



SPORT AND THE MEDIA

By the end of this unit you will:

- Develop your knowledge and understanding of the relationship between sport and the media.
- Develop your ability to evaluate and interpret the different ways in which sports events may be represented in the media.



SPORT AND THE MEDIA

Introduction

A local sports facility, which combines a sports stadium with conference halls, has decided to hold an exhibition about the relationship between sport and the media. Schools and colleges in your area have been asked to submit work that can be a part of the exhibition. You have been selected to contribute to the exhibition about sport and the media and are going to provide information that can be displayed in the hall.



SPORT AND THE MEDIA 101

- LI: Know how sport is covered across the media



CONNECT

What different types of media can you think of that may be used in sport?



ACTIVATE

TELEVISION

Terrestrial- this is where TV is transmitted by an aerial to a receiver. Any household who pays for a TV licence can access these channels for free, for example, BBC one.

Satellite- These are channels that are paid for on a subscription basis- for example Sky sports.

Pay per view- This is how people can pay to watch one individual event- e.g. a boxing match.





ACTIVATE

WRITTEN PRESS

MAGAZINES

Most are based on single sports and are either published weekly or monthly. Popular ones include Autosport (weekly motor sport magazine) and World Soccer.

NEWSPAPERS

Broadsheet newspapers provide more information on a wider variety of sports. Tabloid newspapers usually cover the sensational stories within a relatively small number of sports. Unlike other countries, the UK lacks many sport specific newspapers.

BOOKS

Books about sport can be fiction or non-fiction. Examples of non-fiction books could be autobiographies written by athletes or coaches, coaching manuals, history of sport or an annual review detailing the year within a specific sport.

FANZINES

These are non-official reports written by fans. Most football teams within the English Football League have fanzines. **Webzines** have also been developed as an online version in order to be cheaper and accessible to a wider audience.



ACTIVATE

RADIO

DEDICATED SPORTS RADIO

There are 2 sports radio stations in the UK. Although BBC Radio 5 Live is the bigger broadcaster of sports involving British competitors, TalkSport is the only radio to broadcast sporting debates, interviews and commentaries 24 hours a day. Both of these are examples of **National Radio Stations**.

LOCAL RADIO COVERAGE

Local radio coverage of sport can be through BBC or commercial stations. Nearly all of BBC's local radio stations offer coverage of local sports news, phone ins, interviews and commentaries on selected matches.

INTERNET RADIO STATIONS

Internet radio is also known as **Webcasting**. There are over 350 radio stations that stream their station online in the UK. As well as internet radio, there is also **DAB** radio. The UK has 300 **digital audio broadcasting** stations. Sport features heavily on both internet and DAB radio, both nationally and locally. The more local the station, the more local the sports news.





ACTIVATE

INTERNET



BLOGS

A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

LIVE STREAMS

transmit or receive live video and audio coverage of (an event) over the Internet.

VIDEO SHARING

A website that lets people upload and share their video clips with the public at large or to invited guests.

P2P SHARING

Stands for "Peer to Peer." In a P2P network, the "peers" are computer systems which are connected to each other via the Internet. Files can be shared directly between systems on the network without the need of a central server.

SOCIAL MEDIA

Websites and applications that enable users to create and share content or to participate in social networking.

PODCASTS

A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.



DEMONSTRATE

Using the information provided in Activate:

- Describe how sport is covered by television
- Describe how sport is covered by newspapers
- Describe how sport is covered by radio
- Describe how sport is covered by the internet

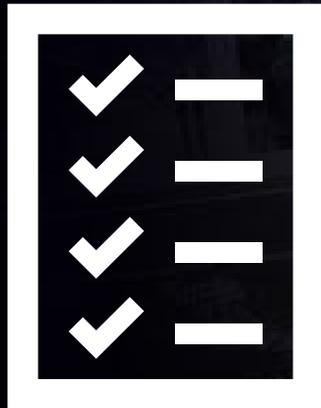


CONSOLIDATE

To achieve LO1

It is important that visitors to the exhibition understand that sport is covered by a wide range of media. You have been asked to use different examples to illustrate the range of media coverage of sport.

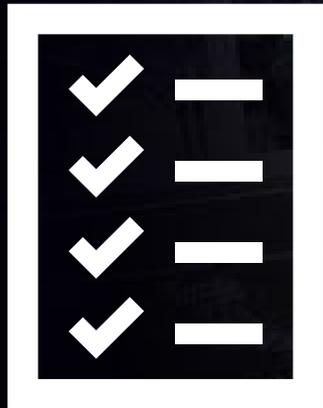




WAGOLL

Television

- **Terrestrial** – the football league show and match of the day are shown on BBC1. Darts and snooker are shown on BBC2. Channel 4 broadcasts racing. The London Marathon is broadcast on the BBC. Ski Sunday is shown in BBC2 in the winter. Wimbledon; the AEGON Championships at Queens Club and at Eastbourne are shown on BBC1 and BBC2 during June and July.
- **Satellite** – Sky Sports 1 – 5; BT Sport 1 and 2 and Eurosport 1 and 2 are satellite sports channels; you have to pay to view these channels. Sky Sports 5 only shows football. Satellite sports channels show cricket test matches and county matches. They show rugby union and rugby league matches. Eurosport shows ski-jumping; skiing and tennis.
- **Pay-per-view** – you have to pay a subscription to be able to watch the Sky Sports and BT Sports channels. There are also times when you can pay to watch live one off sports events. You can pay-per-view to watch boxing fights.



