

Year 10

Unit 2.1.b - Commercialisation of Physical Activity and Sport

Summer 1 Blended Learning Booklet



Name:

Aim to complete two lessons each week.

All video links and content are also uploaded on ClassCharts

The knowledge organisers have all the key information and vocabulary to help with this unit.

Upload all work onto ClassCharts for feedback

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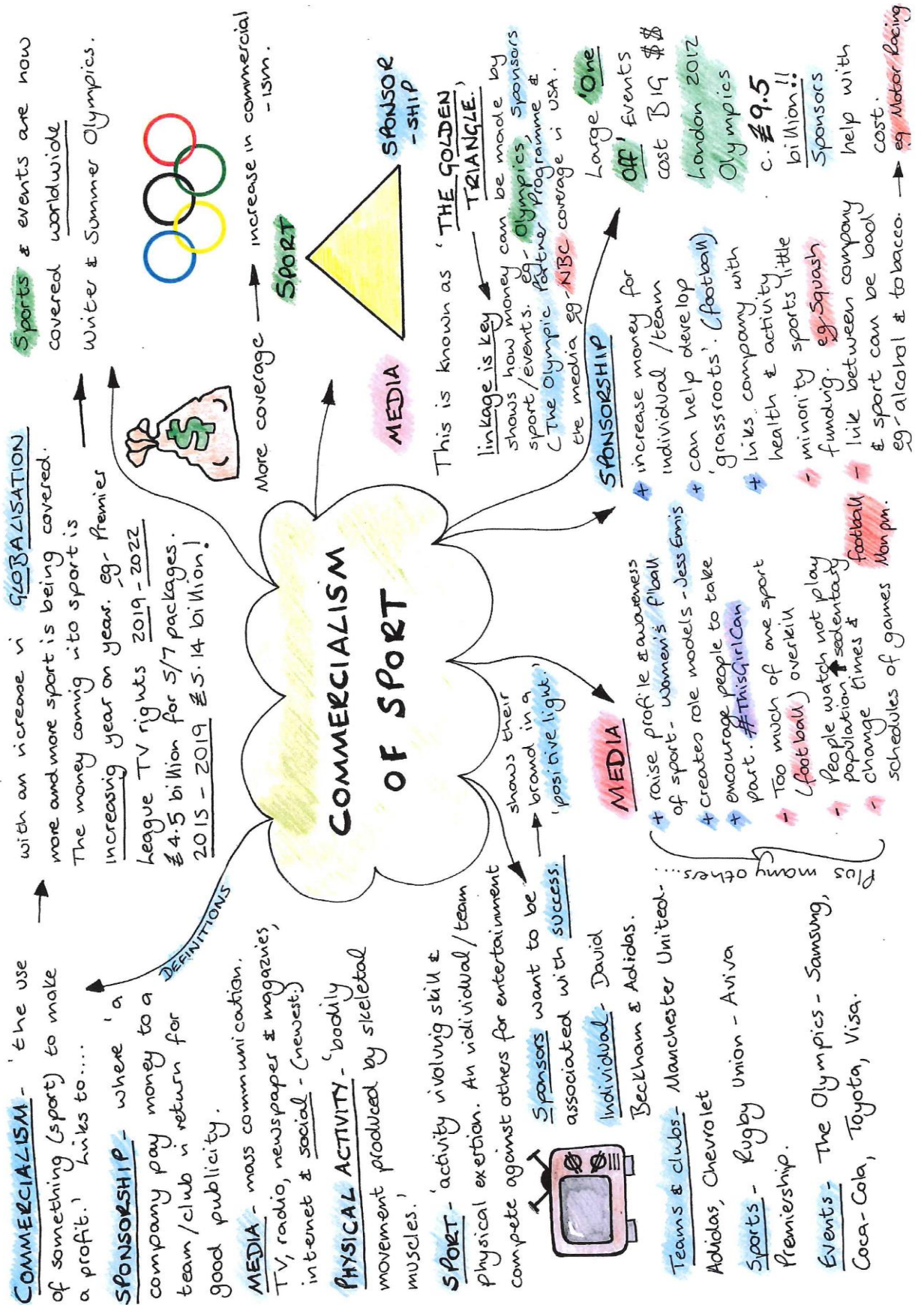
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Big Picture



Lesson 1: Media and the Commercialisation of Sport

LI: To be able to understand the influence of the media on the commercialisation of physical activity and sport.

