

A Level PE
Learner Booklet
Sport and Society

Name.....

Tutor.....

School.....

Sport in Pre-industrial Britain

Characteristics of popular recreation:

- **Cruel and violent** – Sports reflected everyday life.
- **Simple/natural** – There was a lack of technology. There was no purpose built facilities for the masses as they had little money.
- **Occupational** – Work often became the basis of play.
- **Localised** – There was limited transport and communications so sports developed in isolation.
- **Wagering** – This was a way to go from rags to riches.
- **Occasional** – There was only free time for recreation on holy days and other annual holidays.
- **Limited coding** – The majority of people were illiterate so there were few codified rules, no NGB's and most sports were only played locally.
- **Rural** – Before the industrial revolution, Britain was agricultural and rural.
- **Courtly/popular** – There was a two class feudal system – two opposite ends of society (very poor and very rich) and sport reflected this

Factors affecting sport in pre-industrial Britain:

Education and Literacy

The upper class were educated and literate. This meant that rules were written down and could be read and understood. Upper class sports were often complex and sophisticated – such as real tennis. The lower class were uneducated and illiterate. Sports reflected this and were simple with no written rules.

Time

The lower class had very little free time to play sport due to long working hours as a labourer – 'seasonal time'. This meant that sports and pastimes were often played on holy days and festivals or in and around the pub. The upper class had more free time to take part in activities and at a time that suited them such as hunting and real tennis.

Money

The upper class had lots of money so they could afford to build purpose built facilities, as well as correct equipment and clothing. This made some activities very exclusive and only played by the upper class.

Transport

The only form of transport in pre-industrial Britain was horse and cart/carriage or walking. The roads weren't maintained so most activities were held within the village or played against a neighbouring village. However, the upper class who had carriages were able to travel further.

Examples of sports in pre-industrial Britain:

Pedestrianism	This could also be called race walking. The upper class would send footmen ahead of their carriages to warn where they were staying of their arrival. The sport came from when the upper class would challenge each others footmen to race. This lead to organised races across the UK. In these, the lower class 'pedestrians' would compete for money and upper class 'gentleman amateurs' would compete for fun and pride. Eventually this sport did lose popularity as the wagering caused a lot of corruption
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Mob football	The origins were believed to be in the UK/Europe. It was a game where a team had to get a ball to a 'goal' in the village. It was often played in between two villages. This was a violent mob sport played by the lower class on holy/saints days. It is still played today in Ashbourne.
Cricket	One of the earliest codified sports – and has changed very little since. It was played on village greens by both the upper and lower class. The upper class organised and funded games, as well as having key roles within the team – they were typically more skilful. The lower class were paid to play and were used for power.
Real Tennis	Real tennis was an exclusively upper class sport that originated in France. They played in purpose built facilities so was expensive to play. There was also a complex set of rules. It is not often played today as lawn tennis is more popular.

Sport in Post-industrial Britain

This was the era after the industrial revolution (1800-1900). The middle class emerged of factory owners, professionals and managers.

Agricultural Revolution – The 'machine age' in farming meant a decrease in labour requirements. This meant a rural depopulation.

Industrial Revolution – Workers moved to towns in order to work in factories and mines. They had low wages and few holidays, as well as the lack of large open spaces. Fairs and mob games were seen as rowdy and industrialists wanted a disciplined work force.

Urban Revolution – Cities grew drastically in size which led to the creation of a totally urban environment. Much of the land was owned by industrialists where their workers lived in slums.

Factors affecting sports in post-industrial Britain:

Social Class

Lower classes worked long hours so they had less time to play sport. Any games played were often based around the pub as there were no open spaces. The middle class had more time and money so were very involved in the development of sports – such as lawn tennis, rugby and football. The upper class still had access to sports like real tennis and hunting and life hadn't changed much.

Gender

In the 1800's women were still seen as inferior and their place in society was restricted. In the late 1800's the status of women began to change. As mortality rates among boys increased and more men were fighting abroad in the army, women began to have a more active role in society.

Law and Order

In post-industrial Britain, laws were developed and a sense of order grew. This meant a decline in blood sports and the RSPCA was formed. However, the upper class still continued to take part in activities such as hunting.

Education and Literacy

Education for the lower classes was not encouraged by those in positions of power. Child labour was still commonplace and continued to increase after 1850. There became a divide between sports needing more cognitive processing and those based at the pub. In 1870 the education act meant the first state education system was set up.

Transport

The introduction of the train meant that workers could go on day trips on their days off. They opened up the seaside and workers took their cultures with them. In terms of sports, this meant that everyone could play more fixtures which led to the need for stricter control on rules and cups and leagues were set up. Supporters could also follow teams.

Amateurism and Professionalism

Amateur – A person who competes in sports activities but does not receive monetary rewards for participation.

Professional – A person who competes in sports and activities and earns an income by participation.

To be an amateur was to not be paid so it suited the upper and (eventually) the middle class. In cricket, amateurs and professionals often played on the same team. In order to preserve social distinction, they used separate changing rooms and the lower class professionals would bowl and clean the kit.

In rugby and football professionalism was controversial. The growth of socially mixed northern teams led to 'broken time payments' where men were compensated for missing work in order to play. These payments were against the amateur principles of playing for the sake of the game and not monetary gain. These tensions and north/south rivalries led to rugby splitting into rugby league and rugby union.

In golf, the rules were written in the 18th century but the open championship was first played in 1861. Prior to this, there were separate competitions for amateurs and pros: this was because the pros didn't fit into the sports image of a gentlemanly game.

Education System

The class based education system was examined via 3 different national education commissions whose reports (and the acts that followed) related to education provision for a particular social class and provided physical education as part of the provision.

Clarendon - 1864 – This was focused on the 9 'great' public (fee paying) schools. It led to the public schools act of 1868 and it investigated conditions and abuses which had grown over the centuries.

Taunton – 1868 – This was produced by the schools inquiry commission. It was combined with endowed schools act of 1869 which dealt with separate institutions for the middle class. Designed 'to consider and report what measures are required for the improvement of such education, having especial regard to all endowments applicable or which can rightly be made applicable hereto'.

Newcastle – 1861 – Combined with the elementary education act of 1870 to make provision for schools for the masses. Designed 'to enquire into state of public education and to consider/report what measures were required for the extension of sound and cheap elementary instruction to all classes of people.

Influence of 19th Century Public Schools

Characteristics of early public schools include:

- **Exclusivity** – Public schools were only for the upper class.
- **Fee paying** – This meant they could pay for better facilities and equipment.
- **Harsh boarding** – There was no staff in the boarding houses so the older boys were in charge and bullying was rife.
- **Spartan** – The living conditions were basic and the boys were left to fend for themselves.
- **Non-local** – Boys came from all over the country to board.

Stage 1 – ‘The Melting Pot’

The boys all brought their folk games from home, despite the fact these folk games had all but died out in society (due to the industrial revolution). These customs were fused together by the boys who moulded them into games and traditions (in the ‘melting pot’). This was a time of institutionalised popular recreation as these games were dependant of facilities

Stage 2 – Dr. Arnold and ‘Muscular Christianity’

Dr. Arnold introduced a prefect system, a house system and made the chapel central to school life. He also reduced bullying and brutality which was embedded in the schools. Sport became a central part of public school life – they were played on a regular basis.

