
REVIEWING THE IMPACT ON HUMAN RIGHTS OF THE BRAZIL WORLD CUP: ANALYSING THE IMPLICATIONS FOR THE 2016 RIO OLYMPICS.

Abstract ID: EASM-2015-89/R1 - (520)

All authors:

Mark Piekarz, Andrew Adams

Date submitted: 2015-03-13

Date accepted: 2015-06-02

Type: Scientific

Keywords: Human rights, events, impacts, push/pull human rights impact model

Category: 2: Global Sporting Events

Synopsis:

This paper explores the impact the world cup in Brazil had on peoples human rights. This is primarily examined using the theoretical push/pull impact rights model developed by Piekarz and Adams (2015). The preliminary results indicate a complex mosaic of positive and negative impacts, which has important implications for the 2016 Rio Olympic games.

Abstract:

This paper explores the impact that the 2014 FIFA world cup had on human rights in Brazil. It begins by giving a brief overview of how sport events can impact on rights, both positively and negatively, from acting as a catalyst to promote political reforms, to placing restrictions on people's liberty and freedom of speech. Of particular importance is the analysis of the organiser's rhetoric and its many positive, virtuous statements about the benefits of the sport event, which is then used in this paper as a benchmark with which to help evaluate the actual impacts on rights. It is an approach which adapts Chomsky's critical audit approach whereby the 'truth of intentions' are interrogated against the actual 'truth of outcomes' and the power of elites is critically evaluated (Edgely, 2014, p32).

Methodologically the paper applies the theoretical push/pull impact rights model developed by Adams and Piekarz (2015), in order to critically scrutinise the impacts that mega-events have on human rights. This model complements other frameworks, such as Gratton and Preuss's (2008) three dimensional legacy cube, based on the; positive or negative impacts; planned and unplanned impacts; and the tangible and intangible impacts. It also adopts a Universalist human rights position as an underpinning foundation. Rather simply, this means that HR and any improvements of, or to, them is considered as something positive, whilst situations where HR are eroded are seen as negative. It primarily uses a variety of secondary data bases (e.g. Polity IV, Amnesty International, Freedom House etc.) with which to triangulate and assess the variety, magnitude and direction of impacts to human rights.

Whilst the results are still in the process of being analysed, preliminary analysis indicate a mixed picture, or a complex mosaic of positive and negative impacts. Of particular concern, however, is what might be called the 'truthiness' (Colbert, 2005) surrounding the 2014 world cup, which embedded processes that ensured that dominant ideological sport event rhetoric swamped minority disagreements. Hence commodification and commercialism in the context of the mega-event may provide a context for human rights to be challenged by accepting J.S. Mill's concern for the possible dangers of the tyranny of the majority. These issues are also considered in relation to Agenda 2020. We conclude by exploring some of the implications for the management of human rights before, during and after the 2016 Rio Olympics.

References:

- Adams, A. & Piekarz, M. (2015), Sport events and human rights: positive promotion or negative erosion? *Journal of policy research in tourism, leisure and events*, pp 1-17, DOI:10.1080/19407963.2014.997864.
- Colbert, J (2005) The Colbert Report, October 17th 2005 available at <http://thecolbertreport.cc.com/videos/63ite2/the-word---truthiness>
- Edgley, A. (2009) Manufacturing consistency: social science, rhetoric and Chomsky's critique, *Communication and Culture*, Vol 6(2), pp 23-42.
- Gratton, C and Preuss, H (2008) Maximising Olympic Impacts by Building Up Legacies. *The International Journal of the History of Sport*, 25 (14), pp. 1922-1938.

Mill, J.S. (2011) [1859] *On Liberty*, Gutenberg EBook, available at <http://www.gutenberg.org/files/34901/34901-h/34901-h.htm>