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**Manipulation through Entertainment:
The Roman Circus Shows in the Past and
Football Games Nowadays**

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Dedications

First and foremost, without the blessings of **Allah the Almighty**, this research would not have been completed.

I dedicate this humble work

To my dear parents, the priceless gift God has given me. It is thanks to you I have become who I am today.

To all my friends; Kader, Ismail and Ibrahim, and all the people that I had unforgettable memories with during this journey of studies.

To all those dear ones who passed a way may Allah grant them the Paradise.

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Abstract

This work explores the similarities and differences between the Roman Circus entertainment, the most famous show of the Ancient Empires, and Football, the most popular sport and entertainment of modern times. Both of them gathered a huge number of audience from different cultural and social backgrounds and classes, all in one place, for one purpose, which is entertainment. The Roman Circus was characterized by chariot races and gladiators games. These spectacles were used by Emperors to gain public acceptance and prevent the oppositions and revolutions. In contrast, modern football is a global phenomenon that sells the ideology of belonging to a team, defending the philosophy of the team, watching all the games and buying all sorts of items like the team or the football player. This comparison studies the audience engagement with these two different entertainment shows that shape societal values and collective beliefs. Through this analysis, we come to the conclusion that both old Empires and modern rulers utilized sport not only for entertainment, but more importantly, to control their peoples and their behaviour.

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General Introduction

Throughout history, culture has always had major effects on human behaviour and human emotions. Both the Roman Circus and Modern Football are not sports for promoting healthy life style or purely for entertainment. The Elites had studied the human need very well and they were ahead of their people, and by knowing the keys to

human mind, they controlled the game of submission by making the rules and using the gap to outsmart their people.

Back in time, humans were more able to face war and death at any given moment without hesitation, so rulers back then, brought the Roman Circus to give them an entertainment that matched their interest, and the show was brutal, which made them excited and looking for extreme brutality in the next one. The main goal for people was free food at first degree accompanied with entertainment, so the leaders brought the “Bread and Circus” theory. That was all what humans needed to obey their masters.

By moving forward in the study of human behaviour, through a psychological approach, humans were no longer interested in violence and disagreed to all its forms, that is why rulers needed to find a better distraction for their people that matched their preference and emotions, and the result was Football. Since the human behaviour changed, even the strategy of distraction evolved as well. In the past, the human being wanted to satisfy his needs first, then afterwards look for entertainment, but in modern society, the fun comes in the first position, and people are willing to put all their savings on fun, only chasing dopamine – when this happiness hormone gets low, they get in depressive mood waiting to spend money for the same purpose again and again.

All these observations lead to the following questions:

- What role does football play nowadays and what does it promote?
- Why did the Emperors provide the Roman Circus for along with free food?

- Why is everyone interested in and excited with the entertainment of Football?

Accordingly, the following hypotheses are proposed:

- The role football is promoting sports but the real reason behind it is distraction and keeping people busy.
- The Emperors provided the entertainment to guarantee the obedience of their people and keep them distracted from demanding their rights.
- The main goal seems to be making as much money as it is possible, while keeping the people busy, not having time to think and ask for their rights.

This research falls in cultural and historical studies, and applies some psychological theories as the ones discussed by Gustave Le Bon in his book *The Crowd: A Study of the Popular Mind* and Abraham Maslow's *The Hierarchy of Needs*.

This dissertation is divided into two chapters. The first chapter will be devoted to the Roman Circus, its historical background, development, different components and its objectives.

The second chapter will be devoted to Football. A definition and historical background will be provided, along with the objectives and functioning of this Roman Circus of modern times.

Chapter One: The Roman Circus

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“Circus is what real life should be like, its sincerity, feeling, emotion, all real. There are no lies in circus, there are artists working together to give a smile. it is a world where people help one another. It is the only show where a family, everyone from children to their grandmothers, can sit together and all be entertained by the same thing”

By Princess Stephanie of Monaco 1996 page 101

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1.1 Introduction

For centuries, the circus has provided the public exciting and thrilling entertainment, involving dancers, clowns, acrobats, and unicyclists and a lot more. The circus is a form of entertainment that has evolved since its inception, from the ancient Roman times, to the eighteenth-century England, then American to the modern circus.

The origins of the circus may be traced all the way back to ancient Rome that usually consisted of highly competitive events such as chariot races, foot race, and

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battles. The Entertainment itself was sort of amusement for ordinary people but for slaves it was the only way to gain their freedom but it was not that easy because in most of the time only the strongest will survive to become the people champ. Everything came to an end by the fall of Roman empire but a new version of the Roman circus appeared.

The modern circus, in the 18th century Britain with Philip Asley who is considered as the founding father, since he was a child he was a horse lover. At the age of 17 he joined a cavalry Regiment as horses lover but after his retirement in 1766, he opened riding horses school for teaching purposes. Later on, and with practice, some acrobatic movements (what is known nowadays by Gymnastics) which were invented by the Greek Empire, but Philip Asley came with the idea of combining both of his hobbies Horses and acrobats. This mixture attracted a huge number of audience that was amazed by this new style. In 1769, he started performing tricks and many people came from all around the world to watch his entertainments, called now Circus, with all new elements such as rope balance, rope jump from high distance, and also playing with fire and later on magic tricks (Astley, 2017, 19)

Rope balance basically was a rope attached to two high extremes and the performer crosses all the way without falling and maintaining a very difficult balance, and to make it even harder, sometimes, the performer holds a long stick that makes the balance and the focus very hard. The rope jump was to swing from rope to another that is attached to a high distance without falling down. The magic trick, the reputed first known performance of a conjuring effect was said to have been done by the magician Dedi in

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ancient Egypt. Dedi had done so many trick styles such as decapitating a bird, then reattaching the head to resurrect it (Wolfgang, 1993, pp 123-124 and Kanawati & Woods, 2010, p43). Then, Jean Eugene Robert Houdin, “the father of modern magic”, who brought it from the streets to the circus’ elegant stages (Mayette, 2014).

Modern Roman Circus was taken to America in 1792 by John Bill Ricketts, one of Philip Asley’s students. After the war was over and the constitution was adopted, and Washington was already president, John Bill Ricketts was the first person to institute what we would know today as the circus in the United States. He had been entertaining in Europe for a long time, and then, he went to a young nation to try his luck. He settled in Philadelphia where he first built a stable and he recruited horses and brought as many horses as possible, and the best ones, so he could train them and teach them all the tricks he wanted to perform in the arena. Then, he built what we consider a big top but it was more of a small arena to allow people to attend his events. The first performance took place in front of 800 spectators inside of a wooden open-air amphitheatre in Philadelphia. Ricketts performed as a trick rider and was accompanied by a clown, an acrobat, a rope walker and an equestrian for excited spectators, but the main entertainment was Ricketts himself riding his horses, including speeding and holding personnel in the top of his shoulders also riding his horse and standing on one foot, then, jumping from the horse to a rope then come back and many other tricks (Jando, 2018, and Bottum & Blessinger, 2018).

