




5

Socio-cultural influences

				
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5.1

Engagement patterns

Create a mind map to illustrate how the factors listed below affect the engagement in physical activity and sport of the following social groups.

Social groups	Factors affecting engagement
<ul style="list-style-type: none">• Gender• Ethnicity (race, religion and culture)• Age• Family, friends and peers• Disability	<ul style="list-style-type: none">• Attitudes of the social group towards physical activity and sport• Visibility of role models• Accessibility to facilities, clubs and activities• Amount of media coverage• Sexism and stereotyping• Religion and culture, including the impact of observing religious festivals• Family commitments• Available leisure time• Familiarity with one or more sports or physical activities• Education and the opportunities to try different sports and physical activities• Socio-economic factors, including the amount of disposable income• The adaptability and inclusiveness of individual sports and physical activities



Revision technique: mind maps

Invented by Tony Buzan, mind mapping is a technique for capturing information. It has been shown to improve your memory and creativity. Find out more about mind mapping at imindmap.com/how-to-mind-map.

Do you like this technique? Does it work for you? 😞 😐 😊

5.2

The commercialisation of physical activity and sport



See pages 116–18

Use this template to create a fact sheet on the commercialisation of physical activity and sport.

Revision technique: crib sheet

With a crib sheet, you're working to get lots of information on one page and suggest how it links together. This enables you to condense your revision notes and recall lots of information more easily by remembering how it all links together.

Do you like this technique? Does it work for you? 😞 😐 😊

COMMERCIALISATION

Definition:

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The commercialisation of physical activity and sport can be seen in the relationship between:

SPORT AND THE MEDIA

Definition:

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Types of sponsorship:

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SPORT AND SPONSORSHIP

Definition:

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Types of sponsorship:

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5.2

The commercialisation of physical activity and sport

plus



See pages 116–18

Use this template to create a fact sheet on the commercialisation of physical activity and sport.

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Do you like this technique? Does it work for you? ☹️ 😐 😊

COMMERCIALISATION

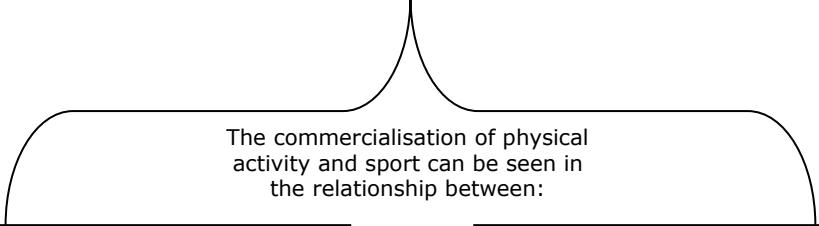
Definition:

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SPORT AND THE MEDIA

Definition:

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Types of media:

- Broadcast media
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- Print media
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-
- Internet and social media
-
-
- Outdoor media
-
-

SPORT AND SPONSORSHIP

Definition:

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Types of sponsorship:

- Financial
-
-
- Clothing, equipment and footwear
-
-
- Facilities
-
-

5.3

The positive and negative impacts of the media and sponsorship

When discussing the impacts of sponsorship and the media, you will often be asked to justify why an impact is positive or negative.

Explain, in your own words, what the command word 'justify' means:

Now use your understanding of the command word 'justify' to complete the table below. You may have to do some research to find good examples for each impact, to illustrate why it is positive or negative.

Group of people or organisation impacted	Impact	Example
Performer	Positive impact 1:	
	Positive impact 2:	
	Negative impact 1:	
	Negative impact 2:	
Sport	Positive impact 1:	
	Positive impact 2:	
	Negative impact 1:	
	Negative impact 2:	



Official	Positive impact 1:	
	Positive impact 2:	
	Negative impact 1:	
	Negative impact 2:	
Audience/spectator	Positive impact 1:	
	Positive impact 2:	
	Negative impact 1:	
	Negative impact 2:	
Sponsor/company	Positive impact 1:	
	Positive impact 2:	
	Negative impact 1:	
	Negative impact 2:	

5.4

The positive and negative impacts of technology

When discussing the impacts of technology, you will often be asked to justify why an impact is positive or negative. This means you need to support your opinion with evidence. This evidence could be an example or further reasoning. Practise doing this by completing the table below.

