



The role of sport in society

Sport has a significant impact on leisure, business and entertainment. Modern-day sport boosts tourism, develops core values, and creates a feeling of national pride. Sports can also break down social barriers, stereotypes and prejudices. Regular physical activity also **enhances quality of life, reduces medical costs and increases productivity**.

Socialisation is the way humans adjust to their culture, the process by which they become participating members of society.

School and sport: school sport can encourage respect, competitiveness, teamwork, tolerance, cooperation, personal effectiveness, problem solving, leadership, critical thinking, decision making, fair play and sportsmanship.

Politics and sport

Sport has been used for political reasons to **promote healthy living, for economic purposes, to promote social integration and as a propaganda tool to promote political ideologies**.

Sport is littered with high-profile incidents in which politics have played a major part. Examples include the 1936 and 1968 Summer Olympics, the boycott of South Africa in the apartheid era and Mohammed Ali refusing the Vietnam War draft in 1967.

The spread of games

There are several key areas that need to be considered in the development of sport after the industrial revolution: **urbanisation, transport, spectatorism, the British Empire, churches and local authorities, Oxbridge, the codification of modern sports and the formation of governing bodies**.

The role of 19th century public schools in modern sport

Prior to the industrial revolution, recreational activities were split between the peasants and the gentry. By the 17th century, mob games had become popular activities. In the 18th century, the church provided feast days and spaces for gatherings. Cricket, horse racing and bare-knuckle boxing were popular. During the 19th century, society was centred around Christianity and a Protestant work ethic.

The cornerstone of public schools was the link between a **healthy mind and body**, where **muscular Christianity** developed manliness, physical endeavour and moral integrity. This is closely linked to **athleticism**. There were three stages to the development of athleticism.

Stage 1: a large part of a boy's life in the school was playing games, and these pastimes were organised entirely by the boys.

Stage 2: in the early 19th century, Dr Thomas Arnold took over as headmaster at Rugby School. He was a firm believer in the importance of healthy minds and bodies.

Stage 3: in the latter part of the 19th century, Christian values were inherent in public school games. Sport was starting to be seen as an institution, with a reliance on discipline, teamwork and sportsmanship.

The speed of the development of athleticism was much slower in girls' public schools due to the traditionally perceived role of women, where education was seen as a threat to the behavioural norms of society.

Amateurism to professionalism and the modern Olympics

Pierre de Coubertin was the founder of the IOC. He based the modern Olympics on the ancient games and their values. The first modern Olympic Games were held in 1896 in Athens. The principles and philosophy of the games were Citius, Altius, Fortius, fair play, amateurism, friendship and education.

Shamateurism developed during the 1970s and 1980s, moving towards professionalism in the games, led by American commercialisation.

Ethics and deviance in sport

The sport ethic is about the athlete's sacrifice for 'the game'. There are four dimensions of sport ethic: **sacrifices, striving for excellence, playing through pain and no limits of possibility**.

Sportsmanship: conforming to the written and unwritten rules of the sport. The unwritten rules tend to be the spirit of the game.

Gamesmanship: using whatever means possible to overcome your opponent, which includes playing outside of the rules.

Deviance: any behaviour that differs from the perceived social, legal or sporting norms. **Positive deviance** is moving away from the norm without an intention to break the rules. **Negative deviance** occurs when a player, manager or spectator behaves in a way that knowingly breaks the rules or ethics of the sport.

Causes of deviance: individuals lacking the moral restraint to resist; rewards for winning being so great that people are prepared to take the risk; deviant behaviour becoming more common and governing bodies feeling less able to punish it, owing to commercial interests or fear of being taken to court.



Doping in sport

Doping means taking illegal substances to improve performance. Substances and methods are banned when they meet at least two of the three following criteria:

1. They enhance performance
2. They pose a threat to athlete health
3. They violate the spirit of sport

The most common substances are androgenic agents such as **anabolic steroids, stimulants, diuretics, peptide hormones** and **beta blockers**.

Testing: most doping products can be tested using mass spectrometry on a urine sample. Each substance has a unique fingerprint.

Biological passport: an electronic document that contains biological information about the athlete.

Social differentiation in sport

Social differentiation: the way that groups separate themselves from each other through appearance or behaviour. The opportunities to participate actively in sport are stratified according to **socio-cultural characteristics** such as **race, gender** and **class**.

Barriers to participation can be split into two areas: **discrimination of minority groups** and **socio-cultural and economic factors**.

Discrimination is the use of a negative perception to make a distinction between individuals or a group. **Prejudice** can be based on race, racism, racial stacking, disability or gender.

Socio-cultural and economic factors that affect opportunity, participation, provision, attitude and values include time, finance, education and facilities/location.

Social control: the method by which an individual's attitudes and behaviours are regulated by society's values.

Stereotype: "...a fixed, over generalised belief about a particular group or class of people." (Cardwell 1996). The barriers to participation for all disadvantaged groups include stereotyping, lack of specialists, lack of media coverage and lack of role models.

Social mobility: sport is seen by some as a vehicle for social mobility. Success leads to the creation of more role models and the breakdown of barriers.

Sexploitation: this occurs when the sexual attributes of female athletes, rather than their athletic prowess, are highlighted in order to increase levels of sponsorship and media coverage.

Sport and the mass media

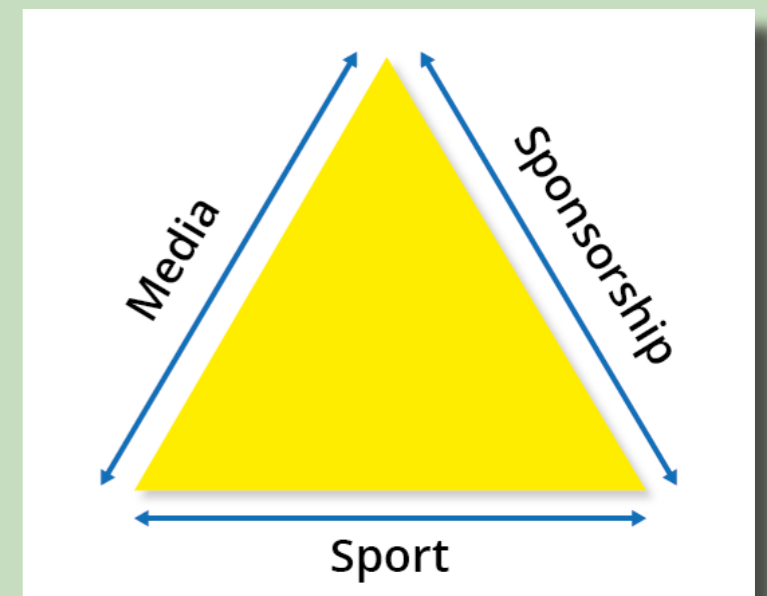
The purpose of commercial sport is to make money. The media functions to **inform, educate, interpret, entertain** and **advertise**.

Media coverage promotes the commercialisation of sports, providing publicity and creating spectator interest. Radio and newspapers were the earliest forms of media coverage; television, the Internet and social media are now the main forms. There is a **relationship between success and media coverage**, which in turn generates greater levels of sponsorship.

Sponsorship: financial support for a sport (be it an event, organisation or athlete) by an outside body (be it a person or organisation) for the mutual benefit of both parties. **Women's sport** still lags behind men's in terms of status, finance, coverage and sponsorship, but this is beginning to change.

The golden triangle: these partners make an equal contribution to the effectiveness of the others. Increased revenue from commercialisation allows sports to fund grass roots initiatives, improve training facilities, improve coaching at elite levels and develop technology for performers.

Effects of media coverage on sport: the media can increase or decrease popularity by the extent of coverage. Some sports lose popularity due to a lack of coverage, whereas others gain popularity from increased coverage.





The sports development pyramid and continuum

The sports development continuum, or performance pyramid, is a model that represents a person's involvement in sport by the stage they are at in terms of ability and participation, ranging from foundation to elite.

Sport, commercialisation and globalisation

Commercialisation: sport has become a big business, due to more leisure time, money, transportation and availability to media outlets. Sport and sports performers are seen as commodities that can be bought and sold, and the market is the driving force in sports development.