Stage 3

Games varied from school to school. Inter-house and inter-school competitions were developed. Disagreement occurred due to varying rules between schools so they would play split rules – leading to the introduction of half time. Boys from these schools progressed to university or founded ‘old boys clubs’ where they took their schools rules. They then spread across the world through trade, military and missionaries.



Stage 1	Stage 2	Stage 3
Organised by boys	Organised by prefects	Old boys and coaches brought in to organise and teach
Melting pot	Regular and they had a set of rules	Regular and compulsory
Brutal	Skill based	Skills/rules/NGB's/kit/facilities

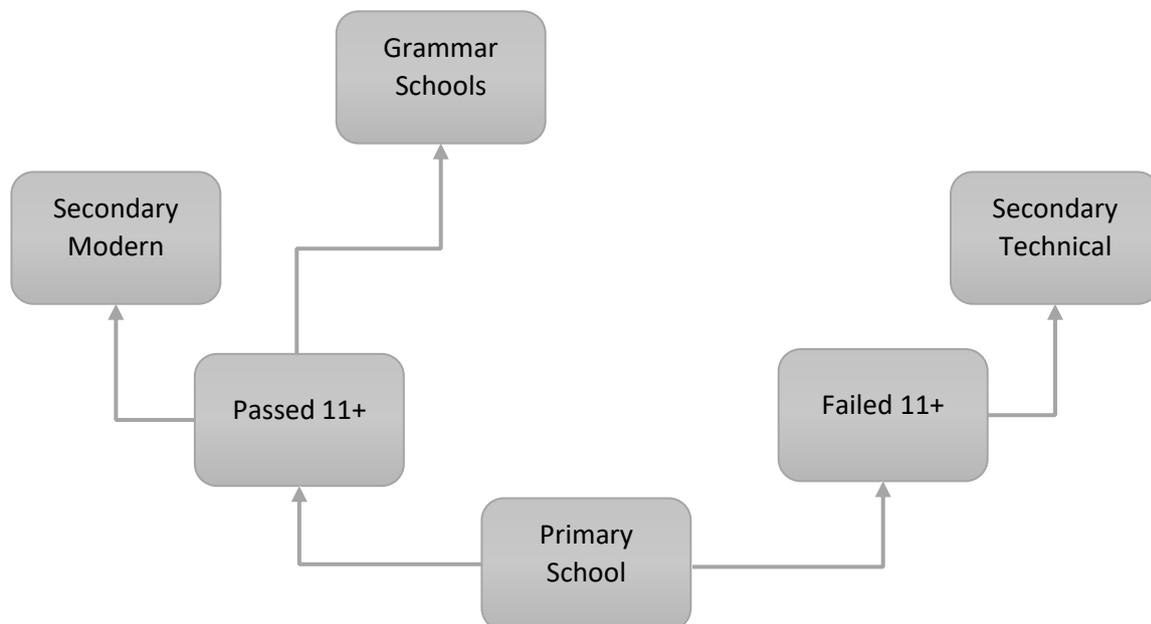
Sport in 20th Century Britain

The pace of change in sport continued into the 20th century. Scientific progress was rapid and there were major advances in medicine and public health. Societies became richer but the distribution of wealth was still uneven. Urbanisation was on the rise and technological/communication advances began to spread sport and became globalised. There was also more time for leisure as less time was spent in work so sport began to flourish. Sport also maintained morale in world war 2.

Factors affecting sport in the 20th century:

Education

The education system became structured and formalised with the Education act of 1944 – ‘the duty of every local education authority to push towards the spiritual, mental and physical developments’ – and the education reform act of 1988 – ‘national curriculum develops spiritual, moral, cultural, mental and physical development’.



Grammar schools – Grammar schools demanded high grades and they provided an academic education for pupils between the ages of 12 and 19. Students at grammar schools tended to go into higher education. Grammar schools tended to have competitive sports fixtures regularly. There was very good provision of P.E. in curriculum and extra curricular.

Secondary modern – These schools offered instruction in English, at least one other language, geography, history, mathematics, science, drawing, manual instruction or domestic subjects, and physical exercise. When pupils left school they normally entered into the working world. They had P.E. in the curriculum and limited extra curricular.

Secondary technical – These schools were for pupils who failed their 11+. It provided a general education with special emphasis on technical subjects. They had P.E. in the curriculum and limited extra curricular.

Class

- **Upper class** – The upper class were associated with public schools and their sports competitions. They dominated school competitions.
- **Middle class** – The middle class tended to dominate amateurism and the sports associated with it. Many middle class people would play sports such as rugby union in their free time.

- **Working class** – The working class were associated with professionalism and would play sport to earn a bit of extra money. Football was a big sport dominated by professionalism.

Time and Money

Spectators began to have to pay to watch sports. This meant that numbers had to be worn to help identification for fans. There was a gradual increase in time and money with better working conditions. This meant more people began to play sport and not just watch. Pub sports flourished as outside space was at a premium.

Transport

Public and private transport became available which meant sport was more accessible for the players and spectators. Supporters were now able to follow their team with ease. Radio coverage began to draw crowds to boxing matches, cricket games and football. The London 1948 Olympics were an organisational and economic success that attracted people to sport.

Gender

Men dominated both playing sports and as spectators. However female participation rates were on the increase. Throughout the century there was an increase in equality in sports. At the end of the century some women's sports began to turn from amateur to professional.

Law and Order

Policing meant that mob sports faced punishment and the behaviour was not seen as acceptable. Most contact sports and sports with high risk of injury began to wear protective gear and add specific safety rules, for example boxers began to wear gloves. NGBs used punishment to deter bad behaviour on and off the field. Professionalism meant a duty to act in the correct fashion.

Sport in 21st Century Britain

Class

Class is now less pronounced and there is more fluidity between the classes. There are more divisions in the middle and working class. In the past, professionals in sport were unskilled unemployed males from the working class, but now there's a mixture of people from different backgrounds in professional sport. The media has helped create role models of all classes for people to aspire to.

Social mobility can be achieved through sports which releases people from poverty. Social mobility is the changes in wealth, education and occupation over a person's lifetime. Some sports, such as rugby union in Wales and league in the north, can stimulate rags to riches situations.

Although there is still a class divide, the conclusion is that those who participate in sport both as amateurs and professionals have more diverse backgrounds related to class, ethnicity and gender than ever before.

Gender

Differences still exist with far more men getting involved in sport. Sport is still often seen as unfeminine and media still often reinforces male dominances in sport and sports coverage. Certain traditionally associated sports cause stereotyping and discrimination, for example dance for girls and rugby/football for boys.

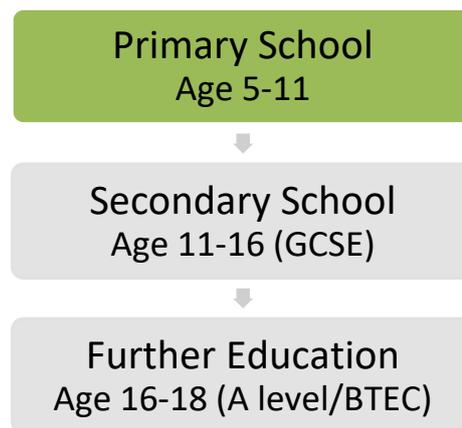
However more women are now involved in physical exercise and there is far more interest in health and fitness activities. Participation rates are larger and beginning to grow. There are more female sports presenters in the media which may encourage more women to take part and become role models. In 2014 England women's rugby players were paid for the first time.

