



Year 10 Sport Studies

Summer Bridging Project –Sport and the media



Scenario:

A local sports facility, which combines a sports stadium with conference halls, has decided to hold an exhibition about the relationship between sport and the media. Schools and colleges in your area have been asked to submit work that can be a part of the exhibition. You have been selected to contribute to the exhibition about sport and the media and are going to provide information that can be displayed in the hall.

Task:

It is important that visitors to the exhibition understand that sport is covered by a wide range of media. You have been asked to use different examples to illustrate the range of media coverage of sport.

For this task you must know how sport is covered across the media. Your task is to identify different areas of the media which cover sport, including:

- **Television** (BBC / Sky / BT Sport – *Terrestrial vs Pay per view*)
- **Written press** (Newspapers – *Tabloid / Broadsheet* & magazines)
- **Radio** (local radio / national radio)
- **Internet** (website / social media / podcasts)

For each type of media, complete the following:

- A picture
- Description of type of media
- Examples of different channels / newspapers / magazines / radio stations / websites
- Which sports are shown on this type of media?
- Who uses this kind of media? (What age group / class of people generally)

This could be presented in the form of a poster or presentation including words, images and web links to coverage of sport in the media, using a range of relevant sporting examples.

Extension task: Choose a sports performer from a sport you enjoy. Search various forms of media (TV, newspapers, internet, social media) to find out about that particular performer. How many different forms of media are talking about that performer?