**Contemporary Issues in Physical Activity and Sport**

**Modern Technology in Sport**

**Key Terms**

* **Spectatorship –** The act of watching something without taking part; often related to sports spectators.
* **Sponsorship (in sport) –** To support an event, activity or person related to sport by providing money or goods.
* **Commodity –** An article that can be traded. In this case, sport is the article that can be sold to different media outlets or companies that wish to associate their brand with a particular sport.
* **Golden Triangle –** The interdependence and influences of three factors of sport, sponsorship and the media – each aspect influences the others

**Positive Impacts of the Commercialisation of Sport:**

**Individual Sports:**

**Society:**

**Performers:**

**Spectators:**

**Negative Impacts of the Commercialisation of Sport:**

**Individual Sports:**

**Society:**

**Performers:**

**Spectators:**

**Commercialisation in Sport**

**Factors leading to Commercialisation of Sport**

**Growing Spectatorship**

**More Media Interest**

**Professionalism**

**Advertising**

**Sponsorship**

**Why Athletes Drop out of Elite Sport/Programmes?**

**Strategies to Prevent Athletes Dropping Out of Elite Sport/Programmes:**

**Negatives Effects of the Media on Sport**

**Performers**

**Individual Sports**

**Spectators**

**Positive Effects of the Media on Sport**

**Performers**

**Individual Sports**

**Spectators**

**The Golden Triangle**

**Reasons for changes since the 1980s**

**Media in Sport**

**List the different types of Media coverage available today**

**List the different types of Media coverage available in the 1980’s**

**Past Paper Exam Questions**

1. Describe the main factors that have led to the commercialisation of sport in the 21st Century (4marks)
2. Describe changes in media coverage of sport since the 1980s (4marks)
3. Describe two ways the internet has changed how spectators watch sport. (2marks)
4. The ‘golden triangle’ concerns the relationship between sport, sponsorship and the media. Evaluate the effects of the ‘golden triangle’ on sport today. (6marks)
5. Many elite sports are now commercialised and seen as a form of entertainment. Discuss the suggestion that an increase in the commercialisation of sport has been beneficial for performers and the sport. (8marks)
6. The relationship between sport and sponsorship is one part of the ‘golden triangle’. Discuss possible advantages and disadvantages of the relationship between sport and sponsorship (5marks)
7. Compare the possible effects of sportsmanship and gamesmanship on sporting situations (3marks)
8. Critically evaluate the impact of the media on sport and on balanced, active and healthy lifestyles (10marks)
9. What is meant by the term ‘golden triangle’? (1mark)
10. Identify three different roles of the media giving an example of each (3marks)
11. Discuss the relationship between sport, sponsorship and the media (10marks)
12. Describe positive effects that the media can have on sport (6marks)

3d