



#### Question-1

Describe one way in which in the nineteenth century, technology brought about a change in equipment and give one example where no change in equipment took place.

Solution:

Television channels made money by selling television spots to companies who were happy to pay large sums of money to air commercials for their products to cricket's captive television audience. Continuous television coverage made cricketers celebrities who, besides being paid better by their cricket boards, now made even larger sums of money by making commercials for a wide range of products, from tyres to colas, on television.

Television coverage changed cricket. It expanded the audience for the game by beaming cricket into small towns and villages. It also broadened cricket's social base. Children who had never previously had the chance to watch international cricket because they lived outside the big cities, where top-level cricket was played, could now watch and learn by imitating their heroes.

#### Question-2

Explain why cricket became popular in India and the West Indies. Can you give reasons why it did not become popular in countries in South America?

Solution:

While British imperial officials brought the game to the colonies, they made little effort to spread the game, especially in colonial territories where the subjects of empire were mainly non-white, such as India and the West Indies. Here, playing cricket became a sign of superior social and racial status, and the Afro-Caribbean population was discouraged from participating in organized club cricket, which remained dominated by white plantation owners and their servants. The first non-white club in the West Indies was established towards the end of the nineteenth century, and even in this case its members were light-skinned mulattos. So while black people played an enormous amount of informal cricket on beaches, in back alleys and parks, club cricket till as late as the 1930s was dominated by white elites. The colonial flavour of world cricket during the 1950s and 1960s can be seen from the fact that England and the other white commonwealth countries, Australia and New Zealand, continued to play Test cricket with South Africa, a racist state that practised a policy of racial segregation which, among other things, barred non-whites (who made up the majority of South Africa's population) from representing that country in Test matches. Test-playing nations like India, Pakistan and the West Indies boycotted South Africa, but they did not have the necessary power in the ICC to debar that country from Test cricket. That only came to pass when the political pressure to isolate South Africa applied by the newly decolonised nations of Asia and Africa combined with liberal feeling in Britain and forced the English cricket authorities to cancel a tour by South Africa in 1970.

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