



## Sport and the media learning journey

### Topic area 3: The negative effects of the media in sport

Core knowledge	Reference number
Know the external factors affecting the decline in live spectatorship.	Power point 1 Slide 1-10
Know the ethical appropriateness of sponsors.	Power point 1 Slide 5-10
Know how the media is assisting a widening wealth divide in sport.	Power point 2 Slide 4-6
Know the impact of wider global issues on sport/performers and spectators.	Power point 2 Slide 7-9
Know the media demands affecting sport fixture scheduling.	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 3: The negative effects of the media in sport
Written report – task 3 – The negative effects of the media in sport

Key Vocabulary
External factors, decline, spectatorship, ethical, scheduling, sportsmanship, saturation