Law and Order

Sport has become sophisticated and legislation has become specific to the sport. For example, negligence in sport has seen a number of high profile cases as there is a duty of care surrounding the players. Litigation over injuries has become a recent phenomenon – two rugby players have sued referees over spinal injuries. Misuse of drugs and match fixing has seen involvement of legal consequences. Equality laws have been scrutinised so women have equal rights.

Education

A universal education system has been put in place. This allows increased opportunities for young people to study sport and P.E. however extra curricular and sports clubs vary between schools depending on whether the teachers want to run the sports clubs.



Time and Money

There is a growing availability of time due to technological advances. This is because work has begun to become more flexible as people can work from home easily. This has led to an increase in participation in sport as people have time to train and play.

The global recession has affected disposable income and has therefore led to many spending less on sport and leisure. This has meant that participation has reduced, especially in more expensive sports and pastimes. Despite this, in the UK we spend more than most of Europe.

Transport

Most households own a car/two cars and players and supporters travel long distances by car, bus or rail to reach their sporting destinations. Cheap air fares have meant an increase in people travelling abroad to support their team or on tours etc.

Sport, Sponsorship and the Media – The Golden Triangle

Advantages

- o Money from sport sponsorship funds individuality and teams.
- o Sponsorship can increase brand awareness.
- o Sponsoring sport gives a healthy image to sport.
- o Sponsorship can allow full time training and professionalism.

Disadvantages

- o Sponsorship can create a bad image for sport being linked to tobacco/ alcohol/gambling products.
- o There is a high pressure to conform to sponsor's demands.

Sponsorship



Advantages

- o More media coverage means more sponsorship.
- o This allows more of the major competitions to be staged.
- o This allows improved facilities for players or spectators.

Disadvantages

- o There may be deviance due to increased pressure to perform.
- o Some sports dominate in the media which means lower profile sports get little attention so lower sponsorship.
- o There may be exploitation.
- o The game can become too much for some younger people.

Sport, sponsorship and the media form the golden triangle. The relationship is becoming stronger and sport has changed because of this. The UK has adopted the golden triangle from the USA. The triangle reflects capitalism and is about making a profit.

The media includes various forms of communication. The role of the media is to:

- Inform
- educate
- entertain
- advertise
- highlight issues

Advantages

- o An increase in awareness therefore participation.
- o Money from sport goes into the media.
- o Role models are created.
- o Media can promote minority sports.
- o Media can break stereotypes.

Disadvantages

- o People watch rather than participate.
- o Imitation of negative role models.
- o Irresponsible press coverage.
- o Media intrusion may affect performance.
- o Pay per view means not everyone can access events.

The golden triangle represents the mutually dependant relationship between sport, sponsorship and the media. They are all intricately linked and couldn't survive without each other. Television pays millions of pounds for coverage rights.

Football

Lots of media attention and advertising opportunity.



Lots of sponsorship and marketing.



High revenue leads to better facilities, equipment, coaching and professionalism.

Netball

No media attention so no advertising opportunity.



No sponsorship and no marketing.



No revenue leads to no improvement in facilities, equipment, coaching and professionalism.

Media and Sport

The role of the media is to:

- Inform
- Entertain
- Educate
- Advertise

In the mid 20th century, very limited sport was televised as governing bodies feared that it would stop spectators attending games. By the 1960's, coverage improved but was still limited to highlights packages. However major events such as Olympics and the football world cup stimulated more media coverage. Very little attention was paid to women's sports and men dominated the sports commentators as well as the sports televised.

Media coverage today is global. There are many types of media available to most people – the most common form of media accessible is online services. There are more types of sports and sports events recorded or shown on live TV – especially on free terrestrial TV. Many minority sports, such as the Paralympics and women's sport is shown, yet they are still underrepresented compared to major events.

Media is selective over what is shown. It tends to promote the interests of those who will benefit the most. This means that it presents the more dominant ideas and ideologies. As we select what versions to read, this means that this view is more commonly publicised as it will sell better.

Positive impacts of the media	Negative impacts of the media
Positive rule changes have taken place (for greater entertainment).	The public can have their views dictated to by the media.
Minority sports and sports of minority groups can be highlighted so increase participation.	Increased 'win at all costs' ethic.
Positive role models are created.	Sports stars lose their privacy as there is a focus on their private lives and bad behaviour results in negative role models.
Advanced technology is introduced - for example slow motion replays, TMO and coaching enhancements.	The increased stakes mean increased pressure on the athletes to perform. This may lead to corruption, drug abuse and violence.
Myths and stereotypes can be broken.	Myths and stereotypes can be reinforced if coverage is poorly managed.
Promotes involvement in sport for a healthy lifestyle.	

Sponsorship and Sport

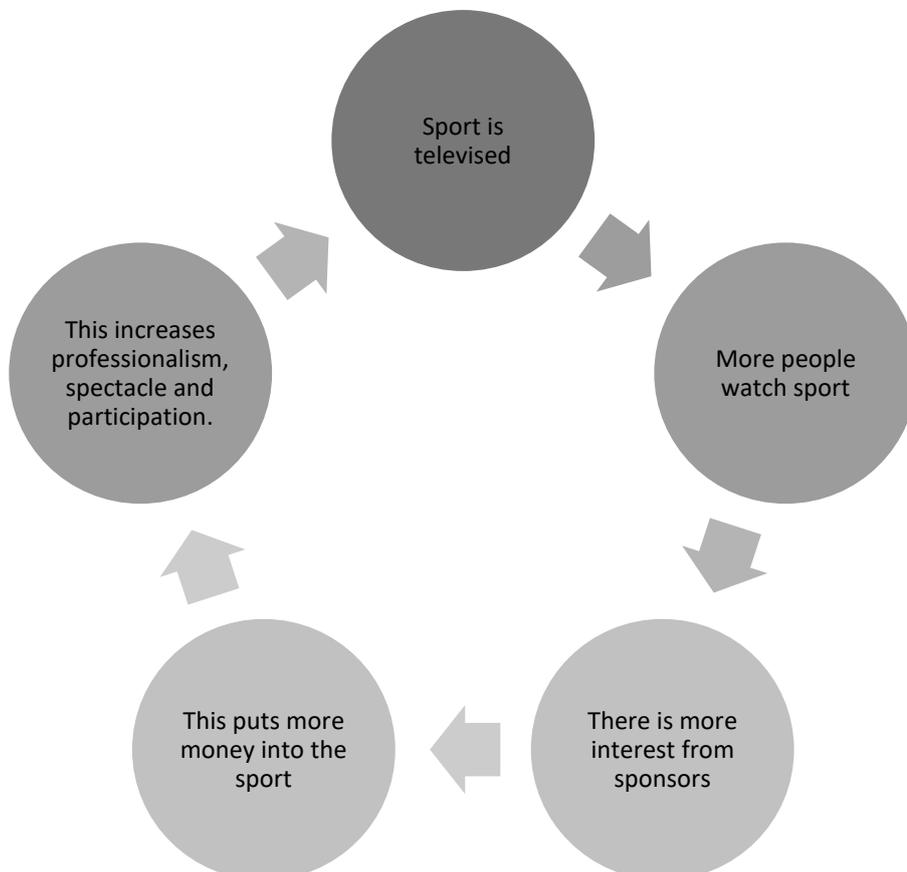
Positive impacts of sponsorship	Negative impacts of sponsorship
It gives brand awareness and favourable recognition.	Elite sports are promoted at the cost of minority sports – causes uneven development.
Creates a brand image that distinguishes a product.	Sports are adapted to suit TV coverage – such as K.O. times.
Can open dialog between companies and increases customer relations.	Sponsors may withdraw if there is no perceived gain.
Companies invest in communities.	

