

Commercialisation and Socio-Cultural Issues



- The relationship between commercialization, the media and physical activity and sport.
- Advantages and disadvantages of commercialization and the media for: the sponsor, the sport, the player/performer, the spectator
- Different types of sporting behaviour: sportsmanship, gamesmanship, and the reasons for deviance at elite level

Sportsmanship



Fair and generous behaviour, e.g. shaking hands at the end of a match in football

Gamesmanship



Use of **dubious** methods to gain an **advantage** within a sport - not against the rules but it is a contentious issue e.g. grunting in tennis

→ **Sport** needs both the **media and sponsorship** in order to **increase income**

→ **Businesses** need both **sport and the media** to **increase publicity and brand awareness**, this will result in **more customers**

→ **The media** needs **sport** in order to **attract viewers and attention**. The media needs **business/sponsorship** to **increase revenue** via paid ads

	Advantages	Disadvantages
Sponsor	Can be lined with sport = healthy image to company.	Sponsoring a player who uses PEDs can give bad publicity.
Sport	Increased money for NGBs to spend at grassroots level.	Led to unpopular rule/format changes in some sports.
Spectator	More opportunity to watch live sport.	Viewing disrupted by adverts.
Player/Performer	Opportunity to become a global star/make money.	Athletes become controlled by sport and sponsors.

Negative Deviance is going against the norms by deliberately breaking the rules of a sport - under-conformity to the rules e.g.



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Diving in Football
Taking PEDs
Foul Play

Positive Deviance is acting outside the norms but not intentionally breaking the rules - over-conformity to the rules e.g.



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Participating with an injury
Accidentally injuring an opponent
Overtraining



The Golden Triangle