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On top of that, in April 1793, there was a very interesting visitor to the circus, the president himself, George Washington. Back then, only gentlemen could ride horses, it was an upper class skill and Ricketts was a very skilful horse rider, and by this act not only the general public was interested in, but even people with high status were interested as well. At that time the only way of transportation was via horses, but finding someone doing tricks and performing on the top of the horses was something unseen before (Jando, 2018, and Bottum & Blessinger, 2018).

John Ricketts came up with a business idea after performing all the tricks he got. He thought that instead of thinking of new tricks, why not finding a new crowd, so he decided to start his tour, he went up to the east coast and people loved it. Then, on his way, there was Quasi-war with France and the ship was captured, they proposed to him if he could perform tricks for them, they will let him go and that's what happened. Afterwards, he decided to go to London. Unfortunately, the sea was unpredictable, on his way back to Europe his ship sank and he died at the young age of 29 year old (Jando, 2018, and Bottum & Blessinger, 2018).

1.2 The Roman Circus

As the Roman poet Juvenal said “give them bread and circus and they will never revolt”. This quote reflects the idea that providing basic needs and entertainment can pacify the masses, preventing them from engaging in political dissent. People at that time were built to wars, so whenever things did not go well, they were ready to revolt at any time,

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but the Elite people came with the idea of manipulating the crowd via providing food and entertainment.

Rulers, Elites or Top 1% people are the ones who make the rules and they know how to play by and manipulate the game to turn to their needs, and they studied that the brain is always looking for the comfort zone, and less likely to manage stress that is why the circus was a great idea. Additionally, it consisted of free food, so hunger was not an option the only thing available was to enjoy the entertainment, as Milton William Cooper said

We always know, we always know, which is the right way to go, and which is the wrong way to go, or more satisfying, and so we choose that way instead of the right one and we justify it with complicated wordplay and such: but we are only kidding ourselves¹

Moreover, C. Wright Mills discussed the power of the elite, their decisions and their implications and impact on people;

By the power elite, we refer to those political, economic, and military circles which as an intricate set of overlapping cliques share decisions having at least national consequences. In so far as national events are decided, the power elite are those who decide them (Mills, 2000, p18)

¹ Milton William cooper.AZQuotes.com, Wind and Fly LTD, (may 2025).
<https://www.azquotes.com/quote/755292>

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The circus, from an outside, view was some sort of entertainment to allow people to enjoy their time and have fun, but the main goal was to keep them busy, so that rulers can set rules with no reaction of the crowd. In a way or another, the elite people was a step further than their own people, by studying the mind and learning how it works, they made their plans based on that via this manipulative tactic to hold on their power.

1.2.1 Definition

Circus Maximus, in Latin stands for “largest circus” and in Italian is “Circo Massimo”, was the largest and most famous circus in ancient Rome. It was the epicentre of roman public life. Located in the valley between the Aventine and Palatine Hills back in the 6th century BC, built by the first Roman Kings. Although it took on its distinctive shape under Julius Caesar, its principle function was as a chariot racetrack and host of the Roman Games (Ludi Romani) which honoured Jupiter (Cartwright, 2018). These were the oldest games in the city but the official first event of entertainment that gathered a great mass of the population and fulfilled their ambitions to discover all the new style of performance that was not for fun only, it was even a way to keep the warriors in shape, particularly in the Circus Maximus; the first and biggest arena ever built-in history. It served as a major entertainment hub in ancient Rome, hosting various events according to Academia – Cultural Heritage sites conservation and management: The case of the Circus Maximus in Rome. The arena was a rounded structure to allow the audience to watch the entertainment clearly and from all angles, equally, with a gathering capacity of 300000 spectators.

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If we do a little comparison to Real Madrid stadium, The Santiago Bernabeu, the capacity is 80000 people, so the numbers of the circus Maximus were insane. There is no exact number of population back then, but according to World History Encyclopedia it was approximately between 100-150 million people, so, the Circus could hold almost a quarter of the population. The influence was insane which proves that the ones who held power, they controlled their people and they planned well the rules so that they can play with as Oderiant Dum Metuant said “Let them hate as long as they fear”.

The largest stadium nowadays is The Narendra Modi in India, a country with a population of 1.5 billion people, this largest stadium has the capacity of 130000 people situated in Ahmedabad according to Narendra Modi Stadium².

The Circus Maximus’ huge number of the audience can be justified by the measurement of 621 m length and 118 widths according to Humphrey (1986, p.72). Following its rebuilding after the fire in 64 CE, spectators seated on banks 30 M wide and 28 high seats in concrete and stone in the lower two triers and wood for the rest. The seats at the closed curved end date back to the early first century CE. The outside of the Circus presented an impressive front of arcades, in which shops would have served the needs of the spectators. The Roman architectural historian Vitruvius also describes a temple of Ceres in the Circus and that it was decorated with terracotta statues or gilt bronze. The circus Maximus had the following main features:

² StadiumDB.com – Database of Football stadium.

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- **The track:** originally covered in sand and measuring 540M x 80 M.
- **12 starting gates:** (carceres) for chariots arranged in an arc at the open end of the track.
- **A decorated barrier:** (spina or euripus) complete with obelisks running down the centre of the track.
- **Conical turning posts:** (metae) placed each end of the track.
- **Lamp arkers:** (eggs and dolphins) which were turned to mark the completion of each of the seven circuits of typical race Rome (Claridge, 1998)

1.2.2 Development of the Roman Circus

The Roman Circus, a round scale architectural magnificent work by the great romans, went under several renovations and expansions over the centuries. To understand the real purpose behind the Roman circus we need to delve into the concept of “bread and circuses”, a term coined by the Roman poet Juvenile in the late first and beginning of second century. This phrase refers to the superficial appeasement of the populace through free grain and mindless entertainment, by providing these distractions to the Roman people (reference). The emperors aimed to control the masses and prevent social unrest. This strategy of “bread and circus” was applied by the emperors, such as Augustus and Trun, to maintain control over the population, by ensuring that the people are fed and entertained, diverting attention away from political and economic issues. This tactic was particularly effective in a city as populous and diverse as Rome where

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discontent could easily escalate to rebellion, following Juvenal, a poet in ancient Rome who says, “give them bread and circuses and they will never revolt”.

