# Historical and Contemporary Roles of Sport

Sporting events and changes are influenced by the economic, social Sporting events and changes are influenced by the economic, social and political situations in place at the time



Economics is the study of how the forces of supply and demand allocate scarce resources. Subdivided into microeconomics, which examines the behaviour of firms, consumers and the role of government; and macroeconomics, which looks at inflation, unemployment, industrial production, and the role of government

http://www.investorwords.com/1648/economics.html



Social issues are concerned with the many factors which affect our lives such as, equal opportunities; sexual health; mental health; poverty; social inclusion; housing; employment/unemployment etc



Politics is the art or science of government or governing, especially the governing of a political entity, such as a nation, and the administration and control of its internal and external affairs.

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### Sport as an Economic Generator

London Olympic Bid

#### Football Club Finance

Click on links at the end of this article for more examples and further information

#### **Financial Disaster**





## Social Issues in Sport

- Sport has been used as by many nations as a means of fostering a <u>national identity</u>.
- Sport has been used by many groups as a means of maintaining and fostering cultural identity
- Sport has been used by government as a means of dealing with <u>social problems</u>
- Sport has been used by individuals to establish their <u>own identity</u>

#### Stein [Jock Stein (1922 - 1985)]

Like another great football manager, Matt Busby, Jock Stein was a product of Lanarkshire and from a mining background. Born in Burnbank in 1922, Stein went to work down the pit but escaped from this harsh life because of his talent as a footballer





#### Commonwealth Games 1970

1970 was an important year for Scotland as the Commonwealth games were staged here. This shows teams from the different countries parading around the track at the opening ceremony of the Games at Meadowbank Stadium, Edinburgh in July 1970.



