



## Linguistic Notes on the Globalization of Spanish Sport in Asia

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### Abstract

This study examines the internationalization and globalization of Spanish sports, particularly football in Asia and its cultural and linguistic influences. It aims to analyze the role of the Spanish language in advancing Spanish sports in Asian markets, focusing on the cultural impact of football and the use of linguistic products in education. Employing a descriptive approach, the research involves a bibliographic review and a systematic examination of institutional sources to gather data on the expansion of Spanish sport in Asia. The findings indicate that the globalization of sport has been propelled by technological progress and digital platforms, with English acting as the common language. Documented linguistic products include academic research, multilingual guides by the Instituto Cervantes and LaLiga, and the strategic application of Spanish in elite sports communication. These efforts showcase the global sports globalization process, emphasizing linguistic adaptation and promoting Spanish culture. In conclusion, the paper highlights sport as a vibrant arena for linguistic challenges and opportunities, aiding in the worldwide dissemination of the Spanish language. It points out the significance of linguistic products in overcoming cultural barriers and enhancing international relationships, with English as a pivotal lingua franca. The study offers valuable insights for further research and understanding of language and sports studies.

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## INTRODUCTION

The process of internationalization and globalization of sports began in Europe. Teams recruit in culturally similar and historically linked countries, in global value-added chains, or their home country and abroad in far-flung countries (Velema, 2021). The case of Spain reached a stage of development between 1992 and 2008, evolving from exports to increasing presence on international markets through actions, logistics and distribution plans aimed at economic goals and political and social expansion, with adjustments between different societies and cultures thanks to commercial and technological exchange (Bensassi et al., 2015). Cultural and linguistic studies of Spanish in the internationalization and globalization of its sport in Asia have not reflected the role of language in this task in socializing high competition and elite sport (Sabaté-Dalmau, 2020).

This article tries to note some sources of information about current events by considering specific bibliography websites such as [Idiomaydeporte.com](http://Idiomaydeporte.com), specialized bookstore catalogues such as Librería Deportiva Esteban Sanz, online libraries such as the Virtual International Authority File (VIAF) and the Instituto Cervantes (RBIC) Library Network, as well as the catalogues of the Biblioteca de l'Esport, the Higher Sports Council Library, the FIFA World Football Museum Library, the National Library of Spain and the Olympic World Library of the International Olympic Committee. Furthermore, it has considered social media of a scientific nature, such as Academia.edu, Google Scholar and Teseo, for retrieving doctoral theses, research studies, linguistic guides and communication media style books. Despite extensive studies on the internationalization and globalization of sport, particularly from Spain to Asia, a significant gap exists in understanding the role of language's role in spreading high-competition and elite sport across cultures. Previous research has largely ignored linguistic aspects and their implications for cultural exchange and sports diplomacy (Bartoll & García, 2016; Castañón, 2021; Castañón, 2023; Rodríguez & Castañón, 2021).

The rationale behind this research stems from the need to bridge this gap by exploring the cultural and linguistic dimensions of sports globalization. Given the profound impact of language in

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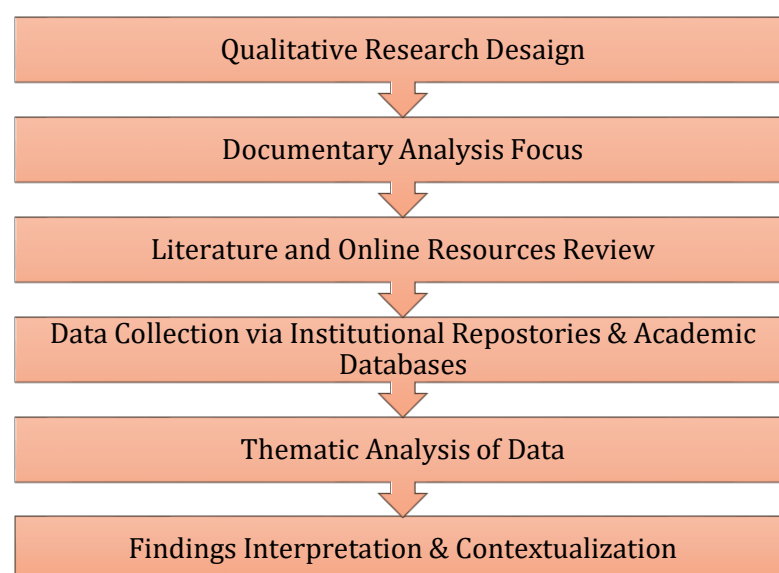
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shaping cultural identity and facilitating international relations (Byram & Wagner, 2018), this research seeks to investigate how Spanish contributes to the global spread of Spanish sport, focusing on football, in an Asian context. This exploration is critical to developing effective strategies for cultural diplomacy and international sports marketing (Dubinsky, 2019). This research aims to examine the role of the Spanish language in the internationalization and globalization of Spanish sports in Asia and identify effective linguistic products and strategies for promoting Spanish sports in Asian markets and to assess their impact on cultural diplomacy and sports marketing. The hypothesis is that strategic linguistic adaptation and promoting Spanish through sports can increase cultural understanding, foster international relations, and contribute to the global presence of Spanish sports.

### METHOD

This study adopts a qualitative research design (Creswell, 2020), focusing on documentary analysis to explore the influence of linguistic products on the globalization of Spanish sports in Asia, with a particular emphasis on football. The study does not directly involve participants but analyzes existing literature, online resources, and relevant archival materials. The population of interest includes the body of work surrounding the internationalization of Spanish sports and its linguistic aspects. Given the qualitative nature of this research, sampling is not applicable in the traditional sense. The study systematically reviews bibliographies, digital archives, and databases such as the Virtual International Authority File (VIAF) and Google Scholar for relevant sources. Instruments for data collection include content analysis guides designed to evaluate the presence and impact of the Spanish language in sports globalization.

The research procedure involves a comprehensive bibliographic review and content analysis of selected documents and resources. Data collection is carried out by systematically examining institutional repositories and academic databases. The timeframe for this study spans several months, allowing for thorough investigation and analysis. Data will be analyzed using thematic analysis to identify patterns and themes related to using linguistic products in sports globalization. The analysis will focus on categorizing and interpreting qualitative data and contextualizing findings within existing literature. This study is limited by its reliance on available literature and online resources, which may not capture the full scope of linguistic practices in the globalization of Spanish sports. Further, the focus on football may limit the generalizability of findings to other sports. These methodological choices provide a structured approach to understanding the complex role of language in sports globalization, offering insights that can inform future research and practice in the field. Research Flowchart for figure 1.



**Figure 1.** Research flowchart

## RESULTS AND DISCUSSION

### Result

The expansion of sport in the twenty-first century arrived via technological and virtual spaces with a change of paradigm in communication both through adaptation strategies, which sought to adapt the product to local markets, tastes and protocols and through standardization processes that have used English as a lingua franca for professional sport and the internationalization of business. Together with the encouragement of improved physical condition as a social trend, training with electronic sports and the promotion of drones and robotics for inclusion came all kinds of innovations, including the capacity for reaction, globality, transversality, digitization and internationalization; a presentation with text in reduced spaces for mobile communication and enveloping worlds with which to share experiences and occurrences emotionally; the role of the OTT, social media and transmedia communication And, of course, the advent of artificial intelligence, big data, automated journalism, automatic insertion of contents in social media and platforms, translators, correctors, language modelling.

The incidence of sports anglicisms in Spanish and the difficulties between Spanish and English have extended to four aspects. First, the specific terminology and the search for solutions in Spanish through phonetic and morphologic adaptation, translation or the search for equivalent expressions. Second, orthographic aspects relative to the use of initial capital letters in the names of tournaments, championships, competitions, bodies, clubs, teams and stadia or the use of initial lower-case letters in the names of sports. Third, typographic issues are linked to the use of rounded or italic letters in sports names that have been adapted or not adapted to Spanish but have widespread international use and symbolic meanings. And four, graphic doubts linked to using full stops in abbreviations and initials, inverted commas, apostrophes and hyphens (Rodríguez & Castañón, 2021).

Various linguistic products have been recorded which reflect this globalization process.

First, university research projects: dissertations, undergraduate and master's degree projects and doctoral theses, which have examined football, the incidence of lexical anglicisms in Spanish and Chinese and the learning of Spanish as a foreign language (Zhang & Aguilar-Amat, 2017).