The Circus Maximus in Rome is an important place that shows how entertainment changed in ancient times, although it went under many development phases. The first circus began in the 6th century BCE, as a simple oval field for chariot races. Influenced by earlier Greek tradition performed as any other tradition, just few people would attend to watch the race, as not everyone was interested in. But by the 4th century BCE, the Circus Maximus went under some rebuild phases such as wooden seats for people to sit and became more organized. This attracted people’s attention, so many attended this event.

Second phase was in the 3rd century where the Circus had many improvements. They added stone seats and central barrier called the spina, which had statues and decorations, they opened a market all around the arena to provide all the people’s needs. These settings made the race very popular, even the famous riders had gained a popularity amongst the audience.

However, in the 1st century, the Circus was at its peak popularity with the capacity of audience that can reach 300 thousand people, making it the largest Circus in the ancient world. Emperors like Julius Caesar and Augustus spent a lot of money to improve the circus, adding marble seats and beautiful buildings so this placed Rome at the centre of entertainment. Yet, at end the Roman Empire, which declined between the 3rd and 5th centuries CE, and by the fall of the empire’s economic and social states,

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it was devastated in all aspect of life; only fewer people had the desire and were interested in such events. The Circus lost its importance and was used for other purposes, like housing and markets. Today, the remains of the Circus Maximus are an important archaeological site. They help us understand the greatness of Ancient Rome and the importance of public entertainment.

The evil was not in bread and circuses , but in the willingness of the people to sell their rights as free men for full bellies and the excitement of games which would serve to distract them from the other human hungers which bread and circuses can never appease (Cicero, 43 BC) .

1.3 The Roman Circus as a Business

In ancient Rome rulers wanted one thing, which was to control the people. They had to keep them entertained,

... if the old Emperor had been surreptitiously smothered: that the crowd in a moment would have hailed their new Augustus. They shed their sense of responsibility long ago, when they lost their votes, and the bribes : the mob that used to grant power, high office, the legions, everything, curtails its desires, and reveals its anxiety for two things only, I hear that many will perish, no doubt the furnace is huge (Juvenal)

Besides, the ‘bread and circuses’ policy, business around the circus emerged and developed rapidly, and the aim was distracting and diverting attention from political

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issues and social tensions. As it is known, there is no perfect empire and some people disagreed with rulers of ancient Rome, and to control the situation, the Circus main goal was to keep people busy, not having enough time to think and ask for their rights, “fill their bellies, dazzle their eyes and they would not ask questions” by Juvenale. However, the elite people (rulers) came up with the idea of making profits out of this entertainment instead of just spending money on this event without making profits out of it, the only way back then was Gambling.

1.3.1 The Roman Gambling Business

“If you are not paying for the product, you are the product” (Berg, 2021). That is exactly what happened in the Roman Circus. The rulers provided “bread and circus” all for free. When there is something for free, it has two meanings. The first, the product is useless and low value, “if there is no price to be paid, it is also not of value” (Einstein, 1920).

The second, as in Rome, the aim was to keep the people busy so in other words, these people became the product.

The Roman circus entertainment was not a profitable event, the entry to all circus and the food given there were for free but the elite people (Rulers and leaders) decided to make this festival a profitable one via making business out of the free entertainment itself.

The first action appeared in the rebuild phase of the Arena, by the 5th Century BC, by making shops all around the arena, so when people came for entertainment in the way

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in they found markets selling everything needed such as, clothes, alcohol, and fruits etc ... by doing that, the arena became not just an entertainment area, it became a commercial zone, where people could find anything they wanted; having fun and a lot more, but the markets only did not make much money to cover the crowd expenses, that is where the gambling appeared.

Gambling appeared for the first time in the ancient Chinese empire, later on and due to trading, Romans started gambling on cards, chariot races and gladiators' battles. This was used in the ancient Roman circus through gambling on some specific gladiators to win or chariot races team. Of course, it was controlled by the elite by putting some circumstances to allow their favourite ones to win, to make as much money as possible.

According to Statista Research Department, the revenue of the gambling industry in united local gamblers reached 66.65 Billion US dollars in 2023. The first appearance of gambling is linked to ancient Chinese Empire, but in Rome it gained a worldwide popularity due to the unusual shows, such as gladiators vs lions, or group of gladiators against only one. Back then, they already knew who was going to win or loose due to some behind scene issues, like feeding lion or letting it starve from hunger can affect the fight performance, also threatening the fighters and a lot more. By doing so the Elites were in a win-win situation. They gave some free things to the audience but on the other hand, they gained a lot more.

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There is no exact number on how much the gambling industry made to the Roman Empire back then, but there are many signs that show how important it was for economy. As it is known, the large number of the Roman Empire's population was all fed and entertained for free inside a circus that held 250000-300000 people. The gambling revenue was the only option to cover these expenses and help with the economy.

1.3.2 The Roman Circus as Entertainment

Entertainment was at the centre of the Roman Circus, and many types were proposed, here are the most famous ones:

Chariot Racing

It was more than just a sport; it was a cultural phenomenon. A typical chariot race in Rome involved 4 to 6 chariots, each one drawn by a group of horses with the possibility of having 24 races in one day with an estimate of 700 – 800 horses required for one day of racing only. The tracks at the circus were hazardous with seven laps and 13 sharp tight turns, the race circuit was a thrilling 8 km long with chariots reaching possible speeds of 35km/h up to 72 km/h in the straight.

The majority of horses used were stallions, they were bred on private and imperial stud farms in North Africa, Caposa, Sicily, Spain. These racehorses were stocky in build and comparable to a large pony of the present day. Before a race began, a sacred procession

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with image of their Gods paraded through the city street and ending in the Circus Maximus.

Charioteers would remain in their chosen lines until they reach the end of divider after that chariot went to battle for the best positions in the track. In the team, the most important of the horses was the Introigus (the leader horse) located in the left side of chariot. He was the one responsible for turns in corners. Charioteers wore a protective clothing of thick leather helmets with padded bands around their chests with trunks around their thighs.

The Chariot was designed with small and light wheels to help stabilize it, as it took sharp turns, the drivers wrapped the chariot cables around their waists to free their hands using the body shifting weights from one side to another to steer the chariot.

The risk of getting injured or even dead was very high, although this race was not about individual victory, it was a team's loyalty. The winners received great rewards such as becoming a celebrity and gaining a lot of gold. On the other hand, losers ended up being killed because most of them where slaves, foreigners and low class, they were described as barbarians.

