

## CHAPTER 18 - 5.2.1 Globalisation of sport

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1) Discuss the part played the British Empire in the spread modern sports all around the world. 6 marks

**Answer:**

- Britain invented most modern sports, including Association football, rugby both Union and League, lawn tennis, badminton, table tennis, curling, cricket and squash.
- These sports were **formalised, codified and modernised** in elite British Public Schools and the British universities in the 19th century.
- They spread not only to the **British Empire**, but to everywhere Britons took themselves.
- For example, the most popular game spread through the British Empire was **cricket** - it still remains the number one game in many former British Empire, now the Commonwealth. Cricket reached Calcutta and Bombay by the 1700s, in Cape Town South Africa in the late 18th century and in Australia and New Zealand early in the 19th century.
- Introduced by **ex-public school boys** who got jobs in former British Colonies.
- Soon virtually every British outpost developed its own cricket establishment.
- The spread of sports in the British Empire and the **trade networks** of that Empire consolidated the widespread impact of these new sports forms and practices.
- Sport came to represent ideologies such as **fair play, sportsmanship** and **muscular Christianity**.

2) 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:**

- 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**.

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

12 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 increasingly 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.

- 4) **A Level.** Any sport can now attract players or audiences in any part of the globe, and yet conventional wisdom suggests that as an activity takes on global stature, it becomes more controlled and competitive, disconnecting it from local origins. Discuss. 15 marks

**Answer:**

- Global growth is sometimes referred to '**glocalisation**' (global + localisation) which is a term used to explain the integration of local practices and global considerations.
- Thus reflecting and reinforcing both local and national values.
- **Local practices** can be observed in most global corporations such as in Manchester United Football Club.
- Local practices do not necessarily resist the global influences, much as audiences tend to cheer and admire the underdogs, but embrace them as part of the experience.
- Sport's purpose is no longer limited to **entertainment**, often intermingling with **trade, business and politics**.
- For example, the Olympic Games is a melting pot of sport, commercialism and politics.
- Global sport is **politically** controlled. The use of sports and politics has had both positive and negative implications over history.
- In the case of apartheid, sport was used to isolate South Africa and bring about a major overhaul in the country's social structure.
- The **migration** of sports talent creates **multi-cultural teams** and leagues across the globe, bringing a mixture of cultural influences to local corporations and spectators.
- **Fan-based live spectators** demonstrate their cultural roots with chants, **kit identity** and stand segregation and solidarity as is the case in football leagues matches.
- The innovation and speed of **technology** are recognised transnationally as part of modern day sport.
- Delivering controlled and competitive entertainment and experience to the **armchair viewer** that includes replays, commentaries and **statistical match reviews** available via global positioning and digital notational systems.
- **Low common denominators**, such as a cheap entrance ticket, are factors that determine global distribution of media rights and commercialism to sport.
- Major sports' leagues rely more heavily on income from **TV contracts** as gate receipt revenue decreases.
- Over-commercialisation alongside rapid growth, **intrusive nationalism**, celebrity hierarchies as well as the need for victory or profits all add to the melting pot to create an evolving local culture.
- **Competition** and its regulation need not be totally centralised.
- Global sports such as golf and tennis manage without a world championship. Tennis maintains its unique four Grand Slam tournaments played on different surfaces and associated local historical origins, such as the legacy of Wimbledon.
- Skill combined with simplicity in regulations, reduced time requirements and viewer friendliness are characteristics that can merge diverse local cultures to universal standards.
- For example, the tie break has universally reduced the length of a tennis matches for everyone.
- There are examples where global events have partly accepted and sometimes resisted change.
- For example, the Wimbledon Grand Slam tennis tournament accepted the tie break rule until the deciding set of a match, which continues to be played as a traditional best of 2 clear games.
- The Lawn Tennis Association (LTA) has maintained **Wimbledon traditions** that include a strict dress code for competitors. 'Competitors must be dressed in suitable tennis attire that is almost entirely white and this applies from the point at which the player enters the court surround'. This tradition is enforced despite annual player protests.
- The tournament is also notable for the absence of sponsor advertising around the courts, thus resisting revenue created from advertising.
- The United States, originator of many cultural trends, is almost 'an island until itself when it comes to team sports' and maintains its **unique cultural roots** in American football, baseball and basketball that have impacted on playing countries.
- The highly competitive, interdisciplinary and multicultural world of sport will want to understand globalisation's influence and patterns and see how it can embrace and benefit from them.
- For example, Manchester United Football Club has nearly 700 million fans and commercial partners in 72 different countries creating a vast global brand of enormous wealth.
- All these global influences are bound to create some **disconnections from local origins**.

- 5) 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.

- 6) National Governing Bodies developed from a decentralised model. How has this model changed in the 21st century and what impact have these changes had on UK sport and society? 4 marks

**Answer:**

- Many NGBs have moved away from a decentralised model to a **centralised** model.
- The **centralised model** approach means that product marketing, development and promotions are controlled through one central location.
- The impact is that the centralised model benefits from **consistency** and **cost saving efficiencies**.
- And provides a **home base** where elite athletes can benefit from training together and have **access to specialist services** such as physiotherapy and sports psychology.
- For example, the National Cycling Centre, based in Manchester, has achieved great global success and created sporting role models such as Bradley Wiggins and Victoria Pendleton who have had a direct impact on promoting sports participation and national pride.