Group of people or organisation impacted	Impact	Justification
Performer	Positive impact:	
	Negative impact:	
Sport	Positive impact:	
	Negative impact:	



Official	Positive impact:	
	Negative impact:	
Audience/spectator	Positive impact:	
	Negative impact:	
Sponsor/company	Positive impact:	
	Negative impact:	

5.5

Commercialisation: extended writing answer analysis

Let's have a look at an extended writing question about the commercialisation of sport and physical activity.

QUESTION:

Evaluate the importance of commercialisation in improving sport for the spectator.

[9 marks]

Now follow these six steps to success to help you write a good answer.

Step 1: Read the question

What is the command word and what does it mean?

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Step 2: Organise your thoughts

What knowledge and understanding is required (AO1)? Note down what you know about the commercialisation of physical activity and sport generally.

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How can you apply your knowledge and understanding to the example of a spectator (AO2)? How do spectators interact with the media and sponsorship?

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5.5

Commercialisation: extended writing answer analysis

Let's have a look at an extended writing question about the commercialisation of sport and physical activity.

QUESTION:

Evaluate the importance of commercialisation in improving sport for the spectator.

[9 marks]

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Step 1: Read the question

What is the command word and what does it mean?

.....
.....

Step 2: Organise your thoughts

What knowledge and understanding is required (AO1)? Note down what you know about the commercialisation of physical activity and sport generally.

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How can you apply your knowledge and understanding to the example of a spectator (AO2)?
How do spectators interact with the media and sponsorship?

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Evaluation: what conclusion can you draw (AO3)?

What are the advantages of commercialisation for spectators?

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For example:

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What are the disadvantages of commercialisation for spectators?

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For example:

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Is commercialisation important for improving sport for the spectator? Yes? No? Somewhere in the middle? Note down your ideas.

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Step 3: Write your answer

Use a separate sheet of paper to write down your answer.

Step 4: Proofread your answer

Check your spelling, punctuation and grammar and make any necessary corrections as clearly as possible.

Step 5: Check you have met the criteria

Read the question again and make sure you have answered it fully. Have you made enough points to be awarded all the available marks? Make any additions you think are required as clearly as possible.

Step 6: Finished!

It's time to move on to the next question!

5.6

Etiquette, sportsmanship, gamesmanship and the contract to compete



See page 124

Complete the following information about etiquette, sportsmanship, gamesmanship and the contract to compete.

Etiquette is

Two examples of etiquette are:

Sportsmanship is

Two examples of sportsmanship are:

Gamesmanship is

Two examples of gamesmanship are:

The contract to compete is

Two examples of the contract to compete are:

5.6

Etiquette, sportsmanship, gamesmanship and the contract to compete

plus



See page 124

Complete the following information about etiquette, sportsmanship, gamesmanship and the contract to compete.

Etiquette is a or an unwritten rule in an activity. It is not but it is usually observed.

Two examples of etiquette are:

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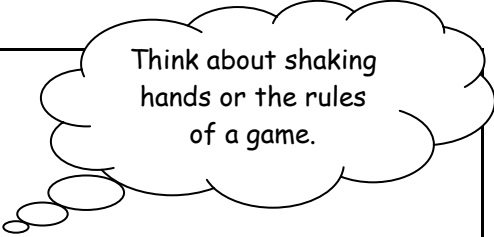
Sportsmanship is conforming to the , and of a sport.

Two examples of sportsmanship are:

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Gamesmanship is attempting to by stretching the to their limit.

Two examples of gamesmanship are:

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The contract to compete is an agreement between to follow and abide by the written and rules of the sport.

Two examples of the contract to compete are:

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5.7

Performance enhancing drugs (PEDs)

Complete the spider diagram to give you a summary of this topic.

Revision technique: spider diagrams

Spider diagrams help to organise your notes in a concise, structured way and your memory can often recall a spider diagram more easily than a page of notes.

