

CHAPTER 8: Development of soccer, tennis and athletics to the present day, and the golden triangle

Practice questions - text book pages 117 - 118

- 1) Commercial sponsorships of sports are primarily motivated by commercial interest in:
- promoting a way of life based on consumption and consumerism.
 - developing a single worldwide standard of living.
 - finding new ways to train workers who will produce goods.
 - building sports that bring the world together for global competitive events.

Answer: a

Explanation:

- *The main motive of commercial sponsorship is to advertise products to the consumer in exchange of the cost of supporting the sport.*

- 2) The images and messages presented by sponsors of major sporting events tend to:
- dictate what people think.
 - influence what people think about.
 - be ignored by nearly all spectators.
 - discourage consumption-based lifestyles.

Answer: b

Explanation:

- *The key word in b. Is influence because images and messages (presented by sponsors) are intended to affect behaviour.*

- 3) Which one of the following does not represent positive aspects of media coverage of sport?
- sponsor can provide teams with improved facilities.
 - more money for grass roots teams.
 - sponsors can control event timing to suit peak viewing times.
 - sportspeople gain publicity and commercial benefit.

Answer: c.

- 4) **A Level.** Describe the transition from mob football to the rational game of association football and discuss the changes which have occurred in the modern game.

15 marks

Answer

4 marks for what would you identify as the key features of mob football in England:

- **Violent** nature of the game.
- Played **occasionally** when part of a tradition.
- Tended to continue in more **isolated** areas.
- **Lacking** in any formal **codification**.
- Had **ritual**/religious associations.
- **Varied in its form** in each locality.

4 marks for how this game changed when it became rationalised:

- Games were played more **regularly** in public schools.
- The **rules differed** in each school according to circumstances.
- Inter-school and Oxbridge required a **unification** of rules to allow inter-varsity/school matches.
- Play became **respectable** with a moral code of behaviour.
- **Upper and middle class** involvement in clubs and agreement on codes of play.
- Development into **regular** fixtures and leagues.
- Development of **governing bodies** and international competitions and bodies.

4 marks for the influence of industrialisation on the development of association football:

- The agrarian revolution of machinery **reduced labour** on the land and drove workers into towns.
- The **industrial revolution** changed the nature of work.
- It led to an **urbanised** society.
- **Increased population** led to gate money and spectator attendance becoming important.
- **Urban parks** were built which supplied **lower class clubs** with grounds and places to play.
- With **regular working hours** and fixed rates of pay.
- The middle class owners established **football clubs** in their works.
- They formed **private clubs** with their own or works grounds.
- This also led to **working class teams** based on the belief that sport was healthy, **morally valuable**, enhanced work attitudes and loyalty.
- And resulted in the **Saturday half-day** and the early closing day for shop workers.

3 marks for 3 of:

Discussing the major changes which have taken place in the game over the last twenty years. In each instance identify the change, and also the effect of this change on the game:

- Discuss the impact of the **media** on changes and development.
- How huge **financial** increases have occurred and the effects of these as liability companies.
- The impact of **professional players** and their pay deals with problems of inflation.
- The **development of the game** at an international level and potential diplomacy.
- Improvements in **communications**, particularly air transport and player transfers.
- Discuss the influence on the **grassroots** game and **amateurism**.
- Discuss the links between young people, **school football** and ambition yesterday and today.
- Discuss the negatives of **player and crowd behaviour** and the positives of keeping race out of football.
- Discuss the changing place of **female soccer** at all levels, re. equal opportunity, provision and esteem.

5) Describe association football as a rational recreation.

4 marks

Answer:

4 marks for 4 of:

- **Non-local** - Regional/National/International leagues/competitions.
- **Rule based** - Governing Body rules.
- **Respectable** - civilised/skilful/skill not force/tactics.
- **Middle class** - respectability - factory worker's teams.
- **Regular** - leagues, cups, competitions.
- **Working class professionals**.
- Urban/purpose built **stadiums**.
- **Playing positions**, use of official kit, **code** of conduct.

6) Explain the emergence of association football from mob football by referring to the influence of changing working conditions, urban expansion, and improved transport.