LO: I can understand the influence of the media on the commercialisation of physical activity and sport.

LI: To be able to identify the different types of media; social, internet, TV/visual, newspapers / magazines.

LO: I can identify the different types of media; social, internet, TV/visual, newspapers / magazines.

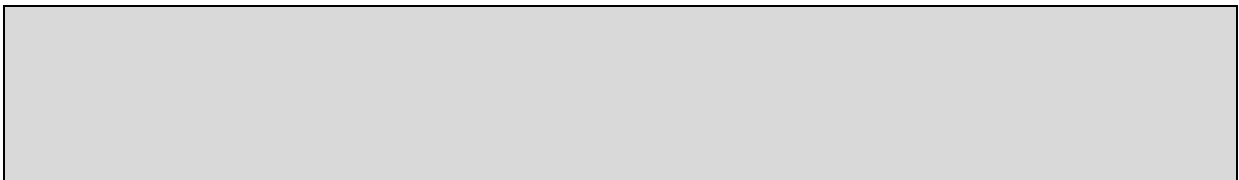
Seneca: 3.2 Commercialisation, 3.2.1 Media

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/1>

Teacher Powerpoint: Uploaded on to Classcharts

Commercialisation of Sport

Commercialisation is...



Over the years sport has become **commercialised**. Sport is now a global product with high profile sports/events attracting huge media interest and sponsorship deals. Businesses see sport as a way of making money.

How do businesses use sport to promote their products/make money?



Media and the Commercialisation of Sport

How might the media affect the commercialisation of sport?



Types of Media Coverage

The media coverage that a sport receives affects commercialisation (whether businesses invest) and the sport itself.

There are four types of media coverage:

TV and Visual



Internet



Newspapers and Magazines



Social Media



Commercialisation of Physical Activity and Sport - Video Links

Use these clips to help fill in the boxes in your following lessons	
Description:	Link:
STARTER: Richest athletes in the world	https://www.youtube.com/watch?v=Xb_XUGf8UUg
COMMERCIALISATION: Lee Mack on football	https://www.youtube.com/watch?v=ivyZPlvu2c4
TYPES OF MEDIA COVERAGE (TV & VISUAL): BT & SKY do battle over sports	https://www.youtube.com/watch?v=tbTnmf_6X5M
TYPES OF MEDIA COVERAGE (INTERNET): Liverpool's TV channel showcasing behind the scenes footage.	https://www.youtube.com/watch?v=eiWeLpaBBtM
TYPES OF MEDIA COVERAGE (SOCIAL MEDIA): How has social media changed sports	https://www.youtube.com/watch?v=aKxZMiVyjCE
THE GOLDEN TRIANGLE: Commercialisation, media and sport	https://www.youtube.com/watch?v=s4Xn5VIsd7w Till 3:22 only
SPONSORSHIP: Different types of sponsors in a variety of sports	https://www.youtube.com/watch?v=aIHhd4X09og
SPONSORSHIP: How do you put a financial value on sports sponsorship	https://www.youtube.com/watch?v=hGB7AN326Zc
THE EFFECTS OF SPONSORSHIP ON SPORT – THE PERFORMER (PLAYERS / ATHLETES): Medals and deals, inside the sponsorship	https://www.youtube.com/watch?v=9_sA8FdXJMY
THE EFFECTS OF SPONSORSHIP ON SPORT – THE PERFORMER (FANS): Positive; The best of 2 Good 2 Bad on MOTD2	https://www.youtube.com/watch?v=96LnBw3UJv4
THE EFFECTS OF SPONSORSHIP ON SPORT (FANS): Negative; An unfair game. English footballs rising ticket prices	https://www.youtube.com/watch?v=sIMqormHAI0
THE EFFECTS OF SPONSORSHIP ON SPORT (OFFICIALS): Positive; A Priceless football surprise, ref Collina	https://www.youtube.com/watch?v=LvJF2qX5qTs
THE EFFECTS OF SPONSORSHIP ON SPORT (OFFICIALS): Negative; Worst referee decisions ever	https://www.youtube.com/watch?v=_vuF5UFEu54
THE EFFECTS OF SPONSORSHIP ON SPORT (SPONSORS): Negative; Ryan Lochte lying about being robbed	https://www.youtube.com/watch?v=actZeB8jqnA
REVISION: Recap on the main points of the topic	https://www.youtube.com/watch?v=lz1MHuW-9Yc