Second, the Instituto Cervantes and LaLiga promoted the image of Spain, its language, and its culture through various multilingual guides on football in Arabic, Chinese, Indonesian, and Japanese. Although the guide in Arabic and Spanish was produced in Egypt to cover the area of the Middle East and North Africa, it included information such as a map of clubs, names of competitions, information on teams relative to their official name, year of creation, city, stadium, league and other titles achieved, outstanding players, the team, the kit, paying special attention to colours and numbers, the referee, the ground, the names of the different moves, the fan bases in relationship with the stadia, the names of the championships and some aspects of communicative Spanish such as greetings, presentations, personal information, the weather, the climate, directions, means of transport, accommodation, food and shopping. A variant on this cultural dimension has been the lure of the world of sport as an element of attraction for the teaching of Spanish to foreigners both via websites and teaching material and books thanks to readable works on basic vocabulary, typical turns of speech and expressions, grammar, pronunciation and aural comprehension (Diaz, 2010; Pilmark & Hakansson, 2011). A consequence of all this work by sport, as an ambassador of culture in Spanish with a special impact on youth culture, has been the conversion of the world of sport into one of the main motivations for learning Spanish. A worthy example is Thailand's attention to motor racing, basketball, football, motorcycling, and tennis.

Third, noteworthy in the case of books is the publication of a Japanese-Spanish basketball dictionary in Argentina.

Fourth, for the media world, relevant publications include the style book of the newspaper "As", which has included Arabic in its informative efforts and the guidelines, writing guides and advice provided by the Fundación del Español Urgente regarding the names of participating countries, names of inhabitants, international codes, names in Spanish of headquarters ... for the news coverage of the summer Olympic Games, held in Tokyo.

Fifth, the World of Sports contributed multilingual publications for the 2008 and 2020 Olympic Games held in Peking and Tokyo. In the first case, a dictionary should be in four languages:

Chinese, Spanish, French, and English. The second vocabulary included six languages: German, Spanish, French, English, Japanese and Russian.

Sixth, the conversion of English into the lingua franca for working with professional sports has given rise to the publication of books and the setting up of courses and training platforms for the learning of languages for specific purposes, specialized terminology and an improvement in the capacity for expression and understanding of English (Bartoll & García, 2016; Caril & Blanco, 2010).

Finally, since presence on the Internet has constituted the main route to travel abroad, the use of specialized agencies, SEO or internet positioning and multilingual access to sites of all kinds of competitions and clubs have acquired considerable importance. Interlinguistic communication in high-level sports currently comprises a complex panorama. First, interpretation is done with simultaneous translation at meetings, congresses, and press conferences. Second, attention must be paid to the competition system network and content platforms via translation and correction in documents, press releases, regulations, technical reports, and medical information. Third, the public address system sends welcome and farewell messages and other alerts. Fourth, the specific terminology of each sport with the support of resources and consultation tools. Fifth, language assistants are used to facilitate communication.

Thus, at the Tokyo Olympic Games, the professionals assisted in eleven official languages: German, Arabic, Chinese, Korean, Spanish, French, English, Italian, Japanese, Portuguese and Russian. At the FIFA World Cup in 2022, held in Qatar, ten main languages were used: German, Arabic, Korean, Spanish, French, Indonesian, English, Italian, Japanese and Portuguese. In the case of the two teams most representative of Spanish football, Real Madrid and FC Barcelona, communication on their websites takes place, respectively, in nine languages (German, Arabic, Chinese, Spanish, English, French, Hindi, Japanese and Portuguese) and six languages (Catalan, Chinese, Spanish, French, English and Japanese).

**Table 1.** Summary table of linguistic products

Type of Linguistic Product	Languages Used						
	Arabic	Chinese	Hindi	Indonesian	Japanese	Thai	Spanish
University research projects		+					+
Multilingual guide	+	+		+	+		+
Spanish learning material for foreigners						+	+
Dictionaries					+		+
Style books	+				+		+
Learning Spanish for specific purposes							+
Interlingual communication in elite sport		+			+		+
Interlingual communication in soccer teams	+	+	+		+		+

## Discussion

### *Circulation of People*

The globalization of sports has generated the circulation of people, the movement of capital, and a series of cultural repercussions that have merited some studies in the case of some migrations (Spaij et al., 2023). The 21<sup>st</sup> century, after the historic achievement in world football by the Spanish national team, which consecutively won the FIFA Football World Cup once and the European Championship organized by UEFA twice, saw a proliferation of Spanish footballers worldwide. It was a trend that went beyond the traditional flow of players past their prime who departed in the twentieth century to end their sporting careers outside Europe while obtaining considerable economic revenues. It went beyond the movement of footballers, pioneered by Emilio Aldecoa in 1937 at the English clubs Wolverhampton and Coventry, to become generalized in all the spheres of professional football: coaches, assistant coaches, trainers of goalkeepers, physical trainers, video analysts, sporting directors, Chairs of Boards of Directors, doctors, physiotherapists and personal assistants.

In 2019, 75 Spanish footballers were registered as playing in different destinations outside Spain. In America, they were present in the United States' first and second divisions (MLS and USL) and Bolivia, Brazil and Mexico. In Europe, Spanish players participated in the championships of France, Greece, England and Italy, among other countries. In Oceania, they vied for the competitions in New Zealand. In Asia, the greatest numbers were found in Japan and China. However, their presence is increasing in India, especially in the Middle East, Saudi Arabia, Qatar, and the United Arab Emirates.

A migratory movement has evolved, which has now also led to the scouting of players with a future in the youth teams of major clubs in 2023, it reached the European market with signings of high-level footballers thanks to an economic drive with investment funds in a strategy aimed at strengthening Saudi Arabia's bid to organize the FIFA World Cup in 2034. This scale has awakened the media's interest by generating specialized sections such as "Migrantes del balón" in the newspaper "As" and the portal <http://migrantesdelbalon.com/>.

### *Financial Movements and Investments*

Since the 1990s, there has been a strong flow of Asian finance and capital with an interest in the world of sport as a means to diversify their economies and markets, with a special emphasis on martial arts and the creation of megaevents and their championships related to golf, football and paddle (Nauright & Zipp, 2020; Rowe, 2017; Winfree et al., 2011).

Thus, from the second decade of the twenty-first century, after the expansion of this trend to the United Kingdom, France and Italy, it reached Spain with the result that in the 2017-2018 season, Atlético de Madrid, Espanyol, Málaga and Valencia already had senior officials in Asia, the Arab countries and Israel. The current decade has seen actions such as LIV Golf, the Vision 2030 plan and various agreements to acquire and set up sports events with the corresponding exploitation of commercial rights, especially in the Middle East and North Africa.

Different formulae have been applied to this end, with special relevance attained by multi-club ownership and capital investment. The system of multi-club ownership, which enables the existence of a structure with one main club and other partner clubs with which it shares assets and synergies, under the supervision of the UEFA Club Financial Control Body (CFCB), has been expanding since the last decade of the twentieth century. Initially, its main representatives were the companies English National Investment Company (ENIC), which held shares in Tottenham (England), Rangers (Scotland), Slavia Praga (Czech Republic), AEK Athens (Greece), Basel (Switzerland) and Vicenza Calcio (Italy), and Red Bull with stakes in Red Bull Leipzig (Germany) and Red Bull Salzburg (Austria). The most prominent is City Football Group, which has twelve partner clubs in 2023 and a shareholding structure with a majority held by Abu Dhabi United Group (United Arab Emirates) together with the US technology company Silver Lake and the Chinese companies China Media Capital and CTIC Group. It groups clubs based in Europe, such as Manchester City (England), Troyes (France), Girona (Spain), Lommel (Belgium) and Palermo (Italy); in America, such as New York City (United States), Montevideo City Torque (Uruguay) and Esporte Clube Bahia (Brazil); in Asia, such as Sichuan Jiuniu (China), Mumbai City (India) and Yokohama Marinos (Japan); and in Oceania, such as Melbourne City (Australia).



