



# Sport Studies

R184 – Contemporary issues in sport

# Performance Objectives

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- PO1 Recall knowledge and show understanding of Sport Science concepts.
- PO2 Apply knowledge and understanding of Sport Science concepts.
- PO3 Analyse and evaluate knowledge, understanding and performance.



# Sport Values

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Sport provides an opportunity to **win, lose, gain friends and maintain a healthy active lifestyle**. As a performer, the skills and qualities instilled will benefit all aspects of an individual's life.



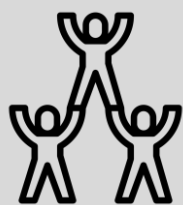
- 1 Watch this short video on the Olympic values and sport - [HERE](#)
- 2 Think. Pair. Share – What is meant by a 'Value'? Name and explain values that are promoted through sport.

# Values promoted through sport

**Values** are **principles or standards of behaviour** that are judged to be of importance. Sport is a great way to encourage these values to be displayed and reinforced. Typical values include:

## **Team Spirit:**

All aspects of life require you to work with and get along with other people. Sport encourages working together with other individuals towards a common goal. *i.e. winning a match.*



Examples include a teammate telling another player to **focus and motivate** rather than **seeking individual glory.**

# Values through sport

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## **Fair Play:**

Life has rules, legal, social, moral and ethical, that we must abide by.

Learning the importance of adhering to rules and being fair to others can be achieved through playing sport.

**Examples** include playing by the **rules** and not taking performance enhancing drugs and not fainting injury or contact for a penalty.



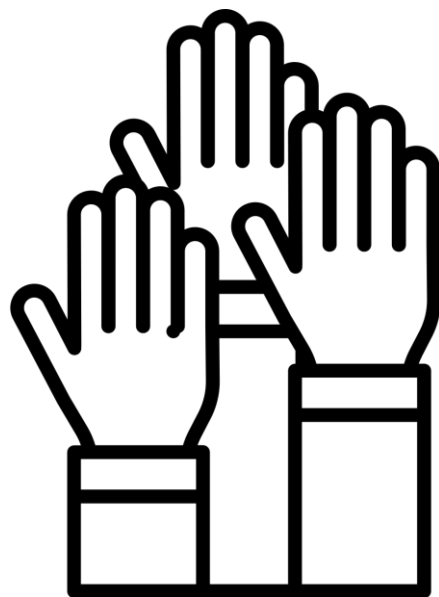
# Values promoted through sport

## Citizenship:

Sport creates a feeling of belonging and helps to create/maintain pride in surroundings and a desire to be socially responsible.

This value is promoted by getting involved in local community sport clubs.

Other examples include helping out or **volunteering at a local football club** in roles such as coach, treasurer or chairperson.



# Values through sport

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## **Tolerance and Respect:**

Tolerance is needed in order to cooperate and get on with other people. Physical activity can develop an understanding of other people, countries and cultures.

Tolerating and respecting all performers at an event can be shown through **shaking hands** and **observing silence** during the oppositions **national anthem**.



# Values promoted through sport

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## **Inclusion:**

Everyone has differing abilities/needs and society should accommodate these as best it can. Adapting sport so that people of all abilities can participate makes it inclusive.

## **Excellence:**

Sport creates opportunity for individuals to strive to be the best they can be.

Examples includes 100 per cent commitment to **demanding training schedules** and **performance**.



# Values through sport

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## **National Pride:**

National pride fosters positive self image and pride in achievements and surroundings. Supporters and performers unite behind the country/team during major championships.

Increased press coverage, wearing of the countries colours and the display of flags shows support and pride during a **World Cup or Olympic Games**.



**Think. Pair. Share** – Does hosting a major sporting event give the home country additional benefits?



# Olympics and Paralympics

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The Olympics and Paralympics Games are the pinnacle of most elite athlete's career.

Games are held every **four years** in a different **host city**.



The first Olympics Games was in 1896 in Athens, Greece. 280 participants from 13 nations competed in 43 events

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# The Olympic and Paralympic movement

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The Olympic games was developed by Baron Pierre de Coubertin. He believed in a healthy/balanced mind and body and encouraging performers to strive to do their best.

The **Olympic creed** (message) was as follows:

*"The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well"*



The Olympic creed was designed to provide a **moral message** about taking part and linking it to life struggles.



