

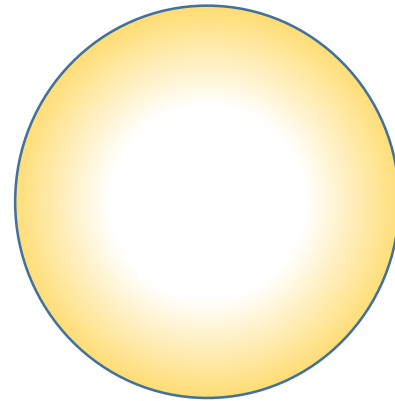
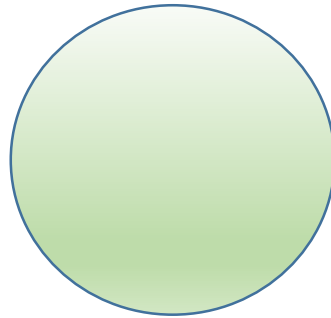
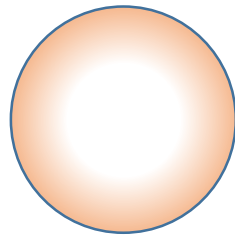


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MODULE

3



**THE
SOCIAL FUNCTION
OF SPORT**

SEGMENT 1

**The impact of sport on society:
historical and comparative perspectives**

Sport has a great influence on society

- Team and player foundations are **raising money for worthy causes**, major events are **boosting local economies** and kids are encouraged to get out and **get active**.
- The role of sport in the **construction of national identity** stands out notably.
- Besides physical activity, **values of respect, responsibility, commitment and dedication** are instilled, among others, serving a process of socialization and involvement with the improvement of social structures and attitudes. Sport contributes to establish **social relationships between different people and different cultures** and to instill the notion of respect for others, teaching how to compete constructively.
- Another important social value in sport is **learning how to win and how to recognize defeat** without sacrificing goals and objectives.

ATHENS MARATHON *“the authentic”* celebration of sport, culture and tourism



- The Athens Marathon, is not just a sporting event, a tough course of 42,195m. Beyond that, the Athens Marathon, is a bridge that incorporate legend into history; it showcases the strength of human will; it is a fountain of values, of social liability, environmental sensitivity, friendship and solidarity.
- The tale upon which the modern Olympic Marathon rests is the mythic run of Pheidippides from Marathon to Athens. He was a professional messenger and, in 490BC, is supposed to have brought a message from the plains of Marathon, where the Greek Army had just won a crucial battle against the invading Persian Army of General Datis. After the battle, in which he may have taken part, he was dispatched to Athens to deliver the news: “Rejoice, we are victorious”. He did this, and no more, dropping dead with the delivery.

By Kleophrades Painter, Public Domain,
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Christmas' Truce 1 WW 1914



social relationships
between different people
and different cultures



The Christmas Truce has become one of the most famous and mythologised events of the First World War. But what was the real story behind the truce? Why did it happen and did British and German soldiers really play football in no-man's land?

Late on Christmas Eve 1914, men of the British Expeditionary Force (BEF) heard German troops in the trenches opposite them singing carols and patriotic songs and saw lanterns and small fir trees along their trenches. Messages began to be shouted between the trenches.

The following day, British and German soldiers met in no man's land and exchanged gifts, took photographs and some played impromptu games of football. They also buried casualties and repaired trenches and dugouts. After Boxing Day, meetings in no man's land dwindled out.

The truce was not observed everywhere along the Western Front. Elsewhere the fighting continued and casualties did occur on Christmas Day. Some officers were unhappy at the truce and worried that it would undermine fighting spirit.

After 1914, the High Commands on both sides tried to prevent any truces on a similar scale happening again. Despite this, there were some isolated incidents of soldiers holding brief truces later in the war, and not only at Christmas.

In what was known as the 'Live and Let Live' system, in quiet sectors of the front line, brief pauses in the hostilities were sometimes tacitly agreed, allowing both sides to repair their trenches or gather their dead.

