

# GCSE Physical Education – Participation rates, Commercialisation & Deviancy

**Participation rates** – The number of people taking part in physical activity.



**Age** – The reason why different age groups participate can vary based on **access, cost, time available** and the **nature of the activity**.



**Gender** – Men and women can participate for different reasons including image, cost, time and society. Increased media coverage has helped remove many stereotypes.



**Ethnicity** – The number of **ethnic groups** (black, white & other minorities) playing sport are on the rise. Reasons for the difference include stereotypes, cost and cultural influences.



**Disability** – This can be a physical or mental impairment. Activities and rules are often adapted *i.e. Wheelchair tennis*. Other barriers include availability, cost and access.



**Socio-economic group** – This is determined by profession and available income. Factors include cost, availability and time. *i.e. golf is far more expensive to participate than athletics*.

## Reasons for non-participation

**Media Coverage** – lack of coverage of some sports

**Environment & Climate** – denotes which sports are more or less relevant for an area

**Time** – work commitments reduce activity

**Resources** – facilities & provision

**Role Models** – lack of direction & peers

**Data** – facts and statistics gathered to highlight information. Shown in table or graph format.

**Trends** - a general direction in which something is developing or changing.

## Deviancy

**Sportsmanship** – the qualities of fairness and following the rules. *i.e. shaking hands after a match*

**Etiquette** – customs e.g. good manners

**Gamesmanship** – Bending the rules to gain an advantage *i.e. fainting injury to waste time*

**Deviant behaviour** – Behaviour that goes against the norms of society or the rules of a sport. This type of behaviour causes **negative role models**. *i.e. drug taking or biting a player*



Consequences:

1. Punishment – red card/sin bin/bans
2. Loss of sponsors / contracts with clubs
3. Damaging own reputation or club/country

**Commercialisation** - Sport, media and commercialisation are closely linked in a what is known as a 'GOLDEN TRIANGLE'

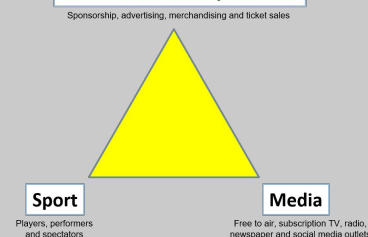
## Sponsor

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Raise awareness of brand leading to increased sales</li> <li>• Displays goodwill</li> </ul>	<ul style="list-style-type: none"> <li>• Poor behaviour from athletes/clubs causes negative media attention.</li> <li>• Smaller sponsors might struggle to compete with larger more global brands.</li> <li>• Some sponsors are not suitable to be promoted within sport. <i>i.e. tobacco</i></li> </ul>

## Player/Performers

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Allows athletes to earn income as a full time job.</li> <li>• Can lead to additional roles post playing career within the sport.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages deviant behaviour due to the pressure of success.</li> <li>• Generally, favours <u>male</u> over <u>female</u> and <u>able bodied</u> over <u>disabled</u>.</li> <li>• Sponsorship might be short term.</li> </ul>

## Commercialisation/Business



## Sport

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Raises the profile of the sport due to increased exposure.</li> <li>• Changes to sport format/rules to make audience friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• Tends to only support the popular sports.</li> <li>• The influence of TV has caused an increase in adverts and changed TV timings (traditions lost)</li> </ul>

## Spectator

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Offers a wider choice of sports available to watch.</li> <li>• Viewing experience has been enhanced due to technology</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages spectating not participating.</li> <li>• Can become very expensive for fans/spectators.</li> <li>• Affects view experience - increased TV breaks.</li> </ul>

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Term	Definition/notes/concept

Keywords: