How social and cultural factors shaped the **characteristics** of, and **participation** in, sport in post 1850 industrial Britain controlled

<table>
<thead>
<tr>
<th>Social and cultural factors</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social class. Amateurism and professionalism</td>
<td>Amateurs were middle or upper class; they took part for enjoyment or to test themselves, not for financial gain. Middle class tastes and manners now influenced the more respectable nature of sports and pastimes. Professionals were working class and were paid</td>
</tr>
<tr>
<td>Gender / Changing status of women</td>
<td>Middle class women were restricted by Victorian ethics which dictated their behaviour; lawn tennis gave them some freedom to be athletic</td>
</tr>
<tr>
<td>Law and order</td>
<td>Police force established in London in 1829; this reflected the 'civilising process' of society. Sports and games more with less wagering</td>
</tr>
<tr>
<td>Education / literacy</td>
<td>The 1870 Education Act lead to a national state educations system. Working class keen to read sporting press; upper &amp; middle class establishing NGBs</td>
</tr>
<tr>
<td>Availability of time Changing work conditions</td>
<td>Shorter working week, Saturday half day (Weds for shop owners) and a week paid holiday for workers. This made sports more regular. Numerous Factory Acts improved working conditions, which again, reflected the 'civilising process'</td>
</tr>
<tr>
<td>Availability of money</td>
<td>This depended on your social class. Factory workers could afford gate money to see their team; fashionable middle class families could afford a tennis set; wealthy upper class families continued their 'country' sports (hunting, shooting and fishing)</td>
</tr>
<tr>
<td>Transport notably the railways</td>
<td>The most significant factor in the emergence evolution of sport after 1850. Sports could now be regular and regional. Also see slide 1.6</td>
</tr>
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</table>
How social and cultural factors shaped the **characteristics** of, and **participation** in, sport in post 1850 industrial Britain

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Sports were now urban or suburban (on the edge of towns / cities)

Amateurs were ________ or ____________ class; they took part for _______________ or to test themselves, not for financial gain. Middle class tastes and manners now influenced the more respectable nature of sports and pastimes. Professionals were _______________ class and were paid ___________ ________ established in London (1829); this reflected the ‘civilising process’ of society. Sports and games more controlled with less wagering

Middle class ________ were restricted by Victorian ethics which dictated their behaviour; lawn tennis gave them some _______________ to be athletic

The 1870 Education Act lead to a national state educations system. Working class keen to read sporting press; upper & middle class establishing NGBs

Shorter working week, ___________ half day (__________ for shop owners) and a week paid ___________ for workers. This made sports more regular. Numerous ___________ Acts improved working conditions, which again, reflected the ‘civilising process’.

This depended on your social class. Factory workers could afford gate money to see their team; fashionable ____________ class families could afford a tennis set; wealthy upper class families continued their ‘country’ sports (hunting, ___________ and fishing)

The most significant factor in the emergence evolution of sport after 1850. Sports could now be _______________ and _______________. Also see slide 1.6
## 2.4 Global sporting events: the modern Olympic Games

### Political exploitation of the Olympic Games ... continued

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<thead>
<tr>
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<tbody>
<tr>
<td>Third Reich Ideology</td>
<td>‘Black Power’ demonstration</td>
<td>Palestinian terrorism</td>
<td>Boycott lead by USA</td>
<td>Boycott by Soviet union</td>
</tr>
</tbody>
</table>

- Hitler used these as a Nazi propaganda show. To his embarrassment a group of African American athletes won 13 medals, including Jesse Owens (3). Hitler refused to present Owens’ medals.

- The protest by Americans Tommie Smith and John Carlos was against racism in the USA. They were suspended from the Games and expelled from the Olympic Village.

- Eight Palestinian terrorists broke into Israeli athletes’ rooms, killed 2 and held 9 hostage for 24 hours. All hostages, 5 terrorists and a German police officer were killed during a shootout.

- More than 60 invited nations did not take part.

- The protest was against the host country’s military invasion of Afghanistan.

- The official reason given for the USSR’s absence was fear over lack of security by the hosts. But the real reason...? 16 other (mainly communist) nations joined the boycott.
### Global sporting events: the modern Olympic Games

#### Political exploitation of the Olympic Games...

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>1. Berlin</td>
<td>193__</td>
</tr>
<tr>
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<td>City 1968</td>
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<tr>
<td>2. ________</td>
<td>______</td>
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<tr>
<td>Munich</td>
<td>19__</td>
</tr>
<tr>
<td>3. ________</td>
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<tr>
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1. Berlin 193_  
2. Munich 19_ _  
3. Munich 19_ _  
4. Los Angeles 19_ _

### Third ______ Ideology

Hitler used these as a ______ propaganda show. To his embarrassment a group of African American athletes won 13 medals, including J____ O______(3). Hitler refused to present his medals.

### ‘_____Power’ demonstration

The protest by Americans Tommie and John was against ______ in the USA. They were suspended from the Games and expelled from the Olympic Village.

### Palestinian ______

Eight ______ terrorists broke into ______ athletes’ rooms, killed 2 and held 9 hostage for 24 hours. All hostages, 5 terrorists and a German police officer were killed during a shootout.