National Identity and Ideology 1936



The 1936 Olympics were held in a tense, politically charged atmosphere. The Nazi Party had risen to power in 1933, two years after Berlin was awarded the Games, and its racist policies led to international debate about a boycott of the Games. Fearing a mass boycott, the International Olympic Committee - Greece pressured the German government and received assurances that qualified Jewish athletes would be part of the German team and that the Games would not be used to promote Nazi ideology. Adolf Hitler's government, however, routinely failed to deliver on such promises. Only one athlete of Jewish descent was a member of the German team ; pamphlets and speeches about the natural superiority of the Aryan race were commonplace; and the Reich Sports Field, was draped in Nazi banners and symbols. Nonetheless, the attraction of a spirited sports competition was too great, and in the end 49 countries chose to attend the Olympic Games in Berlin.

The Berlin Olympics also featured advancements in media coverage. It was the first Olympic competition to use telex transmissions of results, and zeppelins were used to quickly transport newsreel footage to other European cities. The Games were televised for the first time, transmitted by closed circuit to specially equipped theatres in Berlin. The 1936 Games also introduced the torch relay by which the Olympic flame is transported from Greece.

Nearly 4,000 athletes competed in 129 events. The track-and-field competition starred American **Jesse Owens**, who won three individual gold medals and a fourth as a member of the triumphant U.S. 4 × 100-metre relay team. Altogether Owens and his teammates won 12 men's track-and-field gold medals; the success of Owens and the other African American athletes, referred to as “**black auxiliaries**” by the Nazi press, was considered a particular blow to Hitler's Aryan ideals.

National Identity 1995



Invictus: How Nelson Mandela used Rugby to unite South Africa

- It was 1994. Apartheid had ended and Mandela had just won the first election in which Blacks had the right to vote. He assumed the Presidency of a country deeply divided.
- Prior to 1995 Rugby was a game that was played predominantly by Afrikaners, the descendants of Dutch, German and French settlers. It was their pride. Blacks preferred football. In fact, such was their hatred for Rugby that they went to see the game only to support the team that played opposite South Africa.

When Nelson Mandela visited Barcelona in 1992 for the Olympic Games, he realized the importance of sport in society and how through it, he could reach the whole of society regardless of its social stratum.

When he learnt that South Africa, for the first time, was hosting the Rugby World Cup in 1995, he came up with an audacious idea — **use Rugby to unite South Africa.**

The 'Springboks', as the South African national team is known, were a symbol of white power. All but one of his players were white and his fans were white and critical to Mandela.

One year before the start of the World Cup, Mandela activated the machine to get all South Africans, regardless of color, to cheer on the 'Springboks'. He conveyed François Pienaar, captain of the 'Springboks', his idea and asked him to tour the country, giving rugby classes for black children in the most disadvantaged regions in the country.

In addition, he also gave the captain of the 'Springboks', 'Invictus', a poem he had read during his sentence years on Robben Island. He openly supported the team and sent a clear message that the Springboks should have the support of not just whites but all South Africans.

On June 24, 1995, the 'Springboks' broke all odds to win the great favourite of the tournament, New Zealand.

That day **the Springboks stopped being the property of Afrikaners and became South Africa's pride.** In 1995, there was just one black player in the team. Today there are many, including captain Siya Kolisi.

Mexico 1968 Olympic Project for Human Rights

Smith and Carlos, who had won gold and bronze, respectively, agreed to use their medal wins as an opportunity to highlight the social issues roiling the United States at the time. Racial tensions were at a height, and the **Civil Rights** movement had given way to the **Black Power** movement. African-Americans like Smith and Carlos were frustrated by what they saw as the passive nature of the Civil Rights movement. They sought out active forms of protests and advocated for racial pride, black nationalism and dramatic action rather than incremental change. The group saw the Olympic Games as an opportunity to agitate for better treatment of black athletes and black people around the world.

Smith and Carlos decided to appear on the podium bearing symbols of protest and strength: black-socked feet without shoes to bring attention to black poverty, beads to protest lynchings, and raised, black-gloved fists to represent their solidarity and support with black people and oppressed people around the world.

The third man on the podium, Peter Norman, became part of the protest, too, albeit in a less direct way. He didn't raise his fist, but by wearing the Olympic Project for Human Rights' badge he made his stance clear.