Lesson 2: The Golden Triangle

LI: To know the meanings of commercialisation, including sport, sponsorship and the media (the golden triangle).

LO: To know the meanings of commercialisation, including sport, sponsorship and the media (the golden triangle).

LI: To understand the positive and negative effects of the media on commercialisation

LO: I can understand the positive and negative effects of the media on commercialisation

LI: To be able to apply practical examples to the positive and negative effects of the media on commercialisation.

LO: I can apply practical examples to the positive and negative effects of the media on commercialisation.

Seneca: 3.2.2 Commercialisation, 3.2.3 Commercialisation 2

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/2>

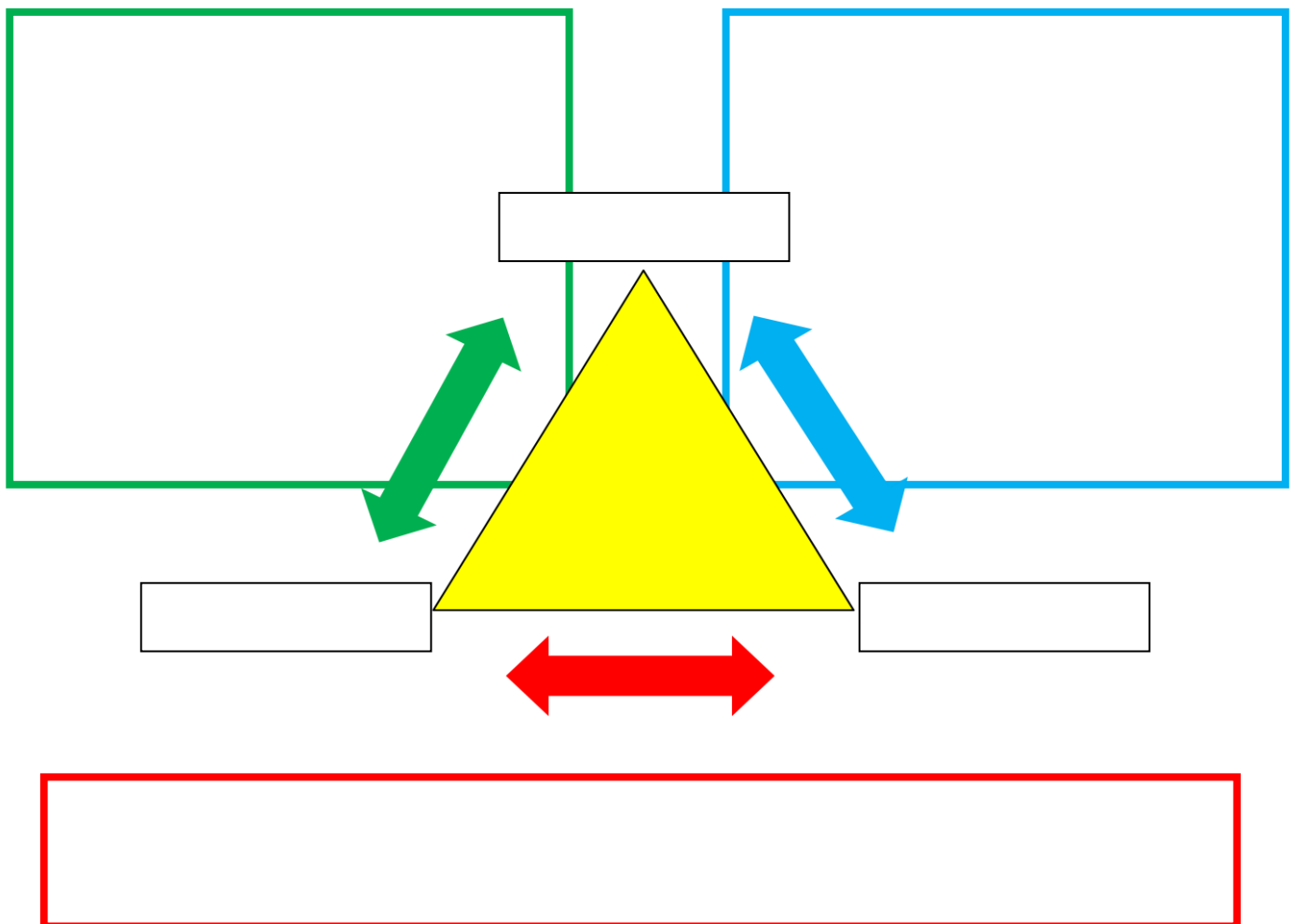
Teacher Powerpoint: Uploaded on to Classcharts