ASSESSMENT

MB1: 1 - 2 marks

Identifies most different areas of the media which cover sport supported by a limited range of examples.

MB2: 3 - 4 marks

Identifies most different areas of the media which cover sport supported by a range of examples.

MB3: 5 - 6 marks

Identifies all different areas of the media which cover sport supported by a wide range of examples.



SPORT AND THE MEDIA LO2

- **LI:** Understand the positive effects that the media have on sport



CONNECT

What could be the positive effects that the media can have on sport?

INCREASED EXPOSURE FOR MINORITY SPORTS

SPORTS/CLUBS ARE ABLE TO PROMOTE THEMSELVES

DEVELOPING A BETTER UNDERSTANDING OF SPORT THROUGH MEDIA

INCREASED PROMOTIONAL OPPORTUNITIES

INSPIRING PEOPLE TO PARTICIPATE

UNLIMITED ACCESS TO INFORMATION THROUGH DIFFERENT MEDIA

INCREASED INCOME

POSITIVE ROLE MODELS

COMPETITION



ACTIVATE



ACTIVATE

INCREASED EXPOSURE FOR MINORITY SPORTS

Media allows greater access to minority sports such as basketball or cycling which are not as popular as football or rugby. As Sky and BT fight for the rights to show Premier League football, it allows other sports channels to show sports that have much cheaper rights. This allows a greater range of sports to be broadcast.

INCREASED PROMOTIONAL OPPORTUNITIES

Sport has become a vehicle for promoting all sorts of products. For example, the advert involving Liverpool FC players advertising Nivea for Men. Players can also be sponsored by companies.



ACTIVATE

SPORTS/CLUBS ARE ABLE TO PROMOTE THEMSELVES

Sports clubs are now able to promote themselves through the use of media by using **sports marketing**. This is the promotion of a sport and associated products. Most clubs will be able to access multiple forms of media such as using TV, radio broadcasting through local stations, written press and social media. Some larger organisations also have **dedicated TV channels** such as Chelsea FC has Chelsea TV.

UNLIMITED ACCESS TO INFORMATION THROUGH DIFFERENT MEDIA

Via different media outlets, you can have access to information about various aspects of many different teams, clubs and performers. For example news, scores, fixtures, or a variety of other aspects.



A



KEY TERM:

Sports marketing

Sports marketing is the promotion of sport and associated products.



ACTIVATE

DEVELOPING A BETTER UNDERSTANDING OF SPORT THROUGH MEDIA

The general public may develop a better understanding of sports through media coverage. You may gain a better understanding of rules of a game by listening to experts discuss situations that occur in their sport. You can also learn to develop skills by watching professionals perform them correctly. Furthermore, you can observe and understand how better to use tactics within your sport.

INCREASED INCOME

One role of the media is to advertise the sport, products and performers. In doing so, the media are able to charge money for advertising. Media companies pay for the right to show a sporting event. Sport in the media generates more money which can be invested back into sport. This includes reinvesting in grass roots for beginners and amateurs.



ACTIVATE

INSPIRING PEOPLE TO PARTICIPATE

Studies suggest that watching sport on TV may actually positively influence people to take up sport.

Listening, seeing or reading about sport in the media allows more people to experience sport and can inspire people to participate.

For example, after an Olympics, there is often a spike in participation in some Olympic sports, especially those Team GB excelled in.

POSITIVE ROLE MODELS

Through the use of media, the public are exposed to more athletes than ever before. Whether they are seen, heard or spoken about, sports performers who appear in the media can become positive role models. Professional performers provide a role model effect at grassroots level by either motivating people to take part or encouraging continued participation.

A



KEY TERM:

Grassroots level

Grassroots level means for ordinary people, rather than those who are specialists.



ACTIVATE

COMPETITION

Sports and sports clubs are in competition to gain the most supporters/viewers. The more people who attend their events or tune in through other media, the more income they generate for their club.

Sports clubs have to find ways to attract spectators. Examples of this are offering season tickets to reduce prices for regular attenders and reducing prices for younger people to induce a lifelong love of their sport/club.



DEMONSTRATE

Using the information provided in Activate:

- Identify four minority sports that have become popular because of media coverage.
- Give three examples of sports marketing.
- Describe how you have become more knowledgeable about sport through media coverage.
- Make a list of five ways that a sport of your choice has benefitted from media coverage.

