

# Role of Sport and Contemporary Issues in European Sport



# ROLE OF SPORT

***“SPORT means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”***

*European Sports Charter, Council of Europe 1992 & 2001*



# TASK

## *Sport and Socialisation*

***Give examples of how each group member was socialised INTO sport.***

- ***e.g. why did you take up sport?***
- ***Why that particular sport?***
- ***Who were particular influences?***

***Give examples of how each group member was socialised THROUGH sport.***

- ***e.g. what were the positive outcomes of your sports participation ?***
- ***what particular skills did you learn that could be applied to other areas of life?***

# Role of sport

- Health of the Nation
- Urban Regeneration
- Crime Prevention
- Social Integration
- Economic Renewal
- International Profile
- Elite Success
- Financial Investment



# ROLE OF SPORT

The formal benefits of sports participation tend to be associated almost solely with traditional, competitive, team sports. For example, in a submission to the Department for Culture, Media and Sport, the Institute for Leisure and Amenity Management (ILAM) (1999) states that:

*"Team sport can help an individual learn to work with others and be part of a team. Participating in competitive sport enables you to learn about yourself, including motivation, limitations and skills that may not have been apparent before"*

In the Foreword to *Sport - Raising the Game* (Department of National Heritage, 1995), John Major stated that:

*"Competitive sport teaches valuable lessons which last for life. Every game delivers both a winner and a loser. Sports men must learn to be both. Sport only thrives if both parties play by the rules, and accept the results with good grace. It is one of the best means of learning how to live alongside others and make a contribution as part of a team".*

## SPORTS AND THEIR PROPERTIES

Keller et al (1998) provide a list of 11 positive aspects of sport and the sports participation processes (although these will vary between different types of sports).

They suggest that sport:

- provides a meeting place
- provides an opportunity for acquisition of fitness and skills
- can give 'meaning' to life
- allows one to test and affirm oneself in new ways
- tests strengths and aptitudes and enables participants to better know their body
- allows one to dominate and model one's own body and turn it into a prestige object
- provides an opportunity to search for adventure and strong emotions in risky (yet controlled) situations
- stimulates aesthetic perception and the pleasure of taking part in a physical activity
- can become part of the personal 'set of habits' and (healthy) lifestyle
- allows one to take responsibility for one's own health
- can be the subject for unlimited conversation.

# In conclusion

- **Multiple agencies operating within the industry across sectors**
- **Distinct roles and strategies**
- **Sport is currently experiencing its highest level of priority on political agendas**
- **Sport in the EU is currently tasked with solving many social, political economic challenges**

# Contemporary Issues in European Sport

## TASK 1.

- In your group
- identify 5 key/highest priority contemporary issues facing sport in the EU
  - Current issue: .....
  - Examples to back up: .....





**Global Terrorism**

**Drugs in Sport**

**Advances in Technology**

**Political Agenda**

**Social Responsibility**

**Economic Impacts**

**Media Involvement**

**Women and sport**

**All to do  
with politics,  
economics,  
culture and  
show links  
between  
sport &  
society**

**Disability sports**

**Bidding Process**

**Commercialism**

**Foreign players**

**Exploitation**

**Racism (racist chanting)**

**Athletes or showbiz stars**

**Sports gambling**

Sport is a reflection of society

Sport can reinforce what goes on in society

Coakley (2008) argues that sports are related to the social and cultural context in which we live (i.e. sports provide a window into culture and society).

- Women in Sport
- Media and who controls sport?
- Violence in sport
- Commercialisation and sport as a business
- Racism in sport

# *Women in sport*

## Footie boss faces sexism showdown



- **A football manager is in trouble with his club after he said female officials shouldn't be involved in matches.**
- Mike Newell said: "It's bad enough with the incapable referees and linesmen we have, but if you start bringing in women, you have big problems."
- Newell, the manager of Luton Town, later apologised for his comments.
- However his club still want to talk to him about what he said, and have made it clear they don't agree with what he said about women.

## The Wimbledon Championships will offer women and men equal prize money.

- The announcement by the All England Club brings the tournament into line with other Grand Slams following criticism from officials and players.
- Wimbledon joins the United States and Australia in paying equal money across the board, from the champions down to the first-round losers in all events.