Commercialisation

Commercialisation describes the shift of sport from being activities that are organised for the players to being activities that are organised for the paying spectators and sponsors.

Factors leading to commercialisation of sport:

1. **Public interest in sport** – An increase in playing and watching sport has made sport a commercial commodity. It is available to a global audience through the media and advertising opportunities.
2. **Commercial opportunities** – The opportunities to sell more goods and use sport as a billboard to advertise brands. This has helped sport as there is an increase in funds so sports can improve facilities/participation/grassroots so overall performance improves.
3. **Increase in regular participation** – 15.5 million people play sport at least once a week. More men play sport than women. There are more younger people playing sport than older people. More middle class people play sport than manual workers and the unemployed. There has been an increase in minority adulty participating and an increase in disability sport.
4. **Increased spectatorship** – People are encouraged to be spectators rather than players. The number of spectators has increased significantly – especially in football. The attendance to live sporting events has also increased. More money is attracted to sports with higher spectatorship as the more people there are, the more opportunities there are to sell.
5. **Growth of the media** – More televised sport leads to more sponsorship for events and their participants.
6. **Growth of professionalism** – An increase in sporting professionals has attracted sponsorship from commercial organisations. Smaller sports, such as squash, have benefitted from this.

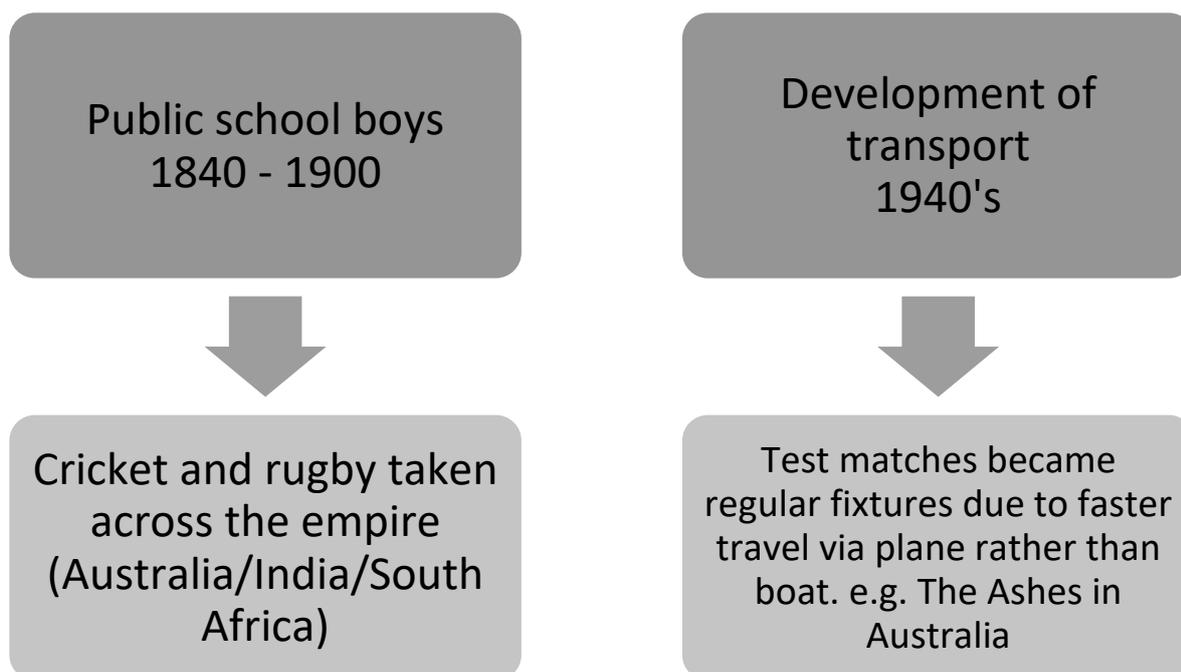


	Positive impacts	Negative impacts
Sports	Sports are able to promote themselves through commercialisation.	The less popular sports don't attract as much sponsorship so their rate of development is lower.
	More interest from sponsors leads to greater development of the game – e.g. Tyrells premier 15's	Female and disability sport suffers through lower exposure as this leads to less sponsorship so there is less money available.
	It improves facilities so, because of this, the standard of play improves.	
Performers	They receive kit and equipment from companies who are wishing to promote themselves.	They are under high pressure to perform to retain sponsorship deals.
	It provides funding which allows professionalism.	Commitment to sponsors can move focus away from sports and a loss of control.
		It can lead to deviant behaviour.
Spectators	It leads to a more exciting spectacle and entertainment.	Advertisement can take control of sport and becomes the dominant focus.
	There is more competition and sport available to watch.	Spectators may disagree with sponsorship choice.
	Sport is available to a wider audience and range of spectators.	Companies are motivated to make a profit which leads to increased ticket and subscription prices

Globalisation of Sport

A process that involves sport as a worldwide business and features corporate brands, media coverage and freedom of movement of sports participants, officials and spectators.

The concept of globalisation has been around since the 1960's however it began to develop much earlier than this.



Globalisation describes the growing role of sport in most societies across the world. This is due to:

- Improvements in infrastructure – Sports stadia, both indoors and outdoors, have been built and improved.
- The involvement of people in sports has improved across the world.
- The commercialisation and money involved.
- The media – both print and electronic versions.
- Industry – Increased production of clothing, footwear and equipment that are produced over the world for people all over the world.

Freedom of movement

National and international laws have enabled freedom of movement of individuals, especially in the European Union. This means that performers can move to different countries/regions for training and development. Successful sports clubs/teams can go on tour abroad. This increases the potential fan base of successful sports/clubs and teams. Spectators are also able to travel abroad to support teams or players. Quicker and easier travel makes competitions more flexible and therefore possible.

Historical

Until the 1960's, migration was generally limited to within the boundaries of a country. With the increased role of the media, professional football clubs have used their status and wealth to attract players from all over the world.

Economic

Huge transfer fees are paid for elite male football players which results in global clubs. Manchester United and Arsenal have predominantly overseas players in the squad. Over half of the premier league clubs are owned by foreign businessmen. The investment in facilities can attract players and coaches. Global sports stars obtain sponsorship and advertise products which enhances their global worth to sponsors.

Geographical

Many transfers in football, rugby and other sports are close to home and within the continent or culture. Cultural and social transitions for players and families are therefore not too difficult. Canada attracts 31 international players to their NBA (basketball) league due to it being perceived as a great place to live. Elite performers will often relocate to train with elite coaches.

Political

World leaders can be passionate about a sport which gives that sport a higher status. For example, Barack Obama loves basketball. This gives a sport a global appeal, national identity and acceptance. A change in political relationships can contribute to an increase in sports and migration, e.g. after the cold war, Russian hockey players moved to the US.

