Introduction

Physical Education in schools, and sport, both as a mass participation activity and as a pursuit through which the achievement of excellence is the aim, is given high priority in all three countries of study: the USA, Australia and the UK. The examination of the USA and Australia in comparison with the UK will reveal variations of approach, tradition and national rationale as each country seeks to promote the value, maximise the provision and endorse the benefits of active involvement in physical activities.

Exam Tip

You will need to make comparisons relating to the systems, procedures, policies and practices in each of the USA and Australia as they compare to the UK.

In order to identify, explain and analyse the major points of comparison, it is necessary to view each country in a cultural context.

The USA: a cultural context

Prior to the first European colonisation of America (by Christopher Columbus in 1492), it is thought that a primitive form of lacrosse was played by Native American tribes. The first English settlers played a version of football at Jamestown (1607) in which play resembled the lawless ‘mob games’ of the lower classes in pre-industrial England.

Key Term

Colonisation
The process whereby a country is taken over by another more dominant country.

As colonisation increased, initially in the east of America, violent English sports like dog fighting were common among lower orders of society. Wrestling and bare-fist fighting attracted crowds and gave opportunities for gambling.
Comparative study of the USA and the UK

Declaration of Independence (1776). From this time, the USA adopted a policy of isolation to separate itself from the influence and traditions of the UK and Europe. Isolation is one of the major factors that shaped modern sport in the USA and made it different in terms of its nature, appearance and ethos to sports in the UK.

Fig 6.1 Lacrosse is not one of the ‘big four sports’, but it remains popular in the USA. Its origins are with the indigenous Native American tribes.

**Task 1**

The ‘big four’ sports in the USA are baseball, American gridiron football, basketball and ice hockey. Discuss the reasons why lacrosse is not promoted as one of the major ‘big four’ sports in the USA.

The number of America’s ‘states’ increased westward until by the mid-nineteenth century it had a breadth of 3000 miles (4800 kilometres) and lateral boundaries determined by the Atlantic and Pacific oceans. The USA was now a nation of historical variation. To the east was the area in which colonisation had first taken place 200 years previously. The boundary marking the expansion of new settlements and a migrating population was at this time being constantly pushed westwards. The boundary of western expansion was given the name ‘frontier’.

**Task 2**

Study an extract of play from a Rugby Union game of a high standard and a game of American gridiron football. Discuss the differences between the sports in terms of nature, appearance and ethos.

People who chose to live on the frontier endured hardship and difficult environmental conditions. They frequently experienced the danger of attack from Native Americans, who defended their traditional territories that were taken by the USA throughout this era of expansion. The fortitude demonstrated by the frontier settlers was termed ‘frontierism’. This ‘frontier spirit’ strongly impacted upon the early cultural development.

**Key Term**

Isolation policy

This policy fulfilled the desire of the USA for separation from the UK and Europe. The United States was determined to stand alone and sever connections with its colonial history.
of the USA and was to help the shaping of the American Dream. It will later be seen that the legacy of the frontier spirit, by way of the tough and competitive ethic for which it stood, is a second factor that has influenced modern sport in the USA.

As a result of massive immigration, essentially from the UK and Europe between the years 1840 and 1885, the population of the USA rose from 17 million to 55 million. Those seeking a new beginning believed that great wealth would reward their particular skills, and immigrants were prepared to work hard to achieve their ambitions. Such a positive work ethic when set alongside the spirit of frontierism formed the strong competitive ethos that is the hallmark of contemporary society and sport in the USA.

The ‘New World’, like the UK, was becoming urban and increasingly industrialised and through necessity, the workforce became more concentrated. Thus the games and pastimes of the UK that were played during the colonial period gave way to the sports now associated with the USA. Society in the USA demanded its own brand of sport which was compatible with a competitive, diverse and dynamic culture associated with the ‘New World’. For this reason, the sports developing in the UK such as Rugby Football, Association Football and cricket were considered unsuitable and were therefore marginalised.

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Comparative study of the USA and the UK

Task 3
By giving practical examples, identify the factors that caused the traditional sports from the UK to become marginalised.

Sports played in the USA can be placed into one of three categories, as shown in Table 1.

Table 1 Three categories of American sport

<table>
<thead>
<tr>
<th>Category</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptations</td>
<td>Adaptations are modifications that have been made to sports already in existence. For example, American Football (gridiron) is an adaptation of rugby. Baseball also developed from games played by children, for example goal ball and rounders.</td>
</tr>
<tr>
<td>Adoptions</td>
<td>Adoptions are games taken directly from other cultures or countries and placed directly into the USA context. For example, ice hockey has its origins in Canada.</td>
</tr>
<tr>
<td>Inventions</td>
<td>Sports like basketball were invented in the USA. Basketball is particularly well suited to the culture of the New World.</td>
</tr>
</tbody>
</table>

Task 4
Watch the highlights of a basketball match. Discuss the reasons why basketball is suited to American culture.

During the twentieth century, baseball, American Football, basketball and lastly ice hockey were promoted as the ‘big four sports’. For American society these became the major focus of attention. The ‘big four’ sports were promoted because:

- they were fast, intensive, entertaining and masculine
- they fulfilled the ‘cult of manliness’
- the ‘frontier spirit’ was represented and could be reproduced through engagement in the ‘win-at-all-cost’ ethic
- the policy of isolation was indirectly endorsed by the promotion of America’s own sports.
- these sports best facilitated commercial opportunity (as will be seen later, commercialism and sport link directly to the developing capitalist economy)
- by engaging as either a participant or spectator in the sports most popular in the New World, new settlers in the USA quickly became ‘Americanised’.

Key terms

Cult of manliness
Writers, educators and national leaders expressed concern that traditional, masculine ‘frontier’ characteristics would disappear in an increasingly urban society. Sport was the vehicle through which courage, ruggedness and hardiness could be endorsed.

Americanised
The process of becoming an American by accepting the culture and traditions of the USA. This is referred to later as assimilation.

The cultural context of the UK as a comparison with the USA
Historical determinants and the impact of the nineteenth-century public schools on the organisation of sport in the UK

Exam tip
To gain maximum marks you must state a fact relating to the USA then make a comparison of that fact with the UK. By failing to compare, maximum marks cannot be achieved.
Comparative studies

The sociological history of the UK extends much further than that of the USA. For example, the development of the English nation began a thousand years ago. The post-colonial history of the USA, by contrast, is little more than 200 years old and it is therefore considered to be a young culture.

As a small island, the UK did not have a ‘frontier’ to extend but followed a policy of aggressive expansion overseas, giving rise to an empire which came to include both America and Australia. Britain made its first overseas claim to territory in Newfoundland, Canada, as early as 1497. At its height, the British Empire was the largest in history, allowing the British to boast that it was an Empire upon which ‘the sun never set’. The Empire finally came to an end with the formal handing over of Hong Kong to China in 1997.

The power and prestige emanating from imperial ownership influenced the traditions and class structure of UK society. Sport helped to establish UK traditions in the Empire, and in turn the Empire was to influence the development of sport both in the UK and across the world. By the same token, the isolation policy of the USA was endorsed by their Americanised sports.

EXAM TIP

It is essential that comparative statements are made in answer to all questions. Comparative statements can be similarities or contrasting facts.

APPLY IT!

Cricket was played across the entire British Empire. The values of the game reflected the British class system and English ideals.

British sports were played throughout the Empire, for example cricket and rugby were played in Australia. After the USA gained independence from Britain in 1776, sports from the UK became marginalised. Games in popular recreation, for example mob football, were played by the lower orders of British society and were initially replicated in the USA. These games descended into lawless brawls and were frowned upon by the ruling classes of both countries because they caused social unrest.

The UK also had games of sophistication. Real tennis was played as early as the fourteenth century but was exclusive to kings, nobles and merchants. Although this ancient titled hierarchy did not exist in the USA because it was a young and newly-founded society, sports exclusively for the higher orders such as polo and hunting did exist in the New World.

Organised cricket matches were played in southern England from the early-eighteenth century. The game developed roles both for the labourer and the aristocrat and appeared to suit the English class system. Cricket was initially played in the USA but the protocol and slow nature of the game was rejected by the young culture, once again endorsing the policy of isolation.

The greatest developmental influence on UK sport came from the reformed English public school system. It was largely through the impact of the public schools that in the period 1863 to 1888 most sports and national governing bodies were formed.

In the USA, by contrast, sports were adopted, adapted or invented either in the working-class environment, as was the case with baseball, or in the college (university) environment, for example gridiron football, basketball or ice hockey.

Sport developed in three stages in the UK public school system. This evolution took sport from engagement in brutal institutionalised popular recreation to a period of social control and reform when sport was used to educate boys as part of Muscular Christianity (see page 27). The final stage was that of the ‘cult’ of athleticism.

APPLY IT!

The Public School system instilled the notion of amateurism.
Comparative study of the USA and the UK

Sports of the Ivy League also endorsed the policy of isolationism. By awarding scholarships, colleges outside the Ivy League tradition were later to become agencies through which athletes were prepared for professional sports careers.

**CODIFICATION AND ATTITUDES TOWARDS SPORT**

The combination of physical effort and moral integrity associated with good sportsmanship became the dominant ethos in the UK public schools. The public schools became instrumental in codifying major games such as Association Football and Rugby Football. Public schoolboys eventually took the games ethic into adult life and by so doing influenced culture. Their involvement stimulated the nineteenth-century notion of amateurism and the development of UK sports across the Empire.

In the USA, by contrast, it was the traditional universities known as Ivy League colleges that had the greatest impact on sport in America. American Football (known as gridiron football) was adapted from UK rugby by the Ivy League colleges. Initially the game was uncompromisingly tough. In 1905, for example, the nature of this sport caused the death of 18 college players.

Unlike the ethos of the UK public schools, gridiron football in USA Ivy League colleges not only promoted a win ethic that was in line with the competitive American society, it also represented the ‘cult of manliness’ in keeping with the ‘frontier spirit’. The American win-at-all-cost ethic, later to be called Lombardianism, is the third cultural factor that shapes American sport. By contrast, in the UK, in keeping with the legacy of the public schools, taking part was traditionally more important than winning.

**THE LATE-NINETEENTH-CENTURY NOTION OF AMATEURISM AND PROFESSIONALISM AND THE UK CLASS SYSTEM**

In the late nineteenth century, a clearly defined class system based on hereditary privilege existed in Britain, the legacy of which continues today. Class determined income, lifestyle and, most significantly, sporting opportunities. The English ‘gentleman’ amateur belonged to the upper classes. Amateurs did not compete for extrinsic reward and believed that a ‘win-at-all-cost’ ethos was against the spirit of sportsmanship. Training was therefore rarely taken seriously.

As it was determined by a money meritocracy, the structure of the class system in the USA differed from that in the UK, but sporting involvement was remarkably similar. Wealthy Americans played exclusive sports like golf; they also sailed yachts and enjoyed dignified equestrian pursuits. In contrast with the UK, however, wealthy Americans employed private professional coaches to help them excel in their chosen activities.

The English amateur believed that sport was a vehicle through which desirable societal values could be developed. Similarly, a small group of American intellectuals, given the name ‘Progressives’, claimed that athleticism could help
individuals meet the challenges of modern life in the New World. The American Progressives, like the English gentleman amateur, unsuccessfully tried to resist the professional movement in sport.

Organised professional sport, however, was emerging in both countries.

- The major professional sports in America during the late nineteenth century were baseball, boxing and horseracing. Horseracing was beset by gambling scandals while boxing and baseball suffered the stigma of being played by rowdy working-class riffians.
- In the UK, Rugby Football remained a middle-class and strictly amateur game. The administrators of the amateur rugby union game were so protective of their values that players ‘turning to’ the professional game received a lifetime ban from all levels of the union code. ‘Broken time’ payments brought the advent of the Northern Union and with it professional rugby league, which was preferred by the working classes. Cricket also had clear class boundaries.
- The Football Association (FA), with its origins in the English public schools, was founded in 1863 as an amateur organisation. The FA reluctantly accepted professionalism in 1888 when the Football League was inaugurated. Association Football quickly became dominated by working-class professional players.

The rapid increase in the population of America, brought about by immigration, and the expansion of the working classes, who were now enjoying more leisure time, brought a change of sporting ethos to the USA. The latter factor was also true for the UK. Sport was no longer the preserve of the wealthy classes who played for intrinsic reasons only, but had become infiltrated by professionalism.

