

CHAPTER 15: Emergence & evolution of modern sport between 1900 & present

Practice questions - text book pages 188 - 189

- 1) Creating new sport programmes for girls and women is one of the recommended strategies for changing the way we do sports. The advantage to this strategy is that new programmes:
- provide new settings for women to learn to be tough competitors.
 - can be organised to challenge traditional gender ideology.
 - effectively exclude men from all positions of responsibility.
 - give women opportunities to dominate other women on and off the field.

Answer: b.

Explanation:

- Gender ideology refers to attitudes regarding the appropriate roles, rights and responsibilities of men and women in society and traditionally girls and women have been stereotyped and discriminated against.

- 2) We often talk about sports performers playing fairly. Which of the following options best describes gamesmanship?
- playing within the written rules.
 - it's not whether you won or lost that matters, it's how you played the game.
 - the intention to compete to the limit of the rules and beyond if you can get away with it.
 - fair, generous and polite behaviour, especially when playing a sport or game.

Answer: c.

Explanation:

- Apart from choice c. all the other options describe sportsmanship, whereas c. describes behaviour outside the rules of the sport which aims to gain advantage over the opponent.

- 3) The story of 20th century English sport has been the widespread erosion of amateurism.
Which of the following is not responsible for this change?
- television broadcasting.
 - influence of internationalism which offers the governing bodies the prospect of enhanced prestige for their sports.
 - opportunity to become a salaried professional.
 - sheer joy of winning.

Answer: d.

Explanation:

- The sheer joy of winning is an amateur ideal in sport.

- 4) Which one of the following is mainly responsible for globalisation in sport?
- increased participation.
 - the sporting media.
 - cheap air fares.
 - gender equality.

Answer: b.

Explanation:

- This huge global media industry provides instant access, live scores, celebrity details, news and stories and hence is mainly responsible for globalisation in sport.

- 5) Identify a key factor that has enhanced participation patterns among girls and women in team sports.
- increased health and fitness.
 - positive use of free time.
 - improvement in social skills.
 - equal opportunity.

Answer: d.

Explanation:

- Gender equality has empowered girls and women to access team sports such as football and rugby that have previously been considered as a male preserve.

- 6) Identify a key factor which may negatively disadvantage working class sporting opportunities for young children.
- sports facilities.
 - coaching.
 - sports clubs.
 - poorer health.

Answer: a.

Explanation:

- Young children, from working class families, tend to have poorer health than other children. This could be due to factors such as low income, poor diets and housing.

- 7) Explain three social or cultural factors that inhibit an athlete's progression to elite level. 3 marks

Answer:

- Poor social-economic status - may not be able to afford equipment, coaching, travel costs etc, thus restricting opportunity to participate.
- No support from family members could affect motivational levels.
- Barriers to participation such as gender, age and ethnicity.
- Lack of sporting infrastructure such as facilities.
- Geographical location – could live in a rural area that could limit choice.

- 8) What social and economic barriers to sport and leisure do women face in the 21st century? 4 marks

Answer:

2 marks for 2 of:

Social barriers:

- Sport not included under sex discrimination act.
- Gender role/psycho-social needs/stereotyping.
- Inappropriate/inappropriate activity due to physiological stereotyping myths such as females should not do weight training.
- Sport is seen as a male preserve and so women are kept out.
- For example, some golf courses will not let females access to member's lounge.

2 marks for 2 of:

Economic barriers:

- Lower income.
- Less time which could be due to family commitments and work.
- Less resources, lower funding and fewer facilities.
- Effects of lack of media coverage which does not portray female role models to the same extent as male role models.

- 9) UK educational opportunities have improved during the 21st century. Discuss the impact on sports participation. 6 marks

Answer:

- More and better facilities for sport have been developed alongside schools.
- Hence more school pupils get experience of a bigger range of sports.
- Where they may find a new sport which they are good at (as opposed to soccer for boys and netball/hockey for girls).
- There are more students entering higher education than ever before.
- This enables students to participate longer (perhaps up to the age of 23), since the pressure to earn a living is not yet dominant.
- Opportunities within the student population are wider.
- Specialist universities for sport - which act as hubs for sport in the UK
- For example Loughborough, Bath, Brunel and others have amazing sports facilities which attract the most talented students.
- So the main impact is to prolong the moment at which students will give up sport because of the impact of the rest of life.

- 10) There are many reasons for the growth and change in leisure time and recreational activities during the 20 and 21st century in the UK. Discuss. 6 marks

Answer:

- *Working hours* have been reduced by the application of technology.
- *Labour-saving gadgets* have reduced house-hold chores, particularly for females.
- *Increase in life expectancy*.
- *Increase in disposable incomes*.
- *Improved education*.
- *Social mobility*.
- *Improved leisure facilities*.
- *Early retirement*.
- *Unemployment*.

- 11) a) Discuss the development of Saturday Half-Day and the emergence of working class sport. 4 marks.

