



# Sport Studies

R186 – Sport and the media

# Performance Objectives

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- PO2 Apply knowledge and understanding of Sport Studies concepts.
- PO3 Analyse and evaluate knowledge, understanding and performance.
- PO4 Demonstrate and apply sporting skills and processes relevant to Sport Studies.



# Media and sport

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Sport is a business that generates million of pounds each year. Sport is continually changing and the **use of the media** has impacted on modern day sport.



Think. Pair. Share – Think about a recent sports story. How did you find out about it? How was it reported?

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# The different sources of media that cover sport

The **media interest** surrounding the coverage of sport is **widespread**. There are a number of different media outlets each contributing to the growth of commercialisation in sport.

## Digital and social media

These outlets allow for **instant updates** and **detailed coverage** for fans and spectators.

Think. Pair. Share –  
What are the most popular social media platforms in sport?



# The different sources of media that cover sport

## Social networking

The internet has accelerated the development of new **peer-to-peer** communication through **instant messaging** and **networking**.

News, information sharing and the creation of content is made easier through the use of **computers, tablets** and **smartphones**.

Social networking via **social media platforms** are different to traditional media such as magazine and newspaper. The most popular outlets are the moment are:

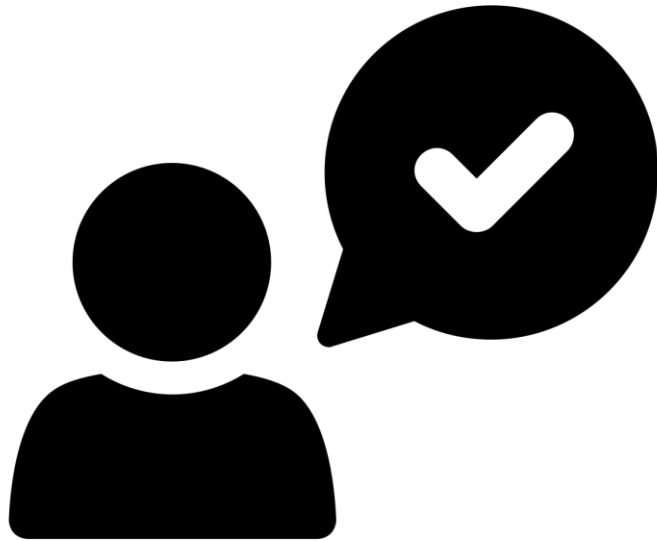
- **Twitter**
- **Facebook**
- **Instagram**
- **TikTok**
- **Snapchat**
- **WhatsApp**
- **LinkedIn**
- **Pinterest**



# Media in sport

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Many sports stars have multiple **social media accounts** with millions of followers.



Think. Pair. Share – Should professional athletes have social media accounts?

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# The different sources of media that cover sport

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These **social media** platforms have **millions of registered users** but unfortunately not all posts are policed closely, and some **controversial views** are shared.

Many people will search for **trending** news stories and comment. Sport stars use social media to update fans on what they have been doing.

**2.91  
billion**

Monthly active users on  
**Facebook.**



# Media in sport

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Many **sports clubs** have millions of followers and use the visual platforms for **pictures and information**. This includes offers and links to merchandise.

**Corporate companies** with the sporting world can open an effective form of communication aimed at their followers who are a clear target audience.

Sharing of **sport-related content** is the most popular forms **video** on social media platforms. This includes:

- Goals from a game
  - Controversial moments in a match
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# The different sources of media that cover sport

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## Live-streaming

Streaming refers to **online broadcasting** that is either live or pre-recorded. With a suitable internet connection, followers can watch live sports events via **YouTube, Facebook Live or Twitch**.

**Technology on the move** refers to the use of mobile phones and tablets to engage with social media content.

This has become increasingly easier with the developments in **connectivity** and **Wi-Fi** in facilities/stadiums.



