Lesson 2.1
THE EARLY HISTORY OF SPORT/ABORIGINAL PEOPLES

TOPICS COVERED IN THIS LESSON

• (a) The Evolving Roles of Sport & Physical Activity
• (b) The Social & Cultural Significance of Sport
Pre-Agricultural Societies

- Humans were compelled to be active physically to stay alive.
- Hunting and gathering societies were constantly on the move in search of food and shelter.
- Engaging in warfare was common.
- Survival needs meant little opportunity for “leisure” time.
Evolution of Sport

• Humans’ main focus was survival- obtaining their basic needs (food, shelter, clothing, etc..)
• As time went on, concerns about basic survival became less pressing and some people came together for athletic competition.
• Soon humans became to see the psychological and physiological benefits of physical activity.
• Physical education and sport soon evolved from ancient times to the present day.
What are some examples of skills that have become sports?

• Gladiators in Rome fought and killed for the amusement of the audience, rather than to protect the Empire.
• Yachting is the travel across water for enjoyment or competition rather than for transport or commerce.
• Running is done on a course for a fixed length of time or distance, rather than simply to catch a bus.
Ancient Greece was the first civilization to pursue physical activity for the sake of being physical as well as mental benefits.

- Athleticism and athletic events held religious significance.
- The ancient Greeks believed that the gods bestowed extraordinary powers upon athletes.
- Winners of sporting events presented offerings to the gods.
The Ancient Olympics

The ancient Greeks organized sporting events into competitions between nations.

- First recorded Olympic Games took place in Athens in 776 BC.
- First Games featured only one event: a foot race, or “stade.”
- Other sports—e.g., wrestling, discus, boxing, long jump, javelin—came later.

An Olympic truce (peace) allowed athletes to travel safely to Athens without fear of attack by enemies.
The Stade

- The **stadion** was the oldest event of the Games. Runners sprinted for 1 **stade** (192 m.), or the length of the stadium. The other races were a 2-**stade** race (384 m.), and a long-distance run which ranged from 7 to 24 **stades** (1,344 m. to 4,608 m.).

- And if these races weren't enough, the Greeks had one particularly grueling event which we lack. There was also a 2 to 4-**stade** (384 m. to 768 m.) race by athletes in armor. This race was especially useful in building the speed and stamina that Greek men needed during their military service. If we remember that the standard hoplite armor (helmet, shield, and greaves) weighed about 50-60 lbs, it is easy to imagine what such an event must have been like.
Early Olympic Trivia

- What did competitors of the Games wear?
  - Nothing

- What was the only Olympics event until 724 BC?
  - footrace (stade)

- What did winners receive?
  - a wreath of olive branches.
  - Cheesecake???

- How long did athletes train?
  - 10 months
Mainland Greece was integrated into the Roman Empire in about 50 BCE-500 CE.

- The Romans continued the Olympic tradition but favoured more brutal sporting events, e.g., gladiatorial combat.
- Athleticism and the Olympic Games waned when the Roman Empire declined.
- The Modern Olympic revival did not occur until many centuries later, in 1896.
"You've lost most of your lifelines, but you can still ask the audience."
The Colosseum
Colosseum

• Over 9,000 wild animals were killed during the inaugural games of the amphitheatre.
• Animal entertainments in the morning session, followed by the executions of criminals around midday, with the afternoon session reserved for gladiatorial combats and recreations of famous battles.
• Capable of seating 50,000 spectators.
Middle Ages

- Athletic events left to the elite.
- Noblemen in pursuit of knighthood-sword fighting, horseback riding, jousting, and archery
- Peasants laboured long hours but on holidays enjoyed activities such as dancing, wrestling, soccer.
The Renaissance

The Renaissance saw a revival of interest in Greek and Roman culture.

• Athleticism again became a social ideal.

• Study of human anatomy and physiology intensified.

• Italian physician Vittorino da Feltre started the first childhood physical education classes in 1420.
Renaissance Man

- Person who is equally good at and interested in multiple things
- Not unusual for intellectuals of the day to be scientists, poets, painters, historians and sculptors all at once
- List began to include athletics as people began to acknowledge benefits of physical activity on body and mind
Drawings by the Italian Renaissance artists such as Leonardo da Vinci detailed the human body's skeletal and muscular systems, and reflected a revival of interest in human movement, anatomy, and physiology.
The Last Super

The Mona Lisa
Vitruvian Man

- Created by Leonardo da Vinci around the year 1487
- Based on the work of the famed architect, Vitruvius Pollio
- Depicts a male figure in two superimposed positions with his arms and legs apart and simultaneously inscribed in a circle and square.
- A list of proportions is listed below the picture.
  - Eg. the length of the outspread arms is equal to the height of a man

- A true Renaissance man, Leonardo was not only a painter, sculptor, and writer, but also an inventor, architect, engineer, mathematician and amateur anatomist.
The Industrial Revolution and the Victorian Era

Rural agrarian economies shifted to urban-based manufacturing economies.

- Populations grew and a new prosperous middle class emerged.
- The middle class was eager to join the upper classes in leisure pursuits.
- Popular recreational activities included bicycling, roller skating, horseback riding, boating, and swimming.
- Rules and time limits were set on spectator sports such as cricket, football, and tennis to accommodate workers’ schedules.
Lawn Tennis: A Popular Middle-Class Sport in Victorian England

In England, during the nineteenth century, the sport of “lawn tennis” became popular in upper-class and middle-class social circles. Like croquet, it was probably one of the first sports that genteel men and women could play together.
Victorian Attitudes toward Sport

The Victorian ideal of “amateurism” excluded the lower classes from participating in sport.

Sport was seen to develop manly character and camaraderie among the privileged classes.

- The Victorian ideal of the “gentleman athlete” excluded women.
- Most Victorians believed that too much physical activity would harm a woman’s delicate constitution.
Because sport “built character,” it was viewed as vital to a privileged young man’s education.

- Physical education and sport became a growing part of the British “public” (i.e., private) school system.
- Victorian young men brought their sports to the British colonies.
- In Upper Canada in the 1840s, Dr. Egerton Ryerson established a more accessible public education system that included physical education.
Calisthenics

- Prominent method of keeping fit during Queen Victoria’s reign
- Means beauty and strength in Greek
- Strong connection between calisthenics and early gymnastics
- Series of vigorous exercises and stretches often done as a group, sometimes set to music
- Enabled average citizen to keep fit and healthy
- Series of movements basis for many exercises done today
Tlachtli
Contemporary Aboriginal Sporting Competitions

Held every two years, the Arctic Winter Games offer high-profile sport competition for northern and Arctic athletes.

- Events include snowshoeing, snowboarding, table tennis, basketball, and the extremely challenging two-foot-high kick (shown in the slide above).

The North American Indigenous Games encourage equal access to sport and celebrate Aboriginal cultural distinctiveness.
Lesson 2.2

THE MODERN OLYMPICS & THE RISE OF PROFESSIONAL SPORT

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TOPICS COVERED IN THIS LESSON

• (a) The Olympics, Paralympics, & Special Olympics
• (b) The Emergence of Professional Sport
The Revival of the Olympic Games (1896)

French educator Baron de Coubertin (1862-1937) revived the Olympic Games for “gentlemen” only in Athens in 1896.

- The Games were intended to promote the ideal of “a sound mind in a healthy body” and to toughen up young Frenchmen for combat.
- De Coubertin believed physical activity led to character development and mental and spiritual growth.
- The first modern Olympic Games excluded women and non-Europeans.
- Winter Olympic Games were added in 1924.
The Olympic Charter and the Olympic Movement

Penned by de Coubertin, the **Olympic Charter** details the goals of the Olympic Movement, of which competitive sports are only a part.

- **The Olympic Movement** promotes values of peace, tolerance, international understanding, and amateurism.
- The goal of the Olympic Movement has evolved to help create a better world by educating through sport without discrimination.

As massive global sporting and cultural events, the Olympics and the Paralympics are overseen by the International Olympic Committee (IOC).
YOU'RE DOING IT WRONG, EH?
“With all this smog around here, I can’t see the finish line, can you?”

Dana is an Olympic swimmer! He had his nose and ears removed in order to shave 1/10th of a second off his time...
The Olympics, Nationalism, and Global Politics

Nationalism has been a driving force behind the modern Olympics. Hosting the Olympic Games leads to a surge of nationalistic fervour.

• The Olympics have provided a backdrop for many significant social and political events.

• One example is the achievement of African American athletes Cornelius Johnson and Jesse Owens, who refuted the notion of Aryan supremacy at the 1936 Olympics in Berlin.
Olympics and Politics
The Nazi Olympics

• Berlin was awarded 1936 Olympics in ’33 (2 years before Hitler came to power).
• By ’36, power had moved from German Olympic Committee to Hitler and Nazi party.
• Adolf Hitler regarded it as his Olympics and he took them as a chance to show off the post-First World War Germany
• Nazi propaganda promoted concepts of "Aryan racial superiority"
• These games marked 1st time host country moved control of games from organizing committee to government
• Jesse Owens won four medals
• [Link](http://www.youtube.com/watch?v=XXIe5GbLSUs&feature=related&skipcontentinter=1)
• [Link](http://www.youtube.com/watch?v=Qix2oiw9px4)
“German sport has only one task: to strengthen the character of the German people”.  Joseph Goebbels

• Propaganda campaign!
• The city of Berlin had been cleaned, as well as all of the signs of the evils against the Jews.
• The city looked perfect, in Nazi eyes
- Aryans only policy - non-Aryans were excluded for sports facilities and associations
  - eg. Gretel Bergmann, a world-class high jumper was expelled from association
- Encouraging Jewish athletes to boycott games - did not fully understand the problem at the time (they chose to compete)
Camouflage!

- In August 1936, the Nazi regime tried to camouflage its violent racist policies while it hosted the Summer Olympics.
- Most anti-Jewish signs were temporarily removed and newspapers toned down their harsh rhetoric.
- Thus, the regime exploited the Olympic Games to present foreign spectators and journalists with a false image of a peaceful, tolerant Germany.
Camouflage!

- Germany skillfully promoted the Olympics with colorful posters and magazine spreads.

- Athletic imagery drew a link between Nazi Germany and ancient Greece, symbolizing the Nazi racial myth that a superior German civilization was the rightful heir of an "Aryan" culture of classical antiquity.

- This vision of classical antiquity emphasized ideal "Aryan" racial types: heroic, blue-eyed blonds with finely chiseled features.
Participation

- Forty-nine athletic teams from around the world competed in the Berlin Olympics, more than in any previous Olympics.
- Germany fielded the largest team with 348 athletes.
- The US team was the second largest, with 312 members, including 18 African Americans.
- The Soviet Union did not participate in the Berlin Games.
The 1936 Berlin Olympics

Olympic broad jump medalists at the Summer Olympics in Berlin, 1936. Silver medalist Lutz Long of Germany and German Olympic officials give the Nazi salute, while African-American athlete Jesse Owens gives a traditional salute.
Olympics and Politics Con’t

• 1956 Summer Olympics - 7 countries boycotted the games
• 1964-South Africa expelled from games due to Apartheid until 1992
• 1968 Summer Olympics - Black Power Salute
Munich- “The Happy Games”
Munich (1972) The Olympics are changed forever. (Munich Massacre)

- Members of the Israeli Olympic team were taken hostage by the Palestinian terrorist group Black September which had ties to Yasser Arafat’s Fatah organization. Eleven athletes were murdered by the terrorists.
I DON'T CARE WHAT MICHAEL PHELPS WEARS... GET YOUR OLD BATHING SUIT ON!

OK, THIS IS GETTING HUMILIATING....
The Paralympics—Games for athletes with a disability—are linked to the Olympics (they are held every two years at the same venue).

- The Summer Paralympic Games include many diverse sports, including archery, cycling, sitting volleyball, wheelchair basketball, wheelchair fencing, wheelchair rugby, and wheelchair tennis.

- The Winter Paralympic Games feature five sports: alpine skiing, biathlon, cross-country skiing, ice sledge hockey, and wheelchair dance sport.

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Eunice Kennedy Shriver, sister of U.S. President John F. Kennedy, championed recreational programs for people with intellectual disabilities.

- Shriver’s vision grew into the **Special Olympics**.

- The Special Olympics feature more than 32 Olympic-style individual and team sports.

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Professional Sport and Athletic Competition

**Professional sport** refers to those sports in which athletes receive payment for their athletic performance.

- Professional sport organizations and teams, as well as their players, command large incomes through sponsors and advertising.

- Professional team sports in North America are characterized by leagues made up of teams from across the continent.
The years 1882-1914 saw rapid growth in amateur and professional sports.

• Professional teams were born when teams started paying their athletes to retain them full time and to motivate them.