Gladiators Battles

Gladiators were fighters in ancient Rome, who fought for entertainment in big places like the Colosseum. They came from different backgrounds, such as prisoners of war, slaves, and even volunteers who wanted fame and money, but not everyone was

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accepted to be a fighter. The physical strength was important, bravery and having the courage to face any challenge and never back down. Having all these requirements was not enough, gladiators went to a special camp to train hard in special schools called Ludi, where they learned how to fight with different weapons and techniques. There were many types of gladiators, each with a unique armour and style. For example, the Murmillo wore a heavy armour and used a sword and shield, while the Retiarius fought with a net and trident.

These fights were not just about winning or losing, they were exciting events that attracted large crowds. Emperors used these games to show their power and gain support from the people. Gladiators' games often took place during festivals and were a big part of the Roman culture, showing the values of society. Some warriors became very popular and were admired by the public by presenting the beauty of strength and power. Similar to modern sports stars, even though the fights were violent but the gladiators represented both the glory and the harshness of ancient Rome.

Gladiators fighting lions was among the more enduring images of the arenas of ancient Rome. But other than depictions in mosaics and carvings, along with few mentions in ancient texts, but for the first time, bite marks made by large cat, possibly an African lion, have been identified on the bones of what is believed to be a gladiator who died nearly 1800 years ago. The remains were found 20 years ago in Roman-era graveyard in York England, they were recently re-examined by British researchers to determine the cause of the puncture wounds.

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The individual is “the only person in the Roman world” to be found with bite marks made by apex predator such as lion, says the archaeologist John Pearce of Kings College London, a member of them behind the study that published in the journal PLOS One. It is also the first physical evidence that big cats brought into this far-flung corner of the Roman Empire for arena games (Thompson, Errikson, Mcdonnell, Holst, Caffell, Pearce, et al., 2025)

Ancient Rome arena combat was an ingrained tradition that bridged the worlds of sports, politics, religion and entertainments. Romans loved the games and gladiators were like rock stars and sports heroes, they fought in front of massive crowds with a wide variety of weapon and under circumstances that was extremely dangerous.

Long before the games became a public event, the gladiator combat was part of the funeral rites for Rome’s wealthiest aristocrats, there was a belief that the spilling of blood in combat would purify the soul of the deceased and prepare them for their coming time in the afterlife. This ritual, which had been appropriate from atruscan culture, was originally a luxury reserved only for the richest roman citizens (Alfred, 2006, p25).

The idea of two people fighting to the afterlife for sport might sound pretty insane to us but for the ancient romans, it got old real fast. So, to keep the crowd very hyped to watch the next show, promoters wanted to make the show more dangerous. gladiators wear blindfold and without helmets. The only things they allowed to wear is shorts and sandals, but this particularly brutal contest was reserved for criminals who had been sentenced to death or very athletic built slaves (Alfred, 2006, p106).

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Spectacles in the arena were not limited to human combat. Wild animals like crocodiles, elephants, and lions were also part of the event. Sometimes, they might be against each other or sometimes fight against a human. When these events occurred, the beast did not typically fight with regular gladiators rather, they were usually part of special hunting event which featured warriors known as venatores and bestiarii.

Venatores were highly trained hunters armed with spears and bows, who would showcase their formidable skills by killing animals from distance. Bestiarii were criminals accused of particularly heinous offenses. They typically had no combat training and were tossed in the arena as punishment for their crimes. They were usually taken out by the wild animals unless the elites wanted to surprise the people or did not allow to loose a great warrior they may need in next shows.

Female Gladiators

The vast majority of gladiators were men, but there were some women gladiators. They also fought in events and joined in the hunting activities, but they were not always treated as respectfully as male fighters were. They were often used in parody matches, meant to get laughs from the crowd, for example the Emperor Domitian is known to have staged fights between fighters and dwarves despite this, there were also legitimate contests between these female gladiators and was known to fight with honour.

Professional athletes, in general, get a ton of respect today, whereas in ancient Rome it was a little different. Crowds loved the gladiators but they did not want to associate

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with them personally. Socially speaking, entertainers were considered to be low on the social scale. This reality made it awkward for everyone. On few rare occasions, an emperor decided to get into the arena and fight, “the first Roman emperor known to have personally fought in the arena was Emperor Commodus that ruled from 177 to 192 Ad and he was famous for participating in gladiatorial combats” (Alfred, 2006, p203).

There were some kinds of entertainments but it was more of individual sports not much famous such as arm wrestling and playing cards, but these sports did not gain popularity and audience gathering to watch this kind of events.

1.4 The Impact of Roman Circus on Society

Taking into consideration the huge number of audiences attending the arena every day between 200000 and 300000 people, this can prove the big influence of the Roman circus, as Aldous Huxley said in his novel in 1932 *Brave New World* (p15).

The real reason behind the entertainments was to keep them busy, but with the huge audience up to 300000 people and the policy of “fed and fooled”, which put huge costs on the Roman economy, the thing that pushed them to add gambling elements under control and this resulted in maximising the benefits.

Gladiators were considered as low class, slaves and prisoners because most of them were threats to society, so many of them were sentenced to death. but this was double coin face. Someone who is going to face a death penalty will fight with all his power just to win because at the end it is the only way to survive. By doing so, they

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showed a great bravery that hyped the crowd and made them so passionate about the next battles, not just that but, the fighters gained the love of the crowd and became the signature of strength and masculinity. Physical strength and bravery were the best combination to role model in society. Even kids aspired to be as strong as gladiators. A ripped muscular body and never back down, turned up the situation from seen as barbarian to be seen as heroes. Even the Emperor Commodus was involved in fights to show his strength when he realised the popularity of the gladiators.

Young boys started to go to schools of fighting at a young age, as preparation of future fighters and as an army for the Empire. As it is known, the Roman Empire back then controlled a very long trading way and having strong and enormous army was very important, “better be a strong man with a weak point, than to be a weak man without a strong point, a diamond with a flaw is more valuable than a brick without a flaw” (Boetcker, 1916, p2).

Back in history strength was more important than money, because of the old life style that demanded physical strength combined with a connexion to nature and using their mind to create tools to make their life easier. In other words, they have to go hand in hand, because no matter what a weak man has, his money will be taken from him directly or indirectly, but a strong man is safe from this scenario that is why they shifted their interested from regular life style into trying to build the strongest generation that made the great Roman Empire.

