

Play the Game 2017
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**Obsessed with perfect pictures –
how perfection in sports leads to decadence
or how to tell real stories**

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(Professional) sport is obsessed with perfection

- ∞ perfect pictures – marketing, media, technology ...
- ∞ perfect body – training, medicine, role model ...
- ∞ perfect mind – performance, psychology, teamwork ...
- ∞ perfect business – salaries, sales, sports betting ...
- ∞ perfect procedures – data analysis, equipment, stadia ...
- ∞ ...

Perfection leads to decadence of sport

- ∞ imperfect bodies – doping, injuries, disabilities ...
- ∞ imperfect minds – exclusion, depression, burnout ...
- ∞ imperfect businesses – crime, corruption, exploitation ...
- ∞ imperfect procedures – maintenance, manipulation ...
- ∞ ...

~ **Imperfect pictures?**

Example: Sport in Nigeria

- ∞ lack of public recreational space, sporting facilities ...
- ∞ dysfunctional federations, distortion of competition ...
- ∞ corruption, ignorance, human trafficking of athletes ...
- ∞ “eurofixation”, indifference, sports betting ...
- ∞ ...
- ~ **Unrivalled seductive power of perfect pictures!**

How to tell true stories

- ∞ **balanced accounts of sport and its actors:**

sacrifice and success, hope and despair,
exploitation and solidarity, addiction and health ...

- ∞ **social responsibility of sport:**

education and values, individual and society,
environment and health, inclusion and justice ...

- ~ **Jointly puncture bubble of perfect pictures
with realistic narratives, stories and images ...**



African Football Film Festival 2017

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