Capital investment has attended to the large economic flows generated by the global interest in football (Roberts et al., 2016). It has consisted of two major levels: investors in value, who focus on assets to generate cash flows for the shareholder using appropriate business management, and the large fortunes and sovereign funds that have purchased European football clubs. In the first decade of the twenty-first century, with the acquisition of the English team Chelsea in 2003 and the Russian CSKA Moscow in 2004 by Roman Abramovich, this economic formula spread across the European continent. Initially, investment funds from Saudi Arabia, Qatar and the United Arab Emirates were recorded in teams of France and England, with the emphasis on the model used by Manchester City, owned by Abu Dhabi United Group, Newcastle, under the control of Public Investment Fund (PIF), and Paris Saint Germain with Qatar Investment Authority (QIA). Financial power became a sporting yield via the acquisition of shares in clubs, brand sponsorships, television broadcasting rights, and sponsorship contracts involving the names of stadia and shirt advertising, in a style that also took root in Spain, to such an extent that, in 2023, thirty-three per cent of the country's Public Limited Sports Companies (Sociedades Anónimas Deportivas) used this type of formula to solve their different financial difficulties.

Since the second decade of the twenty-first century, the arrival of Asian owners and presidents from Saudi Arabia, China, India, and Singapore has been recorded. This is the case of Ahsan Ali Syed, who arrived at Racing de Santander in 2011; Peter Lim at Valencia in 2014; Lay Hoon Chan at Valencia 2014-2017 and 2022-2023; Chen Yansheng at Espanyol since 2016; Rentao Chi at Granada since 2020; Sophia Yan at Granada since 2022; Turki Al-Alsheikh at Almería since 2019 and Abdullah ben Nasser Al Thani at Málaga in 2010. This prospect was broadened with arrivals from European capitals, such as Dimitri Piterman at Racing de Santander in 2003, and from the Americas with Argentines such as Daniel Grinbank at Leganés in 2003, Christian Bragarnik at Elche in 2019, Brazilians such as Ronaldo Nazario at Real Valladolid in 2018, Americans such as Jeff Luhnow at Leganés in 2022 and Mexicans at Real Oviedo since 2012 and at Real Sporting de Gijón in 2022. In the 2023-2024 season, of the 42 chairs of professional football clubs, four of these top leaders are Asians from Saudi Arabia, Qatar, China and Singapore, and six are from America, with two from the United States, two from Mexico, one from Brazil and one from Venezuela.

This relocation of the financial world from Europe to Asia, with the globalization of professional sports companies, generated rights about the presence of commercial names in the names of stadia and, on many occasions, linked to club shirt sponsorships. This formula, habitual in professional sport in the United States, has spread towards Europe and Turkey thanks to airlines, finance companies, music companies, insurance firms and projects for the promotion of tourism, a case in point being the German financial services company Allianz which has applied this commercial strategy in stadia of seven countries characterized by sustainability and a modern design with which it supports centres for global industry and tourism: Munich (Germany), Nice (France), Saint Paul (United States), São Paulo (Brazil), Sydney (Australia), Turin (Italy) and Vienna (Austria).

In Spain, this trend, known as naming rights, has affected the stadia of five clubs: Atlético de Madrid with the Chinese group Wanda and Spanish real estate developer Civitas, FC Barcelona with the Swedish online music platform Spotify, Real Sociedad with insurance company Reale, Real Club Celta de Vigo with the bank Abanca and RCD Mallorca with the tourism promoter Visit Mallorca. In the case of shirts, Asian presence has been apparent in the kits of Espanyol and Real Sociedad. The organization of championships has taken the Supercopa competition from Spain to Saudi Arabia since 2019 after the 2018 edition was held in Tangier (Morocco). This interaction between Middle Eastern and North African countries culminated in the final stage of the 2030 FIFA World Cup, which Spain, Morocco, and Portugal organized.

### *Cultural Repercussions*

In the 21st century, sports have constituted a journey from the local to the international that embraces political, cultural, technological, emotional and aesthetic dimensions. It is a field that has deserved, for example, the incipient reflection in Latin America of different sciences, its innovations, organizational aspects and new opportunities for expansion and growth (Carrión et al., 2023). As a consequence of the circulation of individuals and the economic activity mentioned above, there has been a growth of interest in cultural relationships between the different countries in Asia and Europe that intervene in these movements, giving rise to critical perspectives on integration and

intercultural communication, the preservation of identity, the contributions of forced migrants in a global economy and the record of social and cultural transformations (Llopis, 2009; O'Brien et al., 2020).