Improved transport brought about by the coming of the railways in the mid-to-late nineteenth century made fixture programmes possible, and the demands of the new industrial societies in both countries gave sport a new complexion. Professional games both in the USA and the UK, by way of necessity, were quickly developing into a spectacle for mass entertainment.

Exam tip
To achieve one mark, a point of comparison must be made. For example: wealthy American amateur sportsmen often employed private professional coaches; amateur sportsmen in the UK did not consider winning as important and so did not seek to be coached.

Geographic, demographic and socio-economic factors affecting sport in the USA and the UK

Urbanisation in the USA
The population of the USA is approaching 300 million with a population density of 30 people per square mile. Some areas of the USA are regarded as ‘genuine wilderness’ and have no population. Conversely, New York and California are huge urban sprawls, which bring serious congestion and air pollution problems. Large unpopulated
Comparative study of the USA and the UK

Areas of wilderness have helped to stimulate the US passion for the ‘Great Outdoors’ and adventure challenges, while the densely populated settlements have been hotbeds in the development of the USA urban ‘Big Four’ sports.

Population of the UK

The population of the UK is approaching 62 million. The UK has a relatively high population density at 200 people per square mile. There are, however, areas of relatively sparse population, for example in National Parks and in designated areas of outstanding natural beauty. Despite the remoteness of locations like the highland region of Scotland and areas of mid-Wales, there are, in contrast to the USA, no areas of genuine wilderness. This limits the scope for outdoor activities.

Key Terms

Genuine wilderness
An uninhabited remote area, often with an inhospitable terrain and climate and occasionally frequented by savage animals.

Great Outdoors
The natural environment such as the mountains where outdoor adventure activities can be pursued.

Remember

Revisit your learning about outdoor education and outdoor recreation in the UK; see page 223 of OCR AS PE.
TRANSPORT IN THE USA
The overwhelming size of the USA influences the individual’s perception of distance. A journey across a state may be considered as short to the American, while an equivalent excursion to a person in Britain would be considered a substantial distance to travel.

- In the USA there is an advanced network of urban and interstate highways to accommodate extensive car use.

- Inter-state air travel is essential in such a large country, and this mode of transport is easily accessible.

- Rail links are well established both as an intra- and inter-State service. Trans-American routes were laid down during the period of Western expansion during the ‘frontier’ years.

Transport and the capacity for good communications have impacted greatly on the development and subsequent growth of Physical Education and sport at all levels. For example, the early rise and success of professional ‘major league’ baseball in the 1890s as the national sport of the USA was dependent on an efficient railway system.

TRANSPORT IN THE UK
- Like the USA, the UK has an extensive motorway system linking all urban areas efficiently. Being a relatively small island with a high rate of car ownership has led to problems of overcrowding and pollution. Travel for sports fixtures although expensive is not inhibited by distance or accessibility.

- The advent of railways in the UK from the 1850s greatly facilitated the development of organised sport and recreational pursuits in the countryside.

- Air travel within the UK has well-developed network systems. Although this has contributed to increasing opportunities for accessibility to away venues, road and rail remain the major modes of transport.

CLIMATE AND TOPOGRAPHY IN THE USA
The North American continent has large ranges of latitude and altitude. As a result, the USA has a wide range of climatic zones. The terrain also varies markedly from wide plain to desert and high mountain ranges, such as the Western Cordilleras which accommodate the Rocky Mountains. These wilderness areas are termed ‘frontier country’ and they give wide opportunity for adventure.

A wilderness adventure epitomising the frontier spirit in the Great Outdoors can be experienced by hiking on long distance routes such as the 2175-mile (3500-kilometre) Appalachian Trail. This long-distance footpath extends from Maine to Georgia through 14 eastern states and follows the route of the Appalachian mountain range (see map on page 108). Parts of the route are impassable during winter and very few people complete the full distance.

A combination of high mountain ranges and a suitable winter climate has enabled the USA to stage the Winter Olympic Games on two occasions.

CLIMATE AND TOPOGRAPHY IN THE UK
The UK has the climatic type termed Western Maritime. This climate tends to give warm summers and mild winters with persistent rainfall. Hostile extremes of weather are very rare, but rainfall is a factor that can adversely affect sport and recreation.

The UK does have stretches of unspoiled countryside, such as the Cotswolds, that facilitate outdoor recreation and education. Mountain upland areas such as Snowdonia and the Grampians provide challenge to climbers and mountain walkers, but a combination of low altitude and unsuitable climatic conditions severely restricts the possibilities for winter sports pursuits. For example, snow skiing has a limited and unpredictable season in northern Scotland.

REMEMBER
The ‘frontier spirit’ of the earlier pioneers – see page 103 and the map on page 108.
The UK, like the USA, has designated long-distance footpaths. Possibly the most popular is the 256-mile (410-kilometre) Pennine Way that extends from the Peak District to southern Scotland. Large numbers of people complete this hike every year in all seasons.

Local government controls policies pertinent to a particular town or city. The position of Mayor is the highest office. There is a strong tradition of state autonomy made possible by the federal administration policy of decentralisation.

A comparison made between the Appalachian Trail of the USA with the Pennine Way in the UK exemplifies the vast scale of America.

A combination of low altitude and unsuitable climatic conditions restricts the possibility of the Winter Olympic Games being held in the UK.

The size and natural potential of a country impact upon the opportunities for outdoor activity. For example, winter sports are big business ventures in the USA; in the UK winter sports are extremely limited.

US GOVERNMENT POLICY

The USA is a Republic with a strong democratic influence. The USA, unlike the UK, has never had a monarchy or hereditary class privilege that has had the power to determine or influence the opportunity of the people.

The USA government operates on three tiers:

1. Federal
2. State
3. Local.

The federal government, and ultimately the President, has overarching control and makes a broad impact on the domestic and foreign policies of the USA. The American constitution, however, ensures that the power of control is decentralised and granted to each state.

State government deals with policies relevant to that particular state and has its own constitution, government and code of laws. The State Governor presides over this tier.

State autonomy means that each state has self-rule or the power to control its own code of laws. The concept of decentralisation is very important in the USA; as will be seen later, it links to the economic system of capitalism and relates to the values of opportunity and freedom. Decentralisation applies not only to the governance of each state but also to the administration of business and other economic institutions. This includes education and sport.

Decentralisation impacts strongly on the organisation and delivery of Physical Education in the USA. There is no government-controlled national curriculum, as there is in the UK; neither is there a specific government agency in the USA with a role relating to policy or an agenda for sport. The President’s Council on Physical Fitness and Sport, however, advises the President about sport, fitness and physical activity. They recommend initiatives to promote physical activity. Two examples of such initiatives are the President’s Challenge and Healthy People 2010. Both initiatives aim to improve the health of all Americans.

The Olympic Games, when staged in the USA, are funded largely from multinational commercial
businesses and not from central government. Businesses in turn benefit from their investment in elite sport.

**REMEMBER**

Sport England is the government agency responsible for community sport in England. There are also sports councils in each of the Home Countries. See pages 268–69 of OCR AS PE.

**TASK 5**

Research fitness initiatives in the USA using the websites suggested at www.heinemann.co.uk/hotlinks; to access the sites, click on the relevant link and enter the express code 6855P.

**GOVERNMENT POLICY IN THE UK**

The UK, in contrast to the USA, has a constitutional monarchy. The monarch is Head of State and the prime minister is Head of Government. Overarching power is exercised by the UK government and the devolved governments of Scotland, Wales and Northern Ireland, which are autonomous bodies.

Local government has many tiers, ranging in status from regional government to parish council, and organisation of local government is complex. It is relevant, however, that metropolitan boroughs receive central funding and local taxation and have the power to authorise the building of sports facilities.

British politicians have traditionally looked on sport as a low-status activity and in consequence have provided meagre financial support in the form of public funding. This may possibly have been the legacy of the traditional amateur ethic in which taking part was more important than winning.

However, in recent years, sport in the UK has also moved into the realm of global business and commerce. Success in, for example, the Olympic Games can bring great prestige and financial reward to a country. As a consequence, sport in the UK enjoys substantially increased government funding, and investment in sport is now considered by politicians to have considerable vote-catching potential. This is in direct contrast to the situation in the USA.

The UK government’s investment of an additional £200 million for performance funding represents an effort to achieve fourth place in the 2012 Olympic medal table and first place in the Paralympics medal table.

The Department for Culture, Media and Sport (DCMS) is the government department responsible for sport. The USA does not allocate a position in federal government for the development of sport.

The DCMS provides grants of around £200 million annually. It decides how lottery grants are distributed through organisations such as UK Sport, the Olympic Lottery Distributor and the four home country sports councils. The investment is to promote sporting excellence and to encourage mass participation.

The UK has a decentralised system of sports administration which means that power is not centrally held, but shared by many sporting
agencies that are largely self-governing. Central government contributes little in the way of sporting policies.

The USA also has a decentralised system of administration, but their structure to encourage participation and promote excellence is different from the UK (see page 111). The USA federal government is not involved in sport and makes only indirect funding contributions.

**REMEMBER**
Revisit your previous learning about sporting agencies in the UK; see page 268 of OCR AS PE.

Public funding is funding from central government and local authorities. There is also private funding from businesses, and sponsorship and voluntary funding from donations or private clubs.

**STRETCH AND CHALLENGE**

1. Explain why the economic system of capitalism depends upon decentralised administration.
2. Analyse the influence of capitalism and decentralised control on USA sport.

**COMMERCIALISATION OF SPORT IN THE USA**

Professional sport in the USA is seen as an entertainment commodity to be consumed by the American public. The key issue to understand about the social organisation of America is that it is driven by an economic system known as capitalism and this has led to the intensive commercialisation of sport. This means that sport is organised and presented in a way that likens it to a commodity to be sold to the consumer.

The concept of capitalism is important to understanding sport in America, not only because it is the economic system of the country but also because it controls social institutions. Capitalism therefore directly influences all that happens in professional sport, college sport and sport at high-school level. It will be seen later that capitalism also determines opportunities in physical and outdoor education.
Comparative studies

An overview of the cultural context of the USA, comprising national values and historical, geographical and social determinants, is presented above. The overview outlines the major cultural forces that control American society and provides the background information as to why sport is administered as a commercial business.

Commercialism has existed in American sports since the early twentieth century. It was only in the late twentieth century in the UK that the potential for commercialism in sport was exploited. Indeed, the 1920s are still regarded by some American writers as the golden era of sport. By that time the intrinsic values of the amateur player had disappeared and sport had moved toward a management-controlled organisation. From this point on, sport was in existence as a marketable commodity.

The amateur ethic and the idea that taking part was more important than winning delayed the onset of commercialism in UK sport.

Most Americans have contact with professional sport through the medium of television. The major television channels alone transmit 60 hours of sport per week and this figure rises significantly when the cable networks are included.
In the USA, the overriding focus of the media is on the ‘Big Four’ sports. The American Football Super Bowl event registers as the highest rated single television programme each year.

The media outlet of television became inextricably linked with sport and commercial sponsorship in the mid-1960s, largely through the operations of Roone Arledge, who was then Head of Sports Programming at a major American television network. By increasing the numbers of cameras at sporting events, deploying use of slow motion replays and introducing game analysis, Arledge revolutionised sports coverage. Sport was presented as entertainment and the game was portrayed as only one part of the overall sporting experience. This emphasis increased viewing ratings which in turn meant higher rates for advertising and therefore rapid corporate growth resulted.

From this time, the economic foundations of sport had changed. The innovations of presentation developed in the USA were eventually to have global influence.

**STRETCH AND CHALLENGE**

With reference to specific sporting examples, explain how professional sport has been adapted to become a marketable commodity.

**In the USA, the overriding focus of the media is on the ‘Big Four’ sports. The American Football Super Bowl event registers as the highest rated single television programme each year.**

**The media outlet of television became inextricably linked with sport and commercial sponsorship in the mid-1960s, largely through the operations of Roone Arledge, who was then Head of Sports Programming at a major American television network. By increasing the numbers of cameras at sporting events, deploying use of slow motion replays and introducing game analysis, Arledge revolutionised sports coverage. Sport was presented as entertainment and the game was portrayed as only one part of the overall sporting experience. This emphasis increased viewing ratings which in turn meant higher rates for advertising and therefore rapid corporate growth resulted.**

From this time, the economic foundations of sport had changed. The innovations of presentation developed in the USA were eventually to have global influence.

