



Heckmondwike Grammar School - A Level – Year One  
Sport and Society – Bridging Activities.

| Commercialisation of sport |    | Questions                   | Answers |
|----------------------------|----|-----------------------------|---------|
|                            | 1. | Define 'commercialisation'. |         |
|                            | 2. | Define 'sponsorship'.       |         |
|                            | 3. | Define 'media'.             |         |
|                            | 4. | Draw the 'golden triangle'. |         |



## Questions

## Answers

### Commercialisation of sport (continued)

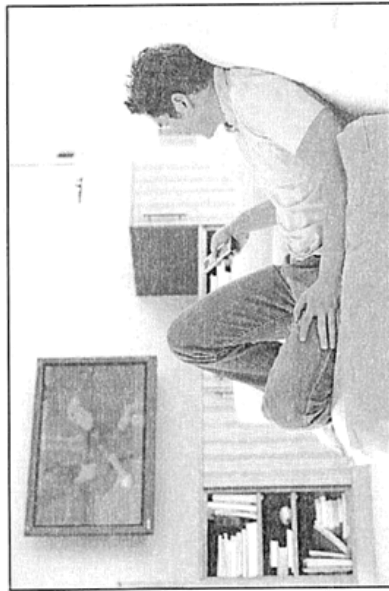
5. Explain the relationship between sport and the media in the commercialisation of sport.

6. Explain the relationship between sport and sponsorship in the commercialisation of sport.

7. Explain the relationship between sponsorship and the media in the commercialisation of sport.

## Questions

8. Using examples within sport, evaluate the advantages and disadvantages of the effects of the media on commercialisation.

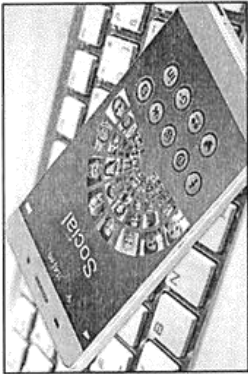
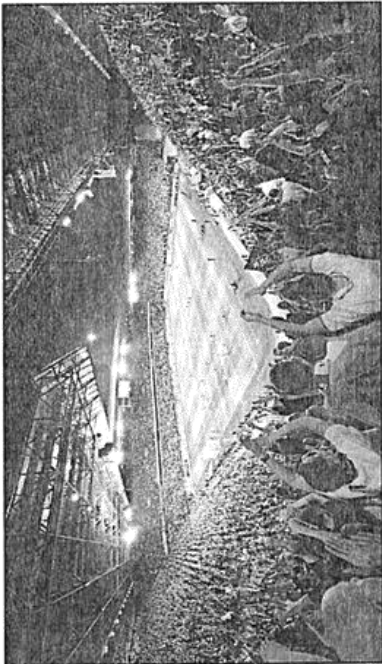


## Answers



| Commercialisation of sport (continued) |  | Questions                                                                                             | Answers                  |                |
|----------------------------------------|--|-------------------------------------------------------------------------------------------------------|--------------------------|----------------|
|                                        |  | 9. Give three examples of sponsorship a team may receive.                                             |                          |                |
|                                        |  | 10. Describe how the different types of media (press and television) are used to commercialise sport. | Media type               | How it is used |
|                                        |  |                                                                                                       | Newspapers/<br>magazines |                |
|                                        |  |                                                                                                       | Television               |                |



| Questions                                                                                                                                                                                                |  | Answers    |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------|---------------|
| 11. How have the Internet and social media been used as methods of commercialising sport?<br>                         |  | Internet   | Social Media  |
| 12. Using examples within sport, evaluate the positive and negative effects of sponsorship on commercialisation.<br> |  | Advantages | Disadvantages |

Contemporary Issues in Physical Activity and Sport

| Ethics and violence in sport                 |         |
|----------------------------------------------|---------|
| Questions                                    | Answers |
| 1. Define 'sportsmanship'.                   |         |
| 2. Give a sporting example of sportsmanship. |         |
| 3. Define 'gamesmanship'.                    |         |
| 4. Give a sporting example of gamesmanship.  |         |

| Questions                                                                                                                         | Answers                                                                                                                                                                                                                           |                                                                                    |                                |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------|
|                                                                                                                                   | Scenario                                                                                                                                                                                                                          |                                                                                    | Gamesmanship or sportsmanship? |
| <p>5. For the following sporting scenarios, identify whether gamesmanship or sportsmanship is being demonstrated.</p>             | <p>A tennis player tells their opponent that they should challenge the umpire's call of 'out' as they think their opponent's shot landed inside the court.</p>                                                                    |   |                                |
|                                                                                                                                   | <p>A goalkeeper on the leading side in football is taking longer than usual to take a free kick in order to run down the clock.</p>                                                                                               |   |                                |
| <p>5. For the following sporting scenarios, identify whether gamesmanship or sportsmanship is being demonstrated. (continued)</p> | <p>A wicketkeeper 'sledges' the batsman to make the batsman lose concentration and feel nervous.</p>                                                                                                                              |   |                                |
| <p>6. Suggest reasons why an athlete would use gamesmanship to seek an unfair advantage in sport.</p>                             | <p>A footballer goes down injured but the referee doesn't blow for a foul and play continues. However, a player on the other team spots the injured player and kicks the ball out of play so that they can receive treatment.</p> |  |                                |





| Ethics and violence in sport (continued) |     | Questions                                                                                                                                            | Answers |
|------------------------------------------|-----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
|                                          | 7.  | Define 'deviant behaviour'.                                                                                                                          |         |
|                                          | 8.  | Give a sporting example of deviant behaviour.                                                                                                        |         |
|                                          | 9.  | Suggest two possible reasons that may influence an elite athlete to display violent behaviour.                                                       |         |
|                                          | 10. | Identify the consequences an elite athlete may face both on and off the pitch after displaying deviant behaviour during a match / a game / an event. |         |





| Drugs in Sport |  |  | Questions                                                                                                                                          |  | Answers    |               |
|----------------|--|--|----------------------------------------------------------------------------------------------------------------------------------------------------|--|------------|---------------|
|                |  |  |                                                                                                                                                    |  | Advantages | Disadvantages |
|                |  |  | 11. Adrenaline is a stimulant that may be used by athletes.<br><br>Give the advantages and disadvantages of taking stimulants.                     |  |            |               |
|                |  |  | 12. Describe the reasons why athletes may decide to use anabolic agents.                                                                           |  |            |               |
|                |  |  | 13. Beta blockers are under certain restrictions, but are not entirely illegal substances. How must an athlete receive beta blockers, if required? |  |            |               |
|                |  |  | 14. Give reasons why a performer may take beta blockers.                                                                                           |  |            |               |



| Questions                                                                                                                         |  | Answers           |  |
|-----------------------------------------------------------------------------------------------------------------------------------|--|-------------------|--|
| 15. Describe any side effects of taking beta blockers.                                                                            |  | Stimulants        |  |
|                                                                                                                                   |  | Anabolic steroids |  |
|                                                                                                                                   |  | Beta blockers     |  |
| 16. For each of the performance-enhancing drugs listed, give an example of an athlete who may take them, and justify your answer. |  |                   |  |
| 17. Name the advantages a performer can receive from taking performance-enhancing drugs (PEDs).                                   |  |                   |  |

| Drugs in sport (continued) | Questions                                                                                                                                                                                                            | Answers |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
|                            | <p>18. Discuss the disadvantages that a performer may suffer as a result of being caught taking performance-enhancing drugs.</p>  |         |
|                            | <p>19. Describe the disadvantages a sport faces if one of its athletes is caught taking performance-enhancing drugs.</p>                                                                                             |         |