Social and cultural

The new global migration and mobility patterns have changed their cultural composition. It has created cosmopolitan communities and intercultural acceptance within clubs, teams and spectators.

The Modern Olympic Games

In 776 BC the Olympic games were held in the valley of Olympia in Greece every 4 years for almost 1200 years. Inspired by these ancient games, Baron Pierre de Coubertin created the modern Olympic games which were first staged in 1896 in Athens. The Olympic movement has survived wars, boycotts and terrorism to become a symbol of the ability of the people of all nations to come together in peace and friendship over sport.

Athens 1896 - 245 athletes (all male) in 43 events

London 2012 - Over 10,000 athletes in 300 events

Citius, Altius, Fortius = Faster, Higher, Stronger

De Coubertin's model was based on:

- The ancient Greek Olympic games
- Public school 'games ethic'
- Robert Dover's Olimpick games
- Much Wenlock Olympian games

Olympism is a philosophy of life combining the qualities of a body, will and mind. It blends sport with culture and education. The philosophy is to:

- Bring different countries together
- Provide healthy competition
- Be devoid of politics

The Olympic Values

The Olympic values encourage effort and to strive for excellence. They aim to preserve human dignity by demonstrating respect, no discrimination and following the Olympic spirit. They also develop harmony by celebrating friendship between athletes, countries and coaches.

Respect – This means to respect for countries, cultures and individuals. This happens by playing within the spirit of the rules and showing respect for other competitors. PE teachers and coaches help reinforce his value through the youth game.

Excellence – This means to achieve the best of your ability. Athletes must strive to achieve the best that they can. Everyone can strive towards excellence whatever their ability level.

Friendship – This is the promotion of friendly competition by bringing the nations of the world together. This creates team spirit. However this can sometimes be lost at elite levels as stakes are so high. It is more often seen at lower and middle levels of competition.

Courage – This is making personal sacrifices to achieve sporting goals. This is often shown by athletes finishing long distance events and putting themselves in danger against fierce competition.

Determination – This is the perseverance to succeed despite barriers in their way. These high levels of motivation encourage participants to stick to the task.

Inspiration – Athletes need to be role models as they are watched by millions on the global stage and have a high status

Equality – All nations have equal opportunities to enter and it is supposed to be fair for all competitors and whatever your creed, colour or background you can compete equally and fairly.

The Political Exploitation of the Olympic Games

The IOC have always aimed to keep the Olympics and politics separate but many countries use the opportunity to make a political statement. Political events can often overshadow the sporting achievements of the athletes themselves. The games are often used as the global platform of an Olympic games seems an ideal way to maximise publicity for a political statement.

Berlin 1936 – Third Reich ideology

These games were used by Hitler/the Nazi party as a stage for political propaganda for the Third Reich. He wanted the games to be a showcase for the Nazi party and he was keen that the German Olympic team would win medals across the board to show their supremacy.

The German Olympic games had been awarded to Germany before the Nazi party had come to power. The Germans trained for the games full time and stretched the definition of an amateur competition. The German top long jumper was called Lutz Lang – he was the model Nazi party image of blonde hair and blue eyes. The USA top long jumper/sprinter was called Jesse Owens – an African-American. Owens won gold medals in the 100m, 200m, 4x100m relay and long jump – beating Lang. Hitler refused to place the gold medal around his neck.

Mexico City 1968 – Black power demonstration

South Africa's invitation to the games was withdrawn due to other countries threatening to boycott the games because of their apartheid regime. During the games, African-American athletes protested to the world when 2 black athletes – Tommy Smith and John Carlos – used a medal ceremony for the 200m to protest about this and the lack of civil rights in the USA.

Smith won the gold medal and Carlos won the bronze. As they collected their medals, they both wore 1 black glove: Smith wore his on his right hand and Carlos wore his on his left. The right hand represented black power in America. The left hand represented unity in black America. The archway that they raised their arms made represented black power and unity in America. The black socks with no shoes represented black poverty in America.

Munich 1972 – Palestinian terrorism

The day before the games were planned to begin, eight Palestinian terrorists entered the Olympic village and seized 11 members of the Israeli Olympic team. The terrorists made a political request that 234 Palestinians were to be released from a prison in Israel. German authorities tried to rescue them however this failed and all hostages were killed. 5 terrorists were killed by the police and 3 were imprisoned in Germany. The IOC decided the games were to continue. The games were postponed and a memorial service was held the next day.

Moscow 1980 – Boycott

Soviet Union forces invaded Afghanistan which created a conflict that would last 10 years and extended the cold war. Margaret Thatcher said that the only way to show the Soviet Union the severity of what they had done was to boycott the Olympics. Jimmy Carter stated that the USA would boycott the Olympics if the Soviet Union didn't withdraw their forces within a month. The British hockey, fencing and equestrian teams boycotted whereas other teams decided to attend. In total 6000 competitors and 81 countries competed – compared to the 10,000 expected.

Los Angeles 1984 – Boycott by the Soviet Union

After the terrorist attack in 1972 and the financial disaster of Montreal 1976, only Los Angeles put in a bid to host the Olympics. 12 weeks before the opening ceremony, the Soviet Union announced they would be boycotting the Olympics – alongside East Germany, Poland, Bulgaria, Hungary and Cuba. In total 14 nations refused to take part in the games.

The Soviet Union blamed this on the commercialisation and lack of security measures of the games which, in their view, would result in the violation of the Olympic charter. They accused the USA of using the games for political purposes. However many commentators saw the return boycott as a ‘tit-for-tat’ retaliation for the previous Olympics.

Impacts of Hosting Sporting Events

Sporting impacts

Positives	Negatives
Gives a higher profile for sport	The facilities may be underused after the event
More funding is made available to elite sport	There is limited long term increase in participation
There is a better organisation and administration of sport	Smaller, less well known or sports not lottery funded are likely to be side-lined
Gives positive role models and inspiration	Any deviance or negatives are likely to be hyped up by the media
Increased respect for Paralympic sports	
It leaves a legacy with world class facilities and the potential for increased participation.	

Social impacts

Positives	Negatives
Showcases the country and the city – the shop window effect	Locals are often displaced to make space for facilities
Gives an increased sense of pride and the feel-good factor	Causes an increase in local prices
Encourages social integration and cooperation	There is a limited focus on long term social issues
Provides volunteering opportunities	The benefits are only felt by a minority
Decreases local crime rates	
Leaves a legacy of health and fitness awareness, as well as better infrastructure and participation	

Economic impacts

Positives	Negatives
Provides an income to the city/country	The bidding process is expensive
Gives new employment opportunities	The cost of hosting an event is high and may lead to a potential debt
Makes the area attractive to new businesses	There is limited long term jobs
	There is increased local house and rent prices

Ethics and Deviance

Ethics – Principles or rules that govern behaviour, either in life generally, or in sport specifically.

Deviance – This is seriously breaking the rules and norms. Deviance in sport is widely considered to be unethical and unacceptable.

Drugs and Doping

Legal supplements – These are used to enhance health, training and sports performance. For example sports drinks, protein shakes and creatine.

Illegal drugs – This includes the use of anabolic steroids, beta blockers, stimulants and EPO.