# The Olympic and Paralympic movement

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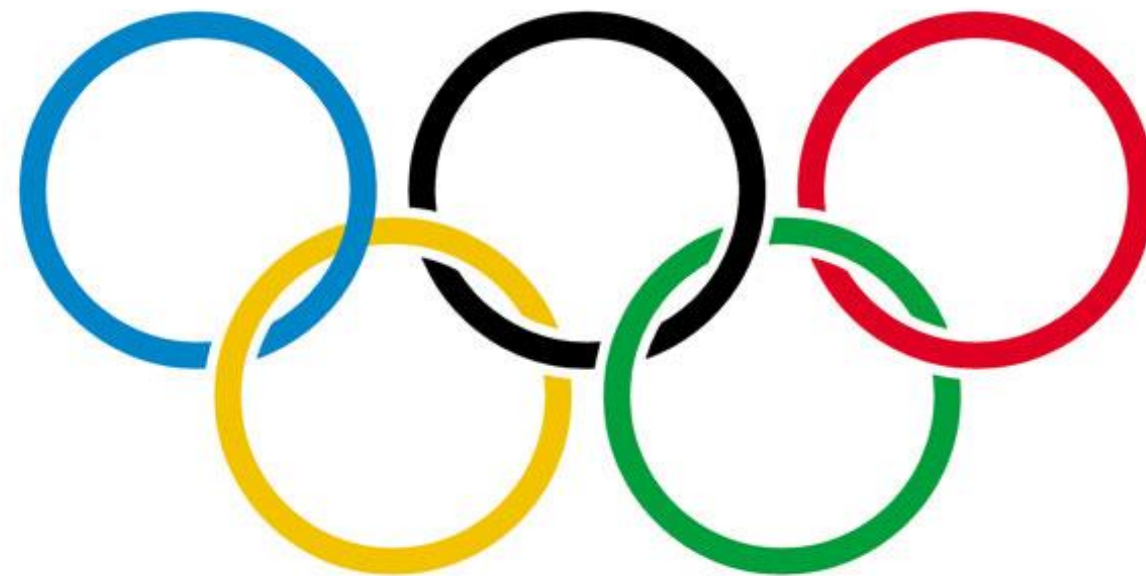
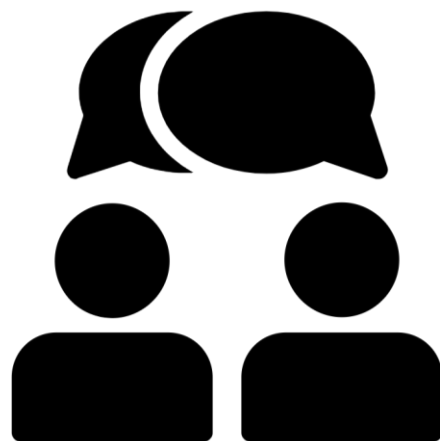
The **symbol** of the Olympic Games is five interlocking rings of the same size which represent the **union of the five continents** of the world who take part.

1913



Introduction of  
the Olympic rings

**Think. Pair. Share** – What are the Olympic values and what do they mean?

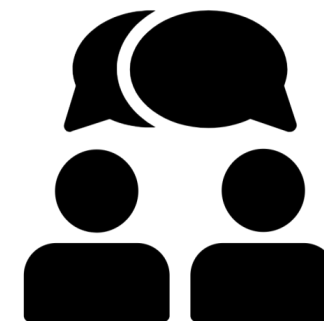


# The Olympic and Paralympic movement

Values	How the Olympics and Paralympics encourage these values
Respect	
Excellence	
Friendship	
Courage	
Determination	
Inspiration	
Equality	

