

## OVERVIEW of Sport and society

**Discuss the statement: 'It is not the game that has changed but the players'**



## A. Overview Ethics and Deviance

---

- There are four dimensions of sport ethic; sacrifices; striving for excellence; playing through pain; no limits of possibility.
- In the ethics of sport, the athlete's sacrifice is for 'the game'. Performers challenge themselves to the ultimate physical and mental limits. It is at this point that their behaviour and participation become vulnerable to corruption.
- Deviance is any behaviour, which differs from the perceived social, legal or sporting norm.
- Since the Olympic moved from amateurism to professionalism in the 1980s and commercialisation, Americanisation and the Lombardian ethic is part of competitive sport there seems to be a shift in emphasis from sportsmanship to gamesmanship.
- Doping means athletes taking illegal substances to improve their performances, the most common of which are stimulants and hormones.
- Sport is also used to promote positive values in society generally. By demonstrating these values on and off the field, sportspeople become positive role models, particularly for young people.
- The International Olympic Committee (IOC) defines the three core Olympic values; determination, respect, passion, hard work, integrity.

## B. Overview Mass participation to elite sport

- Benefits of physical activity include improving your physical, psychological and social wellbeing.
- Governments have also stated the wider benefits of physical activity, they include; reducing crime; improved social integration, community spirit, qualifications; character building and increasing individual pride; national pride; political propaganda (USSR in the 70's).
- The sports participation pyramid is made up of the foundation, participation, performance and elite stages. The different phases of talent identification including the use of fitness testing, skill-based testing, functional movement screening, medical screening, behaviour and psychological assessment and performance lifestyle (to assess suitability within a competitive sports environment).
- There are a number of organisations that oversee sport in the UK.
- National governing bodies organise rules, competitions and structure for the sport e.g. WRU and FA.
- Sport Wales/England/Scotland – Responsible for developing sport or funding less wealthy Olympic or Commonwealth Games sports e.g. Judo.
- Youth Sports Trust – Charity set up to promote mass participation within a variety of sports.
- UK Sport – Responsible for Elite Sport Olympic sport and anti-doping).
- Factors affecting individual participation include: Opportunity e.g. money or time available; Provision e.g. facilities; Esteem e.g. confidence to take part in an activity.
- Inequality and discrimination in sport is often linked to certain members of society, these include: Ethnic minorities; Women; Elderly; Disabled
- Talent Identification is used to attempt to identify future elite performers. Testers look for both physical and psychological attributes in a performer

- U.K. Sport has set up a number of talent identification schemes, attempting to find future Olympians.
- U.K. Sport has set up a scheme to develop talent called the World Class Programme. It has 3 stages: World Class Talent; World Class Development; World Class Podium.
- Criticisms of sport organisation in the UK include; too many organisations and governing bodies with no clear structure; little communication between organisations; Different organisation have similar roles and responsibilities; So many organisations means money is wasted.

## C. Overview Media, commercialisation and globalisation

- Commercial sports are organised and played to make money as entertainment events. The media functions to; inform, educate, interpret, entertain, advertise.
- Sport and sports performers are seen as commodities that can be bought and sold and it is the market that is the driving force in sports development.
- Corporations understand the importance of sport as a marketing and branding tool for their product, athletes and sporting teams have a global marketing capacity.
- The media (including social) offers a more interactive involvement in the coverage than ever before. This has created a culture of spectators that will have never been to watch sport live.
- Sponsorship is an agreement between a company and an event/sport/athlete where the company gives money or the equivalent in kind - in exchange for rights to associate the company name with the product.
- Golden triangle - media, sponsor and sport: Each of these partners makes an equal contribution to the effectiveness of the others. It seems impossible for elite sport to survive without the reliance on the other two partners.
- With vast money and exposure of sport there has been an increased dramatization of sport; sensationalising sporting contests and sexploitation.

## Acknowledgements

Page	Image description	Acknowledgements
COVER	Rugby players shaking hands	David Rogers / Getty Images