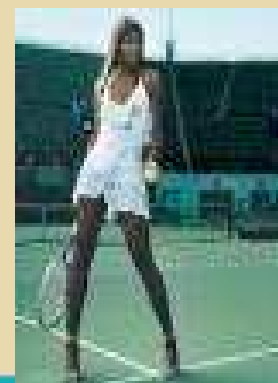
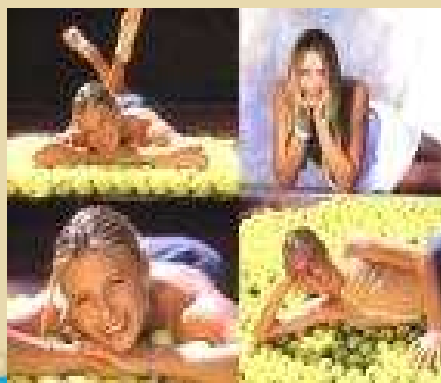
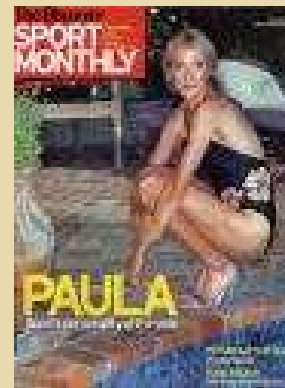
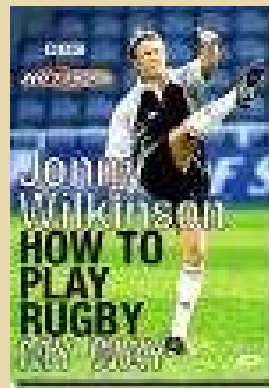
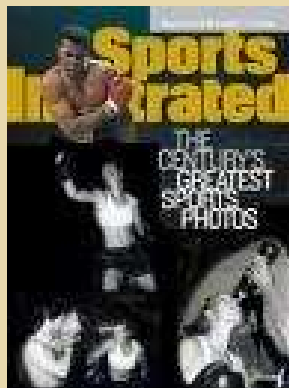


- The NBA's highest paid player, Shaquille O'Neal, this year pulls down \$17.4 million. Meanwhile, the WNBA's best player, Cynthia Cooper, makes a paltry \$75,798. **Don't Shaq and Cynthia perform exactly the "same" work?**
- Both play four quarters, 12 minutes each.
- The dimensions of the court are the same for both players, and points per shot are equal.
- They perform the very same work, yet because of male chauvinism, the Lakers' management pays Shaq more money.

## Spot the Difference!

How are male and female athletes depicted?

In your groups discuss how you would describe the athlete in each picture shown below.



# Task /Class discussion

- Why so few women play sport?
- Equal opportunities legislation in sport – discuss
- Is there sexism in sport?

# ***Media and who controls sport?***

## **QUESTION/TASK 2** (in groups)

- What are the major roles/functions of mass media?
- Give examples of types of mass media with real life names.
- Influence of TV/Mass Media on sport and how sport has changed?

# *Sport and the media*



## TYPES OF MEDIA

- Newspapers
- Magazines (general/specific)
- Radio
- Books
- Film
- Video
- Television
- Internet
- Cd – rom

## THE MEDIA – - MAJOR FUNCTIONS

1. to **INFORM** us about events and people;
2. to **INTERPRET** what is going on in the world;
3. To **ENTERTAIN** us in various ways;

(to inform, educate, entertain, **ADVERTISE**).



# TYPES OF MEDIA INVOLVED IN SPORT

- **TELEVISION:** BBC, ITV, SKY SPORTS, ESPN, EUROSPORT, etc. Satellite, cable, digital TV, pay-per-view.
- **PRESS:** broadsheets (The Times), tabloids (The Sun), local, weekly, magazines, periodicals.
- **RADIO:** national, local, commercial.
- **MOVIES:** The Goal, Rocky, Coach Carter, documentaries.
- **BOOKS:** biographies (Alex Ferguson, Roy Keane, Clive Woodward, etc.), coaching techniques, sports management/marketing, etc.
- **INTERNET:** websites – live events, team official websites, etc

**TheFA.com**

THE OFFICIAL SITE OF THE ENGLAND TEAM



# Task

## Impact of the television – examples (I):

- Games moved to awkward times of day to satisfy television schedules (World Cup in USA @ 2.00 pm, 35°-40°Celsius);
- Ignoring fans who've bought tickets;
- Giant video screens in arenas and stadiums;
- Alteration of game rules, as in the creation of the "TV time-out" for television commercials (basketball);
- Free agency for players and consequent moves to the "highest bidder";
- Pro teams moving to better "markets";
- The playing of games at night
- Electric lights in stadia
- Gender biased sports coverage and promotion