Legal supplements

Examples:

Creatine	Calcium	Cho powders & gels	Glucosamine
Vitamin B12	Liquid meal replacements	Recovery formulas	Energy bars
Sports drinks			

Advantages	Disadvantages
Improves general health and wellbeing.	They can be a risk as they may contain a banned substance or be contaminated.
Can enhance performance.	Issues have been raised on the long term health effects of taking creatine.
Can increase strength and recovery.	Energy drinks that are high in sugar can cause tooth decay.
They are easy to take as they can be found in powders, gels, liquids and in tablet form.	It can be argued that it is not in the spirit of the game as not all performers have access to supplements.
Sports drinks can improve hydration as they contain electrolytes and carbohydrates.	Many argue that a level playing field of physical training and a balanced diet should be enough.

Illegal drugs

Examples:

Peds	Prohibited substances	Prohibited methods	Prohibited substance (specific circumstances)
Steroids	Diuretics	Blood doping	Alcohol
Beta blockers	Masking agents	Enhanced o2 transfer	Cannabinoids
Stimulants	Analgesics	Gene doping	Local anaesthetics

Reasons why performers use illegal drugs:

- To improve performance
- They have a desire to win at all costs
- Pressure from either a coach, peers or even the state
- Physiological reasons such as to be able to train harder or recover from injuries
- Psychological reasons such as to steady nerves or to increase arousal
- The belief that most other competitors are doping so they attempt to level the playing field
- They believe that they will get away with it and don't understand the dangers
- They make a mistake by taking a banned substance in medicine

Consequences:

To society	To sport	To performers
Illegal – some drugs are also illegal in society.	Scandal – bad publicity for the sport	Improved performance
Negative publicity for the nation	Provides negative role models	Fame and fortune
	Provides meaningless results that can't be trusted	A ban/disqualification, as well as having medals stripped
		Causes damage to the body – for example addiction and impotence
		Causes damage to the mind – for example mood swings and depression

Strategies to stop the use of illegal drugs:

WADA is the world anti-doping agency. They provide a list of banned substances and assistance/funding for countries. There is also rigorous drug testing and athletes all have their own biological passports – so testing can show any massive changes.

NGB's have education programmes that provide education to coaches and athletes so they understand the implications in terms of health and in law. This helps to create and reinforce a culture of clean athletes and puts pressure on athletes to speak up if people are encouraging drug use.

Violence in Sport

Violence – Intense physical force that is directed towards harming another individual or groups of individuals and can cause injury or death. In sport it is often due to an overwhelming desire or pressure to win.

Violence is often linked to sport because:

- Violence in sport can't be separated from society and its norms and values.
- Violent crime and behaviour are features of our society and sport often reflects this and has done for centuries.
- Humans learn through imitation so are more likely to copy role models or significant others.
- Seeing violence both on and off the pitch makes it seem acceptable.

Violence in players and spectators can be caused by:

- Frustration or anger with officials or the result
- Drugs/steroids/alcohol
- If there is a lack of or limited deterrent.
- Rivalries between players/teams/communities
- Provocation or abuse
- Emotional or anger management issues

Violence that is only seen in the players can be caused by:

- Sticks or other implements that can be used as weapons – for example ice hockey
- Kit or equipment that dehumanises opponents
- The violent nature/physical contact involved with some games

Tonya Harding, white-trash queen of the triple-axel jump, who came under suspicion when an unknown assailant bashed in the knee of her rival Nancy Kerrigan when she was walking away from a practice session for the national championships in Detroit. Harding, who won the title in Kerrigan's absence, said she had nothing to do with it. Her on-and-off again husband Jeff Gillooly, however, admitted it was his plot and Harding was part of it. She was never convicted, but that made no difference. Kerrigan's career was finished, of course, but so was Harding's: she was stripped of her title and banned from competitive skating for life, her unique mastery of the triple axel forgotten. When she next surfaced in public, it was as a novelty boxer.



Deindividuation

The behaviour of individuals in a group or team situation can change because they may perceive that they are no longer accountable. This means they lack an individual identity and have become the group. This means that they do not believe they can be held accountable.

Implications of violence in sport

To society	To sport	To performers
It costs the tax payer money in policing.	It damages the reputation of the sport.	It can cause injury and impact on performance.
Some may start to seek out and enjoy violence.	It provides negative role models.	It can damage their reputation.

Strategies to reduce violence

In players	In spectators
Use psychology to help with anger management.	Alcohol controls – like in football.
Adapted rules and rule changes.	Improved facilities in stadiums.
More severe punishments.	Promotion of a family atmosphere.
More or better qualified officials at all levels.	More stewards/police presence.
Education with the emphasis on fair play.	Stricter punishments and use of CCTV to find culprits.
Greater use of technology.	More responsible media coverage.

Gambling in Sport

Match fixing – Playing a game to a completely or partially predetermined result. So when a player/team/referee deliberately underperforms to ensure one team loses or draws. This is both illegal and against the rules of the game.

Bribery – The practice of offering money to gain a dishonest advantage.

Illegal sports betting – Placing a bet with an unregistered bookmaker. This is often linked to match fixing and organised crime.

In the ancient Olympics, athletes would accept bribes to 'fix' the results by losing on purpose. The statues outside the stadiums paid for by the athletes/coaches caught cheating. In pre-industrial Britain, gambling was linked to pedestrianism and a chance to go from rags to riches. However corruption came in through result fixing and bribery became prevalent.

In the UK gambling is legal but in the US it is illegal in most states. Gambling is linked to sport because the outcomes are supposed to be unpredictable and there is an element of chance. It is exciting to watch a match if you are betting on the game.

People gamble because:

- Money – It gives people the opportunity for people to go from rags to riches.
- Social – On occasions such as horse races it is expected for people to place bets.
- Risk taking – It can be exciting to take the risk of putting money on an event.
- Escapism – It gives people a way to block out the real world as at the bookies you can spend money on bets without thinking of it.

Through a study of almost 350 cricketers and footballers, it was found that sportsmen are 3 times more likely to have gambling problems than young men in the general population – 6.1% over 1.9%. This would mean that nearly 200 current professionals have an issue.

- Increased internet availability has made gambling more accessible – there has been a huge increase in online gambling.
- It is possible to bet on a huge list of sports online.
- You can place bets on results or individual performances.
- Betting is part of British culture – the national lottery is government run.
- Gambling is worth billions worldwide.

Sponsorship also means gambling is promoted in sport:

- Gambling businesses moved in and replaced tobacco sponsorship.
- Betting companies sponsor clubs and teams.
- ¼ premier league clubs have gambling logos on shirts.
- However the relationship between sports and betting has been damaged by illegal betting.

Match fixing

International ‘fixers’ are often linked to local criminals/players or match officials. In the 2010/11 season there were 50 cases of match fixing in the UK. In the UK the most common sports that get fixed are horse racing, football and snooker. Spot fixing is common in cricket as bets are often placed on things such as the timing of the first throw in.

Spot fixing – Altering a specific aspect of the game that is not necessarily related to the final result.

Reducing corruption

Match fixing is dealt with internally by the sports governing bodies. Horse trainers can only bet to win and not lose. Jockeys can’t bet at all. Recently penalties for illegal betting and match fixing have increased – with bans, criminal convictions and fines all being put in place.