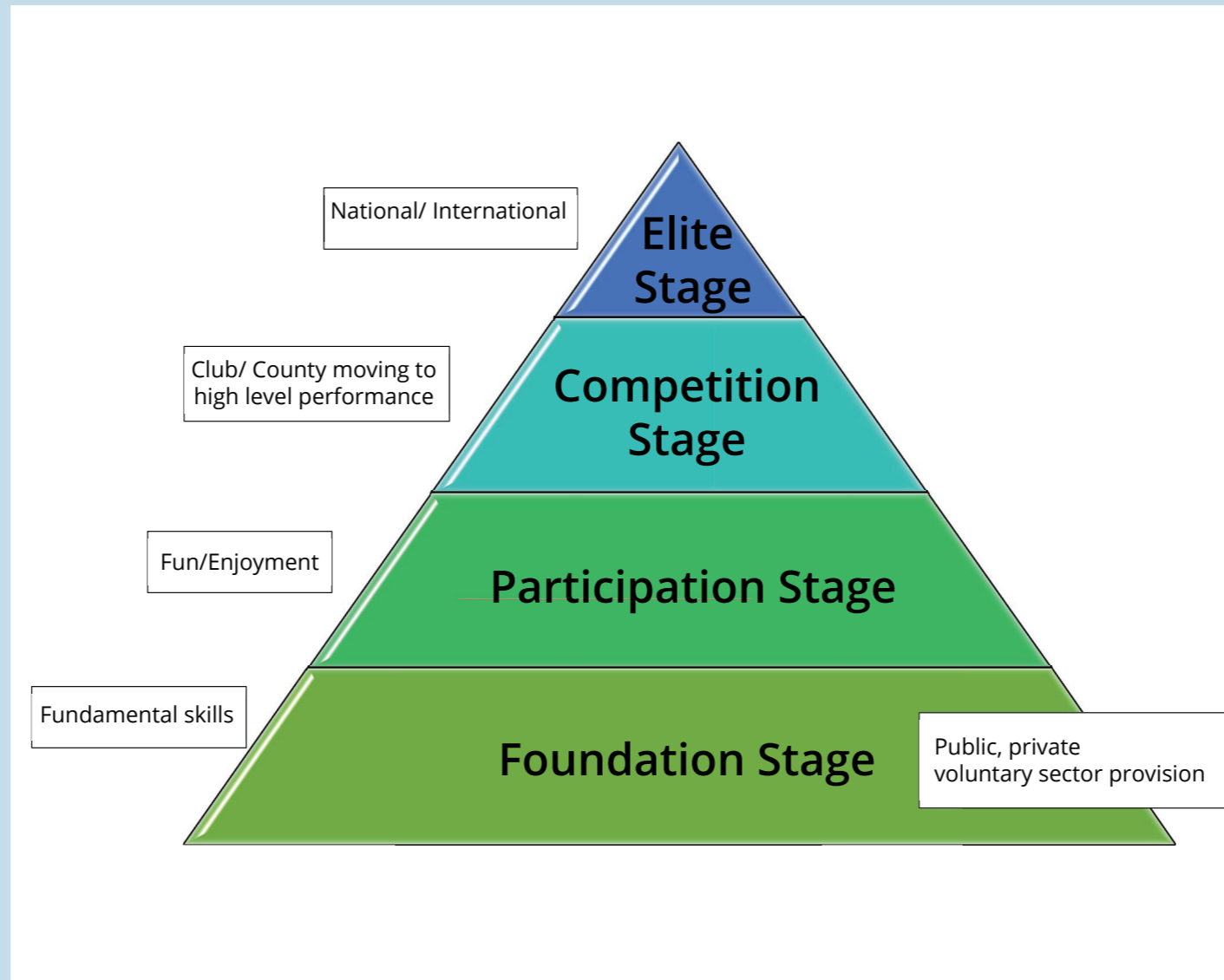
The business of sport: corporations understand the importance of sport as a marketing and branding tool for their product; athletes and sporting teams have a global marketing capacity.

Globalisation of sport: there are **three underpinning factors** that have led to globalisation: **media coverage, freedom of movement for performers and greater exposure of sport.**

Cashmore's three levels of globalisation: the **creation of global sporting competitions, the development of satellite communications and the growth of the global market.**

Strategies for improving participation amongst disadvantaged groups

Equal opportunity means being treated fairly without any form of discrimination that might prevent participation. Participation relies on provision, which is influenced by public and private sector facilities, opportunities in schools and local clubs, location and coaching availability.





The organisational structure of UK sport

There are several **external organisations** that play a role in providing support to performers moving from grass roots to elite level. These include **UK Sport**, the **English Institute of Sport**, **Sport England**, the **Youth Sport Trust** and the **Department of Culture, Media and Sport**. However, the existence of so many organisations means that some money is wasted.

Schemes aimed to **improve provision** and **promote mass participation** within the UK include **County Sport Partnerships (CSPs)**, **specialist sports colleges** and **school and sport club links**.

