

**Performance enhancing drugs** have become a major, widespread problem in sport.



**Anabolic agents** - increase muscle mass and allow a performer to train for longer and harder.  
**Side effects** - high BP, heart attacks and strokes.

**Peptide hormones (e.g. EPO)** - stimulates the production of naturally occurring hormones, EPO specifically increases the production of red blood cells to increase CV fitness.  
**Side effects** - thickening of the blood which can lead to a heart attack.

**Beta blockers** - reduce HR and lower BP so stress levels and anxiety are reduced and players can improve their balance and coordination.  
**Side effects** - depression, insomnia, nausea, diarrhoea and tiredness.

**Legal supplements (e.g. vitamins and minerals)** - they do not significantly enhance performance but they may not be safe to use, especially in high doses.

## Contemporary Issues in Sport - Ethics and Deviance

Beta blockers can be allowed for medical reasons.



Legal Action



Bans/Stripped of Medals



Damaged health

Drug testing is the biggest deterrent to used PEDs



Loss of sponsorship/income

**Negative consequences of using PEDs include:**



Loss of reputation

**Violence in Sport** - physical acts committed to harm others within sport.

**Football hooliganism** - unruly, violent and destructive behaviour by over-zealous supporters of football clubs.



**Implications of Violence in Sport**

Spectators copy violent behaviour of role models



Put parents off letting their children participate



Reflects on society



Importance placed upon sport may create the pressure which leads to the violence

**Gambling** is legal in the UK, so is not in itself a deviant behaviour. However gambling is a major part of deviant behaviour - **match fixing, bribery and addiction/debt.**

# The Golden Triangle

Commercialisation and technology have many advantages and disadvantages for the following groups.

The Sport The Performer The Spectator Society



**The Spectator**  
 + More opportunity to watch live sport  
 - Increased ticket prices

**Society**  
 + Increased sport participation  
 - More pressure and rivalry

**The Performer**  
 + Opportunity to become a global star  
 - Athletes become commodities

**The Sport**  
 + Encourages greater participation  
 - Drop in attendance figures

When sport, the media and businesses (through sponsorship) work together this is known as the **golden triangle** - all three rely very heavily on each other.



## Contemporary Issues in Sport - Commercialisation and Media



### Negative impacts of media on sport

- Inappropriate behaviour shown to more people
- Men's sport has more coverage than women's
- Repetitiveness and oversaturation can make some people lose interest



### Positive impacts of media on sport

- Increased promotional opportunities
- Increased exposure of minority sports
- Education
- Increased income
- Inspiring people to participate

## Relationship between sport and media



**Sponsorship and advertising** - TV attracts sponsorship and sporting companies can use this to build and improve facilities and develop grassroots sport

**Pay-per-view** - some sport channels subscribers have to pay for some events

The media uses sport to promote itself



**Sport as a commodity** - the main terrestrial channels compete against each other to screen popular sports and sport can be a way that wealthy people become famous.

**Adoption and rejection of sporting heroes** - media coverage greatly influences public perception of sport stars, who are subject to more scrutiny and criticism.

**Development routes - from talent identification to elite performance**

**UK Sport**

- Identifies potential talent
- Support an athletes lifestyle
- Support an athletes coaching
- Supports science/medicine via the English Institute of Sport
- 'World Class Programme' of a pathway to success



**UK Sport operates at -**

**Podium level** - supporting those athletes with medal-winning capabilities at the next Olympics/Paralympics.

**Podium-potential level** - supporting those who possess medal-winning capabilities at the subsequent Olympics/Paralympics.



Technology can be used to **enhance game play** - this can be by making competitions more fair, improve communication or to still be able to play even in bad weather.



Elite development programmes often have **high dropout levels** due to the level of demand.

**Factors needed for a development programme to be successful -**

- Facilities
- Coaching
- Sports science
- Competition structure
- Scholarships and funding
- Talent identification
- Screening
- Trained officials
- Sports Psychology
- Campains

**Contemporary Issues in Sport - Routes to Excellence and Modern Technology**

To enhance performance, technology can be used in:



Video analysis can be used to gather information about individual technique, team performances, gait and biomechanics.

**Performance Analysis**



**Disabled Sport** - technology has helped to create modern and purpose built equipment in a range of disability sports.

Technology has also helped adapt equipment for the elderly.

**Impact of modern technology -**

- Aids elite development
- Increases participation
- Increases fair outcome in matches
- Can create inequalities for those who are not able to afford technology

Large screens in stadium give spectators a great deal of information and when a new stadium is built, it's designed so that everyone has a good view.

**Officials** - microphones are attached to officials so that spectators can hear what they're discussing with the lines people.