Furthermore, the media have stood out in this field by reflecting aspects of cultural history and global society and disseminating social values (Attali, 2010; Boyle & Haynes, 2009; Steen, 2007). Various influences have been recorded on issues of language and literature in the Spanish language that have aroused the interest of researchers related to physical education, sports history and linguistics (Lavric, 2008; McFarland, 2017; Wood & Johnson, 2008).

Promoting sports culture in Spanish has covered various aspects of internationalizing a global enthusiasm that has generated commercial profits. It has become one of the three major foundations for the growth of La Liga after the establishment of economic control in 2013 and the centralized sale of audiovisual rights in 2015.

First, the audiovisual coverage of the championship, with changes to time slots for the broadcasting of the La Liga championship, has ten windows per match day, four of which attend to the demand for information in the Asian market. In this respect, great relevance was achieved by the presence of Asian players, including Wu Lei and Kubo at Espanyol and Real Sociedad.

Second, the strong growth of the world of specialized communication and the commercial exploitation of image and broadcasting rights, with the notable efforts of the Qatari Al Jazeera Sport Channel since 2003, when the television operator combined a website in English and the channel beIN Sports since 2014, to operate in Australia, Canada, United States (in English and Spanish) and France, to broadcast fourteen leagues and other sports events in the Middle East and North Africa, specifically in 18 countries: Saudi Arabia, Algeria, Bahrain, Qatar, United Arab Emirates, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Syria, Tunisia and Yemen. In the second decade of the century, LaLiga adapted times and contents in China, South Africa, and the United States to gain visibility and awaken the interest of brands willing to link their image to broadcasts thanks to technological advances that enable customization in each area. To this end, it established business associations with technology, communication and sports asset marketing firms of US, South African and Asian origin.

Third, in 2014, LaLiga opened sales offices in the United Arab Emirates, India and China to promote interest in Spanish professional football which, initially, included the enlargement of the audience using a massive following via social media and digital platforms in a global strategy based on the cooperation of local partners. As of 2017, it became LaLiga Global Network, and in 2022, its range of action covered ninety markets to expand the brand image of LaLiga, analyze professional options and open business lines through offices and delegations.

Fourth, the impulse of the brand is thanks to a social and economic focus using consultancy services, projects for the construction of sports cities, and the promotion of the international football base in local football. Actions were implemented, such as the ambassador programme with ex-players of recognized prestige to publicize the Spanish tournament by granting interviews on international television channels, attendance at commercial events and the development of training programmes by the championship sponsors, as in the case of the UAE Schools Cup and the UAE Streets Cups tournaments in the United Arab Emirates.

Fifth, the integration of sport into university education.

Sixth, the setting up of video game platforms aimed at a young middle and upper-middle-class public. The high technological level of China, South Korea and Japan – with their contributions to the world of high-level competition in the Olympic Games of 1964, 1988, 2008 and 2020 – led to the development of technological ideas to expand training via themed videogames, using social media as a source of information and generating a channel for interaction with followers in internet broadcasts. This is a working trend that has been taken advantage of by the *2020+5 Olympic Agenda* and the *Olympic Virtual Series* to enhance sports such as motor racing, baseball, cycling, rowing, and sailing.

Seventh, the situation was favourable for organizing events with widespread media coverage to follow emblematic encounters.

Eighth, the development of LaLiga TwentyNine's contributed 'sports bars' or themed spaces where the coming together of fans could also be a gastronomic, interactive and digital experience.

Ninth, in 2023, collaboration agreements were also signed between La Liga and Visit Saudi whereby the Arabian tourism project would sponsor the Spanish championship in exchange for the promotion of the Middle Eastern country as a tourist destination thanks to different actions, the publication of digital content and the organization of immersion events for possible consumers.

Tenth, Spanish sports newspapers expanded into Asia. This is the case of the daily newspaper “As”, which created, in the latter half of the second decade of the twenty-first century, domains and editions in Arabia, Malaysia and Singapore and, in 2018, published a style book which included Arabic, Spanish and English. The possibilities of technology, digitization, and internationalization have transformed classical newspapers into digital platforms for sports, entertainment, and services. The use of Spanish spread across the world to the rhythm of new mobile communication formats, changes in workflows and the innovative profiles of current editorial staff formed by analysts, SEO, positioning, social and product media, data journalists, infographics, photographers, video and audio technicians, and streamers.