• The explosive growth of professional leagues after World War II resulted from better wages, a higher standard of living, more leisure time, an increase in population, and the advent of television.
<table>
<thead>
<tr>
<th>Sport</th>
<th>League</th>
<th>Teams</th>
<th>Founded</th>
<th>Championship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football (Canadian Rules)</td>
<td>Canadian Football League (CFL)</td>
<td>9</td>
<td>1958</td>
<td>Grey Cup (1st 1912)</td>
</tr>
<tr>
<td>Baseball</td>
<td>Major League Baseball (MLB)</td>
<td>30</td>
<td>1869</td>
<td>World Series</td>
</tr>
<tr>
<td>Hockey</td>
<td>National Hockey League (NHL)</td>
<td>30</td>
<td>1917</td>
<td>Stanley Cup</td>
</tr>
<tr>
<td>Basketball (Men's)</td>
<td>National Basketball Association (NBA)</td>
<td>30</td>
<td>1946</td>
<td>Larry O'Brien Trophy</td>
</tr>
<tr>
<td>Basketball (Women's)</td>
<td>Women's National Basketball Association (WNBA)</td>
<td>12</td>
<td>1997</td>
<td>WNBA Finals</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>National Lacrosse League (NLL)</td>
<td>9</td>
<td>1974-75</td>
<td>Champion's Cup</td>
</tr>
<tr>
<td>Soccer (Men’s)</td>
<td>Major League Soccer (MLS)</td>
<td>19</td>
<td>1993</td>
<td>MLS Cup</td>
</tr>
</tbody>
</table>
Sports Franchises

Professional sports leagues in North America typically are comprised of teams or franchises.

• A governing body oversees the league and decides which teams are granted a franchise (or right) to be part of the league.

• For example, the Toronto Maple Leafs and Edmonton Oilers are franchises within the National Hockey League (NHL).
Which sports’ league makes the most money?

Top Sports Leagues by Revenue

1. National Football League (NFL) - $13 billion.
2. Major League Baseball (MLB) - $9.5 billion.
3. Premier League
4. National Basketball Association (NBA)
5. National Hockey League (NHL)
The 10 most valuable sports franchises in the world, according to Forbes:

1. Dallas Cowboys, $4 billion.
2. Real Madrid, $3.7 billion.
3. FC Barcelona, $3.6 billion.
5. Manchester United, $3.3 billion.
7. New York Knicks, $3 billion.
The Emergence of the Modern Sports Fan

**Industrialization** brought about increased productivity, wealth, and leisure time for many people in Western nations.

- Attitudes towards sport and recreation underwent a positive change among journalists, and newspapers began to promote sports.

- Mass media, global communication, and the rise of professionalism advanced the popularity of sports, and the number of fans soared.
Sports Fans: Enthusiastic and Diverse

Enthusiastic Canadian fans come together to celebrate as Team Canada wins the gold medal in hockey at the Olympic Winter Games in Vancouver, British Columbia, in 2010.
Lesson 2.3

THE STRUGGLE FOR EQUITY IN PHYSICAL ACTIVITY AND SPORT

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TOPICS COVERED IN THIS LESSON

- (a) Women’s Gains in Physical Activity and Sport
- (b) Overcoming Racial Barriers in Physical Activity and Sport
Female Athletes’ Struggle for Equity

Until the early part of the 20th century, women fought against a “feminine ideal” stereotype that limited their participation in sport.

- As women gained more political and economic freedom, they pushed boundaries in the sports world too.
- Many courageous Canadian women blazed trails on the national and international sports scene.
Women’s First-Ever Participation in the Olympics (Amsterdam, 1928)

Canadian winners of the 4x100 m relay race at Amsterdam in 1928. From left: Myrtle Cook, Ethel Smith, Florence Bell, and Fanny (Bobbie) Rosenfeld. It was the first year women were allowed to compete in the Olympic Games.
Canadian Women Sport Pioneers and Role Models

Abby Hoffman is renowned for her phenomenal running abilities.

Marilyn Bell was the first person to swim across Lake Ontario.

Hayley Wickenheiser played on a men's hockey team in Finland.
# Female Sports Pioneers

<table>
<thead>
<tr>
<th>Athlete</th>
<th>Contribution to Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abby Hoffman</td>
<td>Cut off hair &amp; posed as a boy to join a boys hockey team; world class middle-distance runner.</td>
</tr>
<tr>
<td>Marilyn Bell</td>
<td>First person to swim across lake Ontario.</td>
</tr>
<tr>
<td>Fanny Rosenfeld</td>
<td>Best female athlete of the half-century; sports journalist who advocated for women in sport.</td>
</tr>
<tr>
<td>Hailey Wickenheiser</td>
<td>Played on a men’s hockey team in Finland.</td>
</tr>
<tr>
<td>Mary Spencer</td>
<td>Boxer; showed the world women are not frail to compete in combat sports.</td>
</tr>
<tr>
<td>Terry Fox</td>
<td>Run a cross-country Marathon of Hope to raise $ for cancer research.</td>
</tr>
<tr>
<td>Edmonton Grads</td>
<td>Women’s basketball team;</td>
</tr>
<tr>
<td>Barbara Howard</td>
<td>First black female athlete to represent Canada in international competition; sprinter.</td>
</tr>
<tr>
<td>Silken Lauman</td>
<td>Flag bearer in 92 games; won bronze in single sculls after a training accident.</td>
</tr>
</tbody>
</table>
Title IX is a section of the U.S. Educational Amendments legislation.

