

Name \_\_\_\_\_

Class \_\_\_\_\_

## 2.1 Engagement Patterns of Different Social Groups in Physical Activity & Sport

## 2.2 Commercialism of Physical Activity & Sport



<b>Topic</b>	<b>Description from Specification</b>	<b>Pupil comments – How confident do you feel on this topic?</b>
Engagement patterns of different social groups and the factors affecting participation	<p>Engagement patterns in physical activity and sport can differ between different social groups. Understand factors that contribute to engagement patterns in the following social groups: Gender, race/religion/culture, age, family/friends/peers, disability.</p> <p>Students should be taught to make justifiable links between the following factors and their relevance to engagement patterns of the groups above: Attitudes, role models, accessibility (to facilities/clubs/activities), media coverage, sexism/stereotyping, culture/religion/religious festivals, family commitments, available leisure time, familiarity, education, socio-economic factors/disposable income, adaptability/inclusiveness.</p>	
Commercialisation	<p>Definition of commercialisation. The relationship between sport, sponsorship and the media.</p>	
Types of sponsorship and the media	<p>Definitions of sponsorship and the media. Types of sponsorship: Financial, clothing and equipment, including footwear, facilities.</p> <p>Types of media: Television, radio, the press, the internet, social media.</p>	
Positive and negative impacts of sponsorship and the media	<p>The positive and the negative impacts of commercialised activity (sponsorship and the media) on the following: Performer, sport, official, audience/spectator, sponsor/company. Students should be taught to justify why the impact is positive and/or negative.</p>	
Positive and negative impacts of technology	<p>The positive and the negative impacts of technology on the following: Performer, sport, official, audience/spectator, sponsor/company.</p> <p>Students should be taught to justify why the impact is positive and/or negative. Teaching should make students aware of examples of technology used in sport (eg Hawkeye, Television Match Official). However, the focus should be on technology generically, not on specific types of technology (eg Hawkeye, Television Match Official).</p>	

**Participation in Sport:**

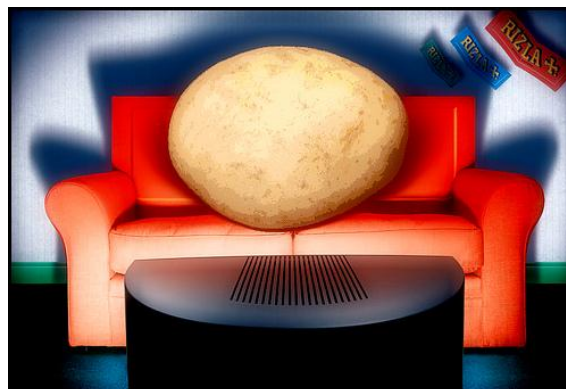
In the UK **58% of the population** do not participate in any sport. Think about the sports that you participate in on a regular basis. Try to give five reasons why you take part in sport:

- 1.
- 2.
- 3.
- 4.
- 5.



Now try to think of five reasons why some people might not take part in any sport at all:

- 1.
- 2.
- 3.
- 4.
- 5.



The table below highlights some of the reasons why certain groups in society may participate in less sport. Complete the table using your own research and knowledge.

Reason for Lack of Participation	Why this can result in a lack of participation	Examples of how this is changing in society
<p><b>Gender</b></p>	<p>Sports can often be seen as 'more' male or female and this can put people off taking part. Examples of 'male' sports include _____, _____ and _____. Examples of female sports include _____, _____ and _____.</p> <p>The amount of people watching and playing sport is still dominated by men. Research the amount of men and women participating in sport in the UK:</p> <p>Research the amount of viewers watching the men's and women's Wimbledon finals in 2018:</p>	
<p><b>Age</b></p>	<p>Many sports lend themselves to being more suitable to younger people. Examples of such sports include _____ and _____.</p> <p>However some sports are seen as 'sports for life' as participants of all ages can take part. Examples of such sports include _____ and _____.</p>	
<p><b>Family/Friends/Peers</b></p>	<p>Evidence suggests that people tend to participate in the same sports as their family and friends. Family members are often seen as _____ and inspire us to take part in sport. However those who don't have family or friends that take part may find that their opportunities to participate are limited.</p>	

<p><b>Race/Religion/Culture</b></p>	<p>This refers to 'belonging to a social group that has a common national or cultural tradition'.</p> <p>Ethnic minority groups participate in less sport in the UK. One reason for this is stereotyping people of a certain race to certain sports. For example people stereotype Indians as being good at _____ and black people being good at _____.</p>	
<p><b>Disability</b></p>	<p>Although provision is increasing, more still needs to be done to get disabled people taking part in sport. This could be done by creating more facilities and clubs to encourage people to take part.</p>	

Create a mnemonic to help you remember the five social groups shown in the table above.