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1.5 Conclusion

The Roman Circus, was more than just entertainment that gathers the people from all the empire as a superficial view. It can be according to all the insane numbers of the crowd enthusiastic about the show that created a strong economic power. Rulers set up all these details to control their people, because not everyone agrees with the policy witnessing the up and down situations during centuries of Roman Empire controlling the whole world. There were some moments of civil war and revolutionary movements but the Elites controlled the whole situation and they were all the time a step further to decide the faith and the path of the population .

There was another plan which is to control people and prevent them from reaching their full potential via setting their life style to prevent them from personal growth via classical methods such as law, tax, religion and education. Controlling the way of thinking by a system of education that prioritises conformity over creativity, critical thinking and individual development by focusing on rote memorization and standardized testing that ensure that people are trained to follow instruction rather than think independently, and the ones who do not follow the rules will fail or in extreme cases end up in jail.

Rulers set rules and they know how to manipulate the game via psychological techniques that play with emotions and the subconscious mind. The brain is designed to look after comfort and whenever things go wrong, the body's instant reaction is survival mode via adrenaline rush or heartbeat. The Roman Circus provided the most important

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things to its people's brains, that is food and joy, and then nothing else mattered. Until nowadays we are controlled, to think in certain way, to dress according to certain norms and even our desires are set beforehand.

Football, is the modern Roman Circus. All what has been said about the Circus can be applied on Football. The most famous sport in the world with all its events and entertainments such as World cup, African cup, Europe cup ..., not only nations but even cities and neighbourhoods, they all have favourite teams, every day there are plenty of games the whole year around. Of course, this has implications and impact and this is the focus of the next chapter

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Chapter Two:

Football: The Roman

Circus of Nowadays

“The masses have never thirsted after truth they turn a side from evidence that is not their taste preferring to be deceived rather than to be undeceived. Whoever can supply them with illusions is easily their master. Whoever attempts to destroy their illusions is always their victim” (Le Bon, 1895, p12)

2.1 Introduction

This chapter's purposes are to show that both Roman Circus and Football are very connected to each other, both are sufficient tools under the control of the Elite to strap the crowd with infinite entertainment to keep them busy and prevent them from thinking and asking for their rights

These two different kinds of entertainment are connected and similar to an incredible degree, such as back then, the arena was round and the stadium is as well. There were gladiators in the arena, nowadays we have players, there were seats for the audience today as well, even markets around the arena, we have shops all around the stadium too, people were hyped just to watch gladiators' fights, and same things apply to football matches as well. Back then, the role model was the gladiator, and now football players are.

Nowadays kids at school do not have the ambition to get an advanced knowledge and go to university, all they dream about is being a football player, not just to become famous, but to get a huge salary and live a luxurious life. But why are football players paid huge salaries and have big contracts even if they are amateurs and in poor countries? The answer might be because Football is the modern form of The Roman Circus, when Emperors noticed that people became restive and when people started to ask questions, and did not like the policies of the emperor! "He sends them to the Circus"
(Milton, 1991, page 50)

The Emperor created a Circus and built a giant coliseum to gather as many people as possible, and he began to throw gladiators to fight and chariot races. Just like we have nowadays, Football games, Basketball Games, all to keep the Crowd preoccupied with things that mean nothing to the entire world and the only thing objective of these entertainments is Distraction (Cooper, year1991).

Football gained a huge popularity in middle and lower classes, but it was controlled by the rich people to become more richer. As it is mentioned previously, the football players are the best paid people ever, no doctors nor researchers can reach the 10% of their salary. Football players are the actors of the new Circus, but this huge salary needs to be covered and the Elite found the solution via sponsors just to allow their brand name to be visual in stadiums, or even written in clothes of clubs, and the access is paid not as the Roman Circus and last but not least via gambling companies and controlling the results of games.

2.2 Football

Football takes place in the stadium, which is a rounded arena. This arena is surrounded by sites where the audience take seats. The number of stadium audience capacity differs, there are stadiums that can hold up to many thousands of people such as Run Grado 1st of May Stadium in India with a capacity of 114 000 people (Cha, 2012, p120).

The pitch shape is rectangular; the dimensions of the pitch are defined by Law 1 of the Laws of The Game, “The Field of Play”. This rectangular shape must consist of a

length of 100-110 meters and a width 64–75 meters, split into two half lines, at the center there is a circle, at the sides there are goals which length is 7.32 meters (FIFA, 2011, p7).

The material used in the pitch is either natural turf or artificial turf, although this is for pros game, amateur and recreational teams often play on dirty fields, streets or even back yard and schools (FIFA, 2011, p9).

The games started from local area teams that represented the local area (what do you mean by this word?) to professional ones that represent the city and in the same city, there can be many teams to play in the league, then, there is the international team that represents the country and there must be only one.

Events in football vary from amateur unofficial match to the league with all divisions, then the international events that have continent cup, like African cup or European Cup and the biggest and most famous entertainment is The World Cup that is held once each 4 years. People watch and support their favorite teams all around the world, following their journey from league and cup or even champions league, the European version, and of course the most famous derby of the 21st century is the two biggest teams Real Madrid and Barcelona. The most important derby in the world in terms of fame and audience attending the game even in the terms of viewers.

The audience does not only attend the game in the stadium, but there are a lot more who sit tight in coffee shops or even at home the whole day just to support their

favorite team on TV, and this made it the highest television audience in all sports (FIFA, 2012).

2.2.1 Definition

The word Football consists of two words first is Foot what means that most of the touch of player to ball will be made by foot, the second word is ball which means that the tool used in the entertainment is the ball. It is a game played by two teams of eleven players using a ground ball. Players kick the ball to each other with no letting the other team to take the ball as well moving forward to score the goal by kicking the ball to pass the line of the goalkeeper. Football is the most famous sport in the world, it gained a huge popularity especially in the last two centuries (Bale, 2002, p43).

It is a collective sport that gathers two teams composed of 11 players (10 players and the goalkeeper), with additional players outside the field, who have the possibility to join the game via a change made by the coach, by entering a player and making one out. The staff contains a coach that gives the strategy to the players and another coach that trains goalkeepers only, and some other staff members like a doctor. Each team must have a president that manages all the team matters, such as finance sponsors and some other official business, such as setting the goals to make the whole team work to make it happen. This game gained a huge popularity because of the team work that gathers people to make a nice entertainment and every social class is interested in football starting from primary school kid that plays either in the streets, or at school, to workers,

ghetto people that play in the neighborhood and created a new style of football (mini football) called FIFA street.

FIFA street is the local version of football, where you can practice it in the neighborhood, in school, garden, stairs, literally wherever you are, is a good place for football street with more flexible rules. In terms of number, the players can be 1 vs 1 or 2 vs 2, and so on, this rule's flexibility made it more practical than professional.

