



Sport and the media learning journey

Topic area 2: The positive effects of the media in sport

Core knowledge	Reference number
Know how there is a positive relationship between the media and sport.	Power point 1 Slide 1-10
Know how the media can promote participation.	Power point 1 Slide 5-10
Know how the media can raise the profile of sport.	Power point 2 Slide 4-6
Know how media can break down barriers and promote the health and fitness industry.	Power point 2 Slide 7-9
Know about sports initiatives can increase participation and healthy lifestyles.	Power point 2 Slide 1-9
Know how the media can educate people about new developments in sport and new activities.	Power point 3 Slide 1-7
Know how the media and sport use each other for promotion and revenue.	Power point 4 Slide 1-7
Know about promotional opportunities between sport and media and how it can be deemed to be a 'commodity'.	Power point 4 Slide 1-15

Assessment

Topic area 2: The positive effects of the media in sport
Written report – task 2 – media coverage of sport

Key Vocabulary
Social influencers, marketing, commodity, agents, promoters, consumers, interdependency