Tommie Smith (centro) y John Carlos (dcha.) con el puño alzado en los juegos de México en 1968. (TERCEROS)

NBA season restarts with a nod to Black Lives Matter



Every NBA player knelt during the national anthem, wearing "Black Lives Matter" shirts. In the wake of the deaths of George Floyd and Breonna Taylor, NBA players and other athletes have been vocal in their calls for social justice as America reckons with racism and the deaths of Black Americans at the hands of police.

This is not the first time, former NFL player Colin Kaepernick, who famously began kneeling during the national anthem prior to the start of NFL games in 2016, sacrificed his career to draw attention to the unjust deaths of Black Americans.

The Gender Dimension



Charlotte Cooper
1900 First Olympic Champion



Alice Coachman
1948 First Afro-American Olympic Champion



Edurne Pasaban
2010 First to reach 14 "8000"



Kathrine Switzer
1967 First Marathon runner



Serena Williams
2016 39 Grand Slams



Lusia Harris
1977 First NBA player



Ada Hegerberg
2018 First Golden Ball

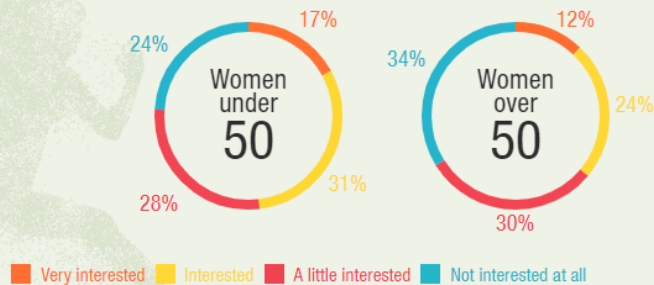
The International Charter of Physical Education, Physical Activity and Sport, affirms that 'equal opportunity to participate and be involved at all supervision and decision-making levels in physical education, physical activity and sport, whether for the purpose of recreation, health promotion or high performance, is the right of every girl and every woman that must be actively enforced'.

UNESCO's physical education and sport programmes endeavour to mainstream the gender dimension, which can be structured around three main types of interventions:

- 1. enforce the right of girls and women to participate in physical education, physical activity and sport at all levels;**
- 2. protect participating girls and women from harassment, misconduct and abuse;**
- 3. use sport to promote gender equality and empower girls and women;**

% OF WOMEN'S INTEREST IN SPORT ACROSS TWO GENERATIONS

"The existence of sportswomen has only grown since then, and the gap between men and women in terms of interest in sport has narrowed considerably over the last fifty years"

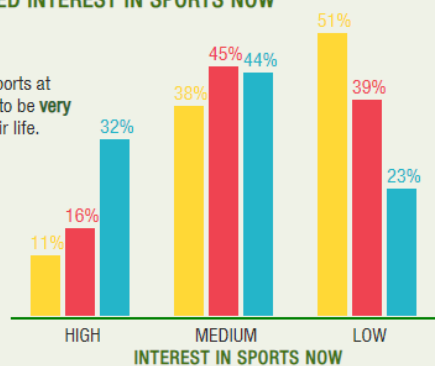


THE PARTICIPATION IN SPORTS AT SCHOOL ON WOMEN'S SUSTAINED INTEREST IN SPORTS NOW

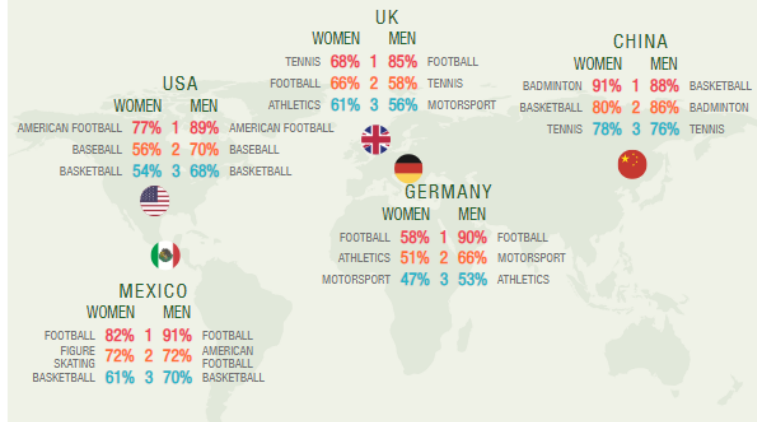
Women who participated a lot in sports at school are **three times** more likely to be **very interested** in sports throughout their life.