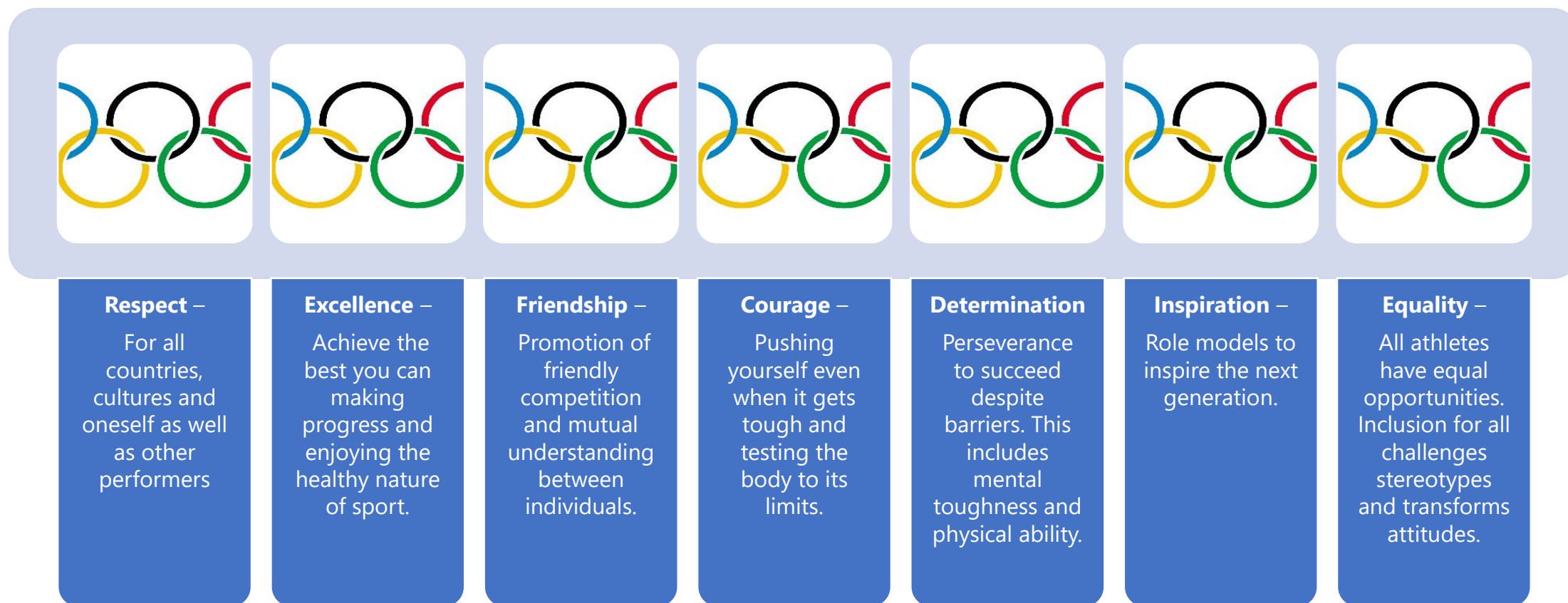


Think. Pair. Share – Explain how the Olympic games encourages these values amongst the participants?



# The Olympic and Paralympic movement

The Olympics games values are central to the movement and have been retained over many years. The Olympic values are Excellence, Friendship and Respect while the others are Paralympic values.



# Sporting values initiatives and campaigns

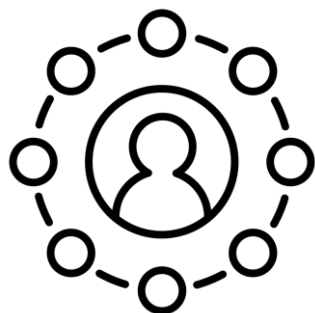
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Initiatives, campaigns and events to promote sporting values can occur at:

- **Local level**
- **Regional level**
- **National level**

## Local level

Sports clubs may decide to actively promote particular values. Club members may be asked to follow values of



- **Fair Play**
- **Citizenship**
- **Tolerance/respect**
- **Excellence**



# Regional level

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Local sports club may also follow regional or national campaigns to emphasise the importance of a particular value.

## **Join the Movement campaign**

As the nation spends more time at home than ever before, our Join the Movement campaign aims to inspire and give trusted information about how to keep active.



# National Level Campaigns

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There are other programme which have successfully promoted the development of core values amongst children and adults across the country.

## 1. This Girl Can

Values: **Equality and inclusion**

This is Sport England initiative aimed at getting women active and tackling the fear of being judged for participating despite being a particular shape, ability or size.

Women said that they have become more active as a result of the This Girl Can campaign.

2.8  
million



# National Level Campaigns

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## 2. Rainbow Laces

Values: **Equality, tolerance, respect**

This initiative was created to build a culture of acceptance of everyone irrespective of sexual orientation or gender identity.



## 3. Kick it out

Values: **Inclusion, tolerance and respect**

This campaign worked through the football community to highlight the consequences of inappropriate discriminatory behaviour.

# National Level Campaigns

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## 4. Chance to shine

Values: **Citizenship, inclusion and tolerance**

This charity run programme has brought cricket to many inner-city children. The hope is it will build social cohesion and teamwork.