Routes to Sporting Excellence in the UK

Between 1996-2016 Britain has gone from winning 1 medal to 67 at the Olympic games. This is mainly due to the national lottery which provides funding and has made it possible to identify and train top athletes full time. London 2012 has also inspired future success.

Development routes from talent identification through to elite performance include:

The World Class Performance Programme	
Podium	Performance pathway
Podium potential	
Performance foundations	
National Age Group Programmes	Talent pathway
Regional programmes	
County programmes/ Talent clubs	
Community sports- schools, clubs etc.	

This is a targeted approach which covers summer and winter Olympic and Paralympic sports. It operates at two levels:

1. **World class podium** – Athletes with realistic medal chances at the next games.
2. **World class podium potential** – Athletes with realistic medal chances at not the next games but the one after.

Funding is given to athletes with a chance of success. This is decided by UK Sport and distributed to NGB's before being delivered via institutes for world class support

Funding is also given to athletes for living and sporting costs via the athlete performance award. This allows athletes to train full time in order for them to maximise their performance.

Identifying Sports Talent

UK Sport runs talent recruitment and talent confirmation programmes. These run through the following phases:

1. **Phase 1** – Physical and skill based tests linked to the sport and an analysis of training and competition history.
2. **Phase 2/3** – This involves further assessment of athletes suitability to the sport.
3. **Final confirmation phase** – Selected athletes train over 6-12 months. They are continually assessed to see if they are suitable for elite sport. Those who are unsuccessful are given opportunities to stay within the club system.

#DiscoverYourPower was a 2016 initiative between UK Sport, EIS and British cycling to identify future Olympic/Paralympic medal winners. It is aimed at powerful 15-21 year old females to be fast-tracked onto the sprint programme having acknowledged a gap in this area. The best will join the world class cycling programme.

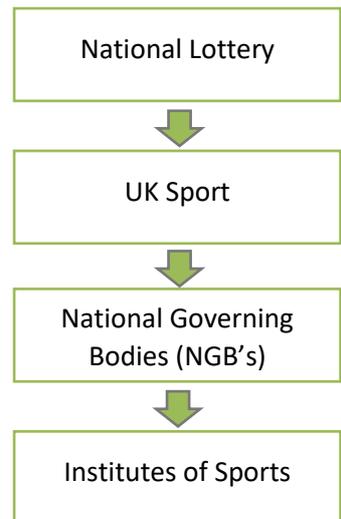
Tall and Talented was a search for men over 6'3" and women over 5'11" who may be suitable for basketball or rowing. They were aiming to get athletes to Rio 2016.

The role of UK Sport in developing sporting excellence

- They invest approx. £100 million annually in the world class programme and manages the lottery funding.
- World class programme- invests approx. £100 million annually/distributes & manages lottery funding.
- Works to promote ethical behaviour/ drugs free sport.
- Works to attract global events.
- Works closely with NGBs & National institutes.
- Work to increase the efficiency of the organisation & administration of sport in the UK.
- Helps elite performers develop a performance lifestyle.
- Talent ID and managing TASS.

The role of National Institutes in developing sporting excellence

- The UK's nationwide network of expertise and facilities – 'the team behind the team'.
- The UK has national institutes in England, Northern Ireland, Scotland and Wales.
- The institutes are the UK sports science, medicine and the technology 'arm'.



- They provide world class:
 - Coaching and analysis
 - Sports science including nutrition, psychology, biomechanics, strength and conditioning, sports massage etc.
 - Facilities e.g. the English institute at Bath and Loughborough University
 - Lifestyle advice

Examples of talent ID programmes

Jonnie Peacock MBE won Gold at the London 2012 Paralympics in the T44 men's 100m event beating the champion sprinter Oscar Pistorius.

Jonnie lost his right leg below the knee after contracting meningococcal septicaemia at the age of 5. Always active, he went on to play for his school football and rugby teams.

In 2008 Jonnie decided to find out more about disability sport and his prosthetist told him about a talent identification event taking place in London's Mile End at the end of that year. At the talent day Jonnie tried out a few sports including wheelchair tennis, pistol shooting and a 60m sprint. A few days later the British Paralympic Association invited him to attend trials for a 5 month power programme.

Jonnie made it on to the program and from there got set up with UK Athletics and a local sprint coach. He has been training and improving in the 100m sprint ever since.

Lizzy Yarnold and Laura Deas became skeleton athletes through UK Sport's Girls4Gold scheme. They both attended the same recruitment event in 2008. The idea was to identify talented young female athletes who had the right profile to succeed in six Olympic sports, one of which was skeleton.

Research tells us that young people from multi-sports backgrounds were most likely to be able to learn new sports quickly. Lizzy had been a heptathlete, and Laura had an equestrian background which had included several disciplines.

The Role of Schools, Clubs and Universities in Developing Sporting Excellence

Schools and colleges can provide:

- Government funding (especially in primary schools) to develop school sport
- A strong PE programme that is compulsory and introduces students to a range of sports
- A strong and wide ranging extra-curricular programme including competitive fixtures
- Strong links with clubs and community sport so widens the performance pyramid base
- Courses for sport and physical education at GCSE, BTEC and A level
- Development of fundamental and transferrable skills

Clubs can provide:

- Advanced apprenticeship in sporting excellence (AASE)
 - This is a sport performance programme aimed at talented young athletes aged 16-19
 - They need to be professional, full time or identified by their NGB as an elite athlete/potential to be elite
 - It lasts 12-24 months
 - It measures the athletes' ability to plan, apply and evaluate their development preparing them for a career in elite sport and beyond
- NGB's provide investment that supports the development of talent athletes within a club environment
- Clubs provide a league and national competitions
- Nurture and encouragement of talent by providing financial help, coaching and guidance

Universities can provide:

- Sports scholarships and bursaries which include sports science support. This includes access to sports centres, physiotherapy and specialist coaching.
- Sharing of facilities as a centre of excellence for elite performers – for example Bath and Loughborough universities are EIS centres
- Undergraduate and postgraduate funding through the talented athlete scholarship scheme (TASS)

Strategies to Address Dropout/Failure from Elite Programmes

Athletes may drop out from elite development programmes because the demands are too difficult to sustain. This may be because of poor performance or injury, or other factors such as financial implications, media pressure or family commitments.

Dropout can be prevented by:

- Giving athletes help with lifestyle education including skills such as dealing with the media and sponsorship
- Providing the athlete performance award (APA) to give an income of up to £65,000 per year (up to £28,000 is given directly to a podium athlete through the APA)
- Encouragement of good relationships within a team and with coaches
- A strategic and varied approach to coaching and mentoring with regular feedback and discussion
- Support with education alongside training and competition
- Helping athletes with planning for life after high performance sport

Technology and Sport

Elite sport

- **Access** – Disabled athletes now have more opportunities to reach elite levels in sport. Prosthetic devices have been developed for athletes with specific disabilities. For example, 'spring like prosthetics act like a spring board and aid running action and have shock-absorbing properties.
- **Facilities** – There are an increased number of specialist facilities e.g. Team Bath have a push track for skeleton and bobsleigh athletes. Many facilities now have specialist rehab areas/centres and hydropools – Manchester United bought an MRI scanner to diagnose and monitor players. There has also been an increase in all weather pitches such as 3G and 4G and many pitches are floodlit. In 2009, Bisham Abbey sports centre spent £2 million on improving facilities to help athletes prepare for London 2012.
- **Equipment** – Equipment is more ergonomic as trainers, bike helmets, skin suits etc. become more and more efficient and fit for purpose. Equipment such as tennis rackets and hockey sticks are now being made from composite materials so they are more lightweight than their wooden alternatives. Hypoxic chambers and antigravity treadmills are more widely available.
Precision hydration allows athletes to monitor sweat loss in an athlete to give accurate levels of hydration for training and competitions. They do this by analysing the sodium content of the sweat so they can determine the right concentration for hydration.