- This landmark equal-opportunity legislation was passed in 1972.
- It prohibited gender discrimination of any kind in schools.
- Title IX has paved the way for more scholarships for Canadian female athletes attending U.S. universities.
Global Development Goals Related to Women and Sport

United Nations Millennium Development Goal 3:

• Promote gender equality and empower women.
  • Increasing access for women and girls to physical education and sport helps build confidence and promotes stronger social integration. Involving girls in sport activities alongside boys can help overcome prejudice that often contributes to social vulnerability of women and girls.
Changing Attitudes Towards “Women’s Place” in Sport

The first modern Olympic Games in 1896 excluded women entirely.

- One hundred years later, Canada’s Olympic team consisted of more women than men.
- The 2012 London Olympics were the first Games in which women were allowed to compete in every sport.
- Women from Brunei and Saudi Arabia competed in London for the first time.

Today, the world of sport no longer considers women too frail to participate in so-called “male” sports such as boxing, wrestling, and bodybuilding.
Ronda Rousey

- Rousey began Judo at the age of 11
- Rousey became the first American to win an Olympic medal in women's judo since its inception as an Olympic sport in 1992
- In November 2012, the Ultimate Fighting Championship announced that Rousey had become the first female fighter to sign with the UFC.
Racism in Sport Mirrors Racism in Society

- South Africa's racist Apartheid policy banned non-whites from participating in sporting events with whites until apartheid was abolished in 1990.

- “Negro Leagues” in baseball flourished in North America in the 1920s and 1930s when segregation prevented blacks from associating with whites.

- Stars of the white major league teams were more highly paid than their black counterparts in the Negro Leagues.

Barbara Howard represented Canada at the 1938 British Empire Games in Australia. She graduated from UBC in 1959 and later was the first member of a visible minority hired by the Vancouver School Board.
Blazing a Trail for Racial Equality

In 1946, African American Jackie Robinson (1919-1972) became the first black professional baseball player signed to the major leagues.

- Robinson broke the colour barrier forever when he joined the Montréal Royals, the Triple-A minor league affiliate of the Brooklyn Dodgers.
- He was promoted to the Brooklyn Dodgers in 1947.
Sports Heros Who Battled Racism

- Aboriginal Canadian marathon runner Tom Longboat (1887-1949)
- Sprinter Harry Jerome (1940-1982)
- Hockey player Willie O’Ree (1935- )
Lesson 2.4

GOVERNMENT INVOLVEMENT IN SPORT

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TOPICS COVERED IN THIS LESSON

• (a) Government Initiatives to Promote Active, Healthy Living

• (b) The Sport Delivery System in Canada
The Sport Canada Program

Like most Western governments, the Canadian government recognizes that sport is a powerful means of enhancing a society’s overall health and well-being.

• A branch of the Department of Canadian Heritage, **Sport Canada** develops federal sport policy and provides funding for sport programs.

• Sport Canada seeks to foster a more inclusive growth in the environment in which sporting and physical activity events take place in Canada.
ParticipACTION & Other Government Initiatives

ParticipACTION was created under Prime Minister Pierre Trudeau in 1971 to encourage Canadians to become more physically active on a regular basis.

• This nonprofit organization ended in 2001 due to lack of funding but was revived in 2007 due to concerns about the health of Canadians.

• ParticipACTION’s TV ads promoting active, healthy living are broadcast to audiences across Canada.
Government Sport Funding in Canada

Canada’s federal and provincial levels of government provide funding for local, national, and international sporting events.

Through the **Department of Canadian Heritage**, the government of Canada is the single largest investor in Canada’s amateur sport system.

Funding through **Sport Canada** programs include:

- The [Olympic] Hosting Program,
- The Sport Support Program, and
- The Athlete Assistance Program
“Own the Podium”

“Own the Podium” is an initiative that was designed to deliver more Olympic and Paralympic medals for Canada.

- Largely as a result of Own the Podium, Canadian athletes won the third-most gold medals (10) at the 2014 Winter Olympics in Sochi.
- Canada came in fourth place at the 2014 Winter Paralympics in Sochi.