8 marks

Answer:

8 marks from 8 of:

- **Factory System**, **regular** working **times**.
- Reduction in **working week**, half-day Saturday, early closing movement.
- **Skill** manual labour first to gain Saturday half-day.
- **Professional** football a comparatively **good job**.
- Workers had **more money** enough to pay the Saturday gate money
- **Broken time payments** lead to professionalism.
- **Limited space**/loss of space means not enough space for all to play.
- Specialist **facilities** developed most towns built football grounds.
- Potential **business opportunities** in running clubs appealed to middle classes.
- Large numbers of **spectators** in one place needed something to do captive audience.
- **Transport**: trains/trams/buses allowed for easy travel to away games or national fixtures.
- Allowed for **regular** fixtures.
- Facilitated development of **spectatorism**.
- Led to need for **standardised rules**/formation of national governing bodies (NGBs).
- Led to development of leagues and cups and **competitions**.

7) 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.

8) Account for the growth of Lawn Tennis as a rational recreation.

6 marks

Answer:

6 marks for 6 of:

- *Substitute for real tennis* - middle class did not have the status for facilities to play real tennis.
- Tennis became *fashionable*, sold to middle class.
- Could be played by *upper middle class* in the privacy of *gardens* with high walls and hedges to keep out prying eyes.
- Tennis was *suitable for women* as it was perceived as not too strenuous.
- Did not require *women* to wear special *dress*.
- Became a *social occasion* and a place for young men and women to meet and socialise.
- *Clubs* formed and were exclusive so that middle class didn't have to mix below themselves.
- *Fashion* encouraged by start of *Wimbledon* championships.
- Adopted by exclusive *girls'* schools.
- Played as informal, *low status* social games in *boys'* schools.
- Whole family could play together.

9) a) Discuss factors that led to Lawn Tennis increasing women's participation in physical activity in the 19th century.

4 marks

Answer

4 marks for 4 from factors increasing women's participation in the 19th century:

- Women could play in the *privacy* of their own garden, away from view.
- Tennis was adopted by *girls' public schools*, and middle class girls schools.
- Tennis became a *social* as well as *competitive* game/mixed doubles.
- It provided the opportunity to be *energetic*/to be athletic/to sweat.
- The game did not need to be vigorous/could retain *decorum*/stay lady-like.
- *No special kit* was required initially.
- The notion of a healthy lifestyle/*exercise* and fresh air as therapeutic was agreeable.
- Wimbledon champions became *role models*.
- Middle classes set up tennis clubs.

b) Explain which of these factors continue to affect participation in today's contemporary programme.

4 marks

Answer:

Factors that continue to affect participation in today's contemporary game:

- Tennis is still a popular *summer sport* in girls' independent schools.
- Tennis is still seen by many as a *social* game.
- Tennis club membership important for the development of *grass roots tennis*.
- Wimbledon champions very important *role models*.

10) Describe the origins of the game of tennis and its early development into the modern game.

6 marks

Answer:

3 marks for describing the early origins of partner ball games:

- Partner ball games are as old as **civilisation**.
- Versions include playing with the **hand** or using a **bat**.
- Battledore and shuttle cock was an early invention of **badminton**.
- Major development was **real tennis**.
- Originating in France it was in England in Tudor times.
- **Aristocratic** and eventually gentry game.
- Limited spread because of the **facility** and **elitism**.
- **Fives and racquets** developed at fleet prison/public schools.
- These needed only **limited facilities**.

3 marks for explanation of the invention and early development of Lawn Tennis:

- At least three forerunners, Germain Tennis and **Major Gem** in Leamington with Pelota.
- Third design by Wingfield called **Sphairistike**.
- A boxed game well advertised and sold widely to the middle classes.
- Modern **rules codified** by the **MCC** in 1875.
- All-England **Lawn Tennis Club** established in 1876.
- Its popularity was as a **middle class** expression of success.
- Involved the changing role of the **female**.
- Possible in the **privacy** of a private garden.
- Ladies matches at Wimbledon included from 1884.
- **Dress for lady players** made good play difficult.
- Lotty Dod as Ladies Wimbledon Champion changed all this with her **rational dress**.

11) Explain the growth and popularity of pedestrianism.

4 marks

Answer:

4 marks for 4 of:

- **Footmen**: Employed as messengers or as competitive runners.
- **Wagering**: Gentry bet on outcome of their employees.
- **Patronage**: Gentry patrons looked after lower class runner set up races.
- **Festivals**: Became huge festival occasions great spectacular attraction highly organised and structures.
- **Simple**: Cheap simple equipment.
- **Violent/disfunctional**: Cheating common match fixing violence among participants bad reputation.
- **Gentlemen amateurs**: Competed to test themselves.
- **Rules**: Established by the organisers.

12) Describe features specific to track and field athletics up to 1870.