LEVEL OF PARTICIPATION IN SCHOOL IN %

None
Some
A lot



% OF MEN AND WOMEN WHO SOMETIMES OR REGULARLY WATCH SPECIFIC SPORTS ON TV DURING THEIR RESPECTIVE ON-SEASONS



Sport and Publicity

Euromerica's Sport Marketing, a prestigious sports marketing and image company, has produced an interesting global report for 42 countries, analyzing the advertisements in which athletes appear as a claim.

According to this report, advertisements where athletes take part are up to 87 percent more remembered by viewers, against those that do not include stars.

Regarding the trust that these messages generate in the different media, the report places the Internet above television, in a ratio of 61 percent versus 24 percent. The written press is in third place, with 15 percent.

That advertising that has an image linked to an athlete manages to motivate the consumer, who perceives an association with the star. 77 percent of respondents said they understand the message easier and find out whether or not it is for him, when he sees this ads.

The study is divided between 12 types of advertising campaigns. From those that go in traditional formats such as radio, television and written press, to those of digital marketing.

The report highlights that the athletes most remembered in campaigns or commercial actions are: David Beckham, Kobe Bryant, Rafael Nadal, Neymar JR, Cristiano Ronaldo, Leo Messi, Michael Jordan, Pep Guardiola, Roger Federer, Tiger Woods and Usain Bolt. All of them big stars globally.

It also details how this advertising influences your purchasing decisions. 94 percent of those consulted in surveys and online expressed making recommendations about the products to family and friends.

Sport and Fundraising

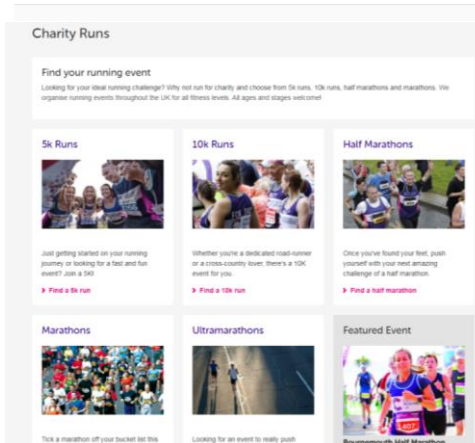
There are few things that can bring together a community of people like participating in sports.

Sport events are a great opportunity to raise money for different causes: scientific research, traffic accidents' victims, health issues...



CANCER
RESEARCH
UK

Together we will beat cancer



Your running can save a charity money
Charity running provides you with a purpose
Motivation to train
Personal reasons
Support surrounding the event
You're part of the family : *There is a massive sense of camaraderie amongst charity runners*
Gift aid benefits
The day has arrived
Helping raise awareness
Running inevitably gets you fit

Source: The Reallbuzz foundation



Good sportsmanship is not only about participation and playing the game by its rules and regulations, respecting your opponents and officials involved. It also implies fair play, discipline, recognition of the need for team work and cheerfulness, even in the event of defeat. A simple handshake at the end of a tennis match helping a fallen athlete in the middle of a sprint, or a bowler checking on a batsman after a fast delivery, are a few gestures of true sportsmanship that athletes have delighted us with time and again.

The case of a Spanish triathlete stopping at the finish line and let his British rival, who took a wrong turn, take near the end to cross and win the bronze medal has once again reaffirmed our belief in true sportsmanship.

The incident occurred during the final stages of the 2020 Santander Triathlon in Barcelona, Spain, and shows Spanish triathlete Diego Mentrída trailing behind British rival James Teagle at the final stretch of the triathlon.

Teagle took a wrong turn and threw up his hands in frustration, which allowed Mentrída take the lead just meters away from the finish line. The Spaniard looked back as he was running, noticed the Brit's error and stopped just before the finish line to let his rival pass. Mentrída turned around to greet Teagle as he ran past. The two even shook hands at the finish line, giving us another sportsmanship moment to cherish.

Keywords

Funds raising

Boosting local economies

Cities development

Active children

National identity

Values: respect, responsibility, commitment and dedication

Social relationships

Learning how to win and how to recognize defeat