## 5. Creating Chances from the Premier League

Values: **Inclusion**

The programme involves education on everything from healthy eating to drug problems and it aims to give young men the help they need.

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# Sporting behaviour

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## Etiquette and sporting behaviour

Sport has **unwritten rules** or **customs** to uphold respect and fairness when participating.

These help people to play in the 'spirit of the game'. They often require players to take an active approach to respect and fairness and avoid breaking the rules. These include:

- **Acknowledging that a ball was out in tennis**
  - **Respecting the opposition regardless of score.**
  - **Having manners when playing**
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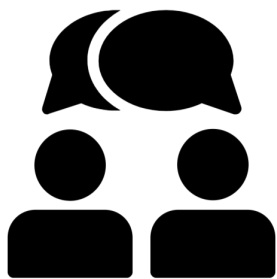


# Etiquette and Sporting Behaviour

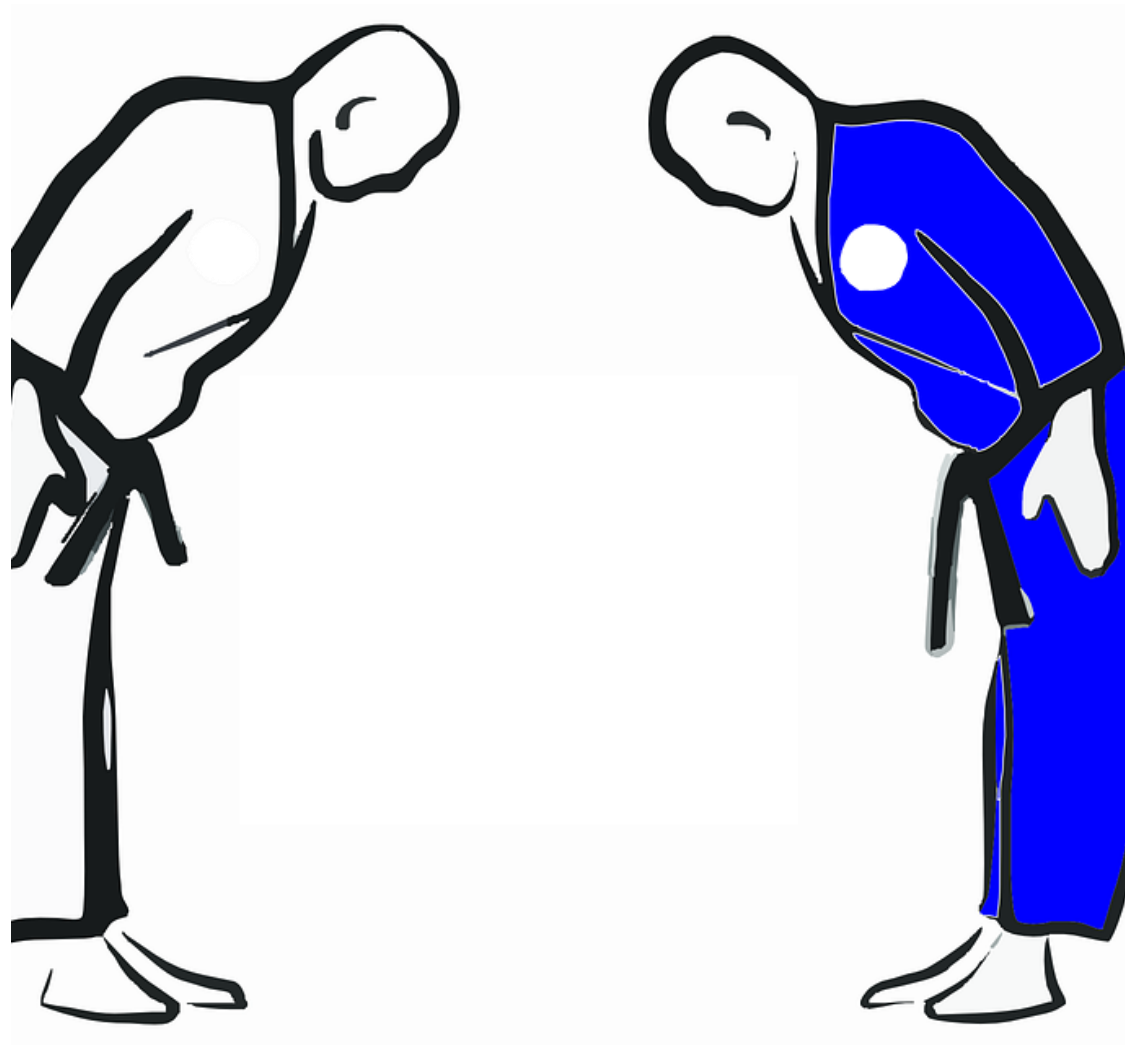
**Sportsmanship** is an unwritten code of behaviour that a player stands by when competing. Some sports have particular sporting gestures.