# The different sources of media that cover sport

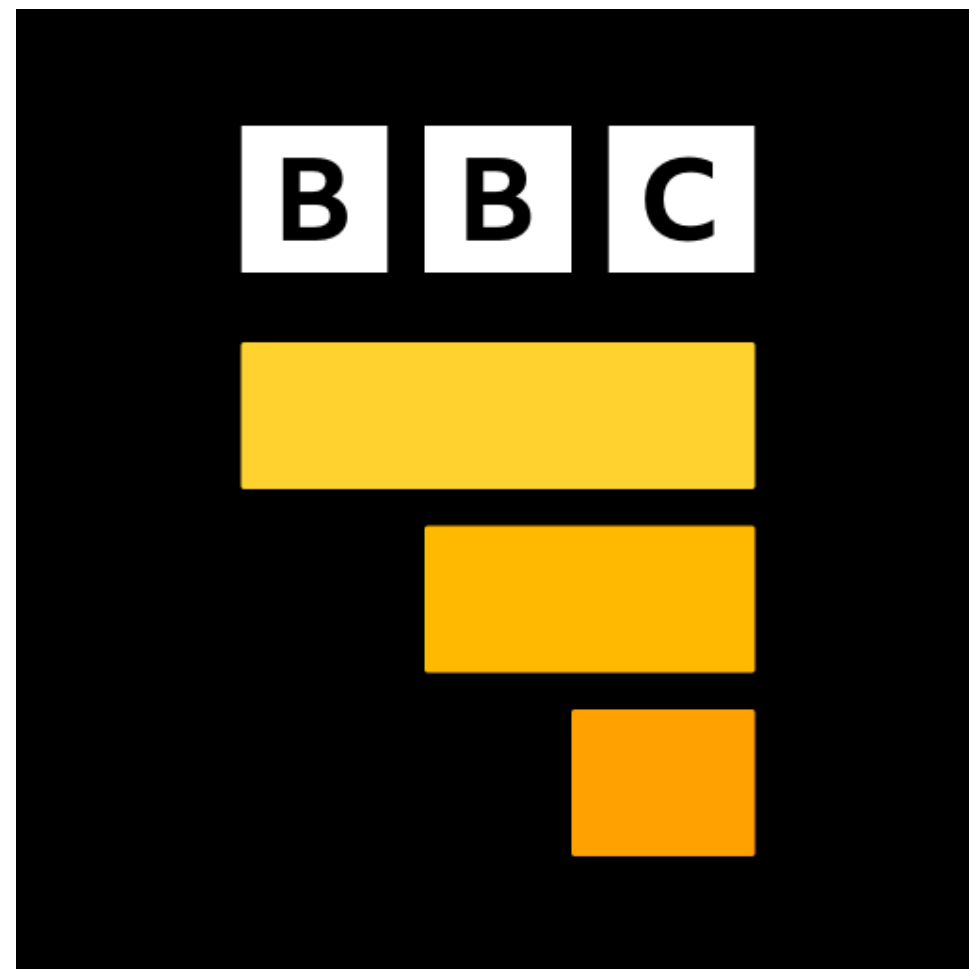
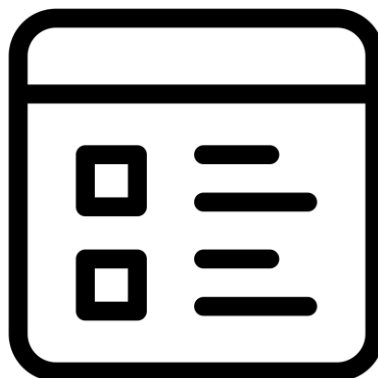
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## Websites

The World Wide Web is a large part of the ability to access information for sports fans. Official media sources such as BBC Sport and Sky Sports write and publish content in most popular sports.

A **blog** is a website that provide a feed of information in chronological order. This can be posted by a single author or written by multiple authors.

The rise in micro-blogging and the use of twitter means author need little technical expertise to begin.



# The different sources of media that cover sport

Media coverage in sport is **evolving** and traditional mediums are supported with more **advanced technology**.

i.e. BBC still uses TV as an outlet but has website, social media aspects to its sports coverage.

**TV** – This is a relatively cheap form of entertainment. Sport is often easy to follow and lots of excitement.

Live matches, commentary and highlight shows can be found through TV services such as:

- **Terrestrial TV**
- **Freeview through SMART TVs**

The screenshot shows the BBC Sport website interface. At the top, there's a navigation bar with the BBC logo, a sign-in button, and various menu items like News, Sport, Weather, iPlayer, Sounds, and More. Below this is a yellow header with the word 'SPORT' in large letters. Underneath, there's a secondary navigation bar with links for Home, Football, Formula 1, Cricket, Rugby U, Rugby L, Tennis, Golf, Athletics, My Sport, and All Sport. A third navigation bar shows 'Manchester City > Scores & Fixtures | Table | Top Scorers | All Scores & Fixtures | All Teams | Leagues & Cups'.

The main article is titled 'Manchester City retain Premier League: Pep Guardiola on 'toughest title'' and is dated 12 May 2019. It has 549 comments and a share button. The article features a large image of Pep Guardiola holding the Premier League trophy, with a video player overlay at the bottom. The caption below the image reads: 'Brighton 1-4 Manchester City: Pep Guardiola 'so happy' with back-to-back titles'.

