alliance of national and district associations, amateur athletic groups, and educational institutions was founded in 1888 in order to certify athlets as amateurs in all the sports. Nowadays AAU is a body which governs a large number of sports: basketball, boxing, gymnastics, handball, swimming, diving, water polo, wrestling, weight lifting, track and field, bobsledding, luge, horseshoe pitching, judo, baton twirling, and karate. AAU manages and supervises tryouts for Olympic competitors and raise money for the US Olympic athletes. There is a representative center pf AAU in almost every state [Encyclopedia Britannica, 2015].

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# 3 POPULAR KINDS OF SPORT 3.1 The main national kinds of sports

The most spectarious sport in the USA id American football. This is a combat team game where highly skilled sportsmen proficiently and brutally execute complicated straregics. The most devoted fans watch football mathes gathering in a sport bar, at friend’s house or at home in front of a TV screen. This would be a perfect evening of a typical American. The National Football Leage or NFL consists of 32 teams, each of them represent one large US city. Each team must play 16 games in a period between the beginning of September and the end of December. The final is a meeting of two teams, which earned most pounts during the season, and it is played in the end of January. Games are to happen usually on Sunday afternoons. It is almost impossible to buy tickets to see a game live on a stadium as they are “sold out” even before the beginning of a season. Fans can book tickets in a travel agency or through brokers but the price will be premium. Also you can obtain tickets expensively from illegal ticket ‘scalpers’ just before the game starts.

American football is popular on the university level too. Students play football every Saturday afternoon that attracts over 100,000 fans as the students’ teams are not less outstanding than ones which are in the NFL.

The second popular sport is baseball which possess another atmosphere than football has. Neither a whole team nor a single sportsman has no right to lose concentration and the game itself demands perfect execution of baseball skills. It is typical for many families to have a picnic before the match following then by some hours of relaxed communication with friend while watching the match on TV.

The 30 Major League baseball teams are divided into the National League and the American League. The teams have to hold 160 games on weekdays between early spring and late fall. The most successful team from each League meet then for the World Series games to determine the National Champion. Surprisingly, fans may buy tickets without handicap as only the most ratings-boosting games are usually sold out.

Thera are hundrets of teams playing in a minor league across the cities of not only the USA but Canada too. Each team have to hold a match with one team from the Major League so that young players have some trainings to gain experience. Tickets for the minor leagues matches can be bought by everyone.

The next great national sport is basketball. Basketbal games is a mix of football’s fast-paced excitement and baseball’s concentration and prowess but they are noticeably not so rowdy as football matches.

The US basketball representred by the National Basketball association which 29 teams from the USA and Canadian cities are involved in. Each team have to play 100 games in a period between October and May. The matches for the championship are played in June. Obtaining tickets can be complicated because they are sold well in advance in lots of big cities. Except NBA there is WNBA where ten women teams play. Their games are not less absorbing then NBA’s gameas but they are less popular among the people so you can easily buy tickets to see women’s play. Basketball is also played by college teams. Special basketball schools train very talented guys so the tickets are hard to buy.

# 3.2 Other popular kinds of sport

Hockey is also one of the popular sport but it is less popular than the previous three mentioned. Nevertheless it has crowds of loyal fans all over the US and Canadian cities. Ice-hockey has a reputation of fast-paced sport with violent bode contacts and rowdy, loud, beer-trinking spectators and fans. The National Hockey League or NHL consists of 30 teams, coming from the USA and also Canada. Each team has to play 80 games since October till april. Play off games are held after all games of the season are played. Then two best teams fight for championship in the “Stanley Cup”. Tickets are usually available throughout the season but buying them for the final matches can be problematic.

Such sport as stock car racing was previously famous among the rural population in the towns of Southeastern US. Car racings has become more and more popular with years and now the National Association for Stock Car Auto Racing (NASCAR) is growing its popularity very fast across the United States. Each year 35 major and 60 minor races are held. As almost every NASCAR tracks and stadiums has a huge seating capacities, tickets are available for tte most spectators. The NASCAR season starts in February in the South and then extends across the country till the August. The winner is the driver who earns more points then the other participants throughout the season. As for the minor league stock car racing, it is popular withing the regional states competitions [USAtourist.com, 2014].