## Reasons for observing etiquette and sporting behaviours:

- Promoting positive sporting values
- Ensuring the safety of performers
- Acting as a positive role model
- Fairness/mutual respect



**Think. Pair. Share** – How many different displays of sportsmanship, fairness or etiquette can you think of?



# Etiquette and Sporting Behaviour

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There are places or times in a game situation or competition when sportsmanship is expected:

- **After an injury in football** - The ball is kicked out after an injury occurs to a player. The ball is then thrown back.
- **Respect in rugby** – After a match both teams form a 'tunnel' and clap each other off.
- **With success** – Even as a winning team players should be gracious. Shaking hands is an offer of commiseration.
- **After a defeat** – Even after losing a match player should shake hands and show mutual respect.
- **During a match** – Maintaining silence when an opponent takes their turn.

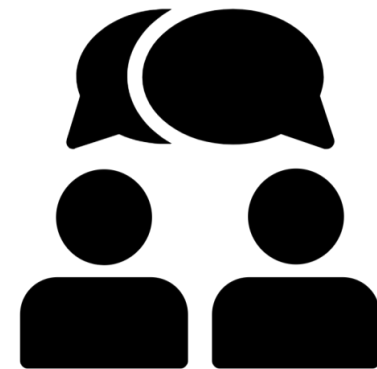


# Gamesmanship

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**Gamesmanship** is slightly different to sportsmanship as it is the **bending the rules** to gain an advantage over opponents. Usually this is a tactical and unethical ploy.

*i.e. faking an injury in football to waste time.*



**Think. Pair. Share** – Can you think of any other examples of gamesmanship within sport?

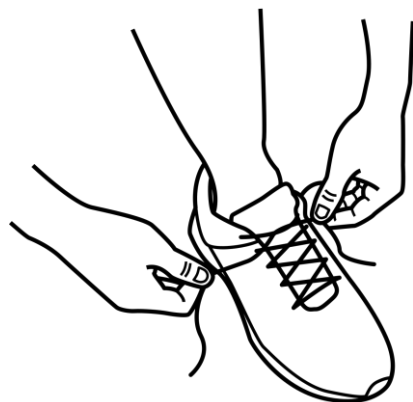
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# Gamesmanship

Other acts of **gamesmanship** in sport are below:

- Taking injury time outs during a tennis game
- Over appealing in cricket
- Taking a long time to collect the ball in football to waste time
- Excessive use of Hawkeye to delay the game
- Re-tying show laces when an opponent is about to play

It is often argued that **poor etiquette** leads to **gamesmanship** and can in turn lead to **cheating**.

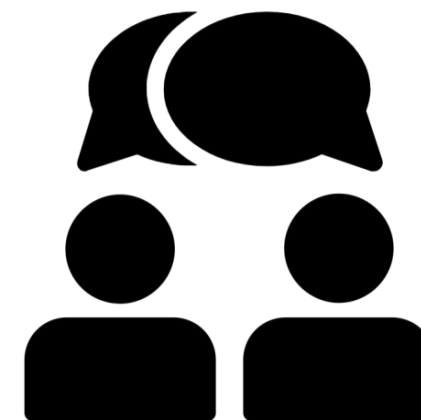


# Behaviour of spectators

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Sporting behaviours are not just for the **participants** but extend to the **spectators** too. Certain sports have a reputation for high levels of spectator etiquette.

*i.e. crowd silence during a golf shot.*



**Think. Pair. Share** – Can you think of any other examples of spectator etiquette?

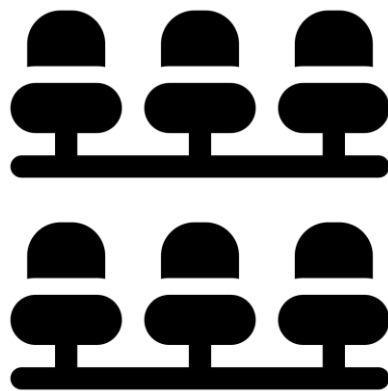
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# Etiquette and sporting behaviour of spectators

It can be difficult to control spectator behaviour and some sports have norms. During an NBA basketball game it is common to see fans putting off the free thrower behind the net.