The Golden Triangle

Sport, commercialisation and media are closely linked in what is known as the **golden triangle**.

Each side of the triangle benefits from the other sides in some way.

Due to this they depend on the other sides in some way, normally financially or for promotion.



KEY POINTS:

The Role of the Media

Why is the media important in the Golden Triangle?



The Effects of the Media on Commercialisation

Positive Effects:

-
-
-



Negative Effects:

-
-
-



Lesson 3: Sponsorship in Sport

LI: To understand the influence of sponsorship on the commercialisation of physical activity and sport

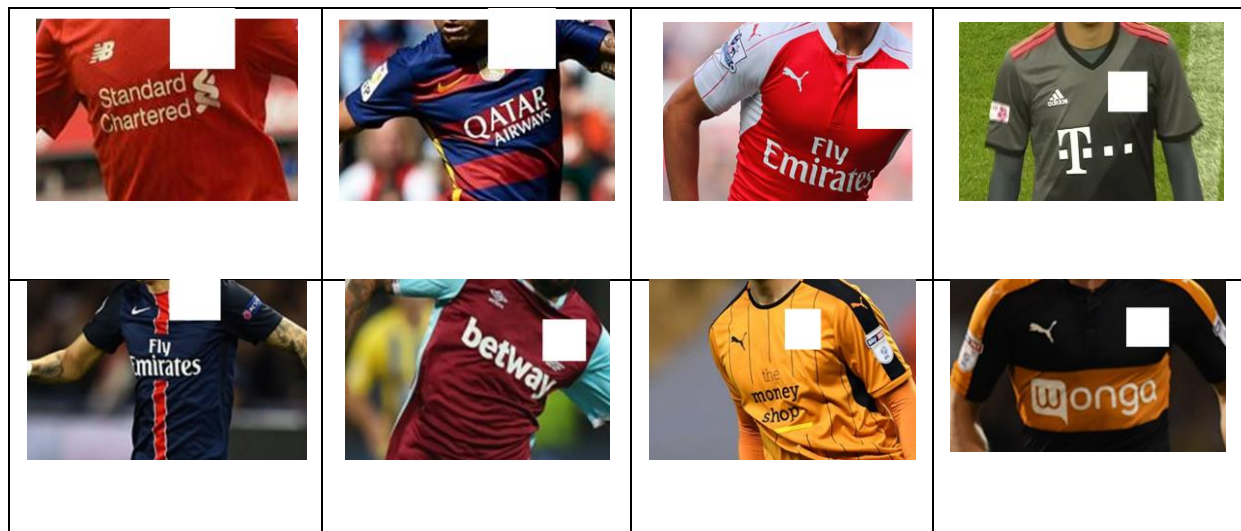
LO: I can understand the influence of sponsorship on the commercialisation of physical activity and sport

Seneca: 3.2.4 Sponsorship

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/4>

Teacher Powerpoint: Uploaded on to Classcharts

Sponsorship in Sport



Sponsorship is...

-

-

•

•



Facilities (Stadiums and Grounds)



Clothing and Equipment



Financial



Why do companies sponsor sports events/teams/people?

