



## QUESTION 24.

a) SPORTING ORGANISATIONS AND INDIVIDUAL ATHLETES CANNOT SURVIVE WITHOUT SOME SORT OF FINANCIAL SUPPORT. IN MOST CASES, ~~THE~~ THIS FINANCIAL OUTLAY IS PROVIDED TO PLAYERS, ~~THE~~ CLUBS AND ORGANISATIONS IN THE FORM OF SPONSORSHIP.

SPONSORSHIP IS AN ESSENTIAL FORM OF FUNDING FOR ALL SPORTS. FOR THIS REASON, CONSEQUENCES MAY HAVE TO BE PAID BY ORGANISATIONS IN ORDER TO GAIN SPONSORSHIP.

WHEN A SPORT IS BROADCAST ON TELEVISION, ~~IT ALREADY~~  
~~HAS A GUARANTEED LARGE AUDIENCE. FOR THIS REASON,~~ IT  
HAS A GUARANTEED LARGE AUDIENCE. FOR THIS REASON,  
LARGE CORPORATIONS PREFER TO SPONSOR SPORTS THAT  
HAVE TELEVISION COVERAGE. AS A RESULT, THE RULES  
AND FORMAT OF SOME SPORTS HAVE BEEN CHANGED  
TO SUIT A TELEVISION AUDIENCE. EG. 6 BALL OVER  
IN CRICKET, QUARTERS INSTEAD OF HALVES IN BASKETBALL.

FEMALES HAVE TROUBLE GAINING SPONSORSHIP IF THEY ARE NOT ATTRACTIVE OR FEMININE. FOR THIS REASON, FEMALE ATHLETES ARE PORTRAYED BY THE MEDIA AS BEING SEXY AND ATTRACTIVE IN AN ATTEMPT TO BOOST SPONSORSHIP OFFERS.

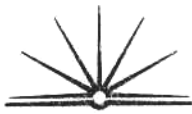
b) THE OLYMPIC GAMES PROVIDE A CLEAR EXAMPLE OF HOW SPORTING PERFORMANCE CAN AFFECT NATIONAL IDENTITY.

THE OLYMPIC GAMES IS NOT JUST ABOUT THE PERFORMANCES OF INDIVIDUAL ATHLETES, BUT IT IS ALSO ABOUT BEING A REPRESENTATIVE OF YOUR COUNTRY IN A WORLD CLASS SPORTING ARENA.

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~~THE OLYMPIC GAMES~~ THE OLYMPIC GAMES EVOKES FEELING OF NATIONALISM, THAT IS, BELIEVING YOUR COUNTRY'S WORTH TO YOUR COUNTRY. WHEN

AN AUSTRALIAN ATHLETE WINS A RACE, WE, AS A NATION, AS AUSTRALIANS, FEEL ~~PROUD~~ PROUD OF OUR COUNTRY AND WHAT WE HAVE ACHIEVED.



THIS IS AN EXAMPLE OF NATIONALISM. SPORTING EVENTS SUCH AS THE ~~WORLD~~ OLYMPIC GAMES CREATES HEROES WITHIN THE NATION AND STRENGTHENS OUR COUNTRY'S NATIONALISM, PRIDE AND ~~WAP~~ TOGETHERNESS THROUGH SPORTING ACHIEVEMENT. EG. WHEN ARNY FERGUSON WON 400M AT SYDNEY OLYMPICS 2000. SPORT AS A WHOLE IS IMPORTANT TO ~~TO~~ ALL AUSTRALIANS. IT SEEMS THAT EVERYONE EITHER WATCHES, PLAYS OR TALKS ABOUT SPORT. ON A GLOBAL SCALE, AUSTRALIA IS SEEN AS A SPORTING NATION, WITH SUCCESSFUL TEAMS IN A VARIETY OF SPORTS AND COMPETITIONS, INCLUDING THE OLYMPIC GAMES. THROUGH SPORTING ACHIEVEMENTS, AUSTRALIA HAS BECOME MORE GLOBALLY RECOGNISED. IT IS THROUGH SPORTING SUCCESS FROM THE EARLY COLONIAL DAYS THAT AUSTRALIA HAS BECOME SO POLITICALLY POWERFUL ON A GLOBAL SCALE. ~~AND~~ AUSTRALIA IS RECOGNISED GLOBALLY FOR THEIR SPORTING ABILITY AND ACHIEVEMENTS