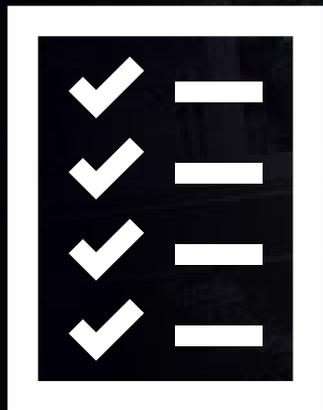


ACTIVATE

To achieve LO2 and LO4

The organisers of the exhibition want visitors to attend various workshops. You have been asked to do a presentation on the positive and negative effects that media can have on sport using a range of examples.

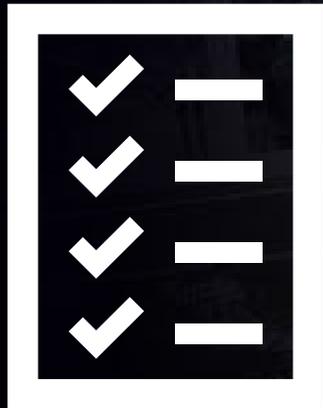




WAGOLL

Increased exposure of minority sports

The satellite channels, Sky Sports, BT Sport and Eurosport show a wider range of sports than terrestrial channels. The satellite channels show minority sports they show sports like ski-jumping; pool; darts; boxing; basketball; biathlon; cross country skiing; skiing; snowboarding; mountain biking; fishing; greyhound racing; and water sports. They also show women playing sport like cricket, football and rugby. By showing the wide range of minority sports people get an idea of what the sports are about, they can see the skills involved the rules of the sport and they might like to participate in these sports as they are different to the sports that they have had experience of in school. These sports gain in popularity and people will either go and see them live, if they can be seen live in this country – it would be difficult to see snow sports live in this country - or they might take up the sport. This will be a good thing more girls and women might take up traditional men's sports such as rugby, cricket and football if they see them played by women on the TV.



ASSESSMENT

MB1: 1 - 5 marks

- Identifies some possible positive effects that the media can have on sport.
- Provides a brief description of the positive effects identified and supports some of the descriptions with examples.
- Draws upon limited skills/knowledge/understanding from other units in the specification.

MB2: 6 - 9 marks

- Describes a range of possible positive effects that the media has on sport.
- Provides some explanation as to why they are positive, supported with mostly relevant examples.
- Draws upon some relevant skills/knowledge/understanding from other units in the specification.

MB3: 10 - 12 marks

- Explains a wide range of possible positive effects that the media has on sport, clearly supported with relevant examples.
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SPORT AND THE MEDIA

- **LI:** Understand the positive effects that the media have on sport



CONNECT

What could be the positive effects that the media can have on sport?

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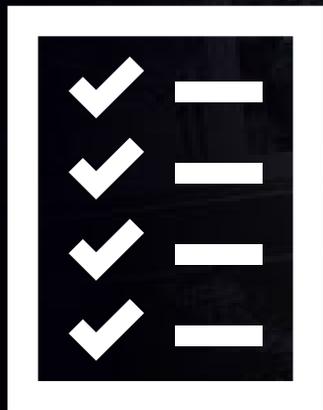


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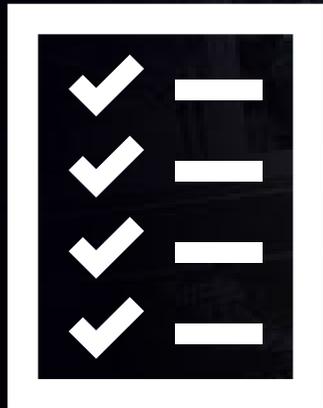




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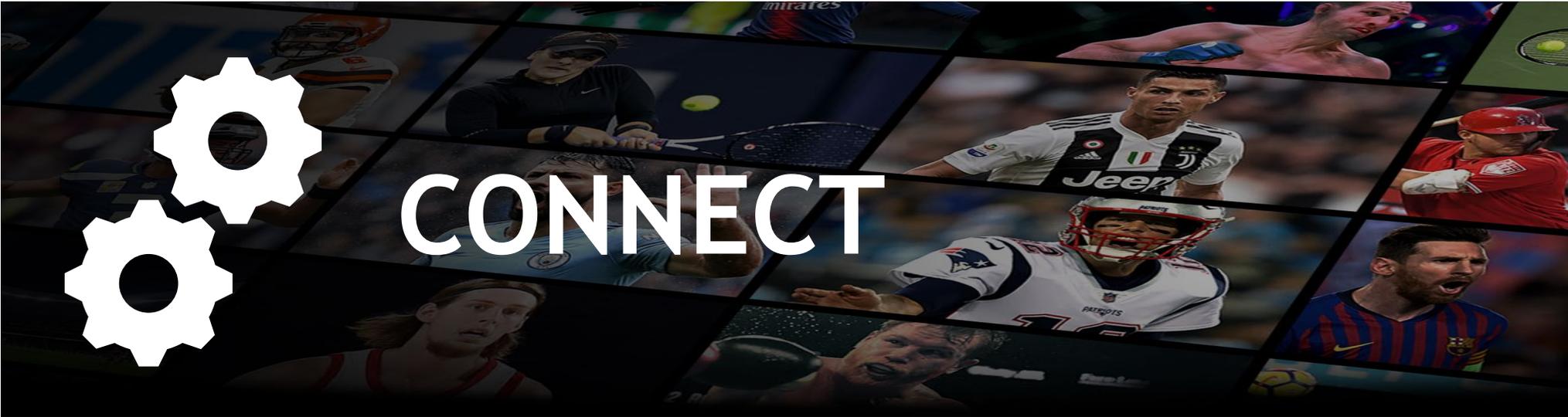
MB3: 10 - 12 marks