4 marks

Answer:

4 marks for 4 of:

- AAC: Amateur Athletics Club **governing body** formed (1866) club for gentlemen amateurs.
- **Amateurs**: Amateurs were middle class and participated for love or intrinsic rewards. Could not earn money or train seriously or aim to win-at-all costs.
- **Exclusion clause**: No mechanics, artisans or labourers could join the governing body.
- **Professionalism**: Professionals (as pedestrians) ran for a living or to make money. Professional athletics developed in cities/sports days organised by local promoters.
- **Corruption**: Corruption or cheating in professional athletics e.g. handicapping.
- **Facilities**: Most big cities had a track by mid 19th century large spectator attraction.
- **Clubs**: Cross country/harrier clubs for the working class. Harrier clubs evolved from hare and hounds from the Public schools.
- **Olympic Games**: Modern Olympic Games established a track and field programme.

13) The development of rational recreation was very much the result of Britain becoming an industrialised society.

a) Using figure 8.17 to explain the characteristics of an AAC Athletics Meeting.

4 marks

figure 8.17 – the AAC championships 1870



Answer:

- **Organisation:**
 - Athletics was centrally organised by a governing body – the AAA.
 - Which developed from the AAC.
 - There was a club based in each major town.
 - Annual sports meetings were held in each major town.
 - National Championships were held by this time.
- **Rules:**
 - There were fully codified rules and regulations.
 - Fair-play was highly valued.
 - No wagering was allowed.
- **Amateurism:**
 - Only amateur performers were allowed.
 - Activities were based on no financial gain.
- **Activities:**
 - There was a full mixture of track, field and jumping events.
- **Gender:**
 - No female performers were allowed at this time.
- **Crowd:**
 - The crowd was orderly and well informed.
- **Regular:**
 - Meetings were held regularly during the season.

b) Describe amateurism as it concerned Track and Field Athletics towards the end of the 19th century.

4 marks

Answer

- **Code:**
 - The sport was no longer based on the gentleman amateur.
 - Professionals were completely banned.
 - As were people who earned their living linked with athletics or any other sport.
 - No financial gain was allowed from events.
 - Sportspeople or officials were banned if there was evidence of wagering.
 - Performers were banned if money prizes were taken.
 - They were also banned if they took part in a meeting not sanctioned by the AAA.
 - Performers would normally need to be affiliated to an amateur club.
- **Gender:**
 - Women were generally not allowed.
- **Class:**
 - Most clubs were open to working class males.

- 14) **A Level.** Explain the transition from folk festivals and pedestrianism to amateur athletic sports, comparing this with athletics today.

15 marks

Answer:

4 marks for discussing how popular games and contests arose in pre-industrial Britain and eventually influenced the start of the Modern Olympic Games:

- An awareness existed of the original **Ancient** Greek and Roman **Games** which involved footracing and other games and contests.
- Early English examples such as the Cotswold Games used the word Olympic.
- These were **ritual**/religious festivals identified with **holydays** and wakes.
- As a result they were **occasional** and **local** with individual differences.
- They tended to have **cruel** elements and involved the **rural** peasantry.
- They included a **variety of activities** including footracing and combats like hammer throwing which have eventually been included in modern athletic sports.
- Many of the early running events were linked with **occupations** as in the fell races.
- **Smock races** were typical of community, fun competitions, with the mixture of competition and exhibition.
- They served to bring the **wider rural community** together and as a festival day it was not a working day.
- **Prizes** were won, as folk activities were not part of the amateur movement.
- The Much Wenlock Olympian Games and **athleticism** at Rugby School, however, attracted **Baron de Coubertin** and shortly after seeing them he re-introduced the Modern Olympic Games.

3 marks for the impact of pedestrianism:

- Initially, money was often given as **prizes** during the wakes and local festivals.
- Individuals started to go round these to **earn a living** from their expertise.
- Tended to be **lower class** and were forerunners of modern professional athletes.
- Thought to have developed from **footmen races**, athletic servants competing for their employers over long distances.
- Later long distance **walkers wagered** of the distance they could travel in a set time, for example, Captain Barclay's 1000 miles in a 1000 hours for a 1000 guineas.
- Eventually Deerfoot (famous native American runner, 1828-1897) focussed on running against all comers at all distances for wagers.
- Instances of pedestrians also being used to **challenge gentlemen** walkers and runners.
- It certainly led to **large crowds** as **supporters** until amateur athletics was established.
- Such was the **corruption** that pedestrians were banned from competing with amateurs.