Other examples of positive spectator etiquette include:

- Spectators during a tennis rally will be silent to allow for participants to concentrate.
- Spectators should respect the referees decision and not boo if they disagree.
- Spectators should not enter the playing area.
- Clapping the opposition for performing well irrespective of score line.



# Behaviour of spectators

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## National Anthem:

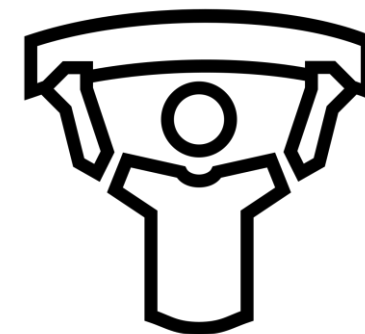
Spectators are expected observe silence during the opposition's National Anthem as a sign of respect.

In recent years some players have been seen kneeling during the national anthem as a form of **peaceful protest** against police brutality and racism.

## Spectator safety:

Spectators have an obligation to each other and the performers to act in manner that is safe and respectful.

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# Spectator initiatives

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There are numerous **sporting initiatives** that have been introduced to reduce negative sporting behaviour and promote sportsmanship and etiquette from spectators.

The **respect campaign** from the **English Football Association** is focused on interaction between:

- **Parents and players/officials**
- **Parents/coaches and players**

1 Watch this short video on the Respect Campaign - [HERE](#)

2 Think. Pair. Share – What are your thoughts on the video?

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# Use of Performance Enhancing Drugs (PEDs) in Sport

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**Performance enhancing drugs** are substances that are used to **improve any form of athletic performance**. Sometimes these are prohibited and against the rules and regulations of sport.

The rewards that come with winning are so great that athletes are increasingly tempted to cheat with the use of drugs.



**Think. Pair. Share** – Why do sportspeople take drugs?



# Use of Performance Enhancing Drugs (PEDs) in Sport

Performers who choose to take performance enhancing drugs do so for a variety of reasons. This includes:

## 1. For financial gain/sponsorship/prize money

Winning and success leads to a higher profile, increased appearance fees and lucrative sponsorship deals.

Prize money/fame can motivate athletes to cheat and take performance enhancing drugs.

**7/10**

Of the **all time 100m** top 10 times have received a ban or are currently banned from sport.



# Use of Performance Enhancing Drugs (PEDs) in Sport

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## 2. To match the competitors

In some events drug abuse has become so common that athletes often say 'if everyone else is, then I will follow in order to keep up'

It is difficult to constantly detect new drugs being used by athletes and some believe doping is just a part of sport.

## 3. Pressure to succeed as an individual

Elite athletes are under a huge amount of pressure from competitors, coaches, family and themselves to win. This pressure can cause individuals to make poor decisions/judgements.



# Use of Performance Enhancing Drugs (PEDs) in Sport

## 5. Pressure as a nation

This is increasingly common and is linked to politics especially during home games or events. A nation's success and can lead to politicians gains.

The Russian athletics scandal highlights the pressure placed on coaches to produce gold medal winning performances.

## 5. To mask pain or an injury

This may allow the performer a temporary boost in performance but ultimately will cause long term health issues.



# Reasons against drug use

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Athletes should be aware that doping can have **severe health** and **social consequences**.

Reasons against drugs use includes:

- Performers gain an unfair advantage and undermines the integrity of sport.
  - The consequences of being found guilty are large fines/ bans from sport.
  - Significant reputational damage.
  - The health risks to the performer are clear ranging from organ defects to severe long lasting damage to the body.
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# Reasons against drug use

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Various high profile cases have been evidence of the negative effects of drugs cheating in sport.

## Lance Armstrong

The Lance Armstrong doping case was a major doping investigation that led to retired American road racing cyclist being stripped of his seven consecutive Tour de France titles, along with one Olympic medal.

## Tyson Gay

Former world 100m champion Tyson Gay tested positive for a banned steroid on two separate occasions.



# World Anti-Doping Agency (WADA)

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**WADA** is an independent organisation responsible for **drug testing, anti-doping programs** and **research**.

WADA has a list of **banned substances** which is regularly updated in the light of new drugs being detected.