Do you like this technique? Does it work for you? 😞 😐 😊

Blood doping

What is it?

Two positive effects:

Two negative effects:

A sport where a performer might use it:

Prohibited methods

PERFORMANCE-ENHANCING DRUGS (PEDs)

Legally prescribed drugs, whose use by sports performers is restricted

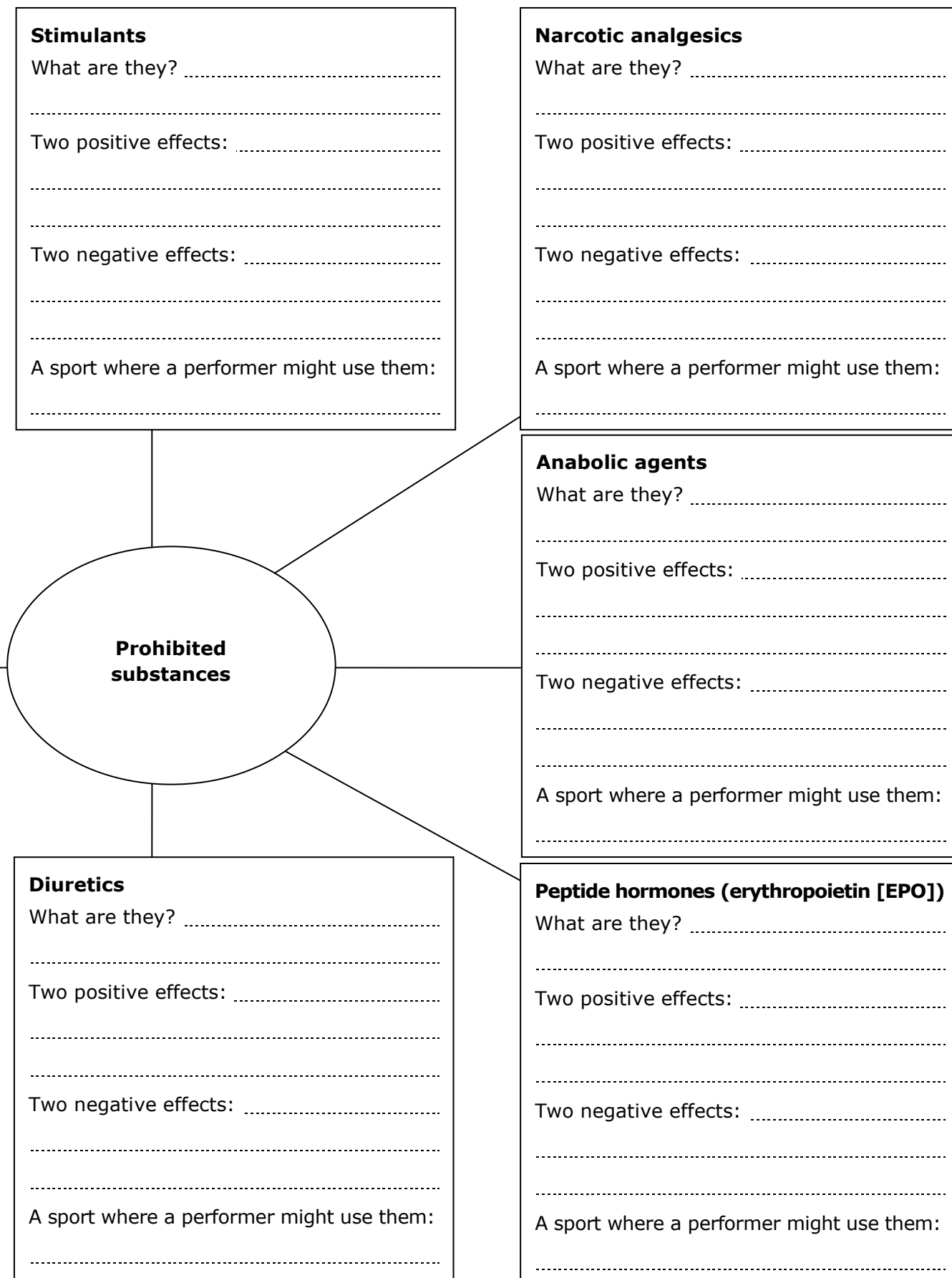
Beta blockers

What are they?

Two positive effects:

Two negative effects:

A sport where a performer might use them:



5.7

Performance enhancing drugs (PEDs)

Complete the spider diagram to give you a summary of this topic. A few sections have been filled in to get you started.

Blood doping

What is it?

Two positive effects:

Two negative effects:

A sport where a performer might use it:

Beta blockers

What are they? *Steady the nerves and have a calming and relaxing effect.*

Two positive effects:

Two negative effects:

A sport where a performer might use them:

Revision technique: spider diagrams

Spider diagrams help to organise your notes in a concise, structured way and your memory can often recall a spider diagram more easily than a page of notes.

Do you like this technique? Does it work for you? 😞 😐 😊

Prohibited methods

PERFORMANCE-ENHANCING DRUGS (PEDs)

Legally prescribed drugs, whose use by sports performers is restricted



Stimulants
 What are they?

 Two positive effects:

 Two negative effects:

 A sport where a performer might use them:

Narcotic analgesics
 What are they?

 Two positive effects: (1) *Reduce the feeling of pain*; (2) *Allow a performer to train harder for longer*.
 Two negative effects:

 A sport where a performer might use them:

Anabolic agents
 What are they?

 Two positive effects:

 Two negative effects:

 A sport where a performer might use them:

Peptide hormones (erythropoietin [EPO])
 What are they?

 Two positive effects:

 Two negative effects:

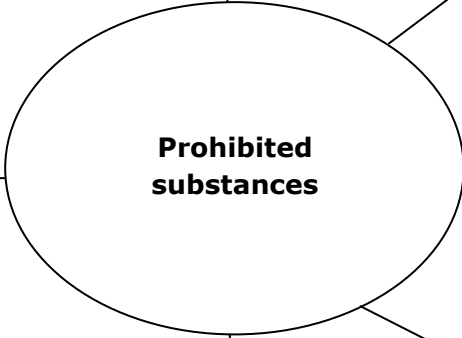
 A sport where a performer might use them:
 Endurance athletes, such as marathon runners or cross-country skiers.

Diuretics
 What are they?

 Two positive effects:

 Two negative effects:

 A sport where a performer might use them:



Prohibited substances

5.8

Applying your knowledge of performance enhancing drugs (PEDs)



See pages 125–9

Cyclist Dave Millar was banned from the sport for two years in 2004 when he was found guilty of taking PEDs. He talks about his reasons for taking them and the consequences of his actions in this video: www.youtube.com/watch?v=v_SAAUO_tbY.

Watch the video and then make notes under the two headings below.

Advantages of taking PEDs for the performer

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Disadvantages of taking PEDs for the performer

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Now use your understanding of PEDs to explain the disadvantages to the sport or event of a performer taking them.

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5.10

Hooliganism

Read this article about football hooliganism. Highlight the key terms and phrases in the text and annotate the text to help you develop an understanding of the reasons for hooliganism and the strategies employed to combat it.

Football Hooliganism

What is Football Hooliganism?

'Hooliganism' is the term used broadly to describe disorderly, aggressive and often violent behaviour perpetrated by spectators at sporting events. In the UK, hooliganism is almost exclusively confined to football.

In the 1980s hooliganism became indelibly associated with English football supporters, following a series of major disturbances at home and abroad, which resulted in numerous deaths. Vigorous efforts by governments and the police since then have done much to reduce the scale of hooliganism.

However, it still persists, albeit in new forms. Today, in contrast to the more or less spontaneous upsurges of violence of the past, gangs of rival fans will frequently arrange to meet at specific locations, using mobile phones or the Internet, before and after matches to fight.

Furthermore, while England has the worst international reputation for hooliganism, a number of other countries have similar and growing problems. Today, the highest profile hooliganism problems tend to occur in relation to international matches and events.