### Boycott lead by ______

Boycott lead by ________

### Boycott by ________union

Boycott by ________union

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3.4 Ethics and deviance in sport – gambling in sport

**Definitions:**

- **Match fixing**: playing a game to a completely or partially pre-determined result. So, when a player, team or referee deliberately under-performs to ensure that one team loses or draws. This is against the rules of the game and often against the law.
- **Bribery**: the practice of offering money to gain a dishonest advantage.
- **Illegal sports betting**: placing a bet with an unregistered bookmaker ('bookie'); this is linked to match-fixing and organized crime.

**Match fixing / bribery - to consider:**

- in the Ancient Olympic Games, athletes were often accused of accepting bribes to lose
- match fixing goes hand in hand with illegal sports betting
- match fixing is usually dealt with internally by the individual sport; each governing body has its own set rules and penalties against this practice.

**Illegal sports betting - to consider:**

- illegal sports betting goes hand in hand with match fixing
- betting and sport have always gone together (see pre-industrial Britain slides 1.2 & 1.3
- sports betting is legal in the UK; it is illegal in most US States
- worldwide, the gambling industry is estimated to be worth hundreds of billions of pounds a year
- in recent years, the relationship between sport and betting has been damaged by illegal betting
- with on-line applications gambling has become immediate, 100% accessible and interactive
- ‘punters’ can now bet on a huge and increasing list of sports via online bookmakers
- much of the illegal sports betting industry is alleged to be in Asia

It is unethical to remove the uncertainty / 'chance' normally associated with sport. Or to deliberately influence the course or result of a sporting event for an unfair advantage for oneself or others.
**Ethics and deviance in sport – gambling in sport**

**Match fixing:** playing a game to a completely or partially pre-determined __________. So, when a player, team or referee deliberately __________ -performs to ensure that one team loses or __________. This is against the rules of the game and often against the law.

**Bribery:** the practice of offering money to gain a dishonest advantage.

**Illegal sports betting:** placing a bet with an unregistered __________ (‘bookie’); this is linked to match-fixing and organized crime.

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**Match fixing / bribery - to consider:**
- in the A_________O_________G_______, athletes were often accused of accepting bribes to lose
- match fixing goes hand in hand with illegal sports __________
- match __________ is usually dealt with internally by the individual sport; each governing ________ has its own set rules and penalties against this practice.

**Illegal sports betting - to consider:**
- illegal sports betting goes hand in hand with match fixing
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- sports betting is __________ in the UK; it is __________ in most US States
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It is unethical to remove the uncertainty / ‘chance’ normally associated with sport. Or to deliberately influence the course or result of a sporting event for an unfair advantage for oneself or others.
**Definition:** A commodity is a product that can be bought and sold.

**Sport as a commodity:** The commercialisation and globabisation of sport have resulted in sport increasing its potential as a profit making product.

**Links with advertising and sponsorship (‘golden triangle’):**

- **Definition:** The golden triangle is the strong and interdependent relationship between sport, sponsorship, and the media.
- In contemporary sport at elite level, the golden triangle cannot be separated into its component parts.
- Each part is dependent upon, links with, and affects the other two parts.
- The golden triangle can have both positive and negative effects (see positive & negative effects of media on slide 7.5).
**Commercialisation and media: relationship between sport and the media**

**Definition:** a commodity is a product that can be bought and sold

**Sport as a commodity:** the c___________________ and g_________________ of sport have resulted in sport increasing its potential as a profit making product

**Links with advertising and sponsorship (‘golden triangle’):**

- **Definition:** the golden triangle is the strong and interdependent relationship between ____________, ____________, and the ____________
- in c__________________ sport at ____________ level, the golden triangle cannot be separated into its component parts
- each part is dependent upon, links with and affects the other two parts
- the golden triangle can have both ____________ and ____________ effects (see effects of media on slide 7.5)
3. The role of UK Sport and National Institutes in developing sporting excellence/high performance sport

**UK Sport**
- World Class Programme – invests approx £100million annually /distributes/manages lottery funding
- works to promote ethical behaviour / drugs free sport
- works to attract global events
- works closely with NGBs and National Institutes
- works to increase the efficiency of the organisation and administration of sport in UK
- helps elite performers develop a performance lifestyle
- Talent ID
- manages TASS (see previous slide)

**National Institutes**

The UK’s nationwide network of expertise and facilities. The ‘team behind the team’.
The UK has national institutes for/in: England, Northern Ireland, Scotland and Wales. The Institutes are UK Sport’s science, medicine and technology ‘arm’

**They provide world class:**
- coaching and analysis
- sports science support including nutrition, psychology, physiotherapy, biomechanics, strength & conditioning, sports massage, etc
- facilities e.g. the English institute at Bath and Loughborough Universities, Bisham Abbey, Manchester and Sheffield

**And:**
- lifestyle advice
3. The role of UK S__________ and National I_________________ in developing sporting excellence/high performance sport

UK _________________
• World Class P________________ – invests approx £100 million annually /distributes/manages lottery funding
• works to promote ___________behaviour / drugs free sport
• works to attract ______________ events
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They provide world class:
• c_____________ and analysis
• sports ____________ support including:

________________________________________
________________________________________
________________________________________

• facilities e.g. the English institute at B______ and L_______________ Universities, Bisham Abbey, Manchester and Sheffield

And:
• lifestyle advice

*GCE/A-level only 5.4 Routes to sporting excellence in the UK ...continued

Fill in the gaps