Culture and "Francophonie Games

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A B S T R A K

This study exploits the idea of rethinking culture in Francophonie games using the survey research design. Francophonie games is conceptualized into sports and cultural competitions and rethinking culture into physical and non-physical aspects of cultural modifications. Three specific objectives are developed on the basis of the research problem as follows (1) Identify the relationship between the 'Francophonie games' and the dissemination of the French language (2) identify the various rethinking culture modifications borne out of the Francophonie games, (3) determine the moderating influence of race on rethinking culture and "Jeux de la Francophonie". Participating athletes in the last concluded "Jeux de la Francophonie" held in Abidjan were interviewed. Secondary sources of data also considered. Findings reveal that the Francophonie games is not a driving factor for the dissemination of the French language among non-French speakers. In addition, sports competition with physical rethinking culture, culture completion has no significant relationship with non-physical rethinking culture in "Jeux de la Francophonie", and that race does not play a moderating influence in rethinking culture and Francophonie games. The study recommends among other things the introduction of variety of cultural games like voodoo, traditional cooking competition, traditional fashion parade etc. in order to boost culture rethinking via sportS.

INTRODUCTION

Cultural humanity globally develops life style, habit, belief, tradition, worldview, dress code, etc. of different people and communities. These components of culture largely distinguish people in time and place and as such are identifiable predictors of race, nations, tribes, as well as communities. With the distinguishability presented by culture towards the prediction of people in different place and time, there is a relatively high degree of rethinking of human culture resulting from tangible and intangible forces that directly or inversely impacts on cultural change (Annandale 1998). These forces may include but not confined to technological advancement, political constraints/dispositions, economic conditions and social interactions.

Technology induced-cultural change or rethinking revolves around science related products/services like the internet, mobile phones, social media etc. which have afforded swift collection, analysis and dispersion of information among people, and have influenced how individuals who share identifiable traits, aesthetics, Odey & Samuel (2017) language etc. communicate as well as present their opinions, ideas in time and space. While, Political induced-cultural change stems from legal enactments, enforced by authoritative leadership designed for regimenting social activities, while economic conditions such as employment, fiscal and monetary policies, inflation rate etc. conditions buying pattern, consumption rate, taste and preference etc. of people. Social induced-cultural change on another hand embodies interactive transformations of people based on shared interest (Barret 2018).

Moreover, these cultural re-thought or transformation particularly among francophone countries have been in part informed by common or identifiable activities particularly in sports/leisure activities and association that attempt to aggregate their stakeholders in time and space specifically the "Jeux de la Francophonie". Through this unique event the francophone countries across the globe convene to entertain, strengthen, synergize, associate, contribute etc. their human, material and financial efforts for collective good, and as such influence their individual culture to follow a common aggressive pattern over time (Matlon 2016). The common agreeable cultural pattern perceived to have emanated among francophone countries across the globe resulting from "Jeux del la Francophonie" include choice for music genre, alcohol/beverage consumption, social media usage, clothing, commerce and trade, among other things. This rethink in culture among Francophone countries stimulated by "Jeux de la Francophonie" presents an avenue for cultural transformation (Umukoro 2020) as well as innovations to boost and project the cultures of the francophone people among youths.

RESEARCH PROBLEM

There is no gainsay that rethinking culture has been exploited by past studies in various perspectives, however, very few research has been carried out in respect to its cause and effect on "Jeux de la Francophonie". The perceived common cultural trends associated with Francophone countries attempts to compartmentalize the social, political, economic and technological landscape of French speaking countries from the Anglophones and the Allophones as the case may be, as well as from the global community. Comparatively, "Jeux de la Francophonie", is unique in terms of the presence of competitive cultural performances like Sculpture, Storytelling, Traditional inspirational dances, poetry etc. Nevertheless, there seem to be a relatively stronger impact of these traditional sporting events on the cultural transformation of its member nations compared to other global events e.g. the All African games, the Olympic Games etc. Hence, the question; is the dissemination of the French language the primary predictor of cultural rethinking among Francophone countries? What are the basic culture re-thought/transformation borne by "Jeux de la Francophonie?" And to what extent does the game impact on the dissemination of the French language?" These problems are the primary drivers for engaging the study on "Rethinking culture through Francophonie games"