4 marks for explanation of the emergence of amateur Athletics and compare it with the modern professionalism of elite athletes:

- It is probable that **amateur athletics** owes its origin to the 19th century public school sports days, held as House competitions in the **spring** between the football and cricket seasons.
- It introduced cross country running and track and field events as school competitions by **upper and middle class** boys.
- These continued to compete in **organised** athletics at Oxbridge and formed **Athletic Clubs** in their own towns on graduating.
- This was very much a **gentleman's** organisation.
- These often included **gymnastics** in the winter and athletics in the summer.
- Meanwhile, **Harrier Clubs** were springing up through the country when tradesmen and artisans formed **cross country clubs**, running in the winter and holding a track athletic **sports** at the end of the season.
- Both these eventually formed the AAA and any athletes who had **not competed for money** were accepted.
- The women's AAA was not instituted until later (1922) as a result of **Victorian attitudes**.

4 marks for discussing the differences today in elite athletics:

- To compare this with today is to recognise that **opportunity** has increased in that all members of society have the right to participate.
- Discuss that **provision** of facilities and expert **coaching** is available around the country.
- Discuss **administration** and expertise which now exists through '**hubs**'.
- Systems of **sponsorship** to allow top athletes to train and compete in money competitions.
- Discuss the **pyramid** and talent spotting systems which recognises equal **esteem** for all with a special talent in athletics.
- Give examples of how young people also have graded competitions and coaching to guide them toward higher standards.
- Suggest what still needs to happen for us to produce more world champions, for example, increased **incentives**, improved athletic **coaching** in schools.

15) Describe features of Athletics as a rational recreation.

4 marks

Answer:

4 marks for 4 of:

- **Exclusivity:** Middle class keen to separate themselves from the working class/keen to stay exclusive/Amateurs Athletics Club formed by ex-university amateurs clubs formed.
- **Corruption:** Evidence of corruption in race fixing.
- **Non corruption:** Middle classes keen to dissociate modern athletics from corruption of professional pedestrianism.
- **Exclusion clause:** Exclusion clause imposed - no mechanics, skilled workers or labourer to join. AAC enforced exclusion clause.
- **Money:** Lower class competed for money.
- **Middle class:** Competed for intrinsic rewards to test themselves.
- **Upper class:** Keen to recreate public school ethics gentlemen amateurs formed their own clubs.

16) Outline the positive and negative features of sponsorship for the sports performer.

6 marks

Answer:

Positive features:

- Allows **full-time** training for the elite performer.
- Covers living and travel **expenses**.
- Provides clothing, **equipment**.
- Level of **funding** which gives financial security.
- Able to **focus** on sport instead of work.
- Pays for **coaching**.

Negative features:

- Available only for the very best.
- Given only while certain **standards** are maintained.
- May give **bad image**, for example, tobacco.
- Lead to feelings of **exploitation**.
- Desire by **sponsors** to manipulate.
- Reliance on specific sponsor.

17) What is the role of the media in promoting healthy lifestyles and lifelong involvement in physical activity?

5 marks

Answer:

- Programmes on and in the media will be seen or read by millions of people who will be influenced by it.
- If the policy of the media is to promote healthy lifestyles and lifelong participation it will have a positive impact because the public will be influenced.
- The **informative** role is concerned with what is happening and the analysis of it.
- The **entertainment** role is to make these lifestyles attractive.
- The **educative** role is to make sure young people at least get the message as to the value of **healthy lifestyles** and lifelong involvement in physical activity.
- This role is also achieved for the public through documentaries.
- The **advertising** role of the media, with associated products, can influence people into adopting a healthier lifestyle.
- The media can influence healthier lifestyles through sponsorship schemes.

18) **A Level.** Sport, commercialism and the media are all interdependent on each other for their success and popularity. Discuss.

15 marks

Answer:

- A **sponsor** will expect to promote its products by using a performer's **image**.
- In return for **financial** support.
- A **contract** will be commercial and dependent on the **star status** of the sportsperson.
- If the status falls, so might the sponsorship.
- For example, Maria Sharapova (the world's most wealthy sportswoman) was banned following a positive drug test (Maria earned \$29.7 million in prize money and endorsements for 2014-2015). Nike, Tag Heuer, Porsche and others have suspended sponsorships worth in the millions of dollars annually.
- The **media** use their power to sell products with players acting as **clotheshorses**.
- This can put **fashion** and behaviour **before performance**.
- The motives of the commercial media differ from sport motives, they are looking for **profit**.
- Some products may be seen to help sport in other than financial ways.
- In the face of the recent recession, several companies have **withdrawn sponsorship** because profit is their central motive.