**Commercialism of Sport: A Comparison with the UK**

Television, initially a luxury for the wealthy, became available both in the UK and the USA during the early 1950s. At this time Britain was enduring a period of post-war austerity. People had little disposable income and leisure time activities were few, while admission to stand on the terraces at sporting venues was inexpensive. Attendances at weekly sporting events, such as Association Football and Rugby League matches, were therefore at a record high.

- In contrast to the terraced accommodation on UK sports grounds, venues for professional sports in America tended to be seated stadiums. This, unlike in the UK, is because matches in the USA incorporated sideshow entertainment and were therefore of extended duration.
- Seated stadiums in America were more conducive to family attendance whereas the terraces in the UK perpetuated an all-male culture that may have stimulated crowd violence during football matches. People were herded like cattle onto open terraces; this was uncomfortable and promoted a social environment that was less than dignified. Crowd violence in the USA was not a significant occurrence.
- As only short distances need to be travelled in the UK, access to sporting venues was easy. In addition, the parochial nature of society that was associated particularly with football and rugby negated the need for television. Indeed, one prominent Rugby League club refused the offer to televise a game because the gate attendance was thought to be threatened.
- In the USA the ‘Big Three’ sports had emerged (ice hockey was to come later) and spectator interest, as with Association Football in the UK, was high.
- Distance between venues in the USA was greater than in the UK, and American consumers, who were possibly more affluent than their UK counterparts, more readily embraced the idea of televised sport.
- Television had made an appearance in both countries by the mid-1950s. Therefore it was necessary to consider the management of televised sports coverage.
- The UK government and the only available television channels at the time, namely the BBC and ITV, agreed that ten sporting events could be shown by either company. Exclusive coverage was to be avoided. This agreement was in direct contrast to the ‘revolution’ in sports coverage that was about to take place in the USA.
British Satellite Broadcasting began in 1988 using sport to attract a mass audience. The presentation of sport as entertainment in the USA was by now well advanced and many techniques were replicated by the British company. This is an example of cultural borrowing.

In the UK, the Broadcasting Act of 1990 declared that all rights to broadcast sport could be sold to the highest bidder. This declaration coincided with a merger between British Satellite Broadcasting and Sky to create BSkyB. BSkyB paid over £3 million to Division One football clubs for the exclusive rights to televise matches. Division One football clubs then broke away from the Football League to form the Premiership. Association Football has now entered the realm of ‘big business’ and remains the only UK sporting activity that can match the commercial status of the USA ‘Big Four’.

The Bosman Ruling in 1997 stated that professional football players could command their own fees for transfer and were free agents at the end of their contractual period. This is very important in terms of commercialism. The constraints for players were dropped and therefore they became individual entertainers rather than being bound by a club. The Golden Triangle is never more clearly evident than in the football entertainment industry.
Media finance can be precarious and companies have been known to collapse, for example in 2002 ITV Digital was declared bankrupt while owing £200 million to football clubs. Financial risk, often called ‘boom or bust’ in the UK, is the underpinning factor of American capitalism.

The withdrawal of media finance can also occur in the UK because of the traditional system of promotion and relegation.

Relegation is now a serious business, involving the loss of media revenue and a reduced demand for merchandising.

By contrast, in the USA, as will be seen later, relegation is not a part of the professional sports scene.

At the commencement of the 2009 season, the UK-based rugby league adopted the American model and abolished the policy of relegation for an experimental period.

**Task 7**

Discuss the advantages and the disadvantages of abolishing the traditional UK method of promotion and relegation.

**Stretch and Challenge**

Explain how the teams finishing at the bottom of the table in USA sport manage to remain solvent and inevitably recover to become a major force.

In the UK, exclusivity of viewing has extended to other sports; for example, Channel 4 paid £50 million for the rights to televise cricket Test Matches from 1999 to 2002. More recently, cricket has taken on a new guise in the form of the Twenty20 version of the game. This faster, shorter and more intensive form of the sport has immediate entertainment appeal; coloured uniforms add to the spectacle. A winning team is certain to emerge in Twenty20 cricket matches often staged in the evening under floodlights for the convenience of the consumer.

**Task 8**

Using examples from a range of sports, discuss the changes that have been made to these sports by the governing bodies in order that the sports become commercially viable.

**Stretch and Challenge**

With reference to American culture and the nature of Twenty20 cricket, discuss the prospect of cricket becoming a marketable product in America.

In the UK, the Rugby Football Union (RFU) withstood commercial pressure and remained strictly compliant to the ideals of amateurism until the 1990s. After the success of the first World Cup in 1988, however, and as a consequence of increased global television interest, rugby union agreed, in what became known as the Paris Declaration, to break with tradition and adopt professionalism. This announcement was greeted with astonishment in England where amateurism had remained firmly ingrained and there was no dependence on commercialism. The English RFU was forced to commit to commercialism.

**Exam Tip**

The comparison between the UK and the USA sports scene is a popular examination topic.
Social determinants affecting sport in the USA and the UK

SOCIAL DETERMINANTS IN THE USA
While promoting itself as the ‘land of opportunity’ and the ‘land of the free’, the USA, like other countries, has been socially discriminatory in matters involving sport. Ethnic minority groups have traditionally lacked the opportunity to play a full part in all sports, but have a history of producing champions in gladiatorial contests and the explosive events in athletics. For example, African Americans and Puerto Rican Americans have excelled in boxing, sprinting and long jump.

Often the provision of facilities for ethnic groups has not been of the same standard as that enjoyed by members of the mainstream culture. As a consequence, the esteem and belief among minority cultures that success across all sports is possible has been less than positive.

In the last fifty years this situation has changed. Role models from ethnic communities have emerged in sports that were traditionally the preserve of wealthy, white and mainstream people. Even today, however, in sports like baseball and American gridiron football, the legacy of discrimination is evident. It will later be seen that the allocation of field positions in these sports may reflect racial discrimination.

This topic is covered in greater depth on pages 139–141.

SOCIAL DETERMINANTS IN THE UK: A COMPARISON WITH THE USA
Discrimination against minority groups is also evident in the UK. A significant majority of UK citizens is denied access to sport participation and the chance to excel at an elite level; indeed, it is true to say that sport for all is not, as yet, a reality.

As in America, access to sport in the UK is determined by three factors:

- **Opportunity** – that is, having the chance to take part or to achieve the highest levels in sport; chance may be determined by time and money.
- **Provision** – having the conditions, equipment and facilities to participate or reach the top in sport.
- **Esteem** – this indicates that confidence is a determining factor in the decision to participate and to strive for the top levels in sport.

Social factors relate to how society is organised. The boundaries that indicated social class in the UK gradually became less distinct in the second part of the twentieth century. Society in the UK, however, continues to be stratified. The dominant group in the UK, as in the USA, remains white, middle-class and male. This group has the greatest opportunity in sport. Conversely, other groups that are lower in the hierarchy, for example Asian women, have considerably less opportunity.

In the USA, hierarchical organisation of society also exists and this correlates positively with opportunity. It will be seen, however, that the dominance of the white male is challenged in the USA as the cultural esteem of ethnic minorities increases.

Cultural factors relate to traditions, customs and even sports that are considered important to a race or group of people. Often the culture of a minority group may cause separation from the mainstream culture. This detachment may be chosen or it may come about through segregation. The latter implies unfair treatment and is a key factor of discrimination. Although
the Americans claim to have a culture of pluralism, the hard fact is that discrimination exists on both sides of the Atlantic.

The groups that are most likely to suffer from discrimination or social exclusion from sport in the UK are shown in the spider diagram in Fig 6.6.

The USA also has strategies to promote community sport but the equivalent of the Sport England organisation does not exist.

SOCIAL VALUES IN THE USA
The economic system of capitalism is a determinant that has directly influenced and shaped the values held by American society. These values are outlined below.

1 The American Dream
The American Dream relates to equality of opportunity and the belief that happiness is secured through the generation of wealth. The ‘Dream’, although available to all, can be achieved only through hard work. American society, however, is also uncompromisingly competitive. Failure in the workplace will result in dismissal. This is directly reflected in sport through the ‘hire and fire’ contract often given to coaches and players.

2 The Land of Opportunity
This value is closely linked to the ‘Dream’ and is often interpreted as ‘Rags to Riches’. The inference
Comparative studies is that all citizens have the opportunity and the freedom to rise from a lowly beginning to achieve success. To reach the ‘Dream’ is the ideal of every American and this ambition drives the machine of capitalism.

3 Lombardianism
The mainstream competitive culture has acquired the name Lombardianism after the football coach Vince Lombardi coined the phrase, ‘Winning isn’t everything – it is the only thing’. This win-at-all-costs ethic fits with capitalism, freedom and opportunity. It is instilled by the frontier legacy.

The ‘New World’ of the USA was attractive to the European immigrants of the mid-nineteenth century because it was known to be ‘the land of opportunity’. The possibility of achieving success in a land boasting freedom, liberty and equal opportunity must have been an inspiration to immigrants who in Europe had experienced oppression. Many, by electing to adopt the culture, customs and sports of their new country, welcomed assimilation into American society. However, not all sectors of society were able to assimilate successfully and it could be argued that American society gave equal opportunity to some but not to all.

To understand the reason for exclusion from opportunity, it is necessary to be aware that American society is organised not only by wealth but also on the basis of race. Being the first to become established in the New World, the White Anglo Saxon Protestants (WASPs) assumed and have retained domination. Ethnic minority groups have a place on the hierarchy and this is depicted in Fig 6.7. This model can be described in the context of centrality and stacking.

The WASP mainstream culture is the central controlling dominant culture, while the ethnic minority groups are stacked in order of status and power. It will later be seen that the terms ‘stacking’ and ‘centrality’ are also applied to the correlation between racial background and the positions of players in prominent American team sports (see page 140).

The USA has always comprised many races and ethnic groups, and this accounts for the hierarchical organisation of their society and the dominant WASP culture. Britain, by contrast, has experienced mass immigration only since the 1950s, and this has stimulated problems relating to the inequality of opportunity.

There is another less overt discriminatory process in American society involving two ideas: hegemony and pluralism. This can be explained clearly if it is imagined that two groups operate as follows:
1 *The Hegemonic Group:* This group has the power to influence and dominate USA society. It comprises a small minority of the wealthiest people. People in this group are extreme capitalists who tend to be the managers of large businesses, of which sport is one.

2 *The Pluralistic Group:* This group comprises the vast majority of Americans who believe that liberty and justice are equally available to all Americans. They are the people who believe the American Dream is available to all who adopt a positive work ethic. People in this group could well be players in professional sport.

Discrimination occurs because the exclusive hegemonic group, for its own gain, manipulates the pluralistic group. Increasingly the hegemonic group allows players from ethnic minorities into decision-making roles because they may improve the quality of the game. For example, in gridiron football, more African American players are being selected into the role of the quarterback decision maker.

American mainstream culture is centred on competitiveness and the importance of winning. This is evident in the workplace and is reflected in sport where the ‘win-at-all-costs’ ethic is paramount. However, there are also alternative ethics. It is important to be aware that three ethics are applied to physical recreation and sport in the USA, as shown in Table 2.

### SOCIAL VALUES: A COMPARISON WITH THE UK

- Society both in the UK and the USA is organised on the basis of a democracy.
- British citizens, like their American counterparts, enjoy voting rights and freedom of speech.
- The constraints of the class system may have determined opportunities and lifestyle in the UK, but the changing nature of employment, the economy and greater access to higher education are eliminating traditional class boundaries.
- Working as part of a team has been a traditional British value since possibly the struggle for Empire and the incorporation of team games in the public schools. The USA, by contrast, encourages the individual to be self-sufficient.
- Working as a team and learning to interact with others certainly remains a prominent value in UK schools in the twenty-first century.
- A sense of fair play is central to the British sporting ethos. The participation ethic continues to override the ‘win-at-all-cost’ ethic that is the mainstream prevalence in the USA.
- Both the USA and the UK are striving to overcome discrimination.