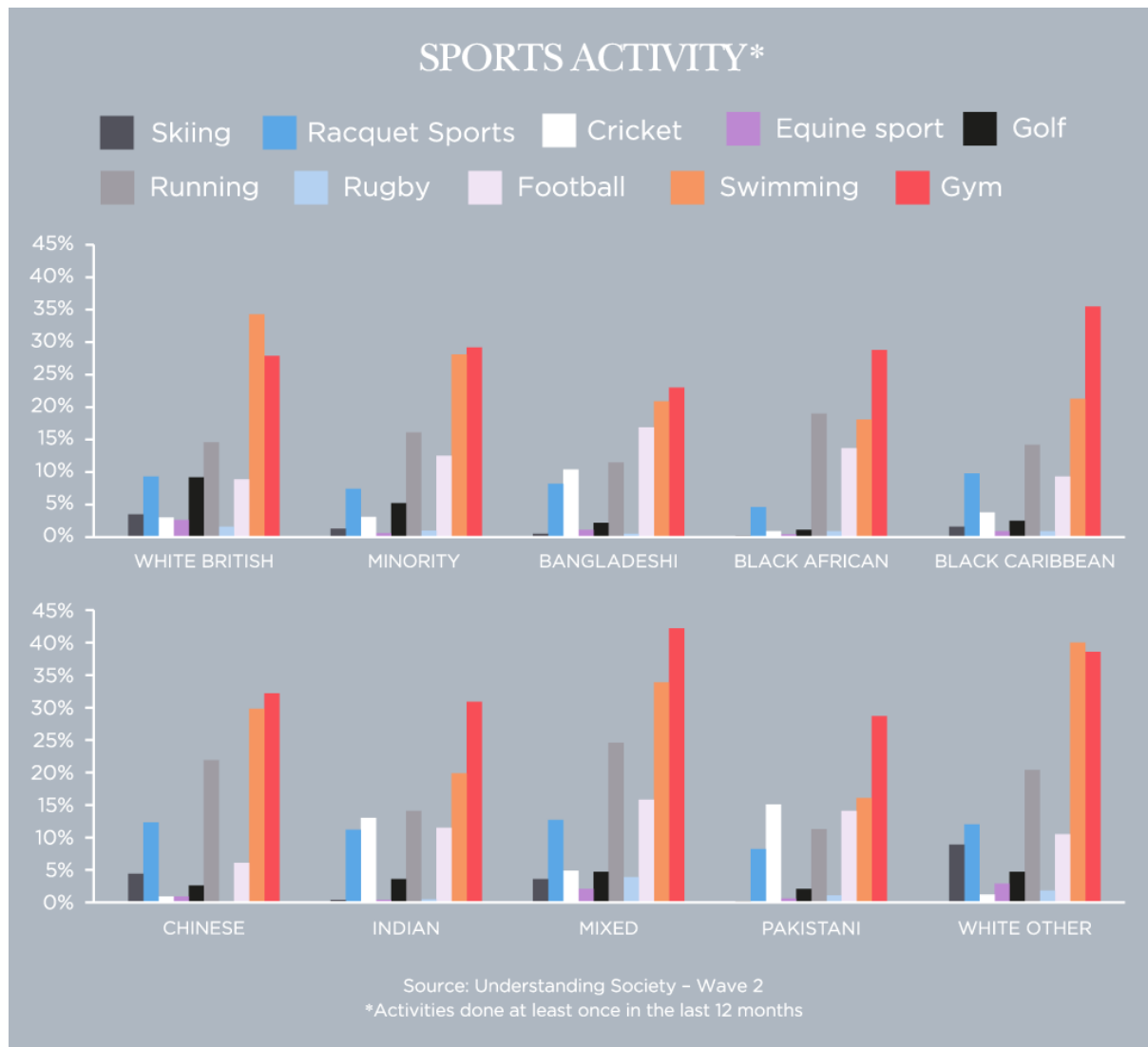
The following **factors** can all influence how much sport the five social groups are able to participate in. Use your own research to look up the meaning of each word/phrase before filling in the table below.