- Explains a wide range of possible positive effects that the media has on sport, clearly supported with relevant examples.
- Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.



SPORT AND THE MEDIA LO3

- **LI:** Understand the negative effects that the media have on sport



CONNECT

What could be the negative effects that the media can have on sport?

DECLINE IN LIVE SPECTATORSHIP

LOSS OF TRADITIONAL SPORTING VALUES

MEDIA COVERAGE OF INAPPROPRIATE BEHAVIOR OF ATHLETES

ON-FIELD BEHAVIOUR OF ATHLETES

OFF-FIELD BEHAVIOUR OF ATHLETES

CREATION OF NEGATIVE ROLE MODELS

INCREASED PRESSURE ON OFFICIALS

SCRUTINY OF DECISIONS MADE BY OFFICIALS

HYPE MAKING THE OFFICIAL'S ROLE HARDER

NEWSPAPERS ARE DOMINATED BY A FEW SPORTS

SATURATION



ACTIVATE



ACTIVATE

DECLINE IN LIVE SPECTATORSHIP

Some sports have had to change as a result of their rights being bought by Sports TV channels. For example, Sky bought the rights to rugby league and changed the sport from a winter sport to a summer one.

Spectatorship is attending an event as opposed to watching online. Spectatorship is in decline because it is more comfortable, easier and cheaper to watch the event at home. This is why Premier league clubs charge larger fees for TV companies to show the matches on TV.

LOSS OF TRADITIONAL SPORTING VALUES

Many aspects of popular sports have been changed for TV and this has resulted in loss of traditional sporting values. For example, to make athletics easier to broadcast in the media, athletes performing track events are now only allowed one false start. Sportsmanship is also being lost as players are under more pressure to win games/competitions and are likely to bend rules to gain an advantage.

A 🍏

KEY TERM:
Sponsorship

Sportsmanship is fair and generous behaviour or treatment of others in a sporting contest.



ACTIVATE

MEDIA COVERAGE OF INAPPROPRIATE BEHAVIOR OF ATHLETES

Different sports have different expectations of player behaviour. Occasionally the media covers inappropriate behaviour of athletes which effects their image as a role model. This can be both on-field and off-field.

For example-

In rugby, players are penalised for arguing with the referee and any disagreements are left on the field. Whereas in football, players often crowd the referee to disagree with their decision which can lead to acts of violence. This is made worse by the crowds who shout insults towards the officials and players.

ON-FIELD BEHAVIOUR OF ATHLETES

Although the rules of any game are fixed, there are certain unwritten rules that performers should stick to. This is called etiquette. An example of good etiquette is tennis players shaking hands with each other and the umpire after a match.

More and more bad etiquette is working it's way into sport. One example of this is footballers diving to try to win a penalty for their team. This is cheating and players caught diving are penalised with a yellow card.



ACTIVATE

OFF-FIELD BEHAVIOUR OF ATHLETES

The media has helped to create role models in many sports. However, some of these role models have adopted certain aspects of a celebrity lifestyle that are not how people view a sportsperson.

For example, cricketer Ben Stokes appeared in court last year having been involved with a fight outside a nightclub.

This is occurring more commonly with high profile performers and their portrayal in the media becomes very negative.

CREATION OF NEGATIVE ROLE MODELS

Negative role models are created when a sports performer's poor behaviour and decisions set a negative example for others that is easily copied.

For example-

When tennis players throw their rackets at the ground during a match it promotes violent outbursts of behaviour.



A  KEY TERM:
Spectatorship

Spectatorship is attending an event as opposed to watching media



ACTIVATE

INCREASED PRESSURE ON OFFICIALS

All sports require an official to ensure that all the rules are being followed. As media coverage increases, more sports are being enjoyed as entertainment. This means more money is being invested in sports. As most of this money is given as prize money to winners, officials are under more pressure to make sure rules are followed and make the correct decisions.