Tennis has always been beloved by the Americans. The USA is for sure on of the greatest tennis nations. Over the course of the 20th century and in the beginning of the 21st one, there were many noble tennis players in the USA. Jimmie Connors won 8 Grand Slams, 109 other tournaments and was the leader of the World rank for the 268 weeks, this is the 2nd result in the world after the greatest Roger Federer of Switzerland. John McEnroe is the winner of the 7 Grand Slams. Now he has become a famous commentator on TV. Jim Courier’s technic is a prototype of the modern tennis. Pete Sampras is one of the greatest in the history of tennis. He won 14 Grand Slams and was being the leader of the World rank for 268 weeks, this is the 2nd result in history after Roger Federer of Switzerland. Andre Agassi is the most charismatic tennis player and a winner of 8 Grand Slams and the Olympic games 1996. The modern US tennis is represented by Andy Roddick, James Blake and the legendary Williams sisters- Serena and Vinus. Serena is still the №1 in the World rank and for sure she will win her 22nd Grand Slam that will be a record. In the USA many prestigious tournaments are held, including the US Open Grand Slam. The American tennis cause the highest interest and it is difficult to find tickets [Чемпионат.сom, 2013].

The US sportsmen are involved successfully in all track and fiels competitions such as sprints, middle and long-distance events, hurdling, long jump, triple jump, high jump and pole vault, shot put, javelin, discus and hammer. There are also "combined events" (heptathlon and decathlon), where athletes compete in many of the mentioned kinds. The most prominent US athletes are Tyson Gay, Michael Johnson, Florence Griffith Joyner, Carl Lewis, Alan Webb, Allyson Michelle Felix. Three of the World Marathon Majors are situated in the USA: the Boston Marathon, Chicago Marathon and New York City Marathon [USA Track@Field, 2016].

As for such sport as golf, 25 million Americans play this sport. There are 3 championships conducted by the golf federeation: U.S. Open, U.S. Women's Open and U.S. Senior Open, and will add a fourth, the U.S. Senior Women's Open, in 2018. The noblest American golfers are Tiger Woods, Walter Hagen, Ben Hogan, Jack Nicklaus, Arnold Palmer, Patty Berg, Mickey Wright, Louise Suggs and Babe Zaharias [USGA.com, 2016].

Swimming is the next popular sport in the USA. American swimmers have always been the leaders of the world swimming. They haver earned 230 gold, 164 silver and 126 bronze medals in the Olympic Games. No country has more. In the World Championships, the United States of America has earned 232 gold, 181 silver and 127 bronze medals, that is also a record. 51 times an American swimmer, male or female, was admitted to be the best swimmer in the world. This sport is very spectarious that is why has lots of fans among Americans [USA swimming, 2016].

Horse racing in the United States dates back to 1665, which saw the establishment of the Newmarket course in Salisbury, New York, a section of what is now known as the Hempstead Plains of Long Island, New York. This first racing meet in North America was supervised by New York's colonial governor, Richard Nicolls. The area is now occupied by the present Nassau County, New York, region of Greater Westbury and East Garden City.

Horse racing remains a popular sport throughout the United States. The USA is rich at racetracks- there are more then 20 across the country. The USA’s horce racing possess even its own Hall of Fame [Winning ponies.com, 2016].

Among winter sports such kinds as snowboarding, alpine skiing, speed skating and freestyle are popular. The USA is a motherland of these sports and the US sportsmen are traditionally very strong. The American team earnd 156 medals in the Olympic Games in these extreme sport. Their broadcasts are gaining population.[SR/Olympic sports, 2016].

Figure skating is highly popular among the US public. There were many great US figure skaters who achieved remarkable results in figure skating. 207 American sportsman took part at the Olympics in general. In men’s singles, sportsmen won 15 medals, including 7 gold medals The champions are Dick Button (1948), Hayes Jenkins (1956), David Jenkins (1960), Scott Hamilton (1984), Brian Boitano (1988), Evan Lysacek (2010). There were no gold medals in the Mix Pairs. There was 1 Gold in the Mix Ice Dancing, which was won by Maryl Davis and Charkie White in 2014. Women’s Singles also earned 7 Gold medals: Tenley Albright (1956), Carol Heiss (1960), Peggy Fleming (1968), Dorothy Hamill (1970), Kristi Yamaguchi (1991), Tara Lipinski (1991), Sarah Hughes (2002). There were lots World Championships organized in the USA and the stadiums are always full. The Grand Prix Series tournament is held every year in one of the cities and all the tickets are also sold out [SR/Olympic Sports, 2016].

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# 4 GREAT SPORTSMEN

Swimmer Michael Phelps has set the record for winning the most medals, 22, of any Olympic athlete in history. Born on June 30, 1985, in Baltimore, Maryland, Michael Phelps competed in his first Olympics at the age of 15, as part of the U.S. men's swim team. He went on to win medals at the Olympic Summer Games in Athens, Beijing and London, accumulating a total of 22 medals—18 gold, two silver and two bronze—and setting the record for the most medal wins by any Olympic athlete. Phelps announced his retirement in 2012, however, in April 2014, he announced he was coming out of retirement and would return to professional competition at the age of 28.