- 7) a) Describe three functions of National Governing Bodies (NGBs) 3 marks

**Answer:**

3 marks for 3 of:

- NGBs role is to **structure** the sport i.e. **rules, regulations** and **policy**.
- Oversee the sport. For example NGBs define the way that the sport operates through its affiliated clubs and societies and includes disciplinary action for **rule infractions** such as failing a drug test.
- Organise its existing and future decisions and policies in conjunction with other organisations. For example, NGBs submitted whole sport plans to Sport England.
- Encourages **participation** from grass root performers to elite performers.
- Supports **coaching, officiating** and accredits **sports leaders**.

- b) What is the relationship between National Governing Bodies (NGBs) and International Governing Bodies (IGBs)? 4 marks

**Answer:**

- NGBs are normally **affiliated** to IGBs and work closely together with IGBs to ensure that rules are observed by officials, clubs and performers during organised competitions.
- Rules were originally determined by NGBs. Today **rule changes** are discussed between NGBs and IGBs, but **formalised by IGBs**.
- For example, the International Association of Athletics Federation (IAAF) changed the false start rule from a warning to the offending athlete to instant disqualification.
- IGBs oversee and create a common **set of rules** that ensures a fair playing field throughout all NGBs throughout the world.
- IGBs coordinate the efforts of individual NGBs in a given sport to ensure fair competitions.
- IGBs oversee bids for global championships and then hand over championship responsibility to NGBs, as was the case in the 2012 London Olympic Games.

- 8) Describe the role Sport England plays in the development and support of National Governing Bodies. 2 marks

**Answer:**

*2 marks for 2 of:*

- Sport England devises strategies and agrees **sporting policy** to raise standards of performance, for example the 'Whole Sport Plan'.
- Sport England decides on **funding** to NGBs via National Lottery funding.
- Sport England **develops** sport at grass roots level.
- Sport England runs three '**Centres of Excellence**' namely Bisham Abbey, Lilleshall and Plas y Brenin which provide prestigious training venues for NGBs lottery funded elite athletes.

- 9) 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:**

*6 marks for 6 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.*
- **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.

- 10) Using an example from a national sport, identify a NGB sport's initiative and discuss its impact on sport and society. 5 marks

**Answer:**

*Note there are many possible initiatives to use.*

- initiative - **Park run** - a free, weekly, 5km timed runs that takes place every Saturday morning at 9 am throughout the UK.
- Serving as a place for **social gathering** and the sharing of experiences.
- Providing opportunity for **mass participation** – over 60,000 runners per week.
- Improving the physical and mental **health** of participants.

- 11) Identify two key functions of IGBs within today's global sports arena. 2 marks

**Answer:**

*2 marks for 2 of:*

- Organisation of championships.
- Funding of prizes.
- Anti-doping issues.
- Overseeing bids for new championships.
- Organisation of worldwide structures.

- 2) All National Governing Bodies (NGBs) and International Governing Bodies (IGBs) are increasingly aware and acknowledge the need for effective sport governance. Using an example from sport, what are the effects of corruption on sport and society? How can governing bodies provide good and effective governance in sport? 10 marks

**Answer:**

*Note there are many possible examples.*

- Corruption in sport has many forms. The suspension of the Russian Athletics Federation (RAF) as an International Association of Athletics Federations (IAAF) member came after the World Anti-Doping Agency (WADA) reported a **deeply rooted culture** of drug cheating within Russian athletics.
- It revealed athletes attempts to evade drug testers, offering bribes and trying to submit clean samples not produced by the athlete him or herself, and many more irregularities.
- As a result Russian athletes were expelled from the 2016 Rio Olympic Games and will not be eligible for international competition until Russia has complied with **WADA code of conduct**.
- The effects of such corruption are **social, economical and political**.

*Impact on clean athletes:*

- 'Clean' Russian athletes have sacrificed years of their lives striving to compete at the Olympics.
- 'Clean' Russian athletes are being unfairly punished and could appeal against this ban at human rights courts.
- Global spectators have been deprived the opportunity to watch 'clean' Russian athletes compete at the highest level.
- Vladimir Putin (president) has said that the ban was 'unjust and unfair'. So the Russian population will feel victimised.
- Russia, like other countries, uses sport to create a '**shop window effect**' and as a vehicle for nation building. Doping scandals tarnish a country's image.
- Corrupt sport can have a serious impact on the **corporations** and brands that are associated with it.
- There are growing concerns that a corrupt sport's tarnished image could be **transferred to a partner or sponsor** and that consumers could boycott a sponsor's products.

*How can governing bodies provide good and effective governance in sport?*

- **Openness** in decisions and policies is vital.
- Governing bodies must have **anti-corruption measures** into their constitutions and codes of conduct, both internal and external.
- **Clear regulations** and openness and make sure rules are actively enforced, such as a rigorous anti-doping policy.
- **Open, competitive bidding processes** will help prevent corruption when host cities or venues are chosen for sporting events.
- Governing bodies must work closely with both the **media** and **commercial partners**.
- Sponsors can play their part by promoting **ethics in sport** as part of their corporate responsibility programmes.
- The media also has the power to **raise awareness** about corruption in sport.
- With these solutions governing bodies can be effective in providing good governance in sport.