SCRUTINY OF DECISIONS MADE BY OFFICIALS

Officials decisions are final in any sport. It is often the case that players and fans will scrutinise the decisions of the officials. However, due to improving technology, some sports are now able to review the officials decisions during the event to make sure the correct decision is given.

Examples of this can be found in Tennis with Hawkeye, Rugby with the video referee (Television match official-TMO) and most recently football with the introduction of the Video Assistant Referee (VAR).



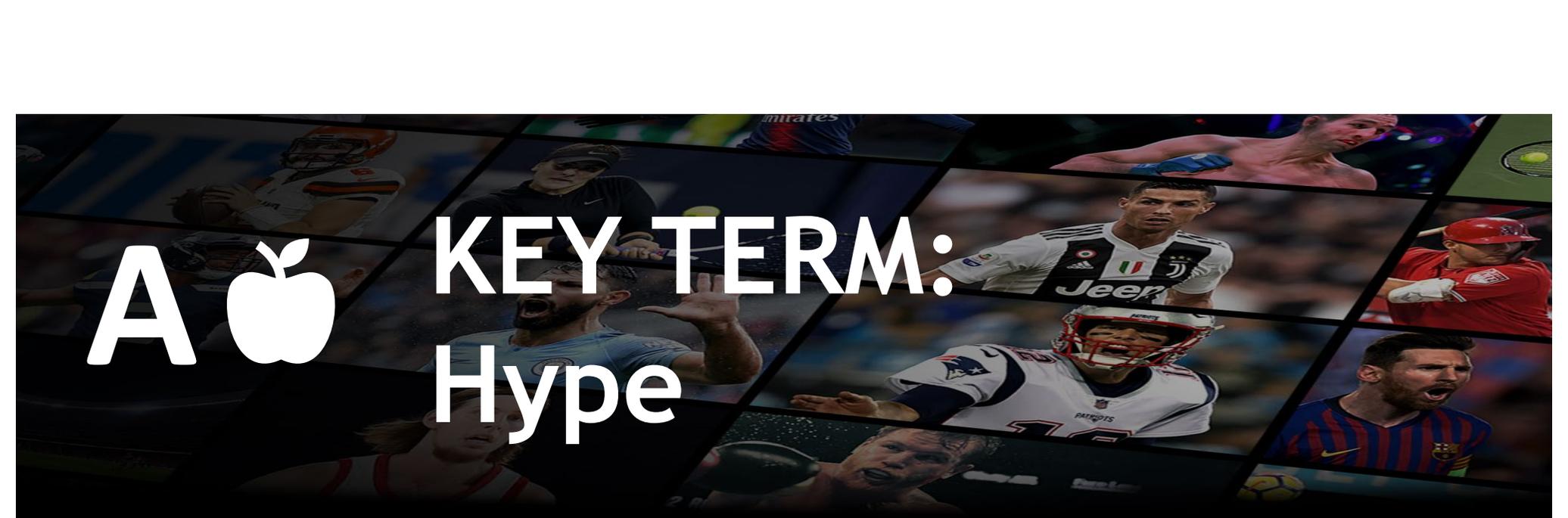
ACTIVATE

HYPE MAKING THE OFFICIAL'S ROLE HARDER

The media has to keep people interested in sporting events to keep making money. To do this they increase the hype around an event. Hype refers to the extravagant or intensive publicity or promotion of an event. This hype created by media can make the role of the official harder as the scrutiny is more intense. This is usually intensified when it is between close or traditional rivals.

NEWSPAPERS ARE DOMINATED BY A FEW SPORTS

Only a handful of sports are regularly covered by the media. These are largely male-dominated sports such as football, rugby and cricket. Coverage in papers of women's sports or those popular with ethnic minority groups tends to be restricted to only times when there has been some success at the top levels or internationally within 'traditional' sports such as those above.



A  KEY TERM:
Hype

Sportsmanship is attending an event as opposed to watching media



DEMONSTRATE

Using the information provided in Activate:

- Identify four minority sports that have become less popular because of media coverage
- Describe, using a sport of your choice, how some sporting values have been lost.
- Discuss whether levels of sportsmanship have declined
- Make a list of five negative effects that a sport of your choice has suffered from media coverage.

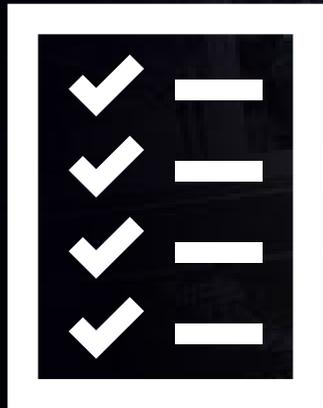


CONSOLIDATE

To achieve LO3

The organisers of the exhibition want visitors to attend various workshops. You have been asked to do a presentation on the positive and negative effects that media can have on sport using a range of examples.