Muhammad Ali (1942-) is an American former heavyweight champion boxer and one of the greatest sporting figures of the 20th century. An Olympic gold medalist and the first fighter to capture the heavyweight title three times, Ali won 56 times in his 21-year professional career. Ali’s outspokenness on issues of race, religion and politics made him a controversial figure during his career, and the heavyweight’s quips and taunts were as quick as his fists. Born Cassius Clay Jr., Ali changed his name in 1964 after joining the Nation of Islam. Citing his religious beliefs, he refused military induction and was stripped of his heavyweight championship and banned from boxing for three years during the prime of his career. Parkinson’s syndrome has severely impaired Ali’s motor skills and speech, but he remains active as a humanitarian and goodwill ambassador

Tiger Woods set an amazing pro golf career in motion in 1997, when he became the youngest man and the first African American to win the U.S. Masters. Pro golfer Tiger Woods was born in Cypress, California, in 1975. He won the U.S. Masters at Augusta in 1997 with a record score at age 21, making him the youngest man and the first African American to earn the title. Woods won another 13 majors and was named the PGA Player of the Year 10 times over the next 12 years, but he struggled to regain his top form after personal problems surfaced in 2009.

Michael Jordan is a former American basketball player who led the Chicago Bulls to six NBA championships and won the Most Valuable Player Award five times. American basketball star Michael Jordan was born on February 17, 1963, in Brooklyn, New York. Jordan left college after his junior year to join the NBA. Drafted by the Chicago Bulls, he helped the team make it to the playoffs. For his efforts there, Jordan received the NBA Rookie of the Year Award. With five regular-season MVPs and three All-Star MVPs, Jordan became the most decorated player in the NBA.

One of the greatest tennis players of all time, Pete Sampras established records with his 14 Grand Slam championships and seven Wimbledon titles. Tennis legend Pete Sampras was born in Maryland to Greek immigrants in 1971. He showed exceptional athletic ability at an early age and turned professional when he was 16. A five-time U.S. Open winner and seven-time Wimbledon champion, he dominated the sport for most of the 1990s.

American professional tennis player Serena Williams has won over 20 Grand Slam singles titles and several Olympic gold medals. Born in 1981 in Saginaw, Michigan, Serena Williams began intensive tennis training at age 3. She won her first major championship in 1999 and completed the career Grand Slam in 2003. Along with her individual success, Williams teamed with sister Venus to win a series of doubles titles. Her victory at Wimbledon in 2015 made her the oldest Grand Slam singles champion in the Open era.

Born in Minnesota in 1984, skier Lindsey Vonn started racing at the age of 7, and won the Trofeo Topolino competition in Italy when she was 14 years old. In 2002, Vonn made her Olympic debut at the Winter Games in Salt Lake City, Utah. Just before the next Olympics, in 2006. She had a terrible crash on the slopes. During the 2007-08 season, Vonn won her first World Cup overall victory—a feat she repeated several times over the following years. In 2010, she won a gold medal in the downhill event and a bronze in the Super G. Three years later, Vonn suffered an injury that required reconstructive knee surgery. She announced that she wouldn't compete in the 2014 Winter Olympics due to her injury. Vonn remains one of the top competitive skiers in the world.

Allyson Felix is a three-time Olympic gold medalist. At the 2012 Olympic Games in London, she won two gold medals, in the women's 200 and the 4-by-100-meter relay. Allyson Felix was born on November 18, 1985 in California. Nicknamed "Chicken Legs" for her lanky physique, Felix went out for the track team as a high school freshman. She excelled from the start, within a year finishing seventh in the 200-meter dash at the CIF California State Meet, eventually becoming a five-time winner. At the 2004 Summer Games, she finished second in the women's 200-meter race, behind Jamaica's Veronica Campbell-Brown, and earned the silver medal. She earned another silver at the 2008 Olympic Games in Beijing, again finishing behind Campbell-Brown. She earned her first gold that year, with the women's 4-by-400-meter relay team. Felix became a three-time Olympic gold medalist in 2012; at the 2012 Olympic Games in London, she won two gold medals, in the women's 200 and the 4-by-100-meter relay. [Bio.com, 2016].

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**5 THE USA AT THE OLYMPICS**

The United States of America has sent athletes to every modern Olympic Games, except the 1980 Summer Olympics, during which it led a boycott. The United States Olympic Committee (USOC) is the National Olympic Committee for the United States.

U.S. sportsmen have won a total of 2,400 medals at the Summer Olympic Games and 281 at the Winter Olympic Games. Most medals have been won in athletics (track and field) (767) and swimming (520). Thomas Burke was the first sportsman to represent the United States at the Olympics. He took first place in both the 100 meters and the 400 meters of the 1896 Summer Olympics in Athens, Greece. U.S. athlete Michael Phelps is the most successful Olympic athlete ever of any nation, with 22 Olympic medals (including 18 golds).