Answer:

- *During the latter half of the industrial evolution the large factory owners realised that a shorter working week enabled workers to rest and be more productive..*
- *Male workers realised that they could use this time to play sport (mostly soccer).*
- *And teams were created to use this time.*
- *Spectatorism (consisting of working men) was huge on saturday afternoons.*
- *Large factories also developed facilities (pitches and changing rooms) to be used on these occasions.*

- b) Account for the delay in the opportunities for the working class to be able to play games such as lawn tennis.

4 marks

Answer:

4 marks for 4 of:

- *Didn't have enough time as working class worked long hours.*
- *Lack of disposable income, so couldn't afford equipment and fees.*
- *No garden (not just space).*
- *Was not included in state school system until the 20th century.*
- *Initially amateur development was meant for the middle and upper classes.*
- *Excluded from clubs, local authorities, discrimination by middle class.*
- *Lack of public provision via local authority.*
- *Working class people did not have same middle class values, dress code and etiquette, there is still a hangover from this in the insistence that Wimbledon players always wear whites for playing.*

- 12) Identify and explain the factors that can influence an individual's participation in sporting and recreational activities 4 marks

Answer:

4 marks from 4 of:

- **Resources** – access to money, facilities, effective coaching, transport, clubs and disposable income.
- **Social status** – middle classes more likely to participate. Lower classes less likely due to unemployment issues.
- **Peers**, friends and family - positive or negative influences.
- **Cultural**, religious, race issues, holydays, dress codes or equivalent.
- **Centrality** – being in or away from sporting opportunities and stacking i.e. placing individuals in certain positions based on stereotypes.
- **Leisure time** – amount of available to the individual will allow or restrict sporting opportunities.
- **Previous experience** – past enjoyment or not of PE previous success in sport and access to Public school education. For example, most of the UK's elite rowers are from Public schools.
- **Age** – young and old are less likely to get involved in physical activity.
- **Gender** – e.g. women may have less access to resources and men more likely to participate.
- **Disability** – less access or increasing opportunities.
- **Discrimination** – as unequal and unfair treatment of individuals on the basis of race, ethnicity, religion, sex or age which results in denial of opportunities, selection or promotion.
- **Media coverage** – society's image is of a male dominated sport reinforced by the media coverage and male role models.

- 13) From table 15.2 on page 185, compute the difference for 3 sessions per week of at least 30min duration between the improvement in males and females between 2005 and 2015. Are the policies for gender equality in the UK working? 4 marks

Answer:

- Males improvement from 2005 to 2015 = $21.1 - 19.1 = 2.0\%$
- Females improvement from 2005 to 2015 = $14.3 - 12.4 = 1.9\%$

- Although males and females' participation improvements were similar, females still lag behind males by approximately the same in 2015 compared with 2005.
- Hence the conclusion must be that policies for gender equality in sport are not working.

- 14) From table 15.2 on page 185, compute the percentage trend for participation at 3 sessions per week as between black minority and white groups in the UK. How would you amend public policy to improve participation of both groups? 6 marks

Answer:

- Black group improvement in participation from 2005 to 2015 = $19.3 - 17.4 = 1.9\%$
- White group improvement in participation from 2005 to 2015 = $17.3 - 15.4 = 1.9\%$

- Although the improvement in participation rates as between the two groups are the same, the white group is a much bigger group than the black group in the UK.
- Hence the actual numbers participating of whites are much greater, even though white rates of participation are smaller than the black population.

- Sports policy makers need to understand the needs, interest and motivation of both groups and structure delivery around these needs.
- This may require increased funding, provision of better facilities and more qualified coaches.
- Provide a strategy that emphasises the importance of partnerships to improve links for both groups.
- Coordinate and open up provision and delivery of sporting opportunities at a local level.
- Collect and coordinate data (via surveys) such as physical activity levels across the population.

- 15) The opportunity for sporting and recreational activities has varied since the 19th Century. Why were many National Governing Bodies, such as the Football Association, established in the 19th century? 3 marks

Answer:

3 marks for 3 of:

- Sports were becoming more **popular** with increased participation.
- More and more **clubs** were being formed.
- A nationally recognised set of **rules** was needed to make competition fair, known as **codification**.
- Sports needed **organising** with administrative structures responsible for leagues and competitions.
- Old boys wanting to continue participation and maintain the **amateur** tradition.
- **Working class** were establishing their own control as they had more leisure time due to the industrial revolution.

- 16) Over the years sports governing bodies have had to adapt too many external pressures in order to maintain their status with the sporting arena. How and why has this happened? 6 marks

Answer:

3 marks for 3 of:

- **Increased participation** is often driven by Government policy and consumer demand which puts increased pressure on sport's governing bodies.
- For example, during the build up to the London Olympic Games in 2012, people were encouraged to take part in sport.
- Many governing bodies were not equipped to manage the very positive responses and so some potential consumers were turned away due to lack of coaches and adequate facilities.
- During this period governing bodies were **recruiting, training and deploying coaches** and sports leaders to organise and lead grassroots sporting activities and were investing in sport facilities.
- Post London 2012, the Government launched a UK **sporting legacy policy** providing continued opportunities and provision to all.

