

Section 3

Sport and society

3.1 Emergence of the globalisation of sport in the 21st century

Hope you enjoyed the session today chaps...

Extra Activities from today's lesson. Please complete & upload on one note before your next session Friday week...

Media

The media now control sport. What is seen, when it is seen and who is seen are all controlled by the media. For many students, media control may not be obvious, but the financial influence of the media dominates sport, as shown by the following articles that should be read.

The first article shows how certain groups are beginning to dominate what is being shown on TV:

www.bbc.co.uk/sport/0/football/33357440 (this is an old article, 2015 but excellent background for you all)

Could the above article now be showing change especially after the current climate & as pay per view takes over?

<https://www.bbc.co.uk/sport/rugby-union/51704956>

Look at <https://www.bbc.co.uk/sport> for the sports that feature today and those that don't, why is that

This article looks at how much money is being paid to TV for the rights to show football matches...

<https://www.bbc.co.uk/sport/football/44396151>

Make notes on the above following on from the theme of today's lesson on commercialisation & Golden Triangle...

Research how 5 individuals from 5 different sports sell their brand & generate large income outside of any player contract deals? Do the same for either 5 different sports or sports teams. Compare the figures, some will blow your mind!

Extension work:

1. Suggest why female athletics was quite slow to embrace equality of opportunity (4)
2. Suggest why there has been a recent surge in interest in female football (4)

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3. The 'Golden Triangle' describes the relationship between which three bodies? (1)

A Coaches, media and sport

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B Coaches, performers and audience

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C Sport, media and commercialisation

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D Sport, performers and commercialisation

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4. Post–World War II commercialisation has impacted on sport. Discuss the effects of commercialisation on lawn tennis (3)