### Table 2 Three ethics applied to physical recreation and sport in the USA

<table>
<thead>
<tr>
<th>Lombardian ethic</th>
<th>Radical ethic</th>
<th>Counter culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winning means everything and is the prime motive for participation. This ethic prevails in inter-scholastic, inter-collegiate and professional sport. It is often linked with profit-making commercialism.</td>
<td>A winning outcome is important, as this is a mark of achievement. The process of arriving at achievement is, however, most important. This ethic prevails in intra-mural college games and is associated with Lifetime Sport, which is the equivalent of lifelong activity and lifetime sport in the UK.</td>
<td>This approach has an anti-competitive focus and emphasises the intrinsic benefits which can be derived from participation. An extreme example is eco culture, which involves fun and health promotion in the outdoor environment.</td>
</tr>
</tbody>
</table>
Comparative studies

Physical education and school sport in the USA and the UK

Health, fitness and obesity levels in developed countries are the cause of growing concern. These concerns are global, but it would appear that America is experiencing major problems.

- According to one study (Zametkin, 2006), 15 per cent of American children aged between 6 and 19 years are regarded as clinically obese.
- In the United States, over 40 million people are considered obese.
- In the total population, 75 per cent of Americans are not reaching basic activity recommendations and 25 per cent of people in this category are completely sedentary (Wellness International Network Statistics).

There are similarities between the health patterns in the UK and USA. It is alleged that in the UK fitness levels have reached an all-time low.

- Of all adults in the UK, 38 per cent are considered overweight while almost 25 per cent have been diagnosed as obese.
- Statistics also indicate that almost 20 per cent of children under 16 years old in the UK are obese (Department of Health). It would appear that the sedentary lifestyle adopted by the urban population in America during the 1950s is now evident in the UK.

**Task 9**

Identify the measures that are now in place in the UK which are helping to prevent discrimination in sport. (You may wish to refer to page 285 of *OCR AS PE*.)

**Fig 6.8 A traditional English cricket match**

**Fig 6.9 A typical scene from an American baseball game**

**Task 10**

1. Compare the variations between the UK’s traditional game of cricket and the American national sport of baseball. Use only the evidence in the photographs shown in Figs 6.8 and 6.9 to make your comparisons.

2. Compare the cultural determinants that have caused the UK to adopt cricket as a major sport while the USA has elected baseball as the national sport.
Comparative study of the USA and the UK

Participation in PE for all American students was approximately 70 per cent in the 1980s but fell below 60 per cent by the end of the twentieth century. The greatest decline comes after primary school. The warning given by the National Association for Sport and Physical Education (NASPE) is that the subject is costly to run and is now becoming an expensive luxury. School boards are therefore eliminating PE from the timetable, not only because it is uneconomic but also because it is unpopular with students and is taking up time that could be spent on academic subjects.

**APPLY IT!**

Schools in the USA are decentralised autonomous bodies and are run as businesses.

**Task 11**

Review the factors contributing to a sedentary lifestyle in the UK. Discuss the UK recommendations for an active, balanced and healthy lifestyle (see page 214 of OCR AS PE).

It is recommended in a report issued by the Chief Medical Officer for the UK that young people should undertake one hour of moderate physical activity every day. This activity need not be continuous but can be an intermittent commitment. It would appear that although greater numbers of young people are taking up an activity, obesity continues to increase.

**Task 12**

Conduct research into the strategies that are being implemented to improve health and fitness while reducing obesity levels among young people in the UK.

**Physical Education in the USA**

Physical Education is facing a crisis in USA. Up to the mid-1970s, daily Physical Education lessons were compulsory for all ages. However, this is not the case in the twenty-first century.

After the Nixon administration abolished military conscription in 1970, all states became less vigorous in enforcing compulsory Physical Education. In 2000, Illinois (see map on page 108) remained the only state to enforce the subject, but since that time it has also withdrawn the policy of compulsory PE. Chicago officials estimated that they would save $16 million a year by making PE optional in grades 11 and 12. This is in contrast to the UK, where a National Curriculum ensures compulsory PE is in place for all children up to the age of 16 years.

It is alleged that the ‘No Child Left Behind’ Act of 2001 implemented by the federal government may be a major culprit in the diminishing of the PE curriculum. This Act was designed to raise academic standards across all ability ranges and to make schools accountable for the quality of academic standards. Subjects perceived as non-academic like PE began to be withdrawn from the curriculum from this point onwards.

**Key Term**

**School board**

In the USA, the authority that controls the school.

**Apply it!**

The daily PE programme in the USA comprised direct skill learning and fitness. It involved a great deal of practical testing which was unpopular with many students.

**Remember**

PE in the UK has distinctive characteristics and clear benefits for young people; see page 220 of OCR AS PE.

**Stretch and Challenge**

How does the term ‘accountability’ relate to the major American values? Explain the factors that have increased the accountability of professional sports in the UK and USA.
As will later be seen, the status of PE in the USA is lower than that of High School sport.

**REMEMBER**

Education in the USA is decentralised; each school has autonomy. This means there is no National Curriculum, as there is in the UK.

Erosion of physical activities during curriculum time has accelerated existing health problems. The Californian Department of Education reported recently that 80 per cent of the one million students in Grades 5, 7 and 9 (the 10–14 age group) failed to achieve minimum standards in the ‘fitnessgram’ assessment. There are plenty of links to fitnessgrams on Internet search engines. Try one out and see how well you do.

**KEY TERM**

**Fitnessgram**

A simple test of physical fitness used worldwide.

**STRATEGIES TO PROMOTE PE IN THE USA**

Strategies are being put into place to reverse this declining trend and to improve the quality of timetabled PE experiences which the National Association for Sport and Physical Education (NASPE) believe to be the cornerstone of healthy active lifestyles. To this end, $60 million has been invested into a programme entitled Physical Education for Progress (PEP).

The PEP programme aims to improve the quality and quantity of PE from kindergarten through to grade 12 (equivalent to Year 13 in the UK). Local school districts and community organisations can access grant funds to promote activities, develop the curriculum, purchase equipment and train teachers.

Further strategies to promote PE will be considered at the end of this section.

**REMEMBER**

PE in the UK has high status and facilitates many benefits. It is also a core curriculum subject and is part of the National Curriculum. (See pages 220–22 of OCR AS PE.)

**EXAM TIP**

You could be asked to compare PE in the USA with PE in the UK in the exam. Take care to review UK PE in the socio-cultural section of the AS textbook: Chapter 11.

**LEGISLATION IN THE USA: TITLE IX**

Title IX was passed as law in 1972 and is an example of central federal legislation. It addressed the issue of gender inequality in all areas of education and stated: ‘No person in the United States shall on the basis of gender be excluded from participation in any education programme or activity receiving federal assistance.’ Schools can lose federal funding if they are not compliant with the legislation.

In terms of sport, the law was not primarily concerned with opening the traditional physical contact activities like wrestling or gridiron football for female participation. Nor did it state that the exact amount of money granted to men should also be invested into women’s sports.

![Fig 6.10 Title IX has greatly increased the sporting opportunities for women in the USA](image)
The focus of Title IX was for women to have equal opportunities.

Title IX has critics who claim there are disadvantages with the legislation. It is believed that money to support women has been taken directly from men and that minority sports like wrestling are being withdrawn from High School and College for political and financial reasons.

Title IX is not, however, intended to have a zero-sum outcome. Some schools may have chosen to withdraw male sports programmes in an effort to comply with the law and to meet budget constraints. It is a federal claim that parity has now been created both for men and women in athletic opportunity and quality of experience.

‘There’s been real growth in the number of women who participate in sports, receive scholarships and benefit from increased budgets. There are more opportunities to compete at elite levels through competitions like the Olympics, World Championships and professional leagues.’
(Federal Government Report, 2005)

**Adapted Physical Education Programmes**

The USA has a very active policy of sports provision, particularly in education for disabled people. Federal law states that PE must be provided for students with special needs and disabilities. The provision made for these children is through the Adapted Physical Education Programme. This programme involves activities that have been modified to enable full participation. In order to raise the quality of experience and increase awareness of disability, students with special needs are integrated into the mainstream high school curriculum.

**Strategies to Promote PE and School Sport in the UK**

The Physical Education School Sport and Club Links strategy (PESSCLS) was a government strategy to promote Physical Education and school sport in the UK and was launched in 2002. In 2008, PESSCLS was renamed the PE, School Sport and Young People (PESSYP) strategy. The Prime Minister pledged to invest an extra £100 million in 2007.

There are nine interlinked work strands of the PESSYP (formerly called PESSCLS) and these are displayed in Table 3 opposite. Each strand represents a strategy to promote PE and sport in the UK.

**Task 13**

Find out more about the nine strands of the PE, School Sport and Young People (PESSYP) strategy by going to www.heinemann.co.uk/hotlinks, entering the express code 6855P and clicking on the relevant link.

The American Physical Education for Progress (PEP) scheme is not a direct equivalent of PESSYP but it is driven by the federal government and receives state funding.
In addition to the PESSYP strategy, Kitemarking is a strategy that is designed to promote participation in sporting activities in UK schools. Kitemarking for School Physical Education involves a scheme to reward schools who are delivering the PESSYP strategy to a particularly high standard. There are three Kitemark awards:

1 Activemark – an award for Primary Schools
2 Sportsmark – an award for Secondary Schools

In the USA, increased opportunities are provided for children with special needs to engage in physical activity through the Adaptive PE Programmes. Similarly, in the UK the skills of children with special needs are rewarded in Healthy Living schemes that include opportunities in sports.

### Table 3 The PE, School Sport and Young People (PESSYP) strategy

<table>
<thead>
<tr>
<th>Strand</th>
<th>The strategy promoted by the strand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports colleges</td>
<td>Sports colleges receive additional government funding to increase the opportunities for young people to become involved in sport. Sports colleges link with other local schools to form School Sports Partnerships.</td>
</tr>
<tr>
<td>School Sports Partnerships (SSPs)</td>
<td>The School Sports Partnerships strategy brings together individual Sports Colleges with groups or ‘clusters’ of schools. The principle aims of SSPs are to increase participation, promote excellence and develop sporting links in the wider community.</td>
</tr>
<tr>
<td>Professional development</td>
<td>The professional development of teachers and coaches involves providing teachers with training to improve the quality of their lesson delivery.</td>
</tr>
<tr>
<td>Step into sport</td>
<td>This strategy provides a clear framework to enable young people aged 14–19 years to be involved with sports leadership.</td>
</tr>
<tr>
<td>Club links</td>
<td>Club links aim to strengthen the associations between schools and sports clubs.</td>
</tr>
<tr>
<td>Gifted and talented</td>
<td>This strategy is designed to help young people with identified ability develop core skills that are the basis of all sports.</td>
</tr>
<tr>
<td>Sporting playgrounds</td>
<td>This strategy involves the development of primary school playgrounds to promote play and physical activity.</td>
</tr>
<tr>
<td>Swimming</td>
<td>Via this strategy, the teaching of swimming is being increasingly promoted in primary schools, not only as a healthy activity but as part of a healthy lifestyle.</td>
</tr>
<tr>
<td>High quality Physical Education and School Sport (PESS)</td>
<td>PESS involves guidance as to how a school can improve the quality of Physical Education.</td>
</tr>
</tbody>
</table>

### REMEMBER

The aims and the network links of sports colleges promote sporting opportunities for young people and the wider community. (See pages 272–73 of OCR AS PE.)

In addition to the PESSYP strategy, Kitemarking is a strategy that is designed to promote participation in sporting activities in UK schools. Kitemarking for School Physical Education involves a scheme to reward schools who are delivering the PESSYP strategy to a particularly high standard. There are three Kitemark awards:

1 Activemark – an award for Primary Schools
2 Sportsmark – an award for Secondary Schools

3 Sports Partnershipmark – an award for achievement across the School Sport Partnership.

### REMEMBER

Special Kitemarks are awarded to schools within the School Sport Partnership; see page 275 of OCR AS PE.

In the USA, increased opportunities are provided for children with special needs to engage in physical activity through the Adaptive PE Programmes. Similarly, in the UK the skills of children with special needs are rewarded in Healthy Living schemes that include opportunities in sports.
OUTDOOR EDUCATION IN THE USA

The size, beauty and geographical diversity of North America coupled with the colonial and frontier legacy have placed the love of the ‘outdoors’ deep in the traditional values of the nation. An association with the natural environment has become part of the American Dream.

It is estimated that there are 12,000 camps in America: 8000 are residential while 4000 are day camps. There are many different types of camps. Some examples are given below:

- academic camps for gifted children
- self-improvement camps offering courses in modelling, weight loss and etiquette
- special needs camps for children with learning difficulties and sensory impairment.

A camp is chosen on the basis of the experience required by the child. The most popular specialist activity camps include outdoor adventure and sports.

