

## CNAT Sports Studies - Year 11 coursework

### **R186 - Sports and the media**

First deadline for ALL unit tasks is **9am Thursday 21<sup>st</sup> December 2023**

#### Task 1 - Media examples related to sport

**Discuss how different forms of media are used/not used within sports with the focus on using the sport **TRACK CYCLING** within your examples and discussion.**

**Write about the following media sources and use the internet to add in research/examples related to how track cycling uses media with real life examples:**

- **Social networking** – clips on Twitter, Instagram , Tik Tok etc.
- **Media sharing sites** - YouTube coverage.
- **Live streaming** – BBC iPlayer for FA Cup, Olympics.
- **Website/blogs** – Sky Sports, & specialist sites.
- **Technology** is also much more efficient and accurate. Video analysis/start or finish line technology.
- **Mobile phones** now with technology on the move with tablets and mobile phones giving easy access.
- **TV** – Television includes the use of free view channels (BBC, ITV, Channel 4) and subscription services (Sky Sports, BT Sports).
- **Radio** – Within radio there are specific sports channels (Talk Sport) as well as bulletins on national stations (5 Live) and local stations.
- **Podcasts** – These offer a wide range of media sources so that listeners can catch up on news on demand. Some examples are Bradley Wiggins podcast sessions after the Olympics.
- **Newspapers** – these can be broadsheets, such as The Times or tabloids, such as the Daily mirror.
- **Magazines** – these are usually monthly subscriptions, such as Match of The Day or Sports Illustrated.
- **Books** – these inform about a range of issues in sport with examples from ‘Women in the Olympics’.

**Initial deadline – Friday 27<sup>th</sup> October 2023**

## **Task 2 Positive effects of the media in sport**

Using Track cycling discuss the positive effects that media has had on the sport and your track cycling club.

Speak about how media can be used to:

- Increase participation in track cycling – widen age ranges involved, genders, make it more popular.
- Raise the profile of the sport track cycling -Wider the audience who can see the sport, make it more popular etc.
- Increase revenue (sponsorship to promote the sport and funding for the sport)
- Educate people about the sport/fitness
- Explain how you would spend £10,000 to help promote all of the above for your track cycling club (advertising, sponsorship, equipment etc) and how this would help your club.

Use track cycling research and examples to help develop your discussion.

**Initial deadline – Friday 25<sup>th</sup> November 2023**

## **Task 3 - Negative effects of the media in sport**

Using Track cycling discuss the negative effects that media has had on the sport and your track cycling club.

Speak about how media can be negatively used to:

- Make spectators/audience not want to attend live events or watch a specific sport
- Sponsors are not ethical/ valued or appropriate to the sport/spectators
- Inappropriate behaviour within media coverage – spectators, players official
- Popular sports e.g football get more coverage within the media so other sports are limited.
- Media portrayal of role models and pressures to live up to that.

**Initial deadline - Wednesday 13<sup>th</sup> December 2023**