

## Ethics and deviance within Sport

As the pressures of success in terms of careers, finances and rewards are becoming disproportionate to sporting performance, athletes are having to find different solutions to achieve 'marginal gains'. There's a fine line between successful and failure; athletes perform close to the rules and conventions of the activity.

### Deviance

Deviance is any behaviour that differs from the perceived social, legal or sporting norm. It is possible to find examples of behaviour within sport which are considered acceptable but would be unacceptable in wider society.

### Ethics

The sports ethic is about the athlete's sacrifice for 'the game'. They seek distinction, take risks and challenge themselves, creating an environment where the athlete's behaviour and participation become vulnerable to corruption. Although the sports ethic emphasizes the positive and normative behaviours, the ethic itself becomes the vehicle itself for deviant behaviour.

There are four dimensions of sport ethic:

1. sacrifices
2. striving for excellence
3. playing through pain
4. no limits of possibility.

### Sportsmanship and gamesmanship

**Sportsmanship:** conforming to the written and unwritten rules of the sport. The unwritten rules tend to be the spirit of the game, e.g. kicking the ball out if a player is injured.

**Gamesmanship:** where you use whatever means you can to overcome your opponent, which includes playing outside of the rules, e.g. shirt pulling in football.

## Mass participation to excellence

Benefits of physical activity include improving your physical, psychological and social wellbeing.

Governments have also stated the wider benefits of physical activity, such as reducing crime, improved social integration, community spirit, qualifications, character building, as well as increasing individual pride and national pride. Sport can be used as political propaganda, think the USSR in the 1970s.

The sports participation pyramid is made up of the foundation, participation, performance and elite stages. There are different phases of talent identification, such as fitness testing, skill-based testing, functional movement screening, medical screening, behaviour and psychological assessment and performance lifestyle (to assess suitability within a competitive sports environment).

National governing bodies organise rules, competitions and structure for the sport, e.g. WRU and FA.

Sport Wales/England/Scotland are responsible for developing sport or funding less wealthy Olympic or Commonwealth Games sports, e.g. Judo.

Youth Sports Trust: a charity set up to promote mass participation within a variety of sports.

UK Sport: responsible for elite sport, Olympic sport and anti-doping.

Factors affecting individuals' participation include opportunity, e.g. money or time available; provision, e.g. facilities; esteem, e.g. confidence to take part in an activity.

Inequality and discrimination in sport are often linked to certain members of society. These are usually ethnic minorities, women, the elderly and people who are disabled.

Talent Identification is used to attempt to identify future elite performers. Testers look for both physical and psychological attributes in a performer. UK Sport has set up a scheme to develop talent called the World Class Programme.

Criticisms of sport organisation in the UK include too many organisations and governing bodies with no clear structure; little communication between organisations; different organisations having similar roles and responsibilities; so many organisations means money is wasted.

## Sport, media, commercialisation and globalisation

### Commercialisation: sport as a commodity

- The golden triangle of commercialisation of sport.
- Each of these partners makes an equal contribution to the effectiveness of the others. It seems impossible for elite sport to survive without the reliance on the other two partners.
- Together they allow sports to evolve, develop, and grow enhancing the experience for the performer, coach and spectator.

### Media

The media can increase or decrease popularity by the extent of coverage, some sports lose popularity due to a lack of media coverage, whereas others gain popularity from an increased coverage.

It is sometimes suggested that the media corrupts sport. The audience demands a high level of service that provides interactivity, allowing the consumer to control their own viewing and level of engagement in the event.

Sport has impacted on the media, demanding vast amounts of money for viewing rights, changing the programming scheduling and creating a flexible programming format for delays in live sporting performances.

The media companies now use sporting events as the catalyst for the promotion of their other products or programmes.

### Globalisation

Globalisation is something which has shaped the characteristics and participation in sport. Tournaments such as the Olympics and the FIFA World Cup have become global events with billions of viewers and competitors from all over the world.

There are three underpinning factors which have led to this globalisation.

- Media coverage: increased media coverage has increased the interest in sport and provides financial support. The wide range of media platforms has made sport accessible for the majority of the world's population.
- Freedom of movement for performers: has allowed performers to participate in international tournaments outside their country of birth. However, it also uses performers as a commodity that can be bought and sold all over the world.
- Greater exposure of sport: has increased the popularity, which has increased the number of elite performers. Sports governing bodies have developed sporting foundations for talent identification all over the world. This can be viewed as positive expansion or a negative exploitation.

Globalisation is not a new concept, it started with industrialisation and urbanization with the large movement of the population from rural areas into towns and cities, seeking jobs from the newly built factories.