The United States has won more gold and overall medals than any other country in the Summer Games and also has the second-most gold and overall medals at the Winter Games, trailing only Norway. From the mid-20th century to the late 1980s, the United States mainly competed with the Soviet Union at summer Games and with the Soviet Union, Norway, and East Germany at the Winter Games. However, it now primarily contends with China at the summer Games for both the overall medal count and the gold medal count and with Norway at the Winter Games for the overall medal count. The United States has topped the total medal count at two winter Olympics: 1932 in Lake Placid and 2010 in Vancouver. At the 2010 games, the United States set a record for most total medals (37) of any country at a single Winter Olympics. The USA was the Head country in 8 Olympic Games: Salt Lake City 2002, Atlanta 1996, Los Angeles 1984, Lake Placid 1980, Squaw Valley 1960, Los Angeles 1932, Lake Placid 1932, St Louis 1904. [Olympic.org, 2015].

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# 4 THE COMMERSIALIZATION OF THE US SPORT

The media popularization of sports has led to increasing commercialization. The television networks and cable stations compete to obtain financially rewarding contracts from the professional sports bodies which allow the stations to televise sports events. Advertisers are attracted by the mass audiences and pay the television stations to advertise mainly male-oriented products on their programs. Advertisers benefit from the resulting sales of products and the sports bodies receive fees and funding from their broadcasting rights contracts. Some, such as the NFL, receive much of their revenue from the networks and cable companies.

Professional baseball, basketball and football are big business in which teamowners virtually control the players and realize their assets, investments and profits as players are bought and sold. In the case of baseball, the previous restrictive rules have been changed to allow players greater freedom and they (and other professionals) now earn huge salaries. Disputes between the players' union and owners have sometimes interrupted baseball seasons and fans have become more dissatisfied with baseball and other professional sports because of strikes, high ticket prices, players' huge financial rewards and the big business ethos.

The commercialization of American professional sports can affect an athlete's career. Success and financial rewards are connected not only to the person's ability and competitive skills, but also to the marketability of the athlete, who must have agents to act on his or her behalf, take part in publicity campaigns, endorse and promote products such as sportswear and attract sponsorship by corporate advertisers.

American sports are very competitive. As they have become more profitoriented, success has become paramount and the importance of winning for participants and owners at all levels is considerable. Critics feel that this attitude has detracted from the traditional spirit of teamwork and the pleasure of playing sport, and fans can react negatively.

Increased commercialization of college (and even school] sports has also occurred. High schools and colleges provide a wide variety of sports activities as well as practice and match facilities for both male and female students. These are highly organized and competitive and generally receive substantial local publicity and support. The sports include American football, basketball, baseball, tennis, wrestling, gymnastics, athletics (track and field), cross-country running, soccer, swimming, volleyball, fencing, softball and golf.

Outstanding high-school athletes receive scholarships to enable them to go to college or university, where sports are an essential part of the educational program. College sports are supposed to be amateur, but have become very competitive and commercialized. College sports teams contribute finance (through television rights and ticket sales) to, as well as publicity for, their institutions and are given considerable local community support. Football and basketball are the most financially rewarding college sports and the top college teams can attract large amounts of money. The emphasis on recruiting top high-school athletes can affect the college's overall reputation, because college sports stars have traditionally been recruited to play their sport, to earn profits for the college and possibly to move on to the higher professional ranks, rather than to gain an academic education.

Professional sport in the USA is seen as an entertainment commodity to be consumed by the American public. The key issue to understand about the social organisation of America is that it is driven by an economic system known as capitalism and this has led to the intensive commercialisation of sport. This means that sport is organised and presented in a way that likens it to a commodity to be sold to the consumer [Mauk, Oakland, 2013].

# CONCLUSION

In this report I have learnt a lot about sport in the Ynites States of Americs. Various reliable resources were examined on the theme of different aspects of American sport and there is the following results according to the objectives:

1. The American’s attitude to sport, the sport organization, different kinds of sport, the main facts about the most successful sportsmen, the history of the Olympics, the commercialization of the American sport have been studied with the help of many rescources.
2. The results and conclusion were summarized.

From what I gather, sport is involved in many aspects of the American’s life. The US people not only support their favourite sportsmen and teams on TV or at the stadiums but additionly do sport as much as they can. They prefer active team games and individual kinds of sport as well. The citizents are provided with all necessary sporting amanties in every level from school to professional. As a result there are so many prominent athlets, who earn medals at the Olympics for theyr motherland. Of course, the US sport was touched by the process of commersialization. Undoubtedly, the United States of America is the greatest sport nation.

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