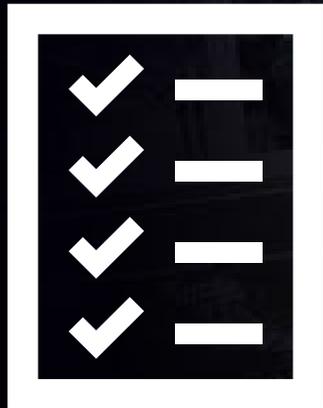




WAGOLL

Decline in live spectatorship

We can watch a lot of live sport on the television such as football; rugby union; rugby league; cricket and golf. You can watch sport without ever going to a live event. If we all watched all sport on the television and never went to live matches then it would be a problem for sport as there would be no atmosphere in the stadiums and clubs would lose a lot of their revenue. If not many people went to watch live matches then the clubs would make the people who do go and watch pay more so that they still have money coming in to pay the players wages. Also they might put up the ticket prices if the team was doing well and people having watched the team on the TV want to go and see them live. This would not be good for the people or the sport as people already pay a lot to watch some sports. This would be a negative effect.



ASSESSMENT

MB1: 1 - 5 marks

- Identifies some possible negative effects that the media can have on sport.
- Provides a brief description of the negative effects identified and supports some of the descriptions with examples.

MB2: 6 - 9 marks

- Describes a range of possible negative effects that the media has on sport.
- Provides some explanation as to why they are negative, supported with mostly relevant examples.

MB3: 10 - 12 marks

- Explains a wide range of possible negative effects that the media has on sport, clearly supported with relevant examples.



SPORT AND THE MEDIA L04

- **LI:** Understand the relationship between sport and the media



How would football teams cope without the millions of pounds given to them by Sky Sports and BT sport?

HOW MEDIA USES SPORT TO PROMOTE ITSELF

HOW SPORT USES MEDIA TO PROMOTE ITSELF

SPORT AS A COMMODITY

SPORTS DEPENDENT ON MEDIA

INFLUENCE ON THE OWNERSHIP OF SPORTS CLUBS

SPONSORSHIP AND ADVERTISING

ADOPTION AND REJECTION OF SPORTING HEROES BY THE MEDIA

HOW SCRUTINY AND CRITICISM THROUGH THE MEDIA HAVE INCREASED

THE IMPACT OF PAY-PER-VIEW



ACTIVATE



ACTIVATE

HOW MEDIA USES SPORT TO PROMOTE ITSELF

The benefit of the media is that they are able to bring a sport from anywhere in the world right to your TV. For example, if a tennis match is taking place in America, you can still watch it from your home. The biggest media outlets/companies are those who provide the most entertainment to the public. In relation to sport, this is currently Sky Sports as they have the largest sports coverage across their media platforms.