Study objectives

The broad objective of the study is to examine the relationship between "Jeux de la Francophonie" and the dissemination of the French language. While the specific objectives are to
(1) Identify the various rethinking culture modifications borne out of the Francophonie games,
(2) Determine the moderating influence of race on rethinking culture" and "Jeux de la Francophonie".
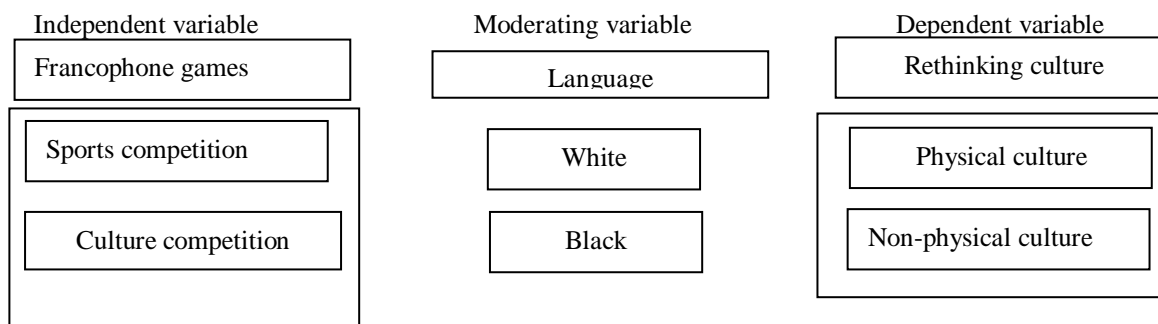
Theoretical framework

The Unilineal and Multilinear theory of culture change, transformation or rethinking were adopted for explaining the subject matter. Specifically, the Unilineal theory holds that adjustments or rethinking culture occurs in similar magnitude and frequency across the globe or among people who directly or indirectly associate with one another and that development founded upon the rate and/or pace of rethinking culture among a collection of people irrespective of race, location and so on. On the other hand, the multilinear theory assures that rethinking culture or cultural modification does not occur in similar pace or magnitude among set of people, but considerably differs, resulting from variations in the current beliefs, norms and traditions of different people.

The purpose for adopting these theories is based on the premises that, the Unilineal theory shows how modifications in the culture landscape of competing cultures in the "Jeux de la Francophonie", adopt and adjust their existing range of life. While the Multilinear theory shows how race disparity can hinder the rate, at which rethinking culture occurs among competing countries during the games. It further diagrammatically captures the variables using a model which depicts the cause and effect relationship between the independent variable (Francophone sports) and the dependent variable (Rethinking culture) as well as the moderating variable (race) in terms of sub-component adopted in the study. Furthermore, the variables are given brief explanation notwithstanding. Finally, an empirical discuss of scholarly works that both directly and implicitly address the subject matter is presented.

Conceptual framework

Fig.1 Conceptual diagrammatic representation of the rethinking culture and "Francophonie games" relationship

Source: Researcher, 2019

Fig. 1 above captures the rethinking culture-francophone games relationship, by taking cognizance of the moderating influence of race. Francophone games were conceptualized into sports competition e.g. Athletics, Cycling, Basketball etc. and Cultural competition e.g. Storytelling, Traditional dance, Poetry, Painting etc. Rethinking culture was divided into physical culture e.g. Arts and Artifacts, dressing, etc. and nonphysical culture e.g. norms, habits, values system, policies etc. Race considers two major aspects of race i.e. white and black French speaking nations. These variables are discussed in consecutive headings.

"Jeux de la Francophonie"

"Jeux de la Francophonie" was inaugurated in 1989 by the collective efforts of the leadership of French speaking countries in a bid to straighten political, economic, social and technological ties among the global French communities. It is basically a cultural expression of the collective but yet distinguishable beliefs, life style, social practices etc. of French speaking centers established in the form of collective but yet ethical sports variety. The event is traced from the 1970's during its planning process that led to its establishment in 1989 (Téoros and Truong 2014). The event attempts an indirect competition with the British common wealth games. However, on the basis of the aggregate medal table over its 8th editions France, Canada and Morocco have topped the reigning positions in a descending order, while Senegal have made the 5th position (Téoros and Truong 2014).

Morocco hosted the first edition of the quadrennial competition in the cities of Casablanca and Rabat in 1989 with 1,700 participants from 39 countries present. The event was opened by Hassan II and lasted from 8th – 22nd July. François Mitterrand opened it in 1994 in France in the second edition, which took place in the cities of Paris and Bondoufle with 2,700 athletes from 45 countries. Didier Ratsiraka officially opened the third edition with 2,300 athletes from 38 countries in 1997. It lasted from 27 August 6 September in Antananarivo in Madagascar. Canada hosted the fourth edition from 14th-24th July in 2001 with 2,400 athletes from 51 countries. Adrienne Clarkson officially opened the event. In December 2005 it was hosted by Niger in the city of Niamey from 7th – 17th December with 2,500 athletes from 44 countries and opened by Mamadou Tandja. The Lebanese nation hosted its sixth edition in 2009 from 27 September 6 October with 2,500 athletes from 40 countries and officially opened by Michel Suleiman. France held its seventh edition in the city of Nice from 6-15th September in 2013 with 2,700 athletes from 54 countries. It was opened by François Hollande while its eighth and current edition was held in Ivory Coast in the city of Abidjan from 21th – 30th July with 4,000 athletes from 49 countries.

