Task 4- Understand the relationship between sport and the media

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

How sport uses media to promote itself

Clubs having their own channels,

How media uses sport to promote itself

TV channels eg sky sports, BT sport- you know when watching these channels sport will be on.

Sport as a commodity

Channels pay a lot of money to broadcast sport, without TV money there would be less money for players/ facilities

Sponsorship and advertising

Teams being sponsored by different companies, advertising boards, stadium names, shirt sponsors

Adoption and rejection of sporting heroes by the media

Different sporting heroes eg, David Beckham, Bad role models eg, Luis Suarez, Justin Gatlin

How scrutiny/criticism through the media has increased

Everything that players do good and bad is reported, good and bad examples (comments players have made and got them in trouble)

The impact of pay-per-view

Impact of paying to watch on the TV instead of going live, or won’t watch the boxing matches because you have to pay