- There appears to be a direct relationship with TV coverage and the **popularity** of a sport.
- For example, in the past the game of netball lacked regular TV coverage and struggled to financially reward any of its elite players beyond subsistence.
- Now regular TV coverage of the netball superleague is helping to improve:
 - **Spectator** levels.
 - Players' **finances**.
 - Players' **fitness** levels .
 - **Participation** at grass roots level.
- Some sports have changed to make them more **suitable to media coverage**.
- This applies particularly to kick off times, and coloured kit in cricket (and a white ball).

19) What conditions are required for commercial sport to develop?

3 marks

Answer:

- An event would need relevant and suitable **media exposure** in advance of the event.
- Then blanket coverage near or on the day of the event.
- Suitable **sponsorship** should be obtained in terms of prize money, and or payment to teams.
- The sport should be popular enough that **spectatorship** should be maximised to maximise **income**.

20) Some sports have changed to make them more amenable to media coverage.

How have national governing bodies adapted to the demands of global television networks?

4 marks

Answer:

- NGBs have **changed rules** as a result of commercial pressures.
- **Innovations** such as the golden goal in football and the use of HawkEye in tennis and cricket creates more excitement for spectators.
- Which increases the sport's popularity and hence the commercial revenue for both sponsors and NGBs.
- **TV commercial breaks** in play enable sponsors to advertise their products and so interruption of play is often controlled by such commercial breaks.
- Also commercial **deals** made between governing bodies and the media can **favour certain sports**, for example, the alliance between Adidas and FIFA initiatives.

21) Commercial sponsorship and advertising have been key factors in the evolution of many sports. Discuss the positives and negatives associated with this process.

8 marks

Answer:

Positives:

5 marks for 5 of:

- Changes in **rules**.
- For example, the tie-break in tennis, and the golden goal in soccer.
- Changes in **scoring** systems.
- For example, increasing the points score from 3 to 5 for a try in rugby union (over the past 30 years).
- **Equipment and clothing** development.
- For example, display of sponsor's names on playing kit.
- Changes in **facilities**:
- For example, display screens at major event, for action replays.
- Creation of **role models**.
- Who can then give more kudos to their sport, and provide motivation to people to take up and continue their chosen sport.

Negatives:

3 marks for 3 of:

- Pressure of global **scheduling** of events to fit TV into sponsorship demands.
- Pressure on sponsored **sports stars** to participate in a given sponsored event.
- Pressure on sports stars to **perform well** too often.

22) Discuss the changing status from amateur to professional performers, limiting your answer to one of the following: association football (soccer), tennis or athletics.

6 marks

Answer:

Tennis:

6 marks for 6 of:

- Started off as an **amateur upper middle class** sport in the mid to late 19th century.
- Taking place behind walled gardens on immaculately coiffured lawns.
- And progressed to **middle class private** tennis clubs.
- First introduced as an annual sporting event at **Wimbledon** in 1877.
- The sport grew in popularity as **professional tours** and tournaments were organised in 1920s when some players began to earn an income from playing in these events.
- Other players and tournaments remained amateur, including the four Majors (Grand Slams).
- The distinction between **amateur and professional was abandoned** in 1968 due to amateurs taking illegal payments (shamateurism) fueled by commercial pressures.
- Thereby establishing the 'open era', **international professional** tennis circuit and revenue from TV rights.
- In 1968 Rod Laver received £2000 prize money, whilst Billie Jean King received £750 when winning the single titles respectively.
- Finally, equal **professional recognition for women** was achieved at Wimbledon 2007 when tournament winners both male and female earned equal prize money.

23) Using sporting examples, explain the view that many teams and athletes are now influenced by corporations. 6 marks

Answer:

6 marks for 6 of:

- Some teams are now **owned** by corporations, for example New York Red Bulls.
- Some teams are now **named** as the corporation name itself, for example Ferrari.
- Athletes are more **accountable** to the **sponsor** that the team in some cases.
- Athletes are getting paid as much by their sponsors as by their professional sporting contracts in some cases.
- For example, Andy Murray has a four-year kit deal with Under Armour worth £15m in 2016.
- **TV corporations** dictate which **day and times** sporting event takes place, for example Sky Monday to Friday night football.
- TV corporations dictate when the **commercial breaks** take place.
- Athletes' **kits** are plastered with different sponsors' names, for example Tour de France cyclists.
- Corporations pay vast sums for naming rights for stadiums.