Your Thoughts: Why do companies sponsor sports events/teams/people?

Companies sponsor sports events, teams and athletes because...

-
-
-
-

Lesson 4: The Effects of Sponsorship on Sport

LI: To understand the positive and negative effects of sponsorship on commercialisation.

LO: I can understand the positive and negative effects of sponsorship on commercialisation.

LI: To be able to apply practical examples to the positive and negative effects to the issue of sponsorship.

LO: I can apply practical examples to the positive and negative effects to the issue of sponsorship.

Seneca: 3.2.4 Sponsorship, 3.2.5 Arguments for Sponsorship, 3.2.6 Sponsorship Impacts

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/4>


Teacher Powerpoint: Uploaded on to Classcharts


The Effects of Sponsorship on Sport


There has been a huge rise in commercialisation and it has now become part of modern sport. However commercialisation has positive and negative effects on the sponsor, the sport, the players, the officials and the fans.


The Effects on The Performer (Players/Athletes)	
<u>Positive Effects:</u>	<u>Negative Effects:</u>
Sporting Example:	



The Effects on The Fans	
<u>Positive Effects:</u>	<u>Negative Effects:</u>
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 70%;"> Sporting Example: </div> <div style="width: 25%;">  </div> </div>	

The Effects on The Officials	
<u>Positive Effects:</u>	<u>Negative Effects:</u>
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 70%;"> Sporting Example: </div> <div style="width: 25%;">  </div> </div>	

The Effects on Sport	
<u>Positive Effects:</u>	<u>Negative Effects:</u>
<p>Sporting Example:</p> 	

The Effects on The Sponsor	
<u>Positive Effects:</u>	<u>Negative Effects:</u>
<p>Sporting Example:</p> 	

Apply your Knowledge - Sponsorship

Task: Using your knowledge of the effects of the media and sponsorship on sport relate the pictures to the effects.

Work with your partner to complete this task. There are no right or wrong answers as there are many possible links, try to choose an appropriate effect to link it too.

	<p>Who will be affected by this: <i>The athlete and the sponsor.</i></p> <p>How: <i>By receiving sponsorships Mo Farah will receive a lot of money. This money will allow him to be a full time athlete and concentrate on his sport which will help him to get better. The brand will also benefit as the public will see a successful sportsperson associated with their brand which may encourage them to buy their products.</i></p>
	<p>Who will be affected by this:</p> <p>How:</p>
	<p>Who will be affected by this:</p> <p>How:</p>
	<p>Who will be affected by this:</p> <p>How:</p>
	<p>Who will be affected by this:</p> <p>How:</p>
	<p>Who will be affected by this:</p> <p>How:</p>

Lesson 5: The 6 Mark Question

LI: To understand how to answer and structure a 6 mark question.

LO: I can plan and structure a 6 mark question.

Seneca: 3.2 Commercialisation

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/1>

Teacher Powerpoint: Uploaded on to Classcharts

There has been a huge rise in commercialisation and it has now become part of modern sport. However commercialisation has positive and negative effects on the sponsor, the sport, the players, the officials and the fans. Explain the positive effects of commercialisation on these groups. (6)

What is the question asking?

What is commercialisation?

Introduction

Answer the question briefly.

Outline / Identify some of the positive and negative effects of commercialisation on those below?

The Sponsors, the Sport, the Players, the Officials, The Fans

Say briefly what you are going to say in the rest of your answer.

Paragraph 1

Make a point, explain it, add a specific sporting example saying how it positively / negatively affects one of;

The Sponsors, the Sport, the Players, the Officials, The Fans

Choose a sport that relates to this explanation and give a sporting example.

[illegible]

Paragraph 2

Make a point, explain it, add a specific sporting example saying how it positively / negatively affects one of;

The Sponsors, the Sport, the Players, the Officials, The Fans

Choose a sport that relates to this explanation and give a sporting example.

[illegible]

Paragraph 3

Make a point, explain it, add a specific sporting example saying how it positively / negatively affects one of;

The Sponsors, the Sport, the Players, the Officials, The Fans

Choose a sport that relates to this explanation and give a sporting example.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Conclusion

How has commercialisation been affected?