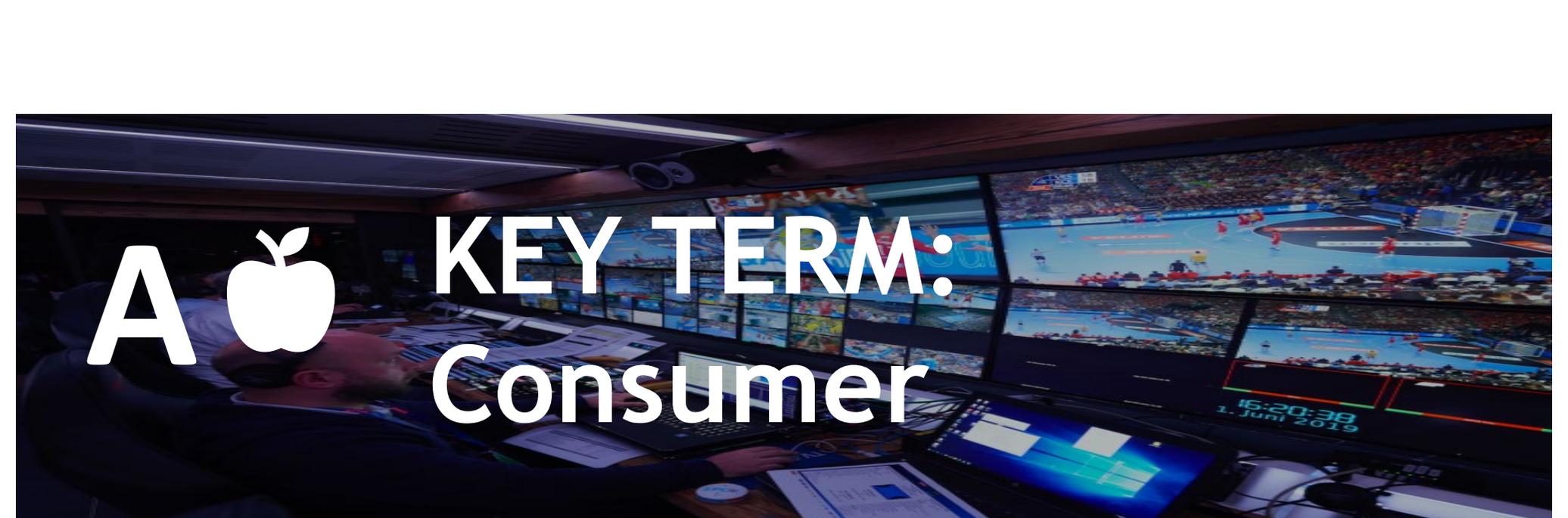
HOW SPORT USES MEDIA TO PROMOTE ITSELF

Sport uses media as promotion by regularly advertising upcoming fixtures in the media. Big teams and major sports use TV to promote their fixtures by showing them live. Some of the biggest clubs even have their own TV channel, for example- Liverpool FC have Liverpool TV. Lower level teams/sports are able to use social media as a main platform for advertising. Most teams also have websites so are able to promote themselves on the internet.



A  KEY TERM:
Commodity

Commodity is a product that can be sold.

A control room with multiple monitors displaying a soccer game. The text "A 🍏 KEY TERM: Consumer" is overlaid on the image.

**A 🍏 KEY TERM:
Consumer**

Consumer is a person or group that buys a commodity.



ACTIVATE

SPORT AS A COMMODITY

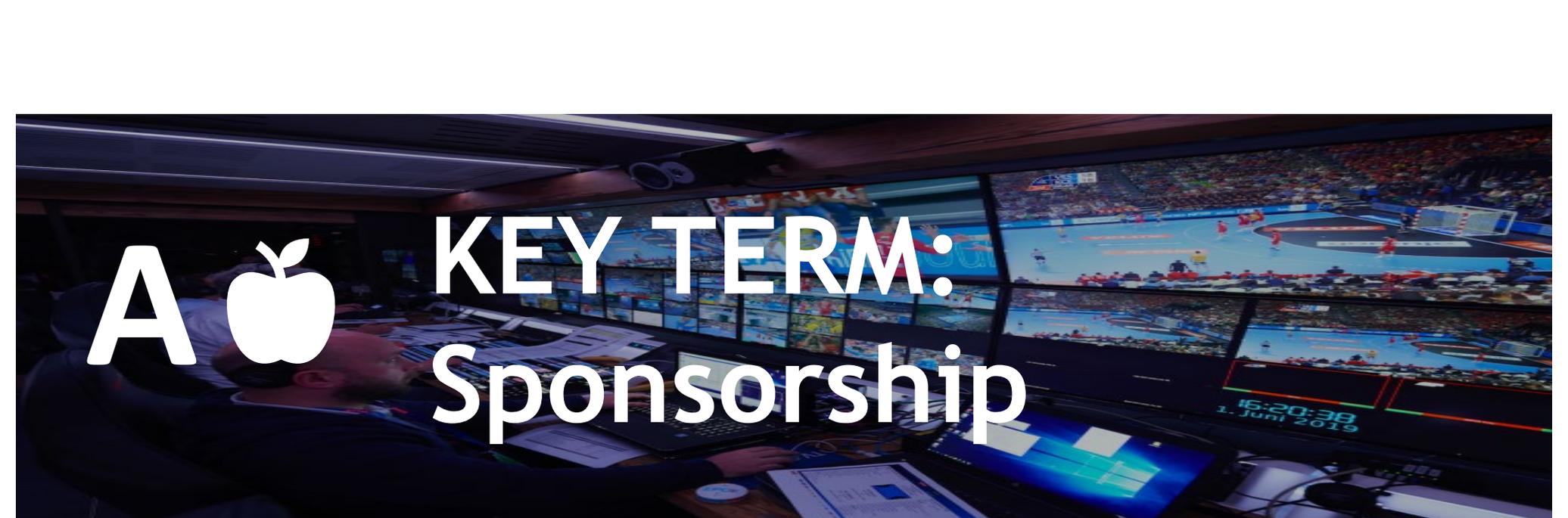
A commodity is a product that can be sold or traded. Sport is a commodity that can be bought and sold at a profit. Sports teams and players are used as commodities.

A consumer is the person who pays to buy the commodity. Professional sports players rely on consumers to buy the rights to the different types of media in order for them to get paid.

SPORTS DEPENDENT ON MEDIA

As media has improved and become bigger, sport has begun to rely on the media as a source of revenue.

Consumers use the media to find out what is happening in sport. Without media, you do not see the companies that pay to have adverts promoted by your team. Without the team name in the media, companies will stop paying for advertising. If they stop paying, the income of the whole club/team will drop.

A control room with multiple monitors displaying a soccer match. The room is dimly lit, and the monitors show a wide-angle view of a stadium filled with spectators. The text "A 🍏 KEY TERM: Sponsorship" is overlaid on the image in white. The word "A" is large, followed by an apple icon, then "KEY TERM:" in all caps, and "Sponsorship" in a large, bold font.

A 🍏 KEY TERM: Sponsorship

Sponsorship is where a company pays money to a team or individual in return for advertising their goods.



