
1. advertise	to endorse particular brands or products in order to increase sales for the sponsor company
2. amateur	someone who participates in a sport or activity without being paid for it
3. apartheid	a policy of discrimination by white South Africans against black and coloured African people enforced in South Africa from 1948 to 1994
4. boycotts	when a person, organisation or country refuses to deal with another country as a means of protest
5. constructs	concepts that have a shared meaning and understanding
6. demographic data	results of statistical studies of the population - its size, structure, distribution and habits
7. direct costs	expenditure for construction of venues, wages for workers, technology etc.
8. indirect costs	secondary expenditures on transport systems, medical treatment, drug testing etc.
9. manliness	a tendency to show particularly male characteristics
10. muscular christianity	a concept of a healthy body combined with fine morals including sportsmanship, playing by the rule and leading an actively Christian life
11. patriotism	a devotion to one's country and a willingness to defend it
12. professional	players receive payment for playing a sport or make it their job
13. propaganda	the organised release of ideas, information or arguments in order to further a cause or damage an opposing cause
14. sexism	the holding of attitudes that stereotype people according to their gender, rather than judging them on their individual merits
15. sponsorship	an organisation covering all or part of the costs of a competition or event in return for advertising their product