On the right side, there's a 'Top Stories' section with three items:
 

- 'Watch: Sarkar hits half-century as Bangladesh chase 248 to beat West Indies' (LIVE | Cricket)
- 'Brighton sack manager Hughton' (5h | Football | 1455)
- 'Watch: Incredible 'Superman dive' to win 400m hurdles' (5h | Athletics)

Below that is a 'Related to this story' section with two items:
 

- 'Listen: That Peter Crouch Podcast' (18 Sep)
- 'Download and listen to the Football Daily podcast' (16 Aug)

# The different sources of media that cover sport

**Modern technology** has enhanced the enjoyment of sport. **Subscription television** has enabled the **rewinding of live TV** and **uses slow-motion replays** to allow audiences and spectators to relive the moment or catch something they may have missed.

Viewing in **3D and 4K** improves the **viewing experience**. Multi-screen/focused viewing is possible through the 'Red button'

In order to ensure millions of people have access to sport the government have ring-fenced certain events which must remain **free to air**. Some of these include:

- **Football World Cup (all matches)**
- **Olympics/Paralympics**
- **Wimbledon tennis**



# The different sources of media that cover sport

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**Radio** – This is still a popular outlet for sports news stories and accounts of events.

**National radio stations** include BBC Radio 5 Live and TalkSPORT. They broadcast most UK sport events and discuss topical issues relating to athletes and performers.

**Internet radio stations** convert signals into digital form and broadcast over the internet. DAB radio signals are much stronger and listeners do not experience broken transmission.



# Media in sport

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**Podcasts** are a series of digital audio or video files that can be downloaded and watched or listened to. A majority of podcasts come from BBC sounds, Spotify or iTunes.

Popular sport podcasts include:

- **Guardian Football Weekly**
- **That Peter Crouch Podcast (Football)**
- **The Rugby Pod**
- **Tailenders (Cricket)**



# The different sources of media that cover sport

Sport coverage by the printed media is a popular way of fans staying up to date with their sporting heroes.

**Newspaper** was the first form of communication. The internet has led to a decrease in the number of printed newspapers.

Online versions, viewed through smartphones and tablets, are available for all major broadsheet and tabloid papers.

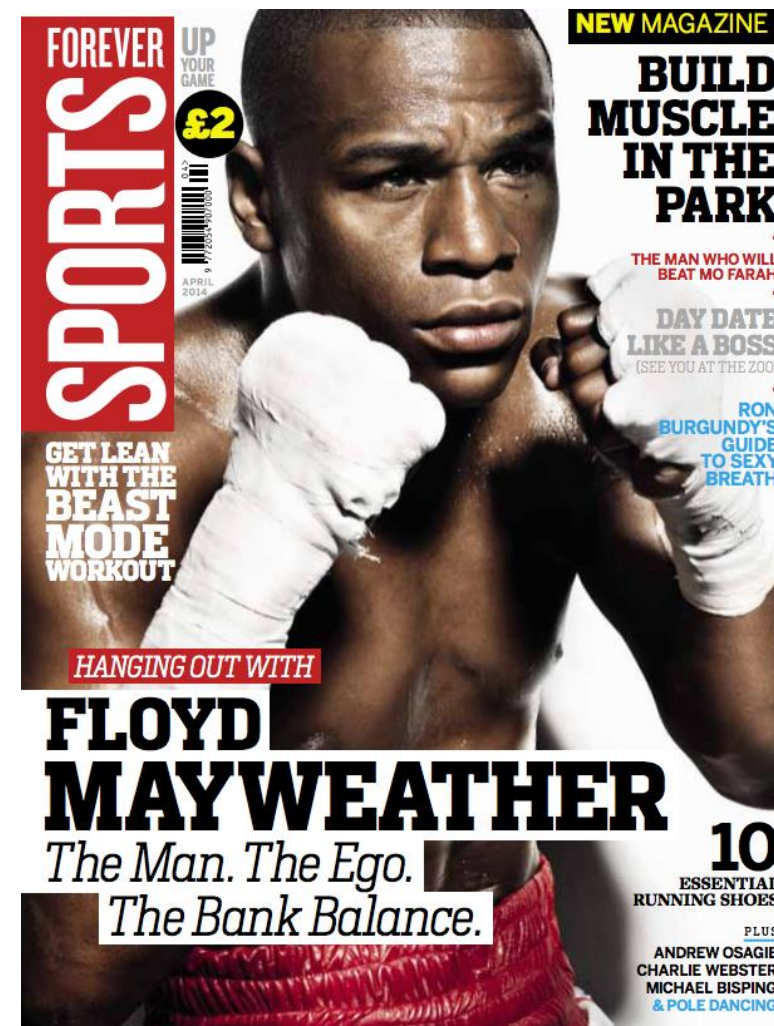


# The different sources of media that cover sport

Sport specific **magazines** are published weekly or monthly and require **paid subscriptions**. Some popular sports publications include:

- Runner's World
- Cycling Plus
- FoutTwoFour
- Golf Monthly
- Rugby World
- Horse and Hound

Think. Pair. Share – What are the positive and negatives of a monthly magazine publications?