ACTIVATE

INFLUENCE ON THE OWNERSHIP OF SPORTS CLUBS

Many sports clubs are now owned by wealthy businesspeople. A good example of this is Premier League football teams. However, in 2018 only 13/20 clubs made a profit. So it appears as though these businesspeople are either buying the clubs for a hobby or as a way to make themselves famous. This need for fame could lead clubs into being run poorly.

SPONSORSHIP AND ADVERTISING

The business sponsors the sport to obtain advertising space and publicise it's product. The sport is then shown in the media which promotes the product. Spectators see the advert and are more likely to buy the product.

Broadcasting rights, sponsorship and ticket sales are all directly related to how interested people are in sport. The more people watching sport, the higher the cost of the broadcasting rights.

The more sponsorship there is in sport, the more money is invested into developing the sport further.



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ADOPTION AND REJECTION OF SPORTING HEROES BY THE MEDIA

The media is responsible for promoting sport. Role models emerge through sport and become sporting heroes for many. However, the media are just as quick to damage the reputation of these sporting heroes.

For example, Sir Bradley Wiggins was a hero for his success during the Olympics and Tour de France competitions. The media then leaked details of his use of legal allergy medication and he was quick to lose his hero status.

HOW SCRUTINY AND CRITICISM THROUGH THE MEDIA HAVE INCREASED

As well as being informed by the media, we are able to broadcast our own opinions thanks to an increase in use of social media. What we as individuals post on social media is made available to thousands of people. The performers, coaches, management and officials are all exposed to the negative opinions on different forms as social media as well as those that are broadcast by the big media outlets.



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THE IMPACT OF PAY-PER-VIEW

Pay-per-view was introduced to boxing and UFC to try to increase the number of viewers able to watch the matches. Although some boxing matches have attracted over 1 millions viewers, most have attracted much smaller numbers. These low viewing figures probably explain why pay-per-view hasn't been introduced into other sports.



DEMONSTRATE

Using the information provided in Activate:

- Identify four minority sports that have more media coverage than most.
- Describe the relationship between sport, the media and business / companies / sponsorship.
- Describe the impact of pay-per-view tv on sport.



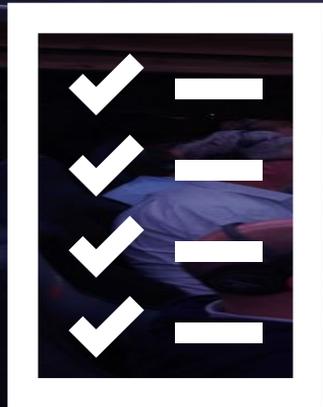
CONSOLIDATE

To achieve LO4

Whilst gathering information for your contribution to the exhibition you have become interested in how media and sport influence each other and the relationship between the two.

Your task is to describe the relationship between sport and the media and show how they influence one another.



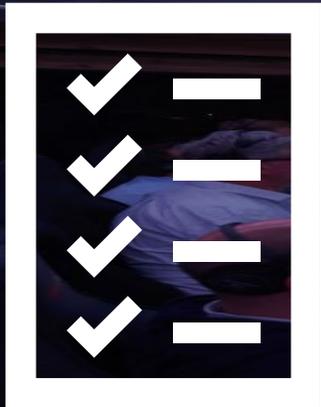


WAGOLL

How sport uses the media to promote itself

Sport has used the media to promote itself by some teams in the football premier league having their own TV channel. These are MUTV – Manchester United; Chelsea TV; LFCTV – Liverpool. This means that the fans from these clubs can see replays of their matches this is a way that the clubs can use the media to promote themselves as fans often want to watch matches and they can watch replays of the away matches, they can see reviews of matches, interviews with players and management and documentaries on players old and new.

In order to make sport more attractive for TV some sports have made changes to the rules. Examples of this are Rugby Union which has increased the amount points you get for scoring a try and bonus points for scoring four or more tries. Another sport that has changed to attract more people and larger TV audiences is cricket with the introduction of twenty twenty cricket. This has resulted in games starting later, music and firework displays. The players dress in coloured kits and they use a white ball and black stumps. When there was not a great deal of sport on the TV there was no reason for changing the rules this is an example of how the media has influenced sport over time.



ASSESSMENT

MB1: 1 - 6 marks

- Outlines some aspects of the relationship between sport and the media.
- Provides some basic examples of their value to one another.
- Shows little awareness of the ways in which sport and the media influence each other or that this has changed over time.

MB2: 7 - 11 marks

- Describes a range of aspects of the relationship between sport and the media, supported with mostly relevant examples of their value to one another.
- Attempts some explanation of the ways in which sport and the media influence each other, showing an understanding that this has changed over time.

MB3: 12 - 15 marks

- Describes a wide range of aspects of the relationship between sport and the media with relevant examples of their value to one another.
- Explains the ways in which sport and the media influence each other, showing a thorough understanding of how this has changed over time.