Has it had a positive / negative effect on;

The Sponsors, the Sport, the Players, the Officials, The Fans

Look back at the question and summarise your answer.

Feedback:

Lesson 7: Exam Revision

LI: To understand the different revision techniques.

LI: To identify the areas of weakness

Seneca: 3.2.2 Commercialisation

GCSE Bitesize: <https://www.bbc.co.uk/bitesize/guides/zsx7tyc/revision/1>

Teacher Powerpoint: Uploaded on to Classcharts

Lesson 8: End of Topic Test

LI: To be able to complete the end of topic test to the best of my ability in exam conditions.

Topic Test will be uploaded on to Classcharts

Lesson 9: Feedback Analysis

LI: To understand personal areas of strength and weakness

Mark scheme and all feedback will be uploaded on to Classcharts

Attainment Band:	Physical factors affecting performance: Commercialisation	
	Skills	Knowledge and Understanding
9	<ul style="list-style-type: none"> Flawlessly factual and perceptive responses that relate accurately to the focus of the question Demonstrate excellent understanding, providing clear and detailed descriptions and explanations Communication in writing is highly effective using appropriate and coherent terminology Spelling, punctuation and grammar is precise 	Commercialisation of sport <ul style="list-style-type: none"> Understand the influence of the media on the commercialisation of physical activity and sport: <ul style="list-style-type: none"> - Different types of media <ul style="list-style-type: none"> o Social o Internet o TV/visual o Newspapers/magazines Know the meaning of commercialisation, including sport, sponsorship, and the media (the golden triangle): <ul style="list-style-type: none"> - Positive and negative effects of the media on commercialisation - Be able to apply practical examples of these issues Understand the influence of sponsorship on the commercialisation of physical activity and sport: <ul style="list-style-type: none"> - Positive and negative effects of sponsorship on commercialisation - Be able to apply practical examples to the issue of sponsorship
8	<ul style="list-style-type: none"> Consistently factual and sustained responses that relate to the focus of the question Demonstrate excellent understanding, providing well-defined explanations and descriptions Communication in writing is highly effective using appropriate and coherent terminology Spelling, punctuation, and grammar is precise 	
7	<ul style="list-style-type: none"> Offer factually and sustained responses that relate to the focus of the question Successfully and confidently address all aspects of the question Demonstrate high levels of understanding, providing clear and detailed descriptions and explanations Communication in writing is highly effective using appropriate and coherent terminology Spelling, punctuation, and grammar is accurate 	
6	<ul style="list-style-type: none"> Confidently offer factually accurate and sustained responses that closely relate to the focus of the question Demonstrate excellent understanding and provide clear and detailed descriptions and explanations Writing shows strong evidence of communicating ideas with high efficiency and use of appropriate terminology On the whole, spelling, punctuation and grammar is accurate 	
5	<ul style="list-style-type: none"> Responses are consistently factually accurate that closely relate to the focus of the question Demonstrate good understanding and provide clear and detailed descriptions and explanations Writing shows evidence of communicating ideas with efficiency and use of appropriate terminology Spelling, punctuation, and grammar is appropriate 	
4	<ul style="list-style-type: none"> Responses are often factually accurate and show some relation to the focus of the question Demonstrate sound understanding and provide adequate descriptions and explanations Writing shows evidence of communicating ideas with limited efficiency and use of appropriate terminology Spelling, punctuation and grammar is often adequate 	

3	<ul style="list-style-type: none"> • Responses are often inaccurate and show little relation to the focus of the question • Demonstrate basic understanding and provide limited descriptions and explanations • Communication in writing is approaching an adequate level of coherence, using some appropriate terminology • Spelling, punctuation, and grammar is developing in consistency 	
2	<ul style="list-style-type: none"> • Responses are vague and do not relate to the question • Little demonstration of understanding and explanations are often incorrect • Communication in writing is largely ineffective and lacking coherence • Spelling, punctuation and grammar is inconsistent 	
1	<ul style="list-style-type: none"> • Responses do not relate to the question • No demonstration of understanding and explanations are incorrect • Communication in writing is ineffective and disjointed • Spelling, punctuation and grammar is weak 	