In all these countries, some gangs of hooligans share other characteristics, interests and beliefs that incline them towards violent conduct, including links to far-right and racist organisations. Others, however, are apolitical, and are simply composed of men who enjoy fighting.

Background

In the 1960s, gangs emerged staking their claims to certain 'territories' within football grounds, and strong 'tribal' loyalties grew up intermingling gang mentality and support for particular teams. The territorial factor is widely accepted to be the principal reason behind the particular rivalries between neighbouring teams and the susceptibility to violence of derby matches – although other local factors are prominent in some cities (e.g. sectarianism in Glasgow).

A watershed in the history of English football hooliganism was the Heysel disaster of 1985, in which a 'charge' by Liverpool fans at rival Juventus supporters caused a wall to collapse, resulting in 39 deaths. English teams were banned from European club competitions until 1990, and during this time, substantial efforts were made by the police to bring the problem under control. Simultaneously, considerable efforts were also made in the 1980s by football clubs themselves to eliminate racism amongst fans.

Laws to control hooliganism

The Public Order Act 1986 permitted courts to ban supporters from grounds, while the Football Spectators Act 1989 provided for banning convicted hooligans from attending international matches. The Football (Disorder) Act 1999 changed this from a discretionary power of the courts to a duty to make orders. The Football Disorder Act 2000 abolished the distinction between domestic and international bans.

The Football Offences Act 1991 created specific offences of throwing missiles onto pitches, participating in indecent or racist chanting and going onto the pitch without lawful authority.



Controversies

The influence of alcohol on football violence is a disputed factor. In the past, when hooliganism was more 'spontaneous', there was clear evidence that many of those involved were drunk. Efforts to ban alcohol from grounds and to monitor and control behaviour in pubs in the vicinity of grounds has had an impact on this sort of disorder. However, alcohol would appear to have little role to play in the 'new' organised football violence.

The media is also invoked as contributing to football violence. Although reports are uniformly critical (apart from where blame may appear to lie with foreign fans or police), studies have suggested that the language of war and combat employed by the media in covering football reinforce the aggressive and confrontational perception of the sport. Headlines such as the *Daily Mirror's* 'Achtung! Surrender!', printed ahead of England's match with Germany in June 1996, have been particularly criticised in this regard.

Ironically, perhaps one of the most significant factors in reducing the problem of hooliganism has been the widening interest in the sport and the influx of huge sums of money. At the same time, however, the influence of improved police technology and methods and a new unwillingness to tolerate hooliganism as 'a bit of a laugh' have also pushed it away from the mainstream and into its new, less overt forms.

Adapted from 'Football Hooliganism', www.politics.co.uk/reference/football-hooliganism

Having read the article, how effective do you think the strategies to combat hooliganism are?

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5.10

Hooliganism

Read this article about football hooliganism. Highlight the key terms and phrases in the text and annotate the text to help you develop an understanding of the reasons for hooliganism and the strategies employed to combat it. Some work has already been done to get you started.

Don't be intimidated by the article. A large block of text isn't something to be afraid of, and being able to read something and pull out the key points is a really important skill. Tackle each paragraph one at a time, and read it more than once if you need to.

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Laws to control hooliganism

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In the past alcohol was a reason for hooliganism, but strategies to limit drunkenness have been successful.

Controversies

The influence of alcohol on football violence is a disputed factor. In the past, when hooliganism was more 'spontaneous', there was clear evidence that many of those involved were drunk. Efforts to ban alcohol from grounds and to monitor and control behaviour in pubs in the vicinity of grounds has had an impact on this sort of disorder. However, alcohol would appear to have little role to play in the 'new' organised football violence.

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Strategy for combatting hooliganism

Strategy for combatting hooliganism

Adapted from 'Football Hooliganism', www.politics.co.uk/reference/football-hooliganism

Having read the article, how effective do you think the strategies to combat hooliganism are?

I think the strategies to combat hooliganism are effective because

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However, hooliganism is still a part of football in the UK. The strategies have not been completely effective because

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