

Commercialisation and Media in Sport





Starter

What do all of these sporting pictures have in common?



Key terms

Commercialisation

To manage or exploit an organisation in a way designed to make a profit.

Media

The means of communication that reach or influence people widely.

L.O.

To develop an understanding of commercialisation and media interest in modern sport.

Compare the negative and positive impact commercialisation has had on sport.

Explain how the media has had an impact on the commercialisation of sport giving examples.

Describe how the media and commercialisation have developed in sport giving examples.

Questions



- State 3 examples of how the media covers Sport. (3marks)
- Explain how the media has had an impact on the commercialisation of sport. (4 marks)
- Compare the positive and negative impact of commercialisation in sport. (8marks)

Task 1

Complete the table

List as many examples of commercialisation and media in sport as you can.

Commercialisation in sport	Types of media in sport
Half time commercials	Television

Extension: Think about the following questions

1. Is there a link between the commercialisation of sport and the media? If so, what is it?
2. What do you think the most popular type of sporting media is?

Task 2

The timeline for the Commercialisation of Sport

How did sport become commercialised?

There are 6 statements on your desk. Put them in the correct order and stick them into your book.



In the beginning there was 'pure' sport. The whole basis for early sports was the idea of playing for fun. Invariably, the only people who had the necessary time and/or income to be able to play sport in their leisure time were those from the middle or upper classes.

As interest in sport grew, people began paying to watch, and so the first commercialisation of sport was when paying spectators allowed various sports clubs to make a profit and use this money to develop the sport.

Some sports with large spectator bases were able to pay for better performers and so encourage an increase in spectating. These sports became professional in that they paid players.

The next stage in the development of commercialisation was the gradual increase and interest in spectating and the media attention that those increases attracted. The early media that embraced a mass clientele were newspapers and the radio. It wasn't until the 1950s that TV came along as a form of mass media and by that time, attendance at matches was at an all-time high.

Television showed the sport to millions of people and became an advertisement paradise.

Sponsorship was the next big development and is simply another form of advertising. Sponsors have their product name advertised while providing some form of payment.



Statement 1- I believe that commercialism has had a positive impact on sport because...

Statement 2- I believe that commercialism has a negative impact on sport because...

Part 1

You must find someone in the class that has the opposite statement. Argue your case with your partner as to why your statement is correct.

Part 2

Swap statements with your partner, find someone else and argue for the new statement.

The positive impact of
commercialisation and media
on sport



The negative impact of
commercialisation and media on
sport

The positive impact of commercialisation and media on sport.

- More money for athletes to focus on their chosen sport.
- More money to develop facilities and quality of training.
- Sport becomes more accessible to people through the media.
- Young people are able to watch their idols and will perhaps try to participate as a result.
- Demonstrating high levels of performance

The negative impact of commercialisation and media on sport

- Media outlets will often dictate when the sport is played.
- Business interests become more important than the sport.
- Some sports get more coverage than others.
- Some sports are given more money than others.
- Some sports have adapted their rules to make them more commercial friendly.
- Media intrusion on the private lives of sports stars.
- Sports stars or teams will often advertise for inappropriate sponsors such as alcohol, tobacco and fast food companies.

Questions

1. Describe and state 3 examples of how the media covers Sport.
(3marks)
1. Explain how the media has had an impact on the commercialisation of sport. (4marks)
1. Compare the positive and negative impact of commercialisation in sport.
(8marks)

Useful links



<https://qualifications.pearson.com/content/dam/pdf/A%20Level/Physical%20Education/2016/inside-track-magazine/Inside-Track-issue1v3.pdf>

<https://www.bbc.co.uk/bitesize/guides/zp2jxsg/revision/3f>

<https://www.forbes.com/sites/anthonydimoro/2015/07/02/the-growing-impact-of-social-media-on-todays-sports-culture/#1e67f9ca31a2>

<https://www.euronews.com/2019/06/10/media-coverage-of-women-s-sport-entering-new-age-during-2019-women-s-world-cup>