<b>Factor Influencing Participation</b>	<b>Explain how the factor influences the participation levels of individuals from one of the social groups</b>
Attitudes	
Role Models	
Accessibility (to facilities/clubs/activities)	
Media Coverage	
Sexism/Stereotyping	
Culture/Religion/Religious Festivals	
Family Commitments	
Available Leisure Time	
Familiarity	
Education	
Socio-Economic Factors/Disposable Income	
Adaptability/Inclusiveness	

Analyse the barriers preventing females from taking part in sport and discuss whether these barriers are being overcome within society.

<b>Barrier Preventing Female Participation (A01)</b>	<b>Explanation or example (A02)</b>	<b>How this barrier is (or is not) being overcome within society (A03)</b>

The graph below shows the sports activity of different ethnic groups in the United Kingdom. Use the graph and your own knowledge to answer the questions below.



Which ethnicity groups take part in skiing the most often? Give reasons as to why this might be the case.

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Which ethnic groups take part in cricket most often? Give reasons as to why this might be the case?

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All ethnic groups appear to have a high percentage of people attending the gym. Give reasons as to why this is the case.

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How can society try to influence ethnic minority groups to take up sports such as golf?

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**Explain two reasons why a person's religion could influence their participation in sport. (2 marks)**

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Commercialisation of Physical Activity & Sport:**

Commercialisation can be defined as the following:

'To manage or exploit (an organisation, activity, etc) in a way designed to make a profit.'

In simple terms commercialisation means to make money out of something. The media and businesses (through sponsorship) both have had a role to play in the commercialisation of sport.

Why do the media, including broadcasting giants such as 'Sky', give huge amounts of money to sport?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why do big businesses give huge amounts of money to sport?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Complete the table on the next page to explain how various sports have changed due to commercialisation in recent years. Use the following words and phrases to help you in your explanations:

Social Media

VAR

The Diamond League

Women's Super League

ATP World Tour Finals

Sky Sports

Hawkeye

Increased ticket prices

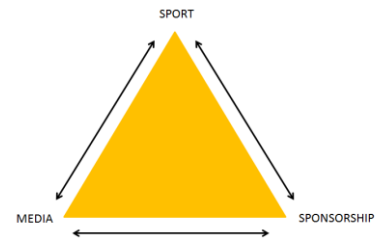
T20 Cricket

<b>Sport</b>	<b>How the media has contributed to commercialisation</b>	<b>How leagues/tournaments have been adapted to increase commercialisation</b>	<b>How technology has contributed to commercialisation</b>
Cricket			
Tennis			
Athletics			
Women's Football			

**The Golden Triangle:**

When sport, the media and businesses (through sponsorship) work together this is known as the **golden triangle**. All three rely very heavily on each other.

A sponsor is ‘an individual or group that provides financial support to an event, activity, person or organisation.

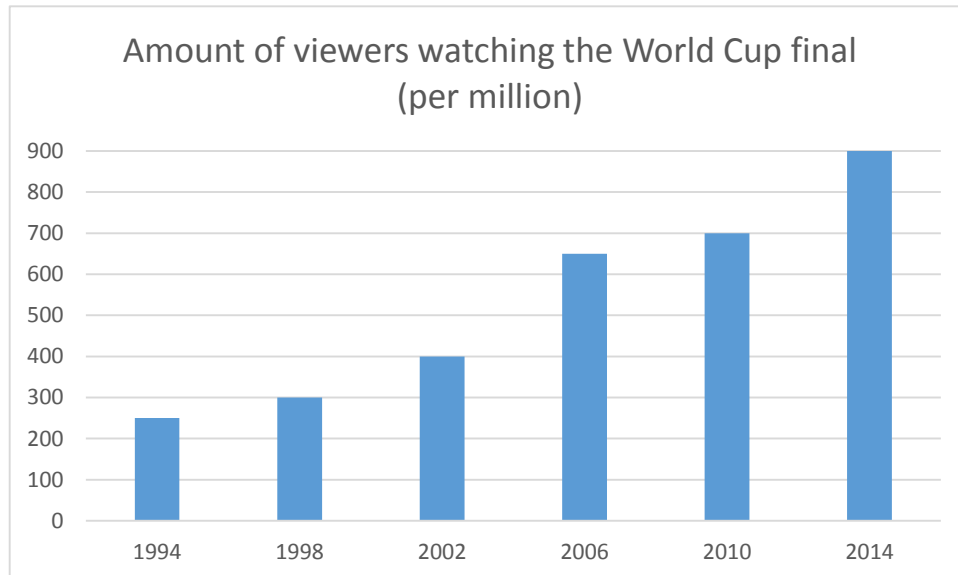


Type of Sponsorship	How this sponsorship can help the performance of an individual or team
Financial	
Clothing and equipment/footwear	
Facilities	