# Task

## Impact of the television – examples (II):

- Wild-card games designed to increase playoff participants;
- Expanded playoffs (best out of 5, out of 7);
- The 40-second shot clock in the NFL;
- Over-expansion in the professional leagues
- Salary caps
- Umpire and officials strikes

## The influence of mass media → SPORT (rules, event programming) HAS CHANGED FOR TV

- commercial time-outs in basketball.
- one day cricket.
- “golden goal”, penalty shoot outs.
- colour of clothes.
- unsuitable times (1994 World Cup played in the heat of the day to ensure top coverage; Olympic events scheduled to suit the demands of TV companies).
- 3<sup>rd</sup> umpire – cricket.
- TV evidence in rugby – video referee.
- camera angles position (under water cameras).

## TASK 3.

- Functionalists would argue that the sport ↔ media relationship is a **symbiotic** relationship. In contrast, CRITICAL theorists argue that the relationship is **parasitic**. Which side of the debate do you stand (outline the evidence that is the basis for your stance)?
- *Feedback* → in groups and open discussions.  
(see next slide for definitions)  
- 10-15 min.

# **DEFINITIONS**

- **PARASITIC** = caused by a parasite; living on another animal or plant and getting its food from it; (of a person) always relying on or benefiting from other people and giving nothing back.
- **SYMBIOSIS** = (biology) the relationship between two different living creatures that live close together and depend on each other, each getting particular benefits from the other; relationship between people, companies etc that is to the advantage of both; a SYMBIOTIC relationship.

*Oxford Advanced Learner's Dictionary (2000) 6<sup>th</sup> Edition*

# Violence in sport

- in your group, identify causes of violence in sport



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## Mass brawl mars NBA match

**Indiana Pacers players clashed with Detroit fans on Friday night in some of the ugliest scenes ever witnessed in the National Basketball Association.**

Indiana's Stephen Jackson, Ron Artest and Jermaine O'Neal were all reported to have scuffled with Pistons fans who had thrown bottles and chairs.



Photos from NBA's night of shame

"That was the ugliest thing I've ever seen in my life as a coach or player," Pistons veteran coach Larry Brown said.

# *Violence in sport*



Open warfare ... Serb  
Garden Square  
on day one of the Au:  
yesterday.

Open warfare ... Serbian and Croatian fans scuffle in Garden Square on day one of the Australian Open at Melbourne Park yesterday.

Photo: Getty Images



*-What can be done / should be done to stop it?*



# Commercialisation & Sport as a Big Business

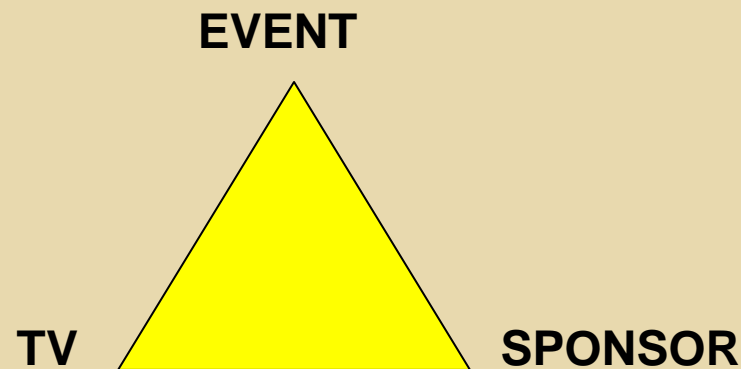
COMMODIFICATION = where sport is seen as a commodity.

MEDIA a major force here

= where the market becomes the driving force in sport;

= leading to the dominance of the sports “golden triangle”

= the sale of TV rights becomes the major source of sports funding (for ex., broadcasting rights for Premier League).



# Commercialisation & Sport as a Big Business



- receives £14.1 million from jersey sponsor AIG.
- £95.5 million invested in new players (over the past three years)
- club worth \$1.8 billion (1<sup>st</sup> in TOP 10 Forbes football rich list - 2008)
- European fanbase of 37.6 million (3<sup>rd</sup> place In SPORT+MARKT study “Football Top 20”)

- pays £1.2 million per year to the charity UNICEF.
- £142.8 million invested in new players
- \$784 million (7<sup>th</sup> place TOP 10 Forbes football rich list - 2008 )
- the most popular team across Europe with 44.2 million fans in 16 key markets (SPORT+MARKT study “Football Top 20”)

# *Racism in Sport*



*-Causes of racism in sport?*

*What can be done/should be done to stop it?*

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THANK YOU VERY MUCH  
FOR YOUR ATTENTION!