A link exists from the base of the sports pyramid to elite level, as success creates role models who inspire others and provide motivation to progress up the pyramid. There are various schemes and agencies that deal with talent identification in the UK.

UK Sport – World class programme

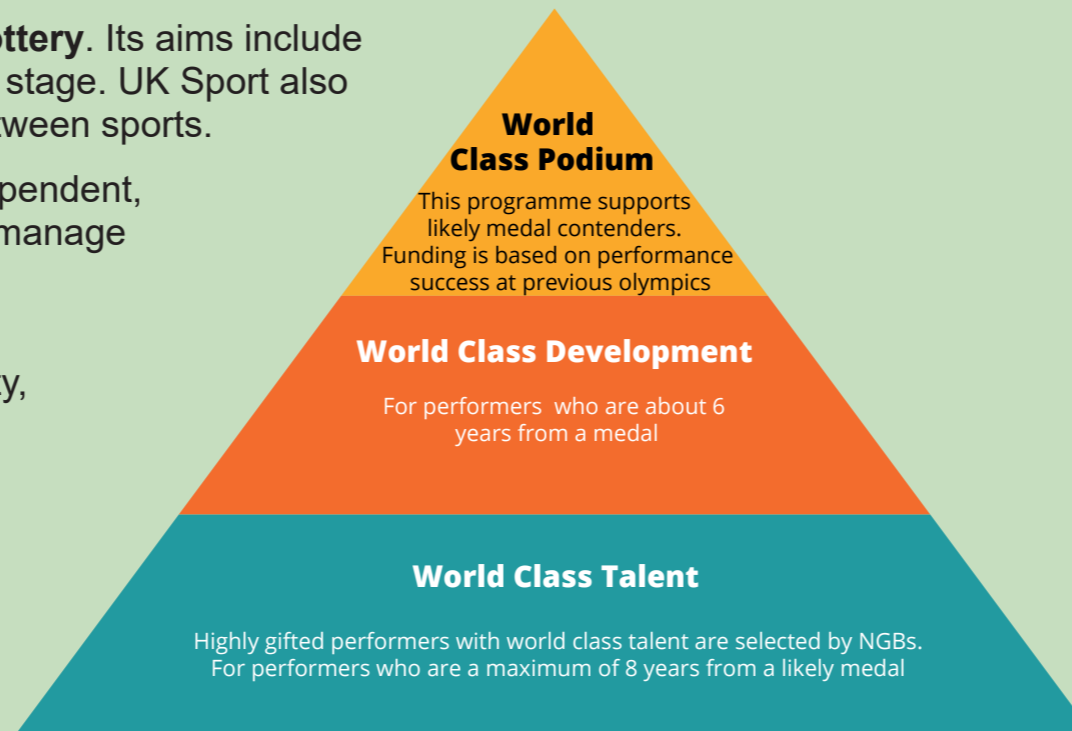
This programme is funded by the **National Lottery**. Its aims include **winning medals** on the international sporting stage. UK Sport also recognises the potential of **talent transfer** between sports.

National governing bodies (NGBs) are independent, self-appointed organisations that govern and manage the running of their sports.

Councils provide a wide range of leisure and cultural facilities and services in the community, including indoor and outdoor leisure facilities, sports pitches, playing fields and playgrounds and public parks.

Private sector provision exists to make a profit; it is a growing sector that has experienced rapid growth in the last 20 years.

Voluntary sector provision is characterised by member ownership and raising funds through members' fees, fundraising and sponsorship.



The benefits of mass participation

Participation in sports and physical activity can have **positive effects** on an individual's **physical, social** and **psychological** well-being. For the last 20 years, governments and sports organisations have tried to increase participation rates. Barriers to participation generally divided into three categories: **opportunity, provision** and **esteem**.

Physical benefits: regular exercise can reduce the risk of obesity, cardiovascular disease, diabetes, cancer and osteoporosis.

Social benefits: participation in sport creates opportunities to meet new people. The social elements are believed to be an important aspect behind continued participation.

Psychological benefits: participation in sport can help to reduce levels of anxiety and depression and increase levels of self-confidence and self-esteem by releasing hormones such as endorphins in the brain.

The physical, social and psychological benefits have **wider benefits for society** in areas such as **behaviour, health, economics** and **social cohesion**. In recent years, governments have increased control over sport and physical activity.