

Key terms

Key Word	Definition
Physical recreation	A physical activity or pastime that promotes health, relaxation and enjoyment
Leisure time	Time spent away from work and free from obligations
Sport	An activity that involves physical exertion and skill, either as an individual or as part of a team competing against another person or team
Play	To take part in a sport or activity for enjoyment
Sports development	The promotion of sports activities for the community
Sports development officer	A professional whose job is to identify and support a planned route for participants and performers through the four stages of the pyramid
Sponsorship	The support given to a sport, sports event or organization by an outside body or person for the mutual benefit for both parties
Brand	The creation of a recognizable image that widely identifies a product and differentiates it from its competitors
Coverage	The ways in which the media present information (e.g. as news, entertainment)
Media	The means or variety of forms of communicating information to an audience
Ring-fenced sports events	Sports events that the government prevents the television companies from charging to watch, so that everyone can watch for free
Sensationalisation	The reporting of something in a way that intentionally arouses curiosity by exaggerating a story or situation or focusing on certain details
Host city/nation	A place that provides the space and other necessary things for a special event such as the Olympic Games
Corruption	Dishonest behaviour by people with power, e.g. bribery or altering information for their own goal
Apartheid	Official policy of racial segregation formerly practiced in the Republic of South Africa, involving political, legal, and economic discrimination against non-white people
Boycott	Refusing to take part in an event as a protest against a particular issue (whether sports-related or political)
Amateur	Engaging in a sports pursuit, on an unpaid basis
Professional	Performing a sports activity as one's main paid occupation, rather than a pastime
Open	Sports in which both professionals and amateurs can compete together (e.g. tennis and golf)
Sportsmanship	Upholding the spirit of the game by being honest, playing by the rules and showing respect for your opponents
Gamesmanship	Seeking to gain an advantage in any way you can that is not against the rules; at times this maybe unfair to your opponents and treads a fine line between cheating and playing by the rules