Most camps have a mission to perpetuate a patriotic culture. For example, the bugle sounds the morning reveille and the Stars and Stripes flag is ceremonially unfurled and displayed. In the evening, the ‘camp fire’ rituals are a highlight and enjoyed by all children. These features reflect a military ethos and the spirit of frontierism, both of which underpin national pride.

Since the mid-twentieth century, Summer Camps (sometimes called Camp Schools) for young people have increased significantly. Summer Camps take place in the summer vacation for durations of a few days or up to eight weeks. There are three classifications of camps:

1. state-sponsored camps
2. camps sponsored by business, ethnic and religious groups
3. commercial camps.

State-sponsored camps enable less wealthy children to have a basic outdoor experience, while commercial camps can be very lavish and extremely expensive, being available only to rich families.

REMEMBER

To remind yourself of the diverse climate and topography of the USA, refer to page 109 of this chapter.

Consider the concept of outdoor education in the UK and the necessity of ‘perceived risk’ as opposed to ‘real risk’ during activities.

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There are many values and benefits to be offered by Summer Camps. The major physical benefits promote activity and healthy, balanced and active lifestyles. Other benefits are listed in the spider diagram in Fig 6.11.

REMEMBER

There are constraints on widespread participation in outdoor education for children in the UK – see page 224 of OCR AS PE.
Comparative studies

High school inter-mural sport

If a crisis exists in the provision of daily Physical Education in the USA, it must be said that inter-mural or inter-school sport is strong and, for several reasons, this fact is important. Although generalisation is inevitable in such a large country like the USA, most major sports are represented in high schools for the purpose of inter-school competition.

As they are three of the 'Big Four' national sports, there is an emphasis on American gridiron football, basketball and baseball.

Despite Title IX legislation, girls tend not to participate in American Football but engage in track and field athletics, volleyball, gymnastics and increasingly soccer. In more affluent 'districts' opportunities arise to participate in sports requiring large expenditure. Minneapolis High in Minnesota (see map on page 108), for example, has an ice rink, which as a facility is used intensively by students and the community for ice hockey and figure skating.

Inter-mural or inter-school sport is well organised in the USA. The State High School Athletic Association (SHSAA), which is a national advisory body, has branches in each state and controls inter-scholastic athletic competition.

An example of a state branch department is the Arizona Interscholastic Association (AIA). Like all branch associations, the AIA receives no federal funding, as individual schools finance their own athletic programmes. It promotes the mission that inter-school sport competition is beneficial to the total education process.

Exam tip

A popular exam question is to compare outdoor education in the UK and the USA in terms of its constraints and benefits. Refer to page 224 of the OCR AS PE book.

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Comparative study of the USA and the UK

an excess of 1,900 students would constitute an ‘AAAAA’ conference.

Specialist coaches are in charge of the USA school teams. Assistant coaches work under the leadership of the head coach, who in turn is accountable to the athletic director of the school. The latter manages both Physical Education and inter-scholastic sport.

Sport is given high status in American schools and has a higher priority than Physical Education. The motive behind this is that inter-school sport is a direct reflection of the professional sports scene and could be considered a nursery for the commercial sports industry.

**APPLY IT!**

Mission High in the state of Texas is a 5A conference school with a strong tradition of gridiron football. Fixtures are played on Friday nights in autumn. Accommodated in the school stadium is a crowd of around 15,000 people. Schools at this standard are perceived as centres of sports excellence and operate as the first progression in the production of elite professional performers.

Fig 6.11 The American High School sports scene reflects the commercial professional scene

Matches are played in the school stadium in an atmosphere often enhanced by marching bands and cheerleaders. There is a strong commitment to Lombardianism, not only because the community is a critical presence but also because the competence of the coach is judged on the team’s result. The coach can be dismissed if the team is unsuccessful. The players also have a powerful incentive to ‘win at all costs’ as College Athletic Scholarships are on offer to the best players.

Inter-mural sport is expensive and the individual school, through gate receipts, sponsorship, media payment and alumni donations, generates the

Fig 6.12 The status of inter-mural school sport in the USA
Comparative studies

necessary finance. These sources of revenue are precarious and dependent on the team providing the public with entertainment through attractive play and successful results.

Intra-mural sports in the USA

Intra-mural sports are recreational sports that take place within the High School. At this level activities may involve leagues and are open to all students who form their own teams. The fact that all students are encouraged promotes participation in physical activities. The nature of the games is intended to be informal, but in reality competition can be intensive.

EXAM TIP

A popular exam question is to compare American High School sport with secondary school sport in the UK. Be prepared to compare the role of the American High School coach with that of the UK Physical Education teacher.

KEY TERM

Alumni

Former students or friends of the institution who donate money.

There is evidence that American culture is reflected in inter-mural school sports. Opportunity is available for all to play and with it the chance to excel. Only the elite performers of Lombardian disposition, however, achieve the college scholarship that brings professional status and the ultimate ‘American Dream’ one step closer.

APPLY IT!

The radical ethic as opposed to the Lombardian ethic is associated with intra-mural sports; see page 131 of this chapter.

Intra-mural sports start in the elementary schools (equivalent to primary schools in the UK)

FIG 6.13 The High School coach who is employed on the basis of a ‘hire and fire’ contract is required to instil the ‘win-at-all-costs’ ethos of Lombardianism

TASK 14

Compare the American High School sport scene with your own experience of inter-school sport in the UK.
and develop through high school into college (university) education. Popular recreational sports include flag football (which is non-contact American gridiron football), lacrosse, field hockey, soccer and volleyball.

**REMEMBER**

Recreational sport is important in UK schools; see page 217 of OCR AS PE.

**CONTEMPORARY INITIATIVES TO PROMOTE PE AND SCHOOL SPORT IN THE USA**

The major strategies to promote Physical Education, school sport and physical activity in the USA have for the most part already been discussed in this chapter; Fig 6.14 below provides a summary.

**REMEMBER**

Adaptive Physical Education Programmes promote opportunities for students with special needs.

In addition, many different programmes can be found on the Internet that are designed to promote health and participation in physical activity. Examples of these are Hip Hop to Health and the Child and Adolescent Trial for Cardiovascular Health (CATCH programme). While these programmes are important, they may be short-lived.

**TASK 15**

Carry out a search on the Internet to find sites for American programmes to promote health and participation in physical activity. Discuss the potential effectiveness of the new programmes that you find.

**INTRA-SCHOOL SPORT IN THE UK**

Intra-school sport in the UK is organised on similar lines to USA intra-mural sports. Intra-school sport is most prominent in secondary schools and operates both in the private and state-funded sectors of education. As with intra-mural sports in the USA, intra-school sport tends to be recreational but has the scope to be very competitive.

An example of competitive intra-school sport in the UK is the traditional athletics sports day held both in primary and secondary schools. Competitions are usually arranged between school ‘Houses’, and although traditional sports like football and netball continue to be dominant, most schools offer a wide range of activities.

![Fig 6.14 Initiatives to promote PE, school sport and physical activity](image)
In the UK, intra-school sport is associated with a participation ethic. Intra-mural sports in the USA have a similar philosophy which is termed the radical ethic.

In keeping with the organisation in the USA, intra-school/college sports leagues in the UK may be organised by teachers or students. Teams are formed on the basis of friendship groups. Matches are often arranged during timetabled PE and sports lessons, but also take place during lunch periods and after school.

For students aged 16–18 in further education, intra-school sports may be the basis of an Enrichment Programme.

School sport in the UK endured a difficult period during the latter part of the twentieth century, but more recently participation rates have increased. This improvement has taken place because of government support and an awareness of the importance of promoting a balanced, active lifestyle in schools.

**INTER-SCHOOL SPORT IN THE UK**

Inter-school sport in the UK involves sports matches and competitions with other schools and colleges. In the USA the term given for sports fixtures with other high schools is inter-mural sports. According to government statistics, involvement in competitive games on this basis is increasing; it is estimated that 400,000 students engaged in inter-school sport during the academic year 2007–08. Andrew Burnham, the Culture Secretary, commented: ‘School sport is stronger in 2008 than it has been for the last thirty years.’ The government plan to invest £2.4 billion in school sport up to 2011.

School sport is important in the UK, but in direct contrast with the USA it is Physical Education which has the higher status. The school sports scene in the UK, as will be seen below, differs markedly from that in the United States. In the UK, matches, competitions and leagues are administered by several agencies and organised as extra-curricular activities. This is in contrast with America, where the School Athletic Associations have responsibility for fixture organisation on a national scale.

In the UK, individual teachers organise friendly fixtures and some administer leagues comprising local schools and colleges. The School Sport Coordinator (SSCO) will have a specific responsibility to promote competitive sporting opportunities in and around their sports college. The Further Education Sports Co-ordinator (FESCO) will have the responsibility to extend and enhance physical activity provision in and around their sports college.

Sporting governing bodies tend to organise competitions culminating in national finals after progress has been achieved at local and regional level. The British Colleges Sport arranges national sporting competitions in a broad range of activities for Further Education (FE) colleges.

**APPLY IT!**

In the UK, *The Daily Mail* organises a national rugby union competition. Over 400 schools and colleges are entered.
Despite the title of ‘sports college’, secondary schools and FE colleges in the UK tend not to be centres of sporting excellence as they are in the USA. Kelly College in Devon and Millfield School, Somerset, have outstanding traditions in sport, but this does not equate to the USA model. Some schools and colleges have developed academies of sport, but these tend to be associated with professional sports clubs. Sports scholarships are offered to promising students by some private schools; the scholarship will include tuition and boarding fees.

In contrast with the USA, the sporting governing bodies in UK select county, regional and national teams; for example: Lancashire netball U16; North West hockey U18; Wales U18 rugby union.

Despite high standards at representative level, a participation ethic prevails in the UK. This is in direct contrast to the United States where Lombardianism is prevalent.

Sponsorship does exist on a small scale in the UK, but school fixtures tend not to attract great crowds of spectators. There may be local newspaper reports, but the media do not have a presence in UK school sport. By comparison, in the USA the media will focus on High School sport. In the UK, as a consequence of limited sponsorship and media coverage, extra-curricular sport, unlike in the USA, is not organised as a commercial business. Indeed, a lack of financial support continues to impede the development of UK school sport.

In the UK, the PE teacher tends to organise and coach school teams, whereas in America the specialist sports coach, usually under the management of the athletic director, has control. The USA specialist coach is employed on a ‘hire and fire’ basis, in contrast with the UK PE teacher who, in most cases, has a permanent contract.

Sport in UK schools does not attempt to replicate the professional sports scene. Indeed, it is regretted that the gamesmanship and dysfunctional behaviour sometimes witnessed in professional sport are occasionally displayed in school games. In contrast with the UK, inter-mural sport in the USA is a direct replication of professional sport.

**REMEMBER**

In the exam, one fact from the UK and one fact indicating a comparison from the USA will earn one mark.

**Participation rates in sport in the USA and the UK**

**MASS PARTICIPATION IN THE USA**

Mass participation in sports-related physical activity is not high in the USA. It is estimated by the Federal Department of Health and Human Services that about 19 per cent of people above the age of 16 years engage in a high level of physical activity.

In general, men are more likely than women to engage in high-level physical activity such as the level required in competitive sport, and this rate declines with age. It is also evident that activities undertaken on an individual basis are more popular than team games. The degree of affluence also significantly affects the opportunity to participate in physical activity. Statistics from Brown University School of Medicine indicate that about 60 per cent of USA adults are thought to be under active and that a significant minority of these people experience no activity.

The Sports Goods Manufacturers Association (SGMA) undertook research to find out the most popular sports and activities in the USA. Table 4 indicates the top ten sports, games or physical activities.

A gym and jogging culture has been evident in the USA since the 1950s and statistics indicate that engagement in fitness activities is increasing. In addition, over 40 million Americans are members of health clubs and the greatest increase
Comparative studies in popularity for an activity is Pilates training. This type of fitness training engaged over 9 million people in 2007 and its growth rate since 2000 is approximately 500 per cent.

**National Fitness Levels in the USA**

The topic of fitness levels for the USA was covered earlier in this chapter, in the section dealing with Physical Education (see page 121). It is important, however, to emphasise that while trends in the fitness industry are positive, the majority of Americans need to be more active. Obesity is a major concern. Government statistics indicate that in the period 1985–2007 there has been a dramatic increase in obesity in the USA:

- in 2007 Colorado (see map on page 108) was the only state to have an obesity prevalence of less than 20 per cent
- thirty states were found to have 25 per cent or more of their population diagnosed as obese.