**Think. Pair. Share** – What can WADA do to reduce the number of drug cheats in sport?

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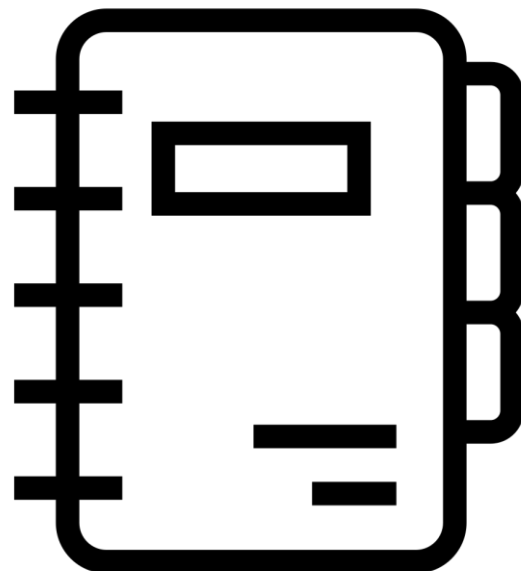
# World Anti-Doping Agency (WADA)

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WADA introduced the **whereabouts rule in 2004** as part of its out of competition testing procedures.

Athletes are required to provide details of where they can be found for **one hour every day**.

While this rule inevitably creates some inconvenience for professional athletes it is the **responsibility of the individual** to be where they state they are and keep this personal information up to date.



**world  
anti-doping  
agency**

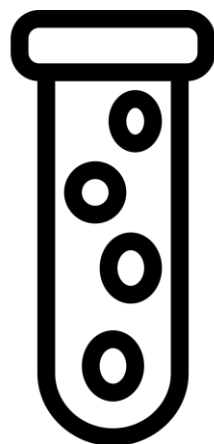
# World Anti-Doping Agency (WADA)

**Regular and random** drug testing **during and out of competitions** will help to deter cheats.

Advanced research into new 'undetectable' drugs will help to eliminate laboratories who manufacture the illegal drugs used by performers.

WADA have also developed the methods of testing for performance enhancing drugs. Common methods include:

- **Blood sample**
- **Urine sample**
- **Hair/nail sample**



# Sanctions to prevent the use of PEDs

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There is a constant fight to make sport free of doping. All governing bodies will have an **anti-doping program** and will visit training institutes and schools to educate young potential athletes.

Using both **positive and negative role models** can help deliver this message.

Current initiatives from WADA include the Education of coaches and athletes to raise awareness of the risks and consequences associated with doping.



# Sanctions to prevent the use of PEDs

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Another strategy in the fight against drugs in sport is the introduction of **stricter punishments**.

In 2015, WADA **increased bans** to 4 years and a lifetime ban for a second offence.

**Medals** have also been striped from athletes **retrospectively** and **bans extended to coaches** too.



**Reputational damage** is further compounded as the violation is **published** for the public to read about.



# Educational strategies to prevent PEDs use

Part of the UK Anti-Doping strategy to educate all current and future performers about the dangers and consequences of taking PEDs.

**100% me** – This is a campaign for current performers to provide guidance about **making sensible choices**. Workshops and talks make it clear to athletes that they are responsible for what is found in samples.

**Clean Sport Week** – This is a National campaign to emphasise the importance of being a clean athlete.



# Educational strategies to prevent PEDs use

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Future athletes are exposed to a range of programmes, some of which are aimed at school-aged performers.

**Spirit of Sport** – aimed at 7-10 year olds promoting Olympic and paralympic values. This is echoed in a competitive setting too.

**Think Real** – This is aimed at helping young people to understand nutrition, recovery and physical health.



**THINK  
REAL.**

**BE INFORMED. MAKE THE RIGHT CHOICE.**  
[getset.co.uk/think-real](http://getset.co.uk/think-real)

@GetSetCommunity  
#GetSetThinkReal

SPORT ENGLAND TEAM GB ParalympicsGB 100% me

## Impact of PEDs on the sport

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When performers are caught using prohibited substances they suffer bans and reputational damage but the sport itself suffers too.

As a result it can be difficult to gain sponsorship deals and will lose public following.

Damage to the **Tour de France** competition has been widespread over the **past 10 years** with numerous reported cases of doping and even death.

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# Impact of PEDs on the sport

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Negative press can cause sponsors to withdraw from deals due to their brand being associated and called into question.

Sports are under increasing pressure to ensure it has a clean image. This has resulted in harsher punishments and stricter testing procedures.