The "Jeux de la Francophonie" has improved tremendously in the types of sport and cultural competitions introduced from time to time. It is worthy to note here that more sports event have been integrated into the competition. The key sporting events that have been in existence since its inception in 1989 were : Athletics, basketball, football and Judo. Beach volleyball was introduced in 2001 Boxing 1977, Cycling 2013, Road Cycling 2017, disabled sport 2001, handball 1994, table tennis 1994, tennis 1997, Wrestling 1994 and traditional African wrestling in 2005. Moreover, there exist other non-trick and field events like storytelling, traditional dances, poetry, painting, sculpture and signing competition as well as street art (i.e. demonstration event) all of which have made the Jeux de la Francophonie distinctive from other global sporting competition(s) (Mulkeen 2013). The redirection of sports as a means for culture rethinking with respect to "Jeux de la Francophonie" and more or less a bellowing phenomenon and though sport great deal of profound examination, which the study attempts to unravel. Given this position the concept of rethinking culture or cultural transformation comes into play and given concrete but brief exposes in consecutive heading

Rethinking culture

Rethinking culture embodies veritable, possible, novel contingent, realistic and pragmatic framework for establishing identifiable common unique workable life style, belief, attitudes, traditions, ethics, and ideologies of people/society or the basis of current, needed or timely global dynamics in technology, politics, economics and social perspective (Azzarito, Simon, and Marttinen 2017), (Oben 2014).

Tomaselli (1988) is of the view that rethinking culture pertains to logical and said reasoning aimed at adjusting, modifying and transforming orthodox belief systems norms, ways of life philosophies, ideas, consumption pattern etc. in order to suit current demands for swift development and growth of the society. In its real sense, rethinking culture connotes the reconfiguration of behaviour mind-set, disposition, socialization, education, tradition etc. of people to suit current/existing globally acceptable political, social, economic and technological advancement vis-à-vis demands for facilitating a leapfrog in living standards across board. It covers every aspect of dressing, consumption, leisure, commerce, leadership, authority, religion and so on (Azzarito et al. 2017). Rethinking culture may be categorized into physical and metaphysical expression of people's behaviour, actions, norms etc (Birbeck et al. 2019).

The physical aspect of rethinking culture confronts all human expressions that can be qualified ranging from Arts/artifacts, building, dressing, Ayeni & Odey (2016) technology, etc. while the meta-physical parlance of rethinking culture surrounds adjustments in non-quantifiable/subjective human expression to include but not bounded to socialization, philosophies, policies, lifestyle, habits, music, among other things (Velkley 2002). Moreover, rethinking culture include francophone games features the integrative competitiveness of collective interest among competing member nations in the Jeux de la Francophone with respect to how identifiable behaviours, lifestyle, norms etc. have been adopted and integrated into the existing culture landscape of individual Francophone countries over time (Clark 2018). Periodically, from 1989 till date i.e. from the inauguration of the Francophone games till date, there have been one or more dimensions of behaviour, lifestyle, consumption, leadership etc. modification common or identifiable among member nations. These identifiable cultural modifications include but not constrained to, music game, (Umukoro 2020), dance patterns, cuisine, (Umukoro 2020), dressing, social media consumption, leisure/entertainment, political ideologies and so on. These modifications have so for distinguished Francophone communities from Anglophone and other communities across the globe (Matlon 2016).

Although there is a varying degree of identifiable cultural rebirth among Francophone community via "Jeux de la Francophone", there is the tendency for race as a moderating factor in influencing the rethinking culture-francophone games relationship. Race as it were further seen as the degree of acceptability of novel cultural trends associated with the francophone games and presents investigators with issues of concern when determining the cause and effect relationship between the subjects of concern. Thus, the concept of race as a moderating variable will be briefly discussed in a bid to stress its importance on the subject matter.

Race as a moderating factor in the rethinking culture - Francophonie games relationship

Race describes the categorization of individuals as best of common physical or otherwise aesthetic identifiable among them (Kim and Rhee 2010). It can be used as a modern force tying people who speak a similar language, skin colour, nationality, kingdom, genealogy, and so on (Keita et al. 2004). It is a social construct that is neither intrinsic or to individuals, but an identifiable subjective non-subjective feature brought to birth with a Soviet system by the most significant groups. Specifically, the unilineal theory holds that adjustments or rethinking culture occurs in similar magnitude and frequency across the globe or among people who directly or indirectly associate with one another and that development is founded upon the rate and pace of rethinking culture among a collection of people irrespective of race, location etc. On the other hand, the Multilinear theory

assumes that rethinking culture or cultural modification does not occur in similar pace or magnitude among a set of people, but considerably, differs resulting from variations in the current beliefs, norms, lifestyle of different people.

The purpose for adopting these theories is on the grounds that, the Unilineal theory shows how modifications in the cultural landscape of competing countries during the "Jeux de la Francophonie" adopt, adjust etc., their ways of life resulting from their aggregations at the games. On the other hand, the multilinear theory shows how race disparity can hinder the rate at which rethinking culture occurs among competing countries at the games.

Empirical discourse

(Sorokowski 2019) studied the influence of culture on sports achievement using a sample of athletes from Japan, Brazil, U.S.A. and UK. The study used interpersonal assessment inventing questionnaire on respondents and the results showed that culture played an important role on sports achievement. (Gangyan and Si 2015) employed the semi-structured interview method to explore the influences socio-cultural factors on Chinese Olympic Psychological Services. The study revealed that socio-cultural factors had considerable influence on the Chinese sports, which helped to provide a cultural competence for the event. Zhina (2007) paid particular attention to sports consumption by urban and rural sports population in China and found that there is an inextricable relationship between culture and sports consumption in the study area.

Ipantenco (2018) argued that competition commands relatively high attention in sports and as such influences reviewer cultural perspectives. He further argued that, people tend to idolize and copy the lifestyles of exceptional sports players. This happens either consciously or unconsciously, by both young and elderly sports lovers.

Russel, Sherlop & Ovechkim (2008) the cultural effect of sports, and found that sports aided interracial modification, conformity, acceptance, unity and economic synergy and should be exploited for the global good of humanity heavily on respondents perceptions on the variables of concern. The correlation coefficient was used for hypothesis 1 & 2 test while the simple linear regression was used for hypothesis 3 validation.

Hypotheses test and discussion

Table 1: Correlation table for hypotheses 1

Variables	$\sum x$	$\sum x^2$	$\sum xy$	r
	$\sum y$	$\sum y^2$		
Sports competition (x)	424	23,926	12,815	-0.93
Rethinking physical culture (y)	363	15,123		

Were critical r-value = .632 at 10 degree of freedom

Table 1 show that computation for the calculated r-value for hypothesis 1 which resulted to -0.93 and was greater than the critical r-value of .632 indicating that sports completion convey with physical rethinking culture in Jeux de la Francophonie.

Table 2: Correlation table for hypothesis 2

Variables	$\sum x$	$\sum x^2$	$\sum xy$	r
	$\sum y$	$\sum y^2$		
Culture competition (x)	228	12,372	7,243	0.41
Rethinking non-physical culture (y)	216	11,201		

Were critical r-value = .632 at 10 degree of freedom

Table 2 show the results for hypothesis 2 r-value of 0.41, which was less than the .632 critical r-value, thus affirming the null hypothesis which sate that culture completion has no significant relationship with non-physical rethinking culture in Jeux de la Francophone.

Table 3: ANOVA table for hypothesis

Source of variation	Sum of squares	Degree of freedom	Mean of squares	Variance F-ration
Regression	80.75	1	80.75	1.63
Error	397.25	8	49.66	
Total	478	9		

Critical F-value = 5.32

Table 3 above show the competition for the calculated F-ratio for hypothesis 3 which was 7.63 and was less than the critical F-value of 5.32. This is indicative that race do not play a moderating influence on rethinking culture and Francophone games.

CONCLUSION AND RECOMMENDATION

This study has Sports as a predictor of rethinking culture among Francophone countries indicates new grounds for scientific enquiry and insight into culture sports as the core concern in Jeux de la Francophone. However, in synopsis the Francophone games particularly the culture sports presented conditions for greater rethinking culture relative to the sports games. However, the findings unfolded otherwise, thereby giving high credence to sports competition as to be inferential to rethinking culture. Also, race has rethinking to do with how rethinking culture permutes the Francophone community at the games.

The following recommendations fated below were;
-   Introduction of variety of culture sports e.g. masquerades, voodoo, culinary/cooking, etc. as part of the Francophone games in order to enhance the pace of rethinking culture via culture sports.
-   Integrating of other sports competition like Marathon race, etc. in a bid to maintain the rethinking culture domain it has on competing countries.
-   Adequate representation of both black and white communities into the Francophone game growing body in order to foster harmony and discourage racism tendencies

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