**Mass Participation Rates in the UK**

The results of Sport England’s Active People’s Survey 2007 shows that sports participation in the UK has risen by almost 400,000 and that 75 per cent of people engage in physical activity (this includes walking). Mass participation rates in the UK are, in relative terms, higher than those in the USA.

Research was undertaken in 2007 by the General Household Survey (GHS) to find out about trends in sport participation in the UK; Fig 6.15 overleaf indicates the top sports, games or physical activities in the UK in terms of popularity. Although excluded from this list, walking for pleasure and fitness is as popular in UK as it is in America.

It appears that on both sides of the Atlantic, activities undertaken on an individual basis, such as swimming, keep fit, yoga, cycling and weight training, show higher participation rates than team games.

- On the whole, more men participate in sport in the UK than women, and this mirrors the trend in the USA. It is significant to indicate that swimming and fitness activities tend to be more popular with women.
- As in the USA, it was found that younger people in the UK are more likely to participate in activities and that involvement decreases with age. Participation is significantly reduced after the age of 45 years.

### Table 4 The top ten sports, games or physical activities in the USA, 2007 (adapted from Sporting Goods Manufacturers Association (SGMA, 2008))

<table>
<thead>
<tr>
<th>Activity/sport ranking</th>
<th>2007 participation figure</th>
<th>Level of frequency (days per year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Walking</td>
<td>76,837,000</td>
<td>50+</td>
</tr>
<tr>
<td>2 Treadmill</td>
<td>29,182,000</td>
<td>50+</td>
</tr>
<tr>
<td>3 Stretching</td>
<td>28,318,000</td>
<td>50+</td>
</tr>
<tr>
<td>4 Weight training</td>
<td>28,186,000</td>
<td>50+</td>
</tr>
<tr>
<td>5 Running/jogging</td>
<td>24,240,000</td>
<td>50+</td>
</tr>
<tr>
<td>6 Fishing</td>
<td>23,714,000</td>
<td>8+</td>
</tr>
<tr>
<td>7 Cycling</td>
<td>21,151,000</td>
<td>25+</td>
</tr>
<tr>
<td>8 Basketball</td>
<td>18,005,000</td>
<td>13+</td>
</tr>
<tr>
<td>9 Bowling</td>
<td>15,422,000</td>
<td>13+</td>
</tr>
<tr>
<td>10 Low-impact aerobics</td>
<td>13,056,000</td>
<td>50+</td>
</tr>
</tbody>
</table>
Comparative study of the USA and the UK

• As in the USA, wealth is an important determinant in sports participation in the UK.
• In 1980 there were fewer than 200 gyms in the UK. In 2008 there were almost 6000. The USA ‘gym culture’ has influenced this trend.

It is significant that the only major game to feature in the top ten sports in the UK was soccer. There are parallels here with USA because basketball was the only major game to be represented there. (For information on national fitness levels in the UK, refer to page 121 of this chapter.)

Strategies to promote participation and ensure lifelong involvement and healthy lifestyles in the UK

• Organisations like Sport England, along with other home country sports councils such as the Sports Council for Wales, promote mass participation.
• Sport England funds the Sportsmatch project, which supports the development of grassroots sport in England. This scheme involves club or community facility organisations providing initial investment. The sum raised is then doubled by a Sportsmatch grant.
• Special interest groups, or groups that tend not to participate in sport, are targeted by Sport England. For example, Sport England has invested to improve participation by women and people with disabilities.
• National governing bodies receive central funding to encourage young people to take up sport. The Rugby Football Union, for example, employs local and regional development officers to promote participation.
• Local initiatives are also important community sport providers. For example, in the Greater Manchester area, ‘Sport for all’ centres organise basketball, netball, badminton and 5-a-side football for all abilities and age groups.

Analyse the statistics on sports participation in the USA and in the UK. Consider any comparisons that can be made about participation rates and trends. Discuss any cultural factors that may have influenced these trends.
Participation and healthy lifestyles are promoted as part of the national curriculum for PE in schools.

Exams Tip
Credit will be given in the examination for reference to other national or local campaigns, regardless of whether they are current or past initiatives.

Amateur Sports Clubs
In the UK, an amateur club may enjoy a long tradition, have its own facilities and organise several teams on the basis of age, ability and gender. The club will be dominant in one sport but may also organise other sports as sections of the club. For example, some cricket clubs organise tennis or crown green bowling teams as subsidiary activities.

UK clubs often exist through voluntary funding from members’ subscriptions, which are often relatively inexpensive. There may, however, be some private funding in the form of sponsorship and public funding from local authorities and the National Lottery via Sport England.

In the USA, private clubs enable some participants to enjoy recreational sports provision. This tends to be exclusive provision because sport in America operates from the investment of private sponsorship as opposed to public funding. Private sports clubs, therefore, tend to be very expensive to join and are usually sport-specific, such as golf, tennis and sailing clubs.

It must also be emphasised that the fitness industry had its origins in the USA, and today the gym culture is popular.

The tradition of the amateur club as it is understood in the UK does not exist in the USA. In the UK a person may elect to join an institutionalised sports club, whereas in the USA the emphasis appears to be placed on the individual or groups of friends to form teams. These friendship groups can choose to compete in competitions and leagues; this will be seen in operation in the Midnight Basketball League structure described overleaf.

The Amateur Athletic Union (AAU) is a national organisation in the USA which coordinates social groups into competitive sports leagues and promotes the development of amateur sport. As the coordinator of over thirty different sports for all age groups, the AAU claims to be one of the largest non-profit-making volunteer organisations in the USA. Men’s fast-pitch softball, women’s baseball, soccer and baton twirling are among the many sports coordinated in the USA by the AAU.

The AAU is an event-driven organisation and is not involved with selection, coaching, athletic sponsorship or club administration. As an additional commitment, the AAU administers the National Youth Fitness Programme as part of the President’s Challenge. Each year, this scheme registers over 4 million young people between

Task 16
Undertake a mini case study of your own sports club or a sports club in your area. Here are some questions that could help to define the club.

1. Is the club sport-specific or does it offer multi-sport provision?
2. When was the club founded?
3. How is the club funded?
4. How many teams does the club organise in a specific sport?
5. How are teams determined; for example by gender, ability or age?
6. Does the club own facilities or does it hire from the local sports or leisure centre provider?
7. Who organises the fixtures for the club?
the ages of 6 and 17 years, who are required to demonstrate exceptional physical achievement in five activities.

**COMMUNITY PROVISION IN THE USA: MIDNIGHT BASKETBALL LEAGUES**

Midnight basketball leagues (MBL) were established in 1986 in an attempt to control the behaviour of inner city, ethnic youths who were at risk of being involved in crime. MBL adheres to the rules of the National Basketball Association but is played between 10:00 pm and 2:00 am on outdoor asphalt playground areas funded by local government. Players are taken from the street and must attend a one-hour workshop which focuses on personal skills and awareness of drug and alcohol abuse. A strict code of conduct is applied to all participants, who are predominantly males belonging to the 17–25 age group. Standards of play are high and fifty ‘chapters’ engage in regular competition. The Association of MBL estimates that 200,000 spectators attend matches each night and television viewing has reached 3.5 million.

**CASE STUDY OF MBL PLAYER**

Anthony Carter, a 22-year-old African American, is a star player in the University of Hawaii (see map on page 108) Basketball team. He has already received lucrative offers from prestigious clubs in the National Basketball Association (NBA) league. Not long ago, Carter was one of many poor young males looking for opportunities in Atlanta’s south suburb, which is well known for high crime rates. His life took a different turn after joining the local Midnight Basketball League, where he spent three years. As a result Carter now has a basketball scholarship at the University of Hawaii and is likely to accept a professional contract at the end of his study period.

**LITTLE LEAGUES AND PARTICIPATION IN COMPETITIVE SPORT FOR YOUNG PEOPLE IN THE USA**

For children and young people in the USA, there exist well organised opportunities to become involved in sport. In addition to high status intramural sport throughout the education system, ‘Little League’ sports involvement is very popular. Little League sports cater for children aged 7–16 years. Teams are coached and managed by volunteers who in the main tend to be parents. Examples of Little League sports include:

- Pop Warner Little League for American gridiron football
- Biddy Basketball organises Little League basketball
- Pee Wee baseball administers Little League baseball.

Glen ‘Pop’ Warner, who is remembered in Little League football, was a prominent college coach in the late-nineteenth and early-twentieth century.

**REMEMBER**

Midnight League Basketball is now being played in the UK. Remember a direct copy from another country is called ‘cultural borrowing’.

**REMEMBER**

Junior and mini teams in the UK also tend to be organised by volunteers.
There is a strong moral philosophy within Little League sport and a great emphasis on safety. The win ethic is, however, strongly evident, even in the youngest age groups. This is partly because the parents involved often come from a competitive sports background and are frequently considered to be living out their own sporting ambitions through their children. The teams play in structured competitions and the format reflects the professional game. Mini ‘Superbowl’ finals inspire competition and Little League matches attract both commercial and media attention.

The saying ‘Little League to Superbowl’ highlights the importance of junior sport as a preparation for professionalism. However, the slogan was updated in the era of the Bush administration (2003) to ‘Little League to White House’, when the President revealed that his leadership skills had their foundation in Pee-wee baseball. If Little Leagues are criticised for the promotion of the win ethic, the counter argument is that this prepares children for the competitive nature of American life.

**STRETCH AND CHALLENGE**

Analyse the differences between the Little League sports scene in the USA and the junior and mini sports scene in the UK.

**CONTEMPORARY INITIATIVES TO DEVELOP MASS PARTICIPATION IN THE USA**

You have already covered some of the major initiatives to develop participation. These initiatives are highlighted in Fig 6.17 below.

There are countless small initiatives that are intended to increase participation. Some are private enterprises that are organised as profit-making schemes and may have a very short lifespan.

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**Fig 6.17 Contemporary initiatives to develop mass participation in the USA**

- **Intra- and Inter-mural sports in schools and colleges**
  - The Amateur Athletic Union – the organisation of sports leagues and competitions
  - Midnight Leagues – the organisation of sports on inner-city asphalt playgrounds (basketball is the major game)
  - Little League – organisation of junior sports
  - The Amateur Athletic Union – the administration of the National Youth Fitness Programme as a part of the President’s Challenge
Examples of minor initiatives include Time Out for Better Sports for Kids and Hook a Kid on Golf. More information about these schemes can be found on the Internet.

**TASK 17**

Carry out research on the Internet to find out about five minor initiatives that promote sports participation in the USA.

**PATHWAYS TO PROFESSIONAL SPORT IN THE USA**

The conventional pathway into professional sport in the USA is through the education system; see Fig 6.18.

The High School performer is given a scholarship grant from the college (university). Scholarships are available in most major sports and under Title IX legislation women are funded equally to men. College sport provides the progressive step into professional and international sport. The ‘Big Four’ American sports are also successful commercial businesses at collegiate level and make vast profits from sponsors and media interest. Talented and well trained players, often fresh from High School, provide a high standard of sports entertainment to spectators who pay high admission prices.

**APPLY IT!**

A family of four can pay $200 to attend a Collegiate American gridiron football match.

Three major athletic associations administer collegiate sport. The largest and oldest of these is the National Collegiate Athletic Association (NCAA).

Controversy has always been associated with the sports scholarship system. It has been apparent over the years that college administrators have enrolled students who are excellent sports performers but academically under-qualified for degree courses. Leniency in recruitment enables a college to compete in sport and remain at the highest levels to sustain commercial viability. The NCAA has stated that 20 per cent of football and basketball players enter university on special admit programmes.

**KEY TERM**

Special admit programmes

Some student athletes do not achieve the necessary grades from High School to follow conventional degree courses, but because the student has been accepted on a sport scholarship, an academic programme (degree) is found that matches their academic ability. These are known as special admit programmes.
Problems in college (varsity) sport arise when coaches and directors, in their bid for success, exert excessive control over students. When this ‘win-at-all-cost’ ethos arises, sport loses its educational value. It has also been an issue that when media rights are in question, the academic progress of the student athlete is considered secondary to financial profit.

Athletic directors, coaches, trainers, publicity directors and support staff make a good living from collegiate sport. Some athletic directors and coaches earn in excess of $500,000 per year, and this salary can be further enhanced through sponsorship and TV contracts. The student athlete does not get paid; in fact, it is a contravention of association rules that a player receives any financial benefits.

