

Year 10 – Summer Term

SPORT STUDIES - R186

Topic 1 - Different Sources of Media That Cover Sport

Digital Sources & Social Media

Broadcast Media

Print Media



Topic 2 - Positive Effects of the Media on Sport

Golden Triangle

Promotional Opportunities for Individuals

Using Money Generated by Sponsors



Topic 3 - Negative Effects of the Media on Sport

Widening Divide in Sport

Prize Money & Pay

Body Image



TOPIC AREA 1

Different sources of media that cover sport

Digital & Social Media



Social Media



Websites



Streaming Platforms

Print Media



Newspapers



Books



Magazines

Broadcast Media



Podcasts



TV



Radio

SPORT STUDIES R186

The media have the ability to increase engagement in minority sports:



Handball



Walking Football



Water Polo

Social media influencers who post about sport will be encouraging others to participate. They can also speak out about the benefits of sport and exercise.

Cristiano Ronaldo has over 100 million followers on Twitter.



Unethical Sponsors in Sport

Gambling



Cigarettes



Alcohol



Fast Food

Negative Effects of the Media on Spectators

- ➡ Some events can only be streamed live via subscription or pay per view channels.
- ➡ Ticket prices are now much higher due to sport being heavily commercialised.
- ➡ There are heavy links between attendees at sports events and gambling.

TOPIC AREA 3

Wages for performers across sports will differ greatly



Top Netball Player - Average wage of £10000 per year



Top Football Player - Average wage of £50000 per week



Top Hockey Player - Average wage of £30000 per year



Top Rugby Player - Average wage of £90000 per year



TOPIC AREA 2

Golden Triangle

Sport needs both the media and sponsorship in order to increase income

Businesses need both sport and the media to increase publicity and brand awareness. This will result in more customers.



The media needs sport in order to attract viewers and attention. The media needs business/sponsorship to increase revenue via paid ads (e.g. at half-time during a football match)

The media's role in increasing participation:

1. The media increases the profile of sports through broadcasting. Therefore more role models are created and more people wish to take up sport



2. The media gives huge amounts of money to sport to gain broadcasting rights. This money can be given to grassroots sport in order to get more people participating