2.2.2 Historical Background

The first appearance of football was in the Ancient Chinese Empire in the old competitive game cuju. It was the first time in ball games to use the feet, resembling a lot to football we know nowadays. It was possibly played around the Han Dynasty and early Qin Dynasty. Based on an attestation in a military manual around the 2nd to 3rd centuries BC, there was no stadium specialized to purely Cuju games back then, but they used a field similar to circus arena, which allowed the two teams to play in front of each other but separately (Encyclopedia Britannica, 2021).

One of the most common ball game was passing the ball between teammates without letting the ball hit the ground before kicking the ball through a circular hole placed in the middle of the pitch.

In this game both teams do not interact with each other, and each team tries its best to put the ball in the hole as many times possible to be the winner, and each one of them stays in the opposite side of the pitch. Cuju has been officially cited by FIFA as the

earliest form of football as they already had the idea of two teams playing against each other, the only difference is in the principles of the game (2013).

You use a knife and fork to eat. It was like that 100 years ago, and 100 years from now, it will still be the same. Some things Just don't change. The same applies to football. First, the basics have to be in place, and it's only then that you can make Improvements (FIFA, 2014).

The Ancient Romans and Greeks are the ones to be known by playing many ball games, some of these games involved usage of the feet, such as The Roman Game 'harpastum', there is common belief that this game was influenced from the Greek team game known as ἐπίσκυρος (episkyros) or φαίνινδα (phaininda) (The New Encyclopedia Britannica, 2007, and Liddell and Scott, 2019).

Mentioned by the Greek playwright Antiphanes (388-311 BC) and later referred to by the Christian theologian Clement of Alexandria (150-215AD), the main and only tool was a ball but the practice differs with many sorts of sport, as some games resembled to what we know as Rugby nowadays (Wilson, 2005, p.310, and Don Nardo, 1999, p.83).

Native Americans as well had many ball games, when an English explorer John Davis in 1586 commanded a ship to Greenland, he found out that the natives had already different types of ball games such as the Aquatic (Hakluyt, 2008).

The field of north American ball games, it was based on iced lake as it was the only flat surface available with less resistance to allow the players to move faster than

playing on snow. Each match started with two teams playing against each other, trying to score a goal. The difference with the football we know nowadays is that there was no goalkeeper at both side, there was a long line and when the ball crossed the line by kicking it that was a goal, which means that football did not change a lot since 1586 (Gilligan, 2023).

In 1610, William Strachey, a colonist at Jamestown, Virginia, witnessed a game played by the Native Americans called Posthuman, it had almost the same principles as Aquatic (Jasper, 1956, p 188).

Indigenous people as well had ball games that existed since many ages, but the only difference with Indigenous ball game is that they have more similarities with basketball or volleyball with no link related to modern football (Sean F 2019 page 30)

After that, football spread all over the world passing by Australia, Turkey and then by the 9th century arriving to England. In this Middle Ages, football gained a worldwide popularity, and the ball games were mentioned at early ages in England as *Historia Brittonum* attributed to Nennius he witnessed a group of boys playing almost the football we have right now the only difference was they used sticks sometimes (*Historia Brittonic*, 2012, and Ruff, 2001, p.170).

After lunch, all the youth of the city go out into the field to take part in a ball game. The students of each school have their own ball: the workers from each city craft are also carrying their balls, older citizens, fathers, and wealthy

citizens come on horse back to watch the action and get caught up in the fun being had by the carefree adolescents (Alsford, 2004).

It is known worldwide that in England they made the final touch of rules and laws in football. A set of the main principles that we have until now but it was not only about that, as the quote describes the citizens of England daily routine playing football, it was like the trophy to finish their day with. It was a purpose of life, an oxygen to breathe, in other words, the main event in their daily lives.

Football has gained the attention of all social classes, rich or poor, workers or unemployed, the lower and upper class, all in the same passion. Age as well does not matter, either it is kids at school or workers or elderly people, they all had one thing to do by the end of the day, and it was football.

Chinese are the first Empire to get in touch with the ball, then native Americans or Australian as well, but only in England that Football was given a new life, a new fame, a new look. Therefore, after all the stages football went through since ages, it is only in England that the real football was born.

Later on, and by the huge popularity football gained through years, they started worldwide events where all nations can participate, and only one could win. It was called FIFA world cup in 1930, it took place in Uruguay this tournament 13-30 of July, 1930, and 13 teams participated, as it was expected, Uruguay won over Argentina at the final by 4-2. The event was held at the Estadio Centenario and the event marked

the first world cup as the first international football tournament for men national teams (Mason, 1980, and Murray, 2006 and Rosen, 2014).

2.3. Football and Entertainment

Football entertainment events are very costly and require a lot of employees just to make sure to have a successful event, in addition to that, the huge salary that players get, but the elite needed to find a solution to keep this event going and non-stop and to make it profitable.

The paid access, as football is the number one sport in the world, the free access to watch the game is not an option anymore, back in the days the Roman Circus was for free, in football they do not have to do that because the people are already willing as much as it costs, just to watch their favorite teams and players, but the Elite people brought a new strategy because seats in the stadium are not the same, first line and the last line would not have the same experience of watching the game that is why they made 3 categories of tickets .

First class tickets are the first few rows where you can watch the players entertain just in front of you, having the best view on the game with the huge opportunity of meeting their idol player and taking photos with him. Middle class tickets are behind the first row, they also have a nice view on the game, but they will not be able to see their favorite player in front of them and will be unable to communicate or take photos with

him. Third class is mainly dedicated to the last rows that can barely see the player especially in the big stadiums, the only option available is to enjoy the hype of supporters

Pricing varies from one match to another and from a team to another, and depends on the event, either it is a local match or the final of the world cup, prices are not the same, for example on 31 of may the huge event of the final of champions league between Inter Milan (Italy) and Paris Saint German (France). In the stadium of the Allianz Arena stadium first category from 1000 to 2000 euros for one ticket, then, the second category from 600 to 700 euros, then the last category 90 to 200 euros (UEFA Champions League Final 2025).