How governing bodies deal with these pressures in part determines how much funding they receive.

3 marks for 3 of:

- **Disability discrimination laws** mean that it is unlawful for NGBs to treat disabled people less favourably for a reason related to their disability.
- The **profile of disability sport** has been **raised significantly** over the past decade with UK NGBs championing its global status.
- The pressure of participation trends can be monitored using **surveys** that supply **statistical evidence** of participation rates in relation to activity, gender, age and so on.
- Such information is used by charities, Local Authorities and many other organisations.
- Changes in participation trends could affect NGB funding for the development of grassroot participants through to elite squads.
- Over the year governing bodies have had to adapt to **commercial pressures** in order to maintain their status.
- This includes **changes in rules** such as the golden goal in football and the use of Hawkeye in tennis and cricket. This has happened to create more excitement for spectators.
- Governing bodies have to deal with commercial breaks on Sports channels. These breaks interrupt play, but do provide a source of revenue that benefits the sport.

17) a) What is meant by the term globalisation?

2 marks

Answer:

- Globalisation refers to the spreading of the knowledge and customs across the World.

b) How are national cultures and cultural identities being affected by processes of globalisation?

6 marks

Answer:

6 marks for 6 of:

- National cultures and cultural identities change due to the *integration* of local and global practices, reflecting and reinforcing local, national and international values. This concept is known as *glocalisation*.
- For example, football culture can be observed as a national culture for fans, players and clubs.
- National football is perceived as a source of *national pride* and represents the very heart or very spirit of community of which people are equal and passionate about the game.
- Football songs are generated by *fans* at matches to encourage their team, to celebrate particular players.
- Clubs have moved from *local amateur organisations* into *big commercial corporations*, for example Manchester United Football Club.
- Players have also managed to *increase their earnings* massively during this change.
- And bring their own *cultural identity* due to the global migration of players.
- Positive and negative role models could come from anywhere in the world, bringing their own National identity into the melting pot.
- Many football clubs produce their own football magazines and own TV channels that are intended for the *international global market* and therefore reflect both local and *global considerations*.

18) Over the years the global sports sector and global media sector have developed a self-interest relationship. Discuss.

10 marks

Answer:

- *Self-interest* is concerned only for getting what you want or need and not about what happens to other people.
- Sporting bodies have to control their organisations by balancing the integrity of their sports and appealing to their spectators and at the same time bring in *commercial revenue*.
- The popularity of major sporting events is supported by ongoing improvements in *media technology* which allows higher quality coverage than ever before.
- The global sports sector and global media sector engage with fans to deliver a greater *intensity of experience*.
- The media sector often dictates programme schedules and can influence the sports product itself. For example, the IAAF's *flagship Grand Prix series* introduced changes to the system for horizontal jumps and throws at the start of the 2016 season, allowing only the top four competitors a full set of six throws or jumps after the first three rounds.
- The logic behind this change is for the media to give greater exposure to field events by having a reduced programme.
- Competing athletes, such as Greg Rutherford (Olympic long jump champion 2008) and fans are highly critical of this new system as it greatly restricts the competitor's chance of winning.
- Both the global sports and media sectors have an *agreed self-interest* on what they want and they are not concerned about the negative comments received from participating athletes and the spectators.
- Global sports with a *high fan base*, such as football, tennis and snooker, rely on income generated from global media coverage. During televised football games, the half-time adverts tend to have a heavy sports orientation.
- Equally, many adverts are tennis based around the time of Wimbledon. These types of *adverts* not only get the general public interested in specific sports, but interest is also directed towards the advertised product to a huge fan/spectator base.
- During high profile televised sport many *betting* adverts are shown.
- One could argue that this type of advertising is not in the interests of the viewing public as it is encouraging gambling. Are gambling adverts good for the general public, particularly the young?
- Sport coverage through the media has *expanded* alongside portrayal of general world events. This has stimulated *mass participation levels* as evident by the growth of events such as the London Marathon.

- The *professionalisation* and high level of play of world sport is closely linked to media portrayal and the portrayal of role models enables (and motivates) the young performer to be upwardly mobile in social terms.
- Players in major sports teams have become '*super stars*' as a result of media coverage.
- This has meant that players' role model status has dramatically increased.
- As a result, managers are responsible for ensuring their players *behave in a sensible* and appropriate way.
- Super stars are increasing prone to overstepping the boundaries of what they should say on social media sites such as Twitter.
- Sports celebrities need to act as good *role models* when it comes to media interviews, otherwise the media will develop stories beyond the facts, as was the case with Tiger Woods affair. This type of media involvement damages the image of the global sports sector.
- It has even been known for players to be sold from premiership football clubs for *inappropriate behaviour* that has received adverse global publicity. This is where a self-interest relationship can fall apart.
- A further challenge for the global sports sector is the difficulty in regulating and controlling the same content across a multitude of media platforms such as the internet, and the growing complexity of policing and selling sports rights in a *digital world*.
- This is where there needs to be a close *self-interest relationship* that protects both the global sports sector and the global media sector.