These damages are:

- **Reputational** – a sport can become known for cheating and may affect young people taking it up.
- **Credibility linked** – performance will be difficult to believe and will affect the number of spectators.



# Retrieval Practice

Name 3 values promoted by sport and examples of each.

Discuss possible methods that could be used to more effectively deter the use of performance-enhancing drugs.

Role of sport in promote values

Explain the Olympic Creed and its meaning. Is this still seen in today's Olympics?

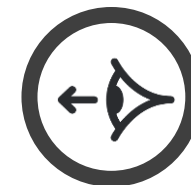
Explain the difference between sportsmanship and gamesmanship and some common spectator etiquette observed in sport.



# Exam questions

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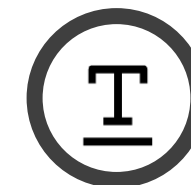
1. What do the initials WADA stand for? (1)



READ THE  
QUESTION

2. Which one of the following best describes the values that are promoted by the Olympics? (1)

- a) To win at all costs
- b) To become famous by taking part in the Games
- c) To promote fair play, excellence and respect
- d) To gain a new personal sponsorship deal.



UNDERLINE  
KEYWORDS

3. Identify one way WADA tests athletes for drug use? (1)



THINK – AO1,  
AO2, AO3

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# Exam questions

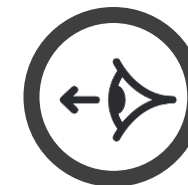
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4. (a) Performance Enhancing Drugs (PEDs) are used by some athletes to increase their chances of winning. Other than to increase their chances of winning, state three reasons why some athletes might use PEDs. (3)

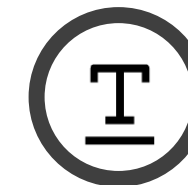
- 1.....
- 2.....
- 3.....

(b) Other than damaging the reputation of the sport, state three reasons why athletes should not take Performance Enhancing Drugs (PEDs). (3)

- 1.....
- 2.....
- 3.....



READ THE  
QUESTION



UNDERLINE  
KEYWORDS



THINK – AO1,  
AO2, AO3

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# Exam questions

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5. Describe two different ways that a performer can show sportsmanship whilst playing sport. For each way give a practical example. (4)

Way 1

.....

Practical Example

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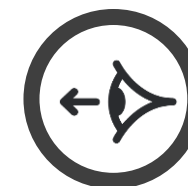
Way 2

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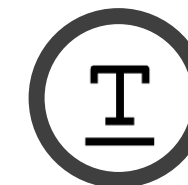
Practical Example

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READ THE  
QUESTION



UNDERLINE  
KEYWORDS



THINK – AO1,  
AO2, AO3

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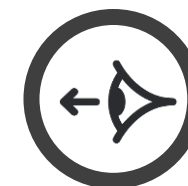
# Exam questions

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6. State three different examples, using named sports, of good spectator etiquette. (3)

1.

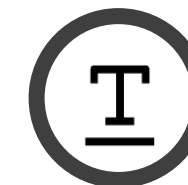
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READ THE QUESTION

2.

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UNDERLINE KEYWORDS

3.

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THINK – AO1, AO2, AO3

# Exam questions – marks scheme

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1. World Anti-Doping Agency
  2. c) To promote fair play, excellence and respect
  3. 1. Whereabouts rule 2. Blood sample 3. Urine sample 4. Hair sample.
  4. (a) 1. Improve personal performance – personal best time. Move to higher rankings 2. Gain advantage over competitors 3. Think everyone is doing it 4. Pressure from – peers/family/coach to do well 5. Financial gain – fame/money sponsorship 6. Medals  
(b) 1. Sanctions/bans 2. Physical damage – masks minor injuries which may lead to more damage/greater injury to performer 3. Mental damage/lower reputation of performer 4. Against spirit of sport.
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# Exam questions – marks scheme

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5.

- Passing ball to opposition in football when game is restarted after an injury
- Being honest in badminton / tennis by signalling a foot fault on service
- Conceding a putt in golf as it is close to the hole
- Checking opponent is ok after a knock out in boxing
- 'Walking' in Cricket before being given out by the umpire
- Tapping the table in snooker to acknowledge a good shot.

6.

- Quiet during service in tennis
  - Applauding good play from the opposition team, for example a player scoring a century in cricket
  - In youth football spectators staying behind the respect line
  - Not booing during New Zealand's Haka in rugby.
-