There are five types of media that look to make money out of sport. Use the table below to state how they do this.

Type of Sponsorship	How they make money out of sport
Television	
Radio	
The Press	
The Internet	
Social Media	

The bar chart below shows the amount of TV viewers who watched the football World Cup final between 1996 to 2014.



What type of data is being shown in the graph? (1 mark)

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What is the trend being shown in the graph? (1 mark)

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Explain two ways in which commercialisation has had an effect on the change in viewing figures between 1994 and 2014? (4 marks)

1. \_\_\_\_\_

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2. \_\_\_\_\_

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According to research, some sports have higher participation rates than others.

Explain **two** ways in which the media can help to increase participation in sport. (4 marks)

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



The commercialisation of sport undoubtedly has both advantages and disadvantages. Over the past decade technology has been increasingly used within sports matches to attempt to improve the experience of the spectator and the accuracy of officiating. Use the space below to name some forms of technology used during sport matches/events.

Commercialisation and technology have many advantages but there are also disadvantages for sport and sports performers. Use the resource given as well as your own ideas to fill in the tables below.

<b>Advantages of the Commercialisation/Technology of Sport for.....</b>				
The Sponsor	The Sport	The Player/Performer	The Spectator	The Officials



<b>Disadvantages of the Commercialisation/Technology of Sport for.....</b>				
<b>The Sponsor</b>	<b>The Sport</b>	<b>The Player/Performer</b>	<b>The Spectator</b>	<b>The Officials</b>

As discussed earlier, big businesses will give huge amounts of money to sports teams in order to gain branding, particularly on shirts. However there is a debate surrounding whether certain 'unethical' companies should be allowed to sponsor sports teams.

What types of product could be seen as 'unethical' in terms of sponsoring sport?

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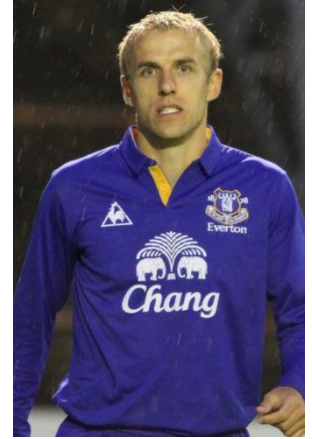
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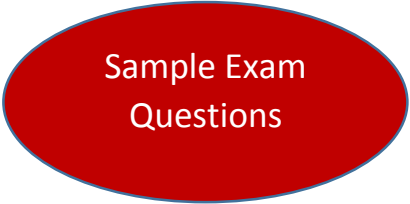
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What are the positives and negatives of a gambling company sponsoring an U18 school football team?

Positives	Negatives

State one type of sponsorship that an individual can receive and explain how this can improve their performance in a sport of your choice. (2 marks)



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Philip is 42 years old and doesn't take part in any sport. Explain three factors that could be influencing Philip's decision not to participate. (3 marks)

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Explain one disadvantage of the commercialisation of sport for a performer (2 marks)

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Explain one advantage of the increase in technology in sport for an official. (2 marks)

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**Key Terms:**

**Stereotype** – A fixed and oversimplified opinion of a person or group

**Discrimination** – The unjust treatment of certain categories of people

**Socio-Economic Group** – A way of grouping people in society, based on income

**Sexism** – Stereotyping or discriminating based on sex (particularly used against women)

**Commercialism** – Putting an emphasis on the maximising of profit

**Media** – The main means of mass communication

**Sponsor** – An individual or group that provides financial support to an event, activity, person or organisation

**Golden Triangle** – The relationship between sport, the media and sponsorship

**Social Media** – Websites and applications that enable users to create and share content or to participate in social networking

**Grassroots** – The most basic level of an activity or organisation