A sports scholarship may be worth about $10,000 a year, and this relatively meagre sum is granted by the college to pay for meals, accommodation and tuition fees. The questionable impression given by the university is that a student has been granted a ‘free ride’ through to a degree in higher education. However, far from being a ‘free ride’, a scholarship is in reality a binding contract to play sport for the college teams. Athletes might be seen as little more than labourers: they devote in the region of 50 hours per week to their sport and in so doing generate income for thousands of employers who are directly involved with the collegiate sports industry, the mass media and the corporations that advertise through college sport.

Despite hardship, lack of pay and circumstances verging on exploitation, college athletes do not protest against the collegiate sport system and continue to strive and compete for scholarships. Students remain compliant with this system for the following reasons:

- the opportunity to play big time college sports is a dream come true
- it is exciting to play in the top flight in front of large crowds; for example, the College Rose Bowl attracts 90,000 spectators
- there is kudos and social status for the athlete at a major university
- most athletes have been conditioned from early High School through the domination of sports leadership, so they willingly accept the tough-minded disciplined approach and are dependent on the ethos of team conformity
- the self-esteem of the athlete grows in direct proportion to athletic prowess
- college athletes become single-minded in their ambition to be successful; this conforming approach is termed ‘pragmatic role acceptance’
- student athletes may become professional players if selected through the Pro Draft system, which focuses on selecting the best college players.

**EQUALITY AND DISCRIMINATION IN THE USA**

Discrimination against minority groups has been an issue in American sport since the nineteenth century. For example, John L. Sullivan, the
first American heavyweight boxing champion, would accept challenges from white men only. Black players were also excluded from Major League Baseball until 1947, but after this time a gradual integration began to take place. After African American players had broken into white professional sport in the 1950s, a period of tokenism followed. This meant that only a limited number of sporting positions were filled by African American players.

Further integration and a more even positional distribution have taken place in the twenty-first century. Major League baseball now has a 20 per cent black playing staff while 68 per cent of players in the National Football League are African American. Basketball has the greatest number of African American players, who now dominate the game on court; only 20 per cent of players registered with the NBA are white and this represents an exit of Anglo Americans from the game. This exit of white players from basketball is termed white flight.

As more black players entered professional sport, they tended to be stacked into positions which required physical athleticism rather than decision-making skills. For example, in baseball most African American players were stacked at outfield cover positions for the purposes of running and catching. Similarly, in gridiron football the running back, wide receiver and defensive back positions, i.e. those requiring physical prowess rather than strategic organisational skills, were constantly allocated to black players. In contrast, white Anglo-American players tended to occupy decision-making roles in the centre of play. The term given to this core focus is centrality and its occurrence endorsed the racial hierarchy in American society.

The success of ethnic minority groups in American sports can be explained through the understanding and application of three key terms:

- **Opportunity** – ethnic minority groups have been given the chance to take part in sport and to excel without prejudice in their chosen areas. Opportunity is an important American value but did not apply to all American citizens until after the midpoint of the twentieth century.

- **Provision** – ethnic minority groups now share the same quality of facilities and conditions that were formerly exclusive to the white mainstream culture.

- **Esteem** – this relates to the respect, admiration, value and appreciation that society chooses to bestow on an individual or group. The cultural esteem of ethnic groups has deservedly risen because of success. Esteem refers to confidence and the belief that achievement is possible.
Success in sport has become significant to ethnic minorities. The ability and potential of the minority group is endorsed through achievement and consequently the expectation of future success is increased.

There have been outstanding role models, particularly from the African American ethnic communities – world renowned athletes such as Jesse Owens and Mohammed Ali. Particular recognition may be given to Althea Gibson who overcame racial prejudice and broke through the ‘glass ceiling’ by becoming the first black person to win the Wimbledon Ladies tennis championship in 1957.

Contemporary ethnic sports stars as role models include the Williams family in tennis and Tiger Woods in golf. All have emerged during the early years of the twenty-first century. Their achievements and dignity in their respective sports have increased the belief and esteem of minority races that now have the confidence and motivation to strive for recognition in sports which traditionally were the preserve of the dominant WASP culture group. Success has brought identity and in turn unity to the ethnic groups. With it has come the chance to dominate and even take over in sports which were formerly inaccessible, for example basketball, track athletics, golf and tennis. When Venus Williams won the 2000 Wimbledon Championship, *The Times* headlined ‘Golden crown for the girl from the ghetto.’

Commitment to multiculturalism has not been easily achieved in the USA. Commercial opportunities, however, now exist for ethnic minorities in sport in the form of endorsements and sponsorship. Furthermore, on retirement, successful performers from ethnic minorities are beginning to be engaged as coaches and opportunities are emerging for ownership of commercial enterprises.

**SPORT AND THE PURSUIT OF EXCELLENCE IN THE UK**

In the UK, like America, entry or ‘access’ into sports participation is not the same for everyone. If a person is denied access into sport, talent of international standard may remain undiscovered. As with the USA, opportunity, provision and esteem are the major factors that prevent equal access for all. In the UK, sport for all is not yet a reality.

**UK SPORT**

UK Sport is the organisation with the overall responsibility for producing sporting excellence in the UK. The ambition of UK Sport to achieve fourth place in the 2012 Olympic Games medal table indicates a clear philosophy that Olympic and Paralympic sport can no longer be trusted to enthusiastic and talented amateurs. Athletic performance, coaching and organisation structure must have a professional focus. After the bid to stage the 2012 Olympic Games was won in 2005, UK Sport produced a submission to the government for extra funding. A performance funding package of £300 million was requested.

**REMEMBER**

The factors that prevent access to participation and excellence in the UK are explained on page 281 of *OCR AS PE*.

**TASK 19**

Research the career of Althea Gibson. Consider her achievements in the light of great bigotry and racial prejudice.
Comparative study of the USA and the UK

Sports Institutes in the UK
Sports Institutes in the UK are a network of centres that are dedicated to providing support to elite athletes. The four devolved Home County Sports Institutes are shown in the spider diagram in Fig 6.19.

The Sport Institutes have underpinned the successes of Team UK in Olympic and Paralympic competition, but not all sports find it necessary to take advantage of the institutes. For example, non-Olympic sports like cricket have their own governing body pathways leading towards professional status.

The UK government, like the US federal government, is not involved with sporting policies. It does, however, fund sport through the National

Remember
In addition to distributing funds to help the production of sporting excellence, UK Sport has ten functions. These are explained on page 265 of OCR AS PE.

Task 20
There is not an American equivalent of UK Sport. Undertake a case study to focus on the methods used in the USA to produce sports excellence. Address how the USA provides funding to Olympic athletes.

Remember
America does not have an equivalent of an institute of sport but it has clear ways of producing excellence. The pathway to professional sport in the USA lies in the education system; high schools and colleges tend to be centres of sports excellence.

Stretch and Challenge
The American view is that second place is first loser yet UK Sport set a target for Team UK to achieve fourth place in the 2012 Olympic Games. Critically evaluate this aim.

Fig 6.19 The four devolved Home County Sports Institutes

The four devolved Home County Sports Institutes

- The Scottish Institute of Sport (SIS)
- The English Institute of Sport (EIS)
- The Welsh Institute of Sport
- The Sports Institute of Northern Ireland (SINI)
Lottery and Sport England. In contrast, in the USA very little federal money is invested in sport.

UK Sport is responsible for the strategic direction of the institute network with a mission to support elite athletes. The supportive services provided by the institutes are:

- sport-specific coaching programmes
- physical conditioning programmes
- sport science and sports medicine
- physiotherapy
- nutrition advice
- performance analysis and planning
- vocational, educational and lifestyle advice.

There is no equivalent agency with over-arching control of elite performance development in the USA, though a similar support system exits for student athletes who are following a sports scholarship programme at college. It should be remembered, however, that the sporting ethos of the UK institutes and the American colleges will differ; sport in American colleges is organised as a commercial business and directly reflects the professional scene; the UK Sport institutes do not aim to promote sport as an entertainment commodity.

During the 20th century, scholarship provision gave the American Olympic athletes a great advantage over British athletes: the American team could benefit from full-time training and scientific support. In the UK, by contrast, performers at Olympic level were talented amateurs who at this time worked in employment by day and trained whenever possible. Through sponsorship, UK athletes in the twenty-first century can now engage in full-time training on a professional basis.

**Exam tip**

You should be aware that methods used to produce sporting excellence in the UK and the USA are popular exam topics. You will need to relate your answer on this topic to the cultural determinants of both countries.

**Case study of the ‘Big Four’ American sports**

The ‘Big Four’ sports in America are baseball, gridiron football, basketball and ice hockey. Association Football (soccer) is striving to become the fifth ‘Big’ sport in the USA. This ambition, despite increases in attendance, lucrative sponsorship deals and media attention, has yet to be fulfilled. One reason that is given for the rejection of soccer as one of the premier American games is the concept of ‘sport space’. Sport space is the view that more prominent games will restrict the development of the less dominant game. In this case the dominance of the ‘Big Four’ has limited the opportunity or closed the space for soccer.

**Remember**

All professional sports, particularly the ‘Big Four’, operate as business enterprises and fit with the capitalist model of the USA. Professional sports exist solely to make profit and are inextricably linked with sponsorship and the media to form the Golden Triangle.

**Apply It!**

Sports corporations like the New York Yankees (baseball) and Dallas Cowboys (American Football) are comparable as businesses in organisation and financial turnover to the car manufacturers General Motors or film producers Warner Brothers.
**BASEBALL**

Baseball has been known as the national pastime for over a hundred years and is by far the most popular game in the United States. Boys played early forms of baseball, known as goal ball or rounders, regularly during the colonial period. However, this was to become the national game by the mid-nineteenth century. It became the game of the city in the nineteenth century and was played predominantly by the youth of the working classes. Very few schools and colleges elected to play baseball as adults tended to disapprove of the game.

Baseball became an obsession, being the expression of defiant youth and a game of impact comprising hard striking and lots of energetic fielding. This resulted in endless bursts of action and limitless quick sprinting. There was as a result very little dead time in the game. Baseball was preferred to cricket, which by contrast lacked the required sensationalism to satisfy the increasing pace of American life.

Baseball spread quickly to all states and to all classes. Rapid growth was aided by the coming of the railway system, which enabled long distance fixtures to be played. As professionalism became widespread, the gentlemanly etiquette of the founder clubs on the peripheries of the cities was lost and players contrived to win at all costs.

The National Association of Baseball Players assembled in 1858 to organise leagues and clarify rules. It placed a ban on African American players, which prevailed until 1947. In 1903 play was intensified and spectator interest further stimulated when the first World Series was inaugurated. In 1920, match fixing brought disgrace to the sport when the Chicago White Sox contrived to lose games in return for considerable sums of money. Thereafter, baseball was reorganised and a commissioner was appointed to ensure the integrity of the game.

**APPLY IT!**

The term World Series is misleading because the only contestants are North American teams. Here is an example of a huge country aiming high; see the cultural determinants relating to geography on pages 101–108.

Baseball is played in American colleges on an inter-mural basis and the NCAA set up a national championship tournament in baseball in 1947.

The scale of Major League Baseball (MLB) as a twenty-first century business is immense. In 2007, 80 million people attended World Series matches – an average of 32,000 people per game. The commercial status of the game is reflected in the team value of the New York Yankees baseball squad (see Fig 6.20). The business was bought in 1973 for $10 million.

**AMERICAN GRIDIRON FOOTBALL**

Variants of football were played throughout the colonial period and up to the time of the American Civil War (1861–65). It was after the civil war that the development of this particular sport was stimulated.

American gridiron football was adapted from English Rugby Football, which toward the end of the nineteenth century had a structured club system having been founded in the UK public schools. The origin of American Football lies in the Ivy League colleges, notably Princeton, Colombia, Harvard and Yale.

Through the nature of the rules drawn up at the colleges, the game was initially extremely physical. The teams were compelled to conform to ‘down and distance’ rules which caused head-on confrontation and collision at each restart in play. Other rules that promoted aggressive play were ‘blocking’ and ‘slugging’. The violence of such play led to the deaths of eighteen players in 1905, prompting intervention from the President of the USA.
Comparative studies
League (NFL). With viewing figures of 130 million in 2007, the event commands the highest television audience in America. In addition to the spectacle of play, popular singers and musicians perform during pre-game and half-time ceremonies. Television commercial breaks are numerous and thirty seconds of advertising time costs $2.5 million.