- **Monitoring of exercise** - Technology has led to the development of more effective physiological testing for athletes. An example of this is VO₂ max and lactate threshold testing. Many athletes also wear GPS trackers and heart rate monitors during competition that can track speed, distance and heart rate. Performers can be analysed through wind tunnel testing and biomechanics – such as force plates.
- **Safety** – Protective equipment over all sports has improved. It has become more protective and lightweight. Cricket pads are now worn at elite levels to protect the back of the neck and gumshields are worn in rugby and hockey to protect the teeth. High exertion activities can now be monitored through ingestible computers that transmit information about blood pressure and body temperature in order to avoid overexertion.

General participation

Technology has had some positive impacts on general participation, such as:

- **Access** – There has been an increase in disabled sport participation as technology that enables them to play sport has become more widely available. Many buildings are now wheelchair accessible and swimming pool hoists are now more common. There are also artificial ski slopes which allow participation in skiing without having to move further afield.
- **Facilities** – Artificial pitches are now more available to use, allowing participation throughout the year when grass pitches are in too bad a condition to use. For example, the RFU is building many 'Rugby 365' pitches (3G and 4G) that are available to hire to keep players playing throughout the season. Pitches are also often floodlit which allows training and matches to be played in the dark. There has also been an increase in the amount of and facilities within gyms.
- **Equipment** – Lighter tennis rackets are now widespread which allows more players to take up the sport more easily. Lightweight, wicking clothing and trainers allow people to be more comfortable when playing their sport which would encourage participation. Equipment such as bikes have reduced in price, allowing more people to participate.
- **Monitoring of exercise** – Fitness trackers are widespread which allow people to track their activity levels. There are many options which include use of a fitbit, apple watch, GPS or a pedometer. The majority allow you to track your steps and distance travelled, and some allow you to monitor heart rate.
- **Safety** – Most sports with risk of injury have widespread safety equipment that may or may not be compulsory. Sports such as rugby and hockey encourage gumshield use, hockey and football encourage shinpad use, and ski boots are designed with safety in mind.

However, technology has also had some negative impacts on general participation, such as:

- **Cost** – The development of technology is expensive so performers from developing countries may not have access to this technology. This puts them at an automatic disadvantage as elite athletes who are sponsored or have sufficient funding can afford the latest designs in equipment and training facilities – those that do not, cannot. This means that athletes may be prevented on moving further up the performance pyramid which, in turn, provides demotivation.
- **Range of alternatives** – There are many alternatives to playing sport. Many people would choose to use other technology such as computer games can make people more sedentary and less likely to participate in sport.

Entertainment

Modern technology can enhance the enjoyment and the entertainment value of sport and has had some positive impacts, such as:

- **Action replays** – During live events there are often giant screens showing the action and live action replays. This is enjoyable if the spectator has missed something or they want to relive a successful moment for the performer/team they are supporting.
- **Multiple camera angles** – Having access to multiple camera angles allows us to view every aspect of a performance. For example, a swimming race can often be viewed through several underwater cameras and poolside ones. Spectators also like to assess whether officials have made the right decisions and watching from multiple camera angles allows for this.
- **Slow motion technology** – Spectators like to have slow motion replays as they are able to see the detail of what has happened. It improves the entertainment event as they are able to see things that they otherwise would have missed.
- **Improved analysis** – Entertainment in sport can be enhanced through a greater understanding of what is going on, the techniques involved and the rules that should be followed. Technology can include different ways of analysing performance in sport so that the viewer can gain a greater insight and more interest and understanding – which in turn can increase the entertainment value.
- **Punditry** – Typically, this is when a knowledgeable or experienced person who, through the media, offers their opinion, guidance or commentary on a particular sport. During sports punditry, technologies are being employed more frequently – such as motion capture analysis. This involves digitally recording athletes movements during sporting activities which can be used for performance evaluation by the pundits which increases spectator entertainment.

However, modern technology has reduced the entertainment of sport and has had some negative impacts, such as:

- **Interruption and delay** – Constant interruptions, due to video playback and punditry analysis can interfere with the flow of the event and irritate viewers. The technology may not work or there may be a delay in gathering the required information which can reduce the entertainment value of the event.
- **Reduced live attendances** – Sports can lose valuable revenue when spectators opt to watch on television, via the internet or listen on the radio. Highlights, replays and being able to watch in the comfort of your own home – relatively cheaply – may reduce live audiences at sports events.

Fair outcomes

Modern technology has increased fair outcomes in many ways:

- **Better timing devices** – Timing for events such as swimming races and athletics has become more accurate. They now measure to 100th of a second and are more accurate as to when someone crosses the line/finishes. This allows the athletes to have an accurate time that they/others can beat. It also allows officials to determine the winner in very tight races.
- **Increased accountability of officials** – Technology has made the officials more accountable for their mistakes. This is because the technology is there to allow their decisions to be

scrutinised both by the public and the NGB's. This means that anything that they get wrong will be seen and pointed out to them – so they have the pressure in order to get it right.

- **More accurate decision making** – Most professional sports use instant replay to help officials make the correct decisions. Rugby uses a TMO system where there is a '4th referee' who watches the replays on a screen to assist the match referee when asked. Tennis and cricket use Hawk-Eye technology which is a camera system that records a ball's trajectory – so it can see where it lands.
- **Improved detection of foul play** – Technology can help improve detection of foul play as video replays allow referees to assess whether foul play has occurred. It also allows players to be appropriately sanctioned for serious offences in trials etc. that may lead to bans or fines as you can re watch the action.
- **Improved detection of doping** – Doping is detected by firing a beam of electrons at urine samples to ionise them (mass spectrometry). Each substance the sample may contain has a unique 'fingerprint' that scientists know so they can rapidly detect doping. Over the years, 'undetectable' illegal drugs have had tests developed that means they can now be detected. Performers now tend to have a biological passport that doping authorities can refer to so if there is any major physiological changes in an athlete, they may decide to scrutinise them further.

However, it has also limited fair outcomes because:

- **Access to modern technology can be limited** – Technology can be expensive. This means that performers from developing countries may not be able to afford the latest in technology to keep up with competitors. This gives them an unfair disadvantage. An example of this was that in 2009 LZR racer swimsuits were deemed to give performers too much of an advantage as they made swimmers more buoyant so the regulations on full body swimsuits were changed.
- **Drug testing technology cannot keep up** – Doping techniques are continuously being developed and advances in genetics are particularly relevant. Gene therapy can improve sports performance by altering the genetics of an individual, they can be made more suited to the sport. New drugs are also constantly being found and these may not have a recorded 'fingerprint' to enable detection.
- **Pressure on officials** – Officials will now have more pressure to make the right decision as it can be scrutinised by many people. Officials also have reported feeling under increased pressure to use it more rather than make their own decisions.