Due the high demand, people did not find available tickets to watch the game, so that some of them went to the resale market (black market) just to get the ticket with double price sometimes, even a triple reaching 29000 euros for one ticket on the resale market. However, the tickets bought from the resale area may not be valid just scanned version from the original, this scammed ticket will prevent the buyer from getting in the stadium as UEFA has stated that only the tickets bought from official channels or from the stadium are the only valid ones³

Sponsors offer sponsorship to the club with monetized contracts, the brand spreads more and will to be more recognized and plays on the psychological aspect of marketing via branding, “a brand is the set of expectations, memories, stories and

³ Champions League Final Prices revealed: what it really cost to be there www.ticketspice.com

relationships that, taken together, account for a consumer's decision to choose one product or service over another" (Godin, 2013, page 20). The more the brand is visual and seen, the more it plays on the mind. For example the favorite team is sponsored by Adidas, so when people go to buy sports cloths, By doing huge profits, both the club and players get their share of the profits, that is why sponsors do a lot of work to strengthen the brand.

The media is the major element in the advertisement of a Football match, because the incredible number of audiences attending the game can represent less 1% of the people who watch the game. In the finale of World Cup 2022, France vs Argentina, the audience attending the game into the stadium was 88966 spectators. This Finale was watched by an estimated 1.5 billion people globally (FIFA, 2022)⁴.

These statistics show how powerful the media is and what influence it has on football. Back in the days people needed to attend the Roman Circus but in Football and because of media you sit on your couch and watch all the matches and games in the world.

Broadcast rights is the biggest source of income to media companies by having the rights of the game on television, which means that the viewer must watch it on that channel only and you cannot watch it for free. Viewers have annual or monthly

⁴ www.statista.com/statistics/129103/fifa-world-cup-qatar-stadium-capacities

subscription fee that varies between 10 to 20 dollars with millions of viewers, that is a lot of money, additionally to that, there is publicity, channel sales just few seconds can cost millions of dollars especially when there is an important game. So, all the partners be it the media, a brand, or clubs, they are all winners in this formula, the only one losing money is the viewer.

2.4. Football and Corruption

The Advertisement revenues are huge but that does not mean that there are many illegal ways of revenue such as Gambling there are many ways to make money laundering and to convert the money of unknown sources such as drugs, human trafficking and guns business controlled by darker power allowing themselves into participation in legal business.

This is one of the darkest sides of Football, because gambling is not just a tool for money laundering, it becomes the controlling power over Football policies and even match results via preset score, which is corruption and against fair play policies of FIFA but nothing seems to stop it.

In 1982 world cup the national team of Algeria was in group 2 that was composed of Chile, Austria and west Germany. In 16 June 1982 Algeria won against west Germany with 3 points victory then another win against Chile 3-2 and lost to Austria in the second match while West Germany won against Chile. The final match in the group was West Germany against Austria, the first half ended by 1-0 in favor of Germany but the scenario

of the match was ridiculous as both teams passed to each other in clear corruption because this results will lead both of them to next level of the world cup , and that's what happened, West Germany won the match 1-0 and both teams went to next level and Algeria did not make it and became the first team ever in history that got 6 points and did not make it to next level until this day (Murray and Rowan, 2008, p.183, and Spurling, 2010, p67). The match is known as “Disgrace of Gijon “(Nichtangriffspakt von Gijon), as it was a clear preset score which marked the match will last in history forever (Smyth, 2014).

Although the FIFA changed the roles because of this horrible match by making both last round matches play at same timing to prevent the preset score and to prevent teams from knowing the results of other matches, but this never stopped the corruption because corrupt people will always find a way out.

There are also many controversial images in football such as on May 23, 1988 at Nancy stadium, eastern France, there was a match between select international stars and France best players in the occasion of the celebration of one-year retirement of Pele. By the beginning of the match both teams' captains took a photo as a souvenir, the captain of the international team was Maradona, on his shirt was written anti-drug and on the Captain of France best players was Platini, on his shirt was written no corruption, as Pele was promoting the fair play .

The controversy of this picture is that Platini had multiple allegations of corruption against him, including the illegal siphoning of FIFA funds that came to light

in 2015. FIFA disciplinary committee found him guilty of ethical violations and banned him for six years. He was recently acquitted in the FIFA funds case by Swiss court in 2022, in 2019 Platini was detained in a case involving a criminal investigation into alleged corruption in FIFA decision to organize the 2022 World Cup in Qatar (FIFA, 2015).

On the other side, there was Maradona with the shirt of no to drugs, but in 1994 he failed into drug test to end up his career in 2000. He almost died of a cocaine overdose-induced heart failure (BBC Sport, 1994).

2.5. Football Players as Role Models

Back in history, the strongest person was the role model of society as it was the symbol of strength and power, but as the days went on, the strength was replaced by money. Nowadays the role model is the richest man that lives a luxurious life style. Football is the number one sport in the world with huge salaries for players, so the youngest generation, are not willing to study or work hard as long as there is the dream of becoming a footballer with all the fame and money expected from this passion. Besides, it is not a stressful job, all it takes is few sessions of training during the week and one match on the weekend. This why kids want to quit the school and dream about being a football player.

I think being a football player gives you a unique opportunity to inspire others. You have this platform that reaches millions of people, especially young fans

who look up to you. It is not just about what you do on the pitch: it is also about how you conduct yourself off the pitch. You can show them the importance of hard work, discipline, and respect. I believe that athletes have a responsibility to set a good example, whether it through charitable work, speaking out on social issues, or simply being a positive influence in their communities. I strive to be someone that kids can look up to, not just for my skills, but for my characters (Mbappe in The Guardian, 2021).

In reality, there are very rare chances to become a professional player. First being gifted or skillful is not enough in the selection of thousands of amateurs, only few ones will be selected, also you need a manager and contacts to push your card on the table for better offers.

2.6. A Comparative Analysis between the Roman Circus and Football

The Roman Circus and modern Football share a lot of common principles as both of them were dedicated to an audience mainly and all spectacles' events and shows were designed to entertain and to engage the audience.

Psychologically speaking, they both have the same goal, which is to keep the people busy and never ask questions or demand their rights, but there are slight differences into their historical contexts, cultural significance, and societal roles.

The Roman Circus in general and particularly the Circus Maximus, was a place for chariot races and public spectacles. It reflected the power of the glorious Roman

Empire celebrating the time of peace, the audience was the citizens of the empire and the events were pre-selected by rulers to serve their political propaganda and showcasing the might of the Empire.

Modern Football has become the number one sport in the world and evolved into a global phenomenon, composed of clubs and international teams represented by millions of players all around the world, the club does not fight for sport only it also defends identity, community and economics via gaining money after every achievement.

The audience's engagement in both shows experienced a strong sense of community and collective identity, cheering for their favored teams and feeling the belonging as well, but on the other hand the Elite had already designed the events to evoke excitement, joy and fear with excitement or even despair, and this emotion depends on the team's performance what can lead to "basking in reflected glory". By being trapped in a psychological phenomenon where individuals associated themselves with successful or prestigious individuals or groups to enhance their own self-esteem.

