Help Sheets- Sport and the Media

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| Positive | Negative |
| * Increased exposure of minority sports * Increased promotional opportunities * Education * Participation * Competition | * Decline in live spectatorship * Loss of sporting values * Inappropriate behaviour of athletes * Pressure on officials * Domination of few sports * Saturation |

Expand on every positive and negative effect that media has on sport. The more sporting examples you give, the better the mark.

Task 2

POSITIVE EFFECTS THAT MEDIA HAS ON SPORT

**Increased exposure of minority sports** Sky Sport and Premier Sport have a monopoly on football so greater range of sports on terrestrial and satellite TV

**Increased promotional opportunities** Sponsorship and advertising so income generation for both the media who then pays for the sporting rights.

**Education**  Statistics, skills, tactics, rules and regulations, country where sport is taking place

**Participation**  Inspires people to participate eg. Wimbledon, Olympic Games

**Competition**  Attracts spectators so can increase income through ticket sales and TV rights. A Sport is sometimes adapted because of this eg. cricket.

Task 3

NEGATIVE EFFECTS THAT MEDIA HAS ON SPORT

**Decline in live spectatorship**

**Explain why you think is the case e.g. expense, more accessible on media**

**Loss of sporting values Sport has changed for TV audiences eg. penalty shoot outs, international rules in netball – research other sports that have changed because of TV coverage.**

**Inappropriate behaviour of athletes Give examples of poor role models**

**Pressure on officials Does this affect their stress levels, pay, profile?**

**Domination of few sports What is your opinion of men’s team sports dominating media coverage?**

**Saturation Is there too much sport in the media. Is there any room left for any more sport? Research and discuss in your article/notes.**