This research contributes to the literature by comprehensively analyzing the linguistic strategies used in internationalizing Spanish sports. It enriches existing knowledge by integrating perspectives from cultural studies, sport management, and linguistics, thereby offering a multidimensional understanding of the globalization of sport. Furthermore, the report highlights the potential of sport to promote language and cultural exchange, particularly between Spain and Asia (Uбайдulloев, 2018).

### Implications

The findings of this study highlight the profound impact of linguistic and cultural adaptation in the globalization of sports, particularly Spanish football, and its reception in Asia. The strategic use of linguistic products, such as multilingual guides, university research, and media publications, underscores the importance of language in promoting international sports and facilitating cultural exchange. These efforts enhance the global visibility of Spanish sports and contribute to the cultural diplomacy between Spain and Asian countries. The role of technology, including social media, OTT platforms, and digital broadcasting, in disseminating sports content across linguistic and geographic boundaries further illustrates the dynamic interplay between sports, language, and globalization (Qi et al., 2024). This underscores the potential of sports as a platform for fostering global connections and mutual understanding through cultural and linguistic engagement.

### Limitations

This study faces several limitations, including focusing primarily on football, which may not fully represent the broader spectrum of Spanish sports' internationalization efforts. Additionally, relying on publicly available documents and online resources might not capture the full depth of the linguistic strategies employed. The rapidly evolving nature of digital media and sports marketing also means that the findings may need continual updates to remain relevant.

### Suggestions

Future research should consider expanding the scope to include a wider range of sports and linguistic products to offer a more comprehensive understanding of the strategies employed in sports globalization. Investigating the effectiveness of these linguistic and cultural adaptation strategies from the perspective of Asian audiences could provide deeper insights into the impact of these efforts on audience engagement and cultural exchange. Furthermore, exploring the role of emerging technologies and platforms in overcoming language barriers and enhancing the global reach and accessibility of Spanish sports could offer valuable recommendations for stakeholders in sports internationalization. Lastly, comparative studies between different sports and countries could uncover universal and unique strategies in sports globalization, contributing to a richer academic discourse on the subject.

## CONCLUSIONS

This comprehensive analysis has woven a narrative that not only meets but transcends the expectations outlined in the introduction, unveiling the profound interconnection between sports, language, and globalization. We have embarked on a journey through the dynamic realm of sports,



discovering its role as a catalyst for linguistic evolution and cultural exchange. The findings from the Results and Discussion chapter have eloquently illustrated how professional sports, particularly in Asia, have championed the Spanish language, propelling its influence across continents and embedding it within the cultural fabric of 25 countries worldwide. The emergence of seven distinct linguistic products is a testament to sports' multifaceted impact on language dissemination and cultural promotion. This synergy between sports and language enriches the global linguistic landscape and fosters a deeper understanding and appreciation of Spanish culture. Furthermore, bridging linguistic divides through the use of English as a lingua franca in Asia underscores the unifying power of sports, facilitating a dialogue between diverse cultures.

The technological advancements and innovative spirit that underpin this global sports narrative herald a new era of linguistic and cultural integration. As we reflect on the growth of sports within the Spanish-speaking sphere, we are reminded of the endless possibilities. This exploration opens new avenues for future research, inviting scholars and practitioners alike to delve deeper into the relationship between sports, language, and society. The prospect of further studies holds immense potential for advancing our understanding of sports as a platform for global communication, cultural exchange, and social cohesion. In essence, this investigation has not only met the initial expectations but laid the groundwork for future inquiries into the expansive role of sports in shaping our global linguistic and cultural landscape. As we look to the horizon, the continued evolution of this field promises to offer rich insights into how sports can serve as a bridge between languages, cultures, and communities worldwide.

#### AUTHOR CONTRIBUTION STATEMENT

JCR Conceptualization, Methodology, Writing - Original Draft Preparation. SRQ led the conceptualization of the study, developed the research methodology, and prepared the original draft of the manuscript.

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