The Roman Circus was the first tool to control people indirectly via entertainment and making sure to provide food to complete their need, where the theory "Bread and Circus" appeared and worked perfectly. The Elite studied the people's needs very well that's why by covering those needs they did not let any chance for opposition and not having even enough time to think or revolt. The entertainment events were all day every day, and no one needed to work to provide food for their families, they were already fed by the rulers. The same thing applies on modern football, an unstoppable daily event

and the whole year from matches to leagues then internationals and cups, a non-stop entertainment that keeps people attached to teams they feel the belonging to and facing happy and sad emotions all depend on their favorite team's performance.

2.6.1 The Change of Entertainment Based on Human Morals

The enthusiasm of the Romans for this spectacle is a clear fact. Most of the humans of today would head off the incidents in the arena in the outmost horror: it would be absolutely intolerable to watch only one how a living woman or man would be eaten by wild beasts or to regard such scenes for a whole day or for several days, no mentally sane person of today would try to re-establish the arena festivities with gladiator fights the look at women and men who kill each other on bloody battle fields would arouse a protest storm but such a modern reaction would have provoked amusement and condemnation in the mind of every average citizen of ancient Rome (Oesterdiekhoff, 2009, p194).

This quote explains the disappearance of the Roman Circus nowadays and why it has been replaced by the modern Football, and this is because of the change in human morals. Back then, in the Roman Empire, people were in state of war getting used to killing in wars and the blood was the fuel they lived with, in order to protect their Empire but as the time went on and with human rights appearance, as well as the peace provided worldwide, people became unusual with such aggressive shows and not supporting that kind of entertainment or even manifest against, that is why Football came in the perfect

moral situation where people are fan of it, because it provides the same hype of wining and joy but with no such barbarian images of blood and death or live games .

Football is the dominant sport in the modern world by playing on morals on nowadays society and manipulating psychological choice of the people by providing a large choice of clubs and because of the theory of the fear of belonging when a person finds just few details that he likes, it will obviously become his favorite team. Moreover, football gathered all social classes, be they rich managers and middle and low class of the audience.

2.6.2 Political and Psychological Objectives

Kare, Stenner, a researcher in behavioral economy, argued that about a third of the population in any country has what she calls an authoritarian predisposition, a word that is more useful than personality, because it is less rigid. An authoritarian predisposition that favors homogeneity and order, can be present without necessarily manifesting itself; its opposite, a “libertarian” predisposition, one that favors diversity and difference, can be silently present too. Stenner’s definition of authoritarianism is not political and it is not the same thing as conservatism. Authoritarianism appeals, simply, to people who cannot tolerate complexity: there is nothing intrinsically “left wing” or “right wing” about this instinct at all, it is anti-pluralist. It is suspicious of the people with different ideas.

It is allergic to fierce debates whether those who have it ultimately derive their politics from Marxism or nationalism or irrelevant it is a frame of mind not set of ideas”⁵

By controlling the people and providing only survival necessities the rulers control the whole population as some obey without resistance and the rest need favors, then, the rest will follow directly, otherwise they will face trouble and the golden rule of the Elite people is “never provide enough” let them depend on your help, on your solutions, because the moment you give enough they will feel bored they will revolt

2.7. Conclusion

To wrap it all up, the Elite were all the time stepped further than the crowd, by knowing the basics to control people via using tools to let them all the time dependent on the government. The Roman Circus or Football, all these types of entertainment, were created for one purpose only, which is to keep the people busy and not having a single moment to start questioning or demanding their rights.

Psychological and political strategies were all the time in favor of the leaders that studied very well the human morals and human behavior, and by doing so they created their plans based on their current situations. For example, the Roman Circus entertainment idea worked only because people were used to the aspect of war and ready

⁵ Anne Applebaum “Twilight of Democracy the Seductive Lure of Authoritarianism
www.goodreads.com/quotes/tag/political-psychology

to fight at any given chance, so witnessing a man eaten by a beast or man (gladiator) cutting his opponent into pieces, was source of enjoyment to the audience. In opposite, the human beings nowadays are familiar with peace only and if the Circus will bring any of the old shows, it will be unaccepted by the audience and no one will attend this show and may face some serious problems, so Football is the second version of Circus Maximus but providing the best entertainment ever of its time.

Society in general contains 3 types of people only; the ones who already gave up to the idea of becoming slaves, the second type is the ones whose conviction to became slave by giving them favors and profits, then, there are the cultivated people that are difficult to control and they are mostly against this kind of manipulation and last but not least ,the Elite people, the ones who are in control of all the type of people's future.

The idea of entertainment is not bad at all, but the fact that it is the tool to control people needs and even behavior is scary, that is why knowledge is very important to prevent the individual from falling into the Matrix.

General Conclusion

The comparative study between the Roman Circus and modern Football highlights the important role of sports and entertainment in shaping social identity and community desires. The Roman Circus was a tool for public distraction to reach full political power and complete control of the people by insuring their obedience and prevent revolutions.

Football, on the other hand, is based on teamwork and cultural unity and plays on the psychological aspect of the fear of belonging, as the majority want to belong to a certain community, and this applies to football. Everyone belongs to a favourite team and watches all its games, follows its news and all what has a relation with his team or favourite player.

All this devotion to specific teams, all the fame and spotlights that are put on football and its players is pure strategy and manipulation to control the people via sport. In society, the more people are busy by making living via working long hours just to be able to pay their rents, taxes and food, and when they got fully exhausted they will watch their football teams/match or favourite TV show as entertainment, the less they would have time to think about politics or ask for their rights .

There many examples that prove that providing an easy life style to your own people most of the time will push them to revolt against you, not to obey, such as Libya.

They had an amazing economic situation, everyone had the right to own a house, given by the government. If they wanted to buy a car, it was half price only for the government paid the rest. Even the salary from Petrol Industry income and so on, what did the people do? They revolted against their government which ended in a civil war for more than 15 years with no solution until now.

In the United States of America, people have infinite rights with a comfortable life style, full of freedom, with no barrier. This excessive freedom resulted in a very fragile society with very weird sexual identifications such as being a dog, or a chair. This excessive freedom and limitless life desires and wishes gave rise to the LGBTQIRST community that breaks all the values of religion, society and even biology.

At the end, freedom is great but too much of it is bad, excess has never been something positive. Yet, when it comes to controlling the society, it is good. Because by controlling, the next move will always be known, and you get ready for it, but in case of lack of control, this will open the door to sudden moves that will show up unexpectedly the things that might bring instability to the society.

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