The Dallas Cowboys is a prominent football team. In 1989 it was bought for $150 million; by 2007 the team was worth $1.1 billion.

Basketball
In contrast with gridiron football, baseball and ice hockey, basketball did not evolve through adaptation. Basketball was invented in 1891 by James Naismith at the private Springfield YMCA Training School and was instantly successful in high schools and colleges. Basketball was rooted in white educational institutions, and although a few professional teams played early attempts to cash in on the game were unsuccessful.

A century later, this profile had changed drastically. Basketball teams make up 13 per cent of franchised sport in America. The combined

Fig 6.21 The NFL Superbowl championship is a playoff between the best team in the American Football Conference (AFC) and the Nation Football Conference (NFC). It is a prime example of the presentation of sport as a commercial commodity.

**Task 21**

Use the model that outlines the cultural background of the USA on pages 101–104 to analyse why American gridiron football suited the new culture of the United States.

The popularity of collegiate football accelerated in the first part of the twentieth century, when innovations in play came from the coaches who were prominent in college football at that time. The forward pass had by now been legitimised, giving American Football an identity that was clearly separate from Rugby Football.

**Remember**

The isolation policy of the USA was reflected in the games preferred by Americans; see page 102.

The showpiece event of American Football in the twenty-first century is the Superbowl, which is the championship game of the National Football League (NFL).
revenue of the thirty National Basketball Association (NBA) teams is approximately $3.5 billion and rising quickly. The average attendance of three prominent NBA teams in 2007 is shown in Table 5.

Table 5 Average attendance of three prominent NBA teams in 2007

<table>
<thead>
<tr>
<th>Team</th>
<th>Average attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Bulls</td>
<td>22,103</td>
</tr>
<tr>
<td>Detroit Pistons</td>
<td>22,076</td>
</tr>
<tr>
<td>Cleveland Cavaliers</td>
<td>20,500</td>
</tr>
</tbody>
</table>

An African American player, Michael Jordan, while playing for the Chicago Bulls in the 1990s, became the highest paid sports person in the world, earning $33 million per year. The Chicago Bulls business was bought in 1985 for $16 million but now has a team value of $500 million, with annual revenue of approximately $140 million. The game is prominent in the sports entertainment industry because it is fast, high-scoring and commercial advertising fits naturally into the many breaks in play.

Basketball is now a game of the inner city because urban playgrounds provide inexpensive sport for large numbers of poor and at-risk American youths. Two female professional basketball leagues began in 1997.

Like American Football, the game in the USA has roots in the collegiate system, and the NCAA inaugurated an ice hockey national tournament for universities in 1948. The first professional ice hockey league was formed in 1904 with the initial National Hockey League (NHL) franchises in eastern Canada. In 1924 Boston was granted a franchise followed quickly by other USA cities including New York, Chicago and Detroit.

The gold medal achievement in the 1980 Olympic Games gave a boost to the popularity of ice hockey in the USA, particularly as ten of the squad were signed by NHL teams. Out of 26 NHL teams that exist today, twenty are located in the USA while only six have venues in Canada. Canadian players in the NHL, however, outnumber American players.

The Stanley Cup is the showpiece trophy of the NHL and is the oldest professional sports trophy in America. The Carolina Hurricanes are the 2008 holders of the Stanley cup. This club was bought in 1994 for $48 million and has a team value of $144 million. The total attendance for all NHL matches in 2008 was 20 million people.

**Remember**

Midnight Leagues also have television audiences; see page 136.

**ICE HOCKEY**

Ice hockey is not as popular as the ‘Big Three’, but its commercial operation is organised on similar lines. The first indoor match was recorded in Montreal, Canada, in 1875, where the game remains the national sport.

Sport was originally played in the UK for the intrinsic benefit of the participants; it was never intended that sport would develop into a commercial entertainment industry. Spectators have always been drawn to sport for the purpose of entertainment, but the commercial possibilities
Comparative studies were being utilised in the United States on a large scale long before they were taken up in the UK. The UK is still some way behind the USA in terms of the overall financial value of sport. Only Association Football can match the ‘Big Four’ American sports in terms of monetary value.

The top teams have formed into a ‘Super League’ and this traditional parochial game from northern England now has sponsored teams in London and southern France.

For the 2009 season, the Rugby League Super League competition experimented with the American sports league system, which has abolished promotion and relegation. The Welsh Rugby Union clubs also restructured to make their league more commercially viable.

The American Lombardian ethic is becoming increasingly widespread in UK sport as the financial stakes increase, for example relegation in Association Football from the Premiership would represent commercial failure. Players in the UK and the USA are now experiencing shorter playing careers as the frequency and intensity of play increases to fulfil the criteria of entertainment.

Increased commercialism has caused the traditional format of sport in the UK to change. Some examples of the changes in format are outlined below.

- The introduction of Twenty20 cricket as a shortened version of the game is more lucrative than traditional county cricket because it is more attractive to the casual spectator.
- Sporting events are now arranged not only on Saturday, as was the tradition, but take place throughout the week to align with television timings.
- Super League rugby has elected to become a summer game to increase its commercial potential.
- Professional sport in the UK is beginning to adopt the American approach of introducing side attractions to sporting events, such as pre-match entertainment, cheerleaders and music, to add drama and excitement to play. These are all direct copies of the American commercialised professional sports scene.

On both sides of the Atlantic, money is made from ticket sales, merchandise, media rights, satellite and cable television deals. In America, commercial breaks happen every ten minutes and last up to five minutes. In the UK, breaks from advertising are an important source of revenue but are limited to three breaks per hour for a duration of three minutes per interlude.

The American franchise system, which has been in operation since the early twentieth century, is now evident in the UK and Europe. A sport which has the franchise system in the UK is Rugby League. The lead that has been made by the USA in sport commercialism is not only copied by the UK but is being followed globally. For example, China is developing football and India has installed the India Professional League (IPL) in limited-over cricket.

The coverage of sport was revolutionised in the USA during the 1960s, and this process further stimulated the move toward commercial sport (see page 114).

The American franchise system, which allows a team to be moved from its home base to a different part of the country, for profit-making reasons.
You should now have knowledge and understanding of:

- the cultural context of sport in the USA and the UK
- PE and school sport in the USA and the UK
- mass participation in sport in the USA and the UK
- sport and the pursuit of excellence in the USA and the UK
- how to critically evaluate the influence of the cultural context on all of the above.

**REVISE AS YOU GO!**

1. Describe the policy of isolationism in the USA and the policy of Empire building in the UK.
2. Define the term frontierism in the USA and describe the term hierarchical society in the UK.
3. What is meant by the term commercialisation of sport as it is applied in both countries?
4. Outline the attitudes towards Physical Education in the UK and USA.
5. Outline three differences between USA inter-mural sport and UK inter-school sport.
6. Outline the major trends in sports participation both in the USA and the UK.
7. Explain why the traditional amateur sports club does not exist in the USA but is a key feature of sporting mass participation in the UK.
8. Outline the pathways to professional sport that exist in the UK and the USA.
9. Describe the factors opportunity, provision and esteem as they relate to inequality and discrimination in sports participation in the USA and in the UK.
10. List five reasons why the ‘Big Four’ sports were promoted in the USA while the four sports named in the UK case study were marginalised.

Ask your teachers for the answers to these Revise As You Go! questions.
Examination question
Explain how the experience of playing inter-school sport in the UK would differ from the experience of playing inter-mural sport in the USA.

(6 marks)

Examiner’s tips
Try to begin your response with a statement that both sets the scene and embraces the major points of your answer. You are trying to impress the examiner from the beginning, so do not begin by explaining a minor point. The initial statement displays the whole picture. Remember that to score one mark, one fact is given from the UK and then a point of comparison is made from the USA. Vary the words that join points of comparison together, for example use words such as ‘whereas’, ‘conversely’ and ‘however’.

Student answer
In the USA, the high school is the centre of junior sporting excellence. When it is played inter-mural sport looks like professional games. Matches are often played in the school stadium in front of large crowds, for example Mission Eagles High School in Texas play American football in front of 15,000 people. There is a coach who runs the team and he can be sacked if they lose. Matches attract media attention and sponsorship. A Lombardian attitude can be seen in the players.

In the UK, PE is more important than sport. You do not play in front of large crowds and you do not play in a stadium. The teacher organises the fixtures and coaches the team and does other things. The televisions never come to our games and once a garage gave us kit with their names on it. When we play we like to win but it doesn’t matter if we loose because the teacher says it doesn’t matter.

Examiner says:
The content of this response is good but it is badly organised and presented. Organise your points of comparison in one sentence or adjacent sentences. Do not write a paragraph on the UK and a separate paragraph on the USA.

Examiner says:
The reference to the first person ‘we’ must be avoided.

Examiner says:
The sentence about the coach is expressed badly and the incorrect spelling of lose (as loose) is a common student mistake. Correct spelling is important.

Examiner says:
Avoid the word ‘you’ and the word ‘thing’. These words are indicators of a poor style of writing, limited knowledge and a lack of planning.
Improved student answer

The experience of playing inter-school sport in the UK and inter-mural sport in the USA differs because of variations in the organisation, status and ethos of sport at this level.

Inter-mural sport in the USA is organised by the State High School Athletic Association (SHSAA), which is a national advisory body. In the UK, by contrast, inter-school fixtures tend to be organised by a number of agencies including teachers, sport colleges and national governing bodies.

The USA high school aspires to be a centre of sporting excellence whereas schools and sports colleges in the UK promote a participation ethic as a priority over excellence. For the school athlete in the USA there is a powerful incentive to earn a sport scholarship from a college. While sports scholarships exist in the UK universities, both the scale and motives for the award differ from those in the United States.

A strong Lombardian win ethic is instilled into the players involved in USA inter-mural sport. In the UK, by contrast, although sport is competitive it is the participation in sport that is the overriding motive during play. This difference in ethos is a direct reflection of the variation in the cultural background of both countries.

The coach has responsibility for American schools teams and is employed on a temporary contract that is renewed if success is achieved. This arrangement is known as a ‘hire and fire’ contract. In the UK, on the other hand, the teacher of Physical Education has responsibility for organising and coaching school teams. The contract of the latter is usually of a permanent nature, as the teaching priority is with

Examiner says:
This is a good introduction that sets the scene and directly reflects the wording of the syllabus.

Examiner says:
Points of comparison are located in adjacent sentences. The response has obviously been well planned and it is easy to mark.

Examiner says:
The major issues of comparison which include organisation, status and ethos have now been addressed.

Examiner says:
The content of knowledge demonstrated here is advanced. This student has read the text carefully and revised thoroughly. The marker is aware that a high quality response is likely to follow.

Examiner says:
A good reference is made to the cultural background of both countries. Although marks are not given in this response for cultural background, it links to every topic on the syllabus. Relevant inclusion indicates that a student has acquired a deep understanding of Comparative Studies.

Examiner says:
There are many reasons for large crowds. Two are given here. These reasons are relevant to the answer and lead into the next point. The other reason is that the nearest professional team may have a home venue at a distance that is inaccessible for the spectator. Do not be drawn into describing factors that are irrelevant. Avoid the term 'etc'.

Examiner says:
Remember that maximum marks can only be achieved if points of comparison are made. Clear points of comparison have been made throughout this response.
Improved student answer

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The coach has responsibility for American schools teams and is employed on a temporary contract that is renewed if success is achieved. This arrangement is known as a 'hire and fire' contract. In the UK, on the other hand, the teacher of Physical Education has responsibility for organising and coaching school teams. The contract of the latter is usually of a permanent nature, as the teaching priority is with Physical Education and not sport. In the USA, the status of school sports is higher than Physical Education.

Large crowds are attracted to USA inter-mural sports events because, among many reasons, play is of exceptionally high standard and reflective of the professional sports scene. For example, the Mission Eagle High School in Texas play to a crowd of 15,000 in a floodlit school stadium. Few spectators tend to be present during inter-school games in the UK.

Fixtures are normally played on school fields. The organisation and the motives for play tend to reflect the culture of English amateur participation and fair play rather than mirror the professionalism evident in inter-mural sports, etc.

USA high school sport attracts media attention and therefore sponsorship is also drawn to the inter-mural scene. Together with large crowd attendances, school sport in the USA is organised as a business and on a minor scale has a commercial reliance on the ‘golden triangle’. In the UK, although some minor sponsor arrangements are sometimes made, funding for sport is usually managed through school with no direct commercial reliance.