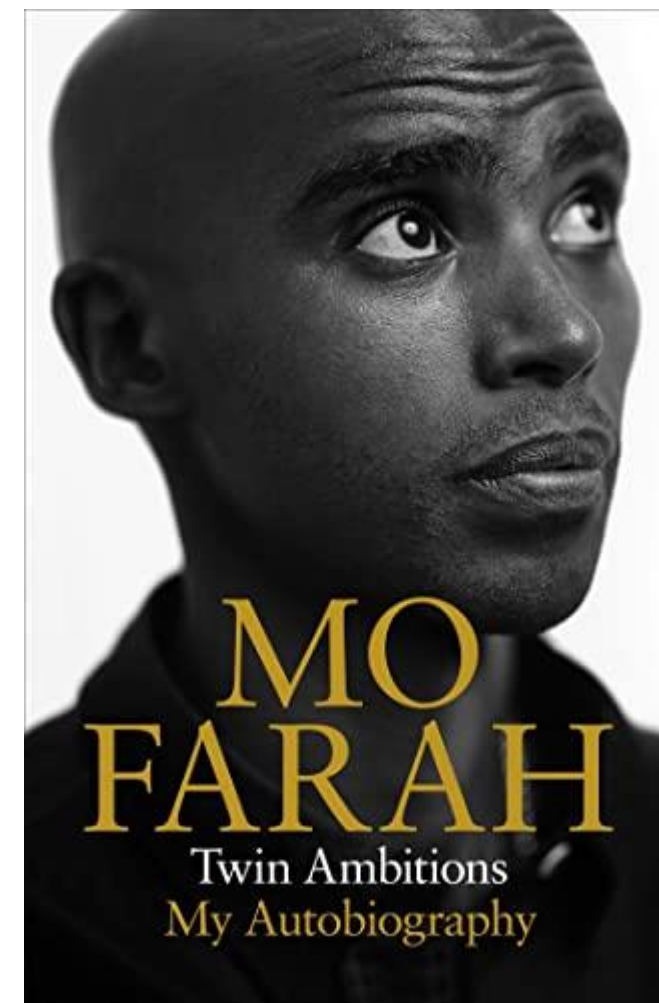
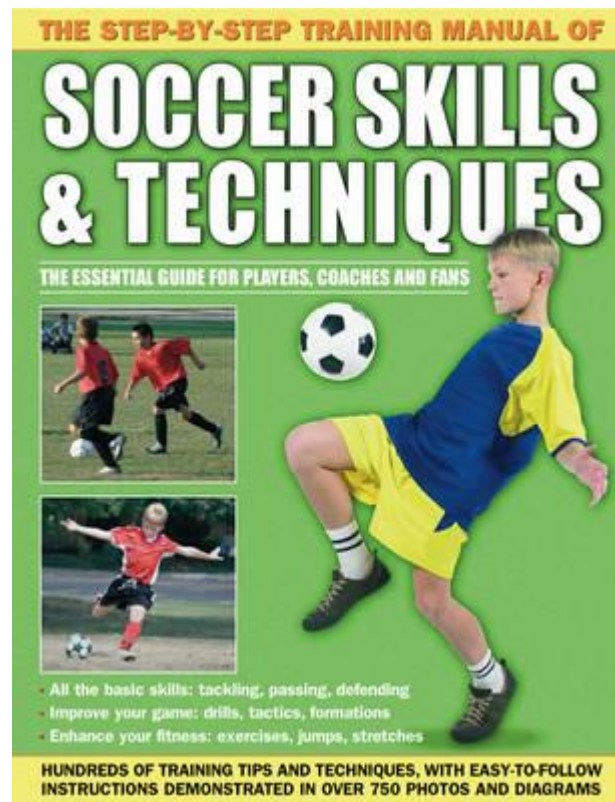
# The different sources of media that cover sport

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**Books** about sport are extremely popular and include fiction (made-up stories) and non-fiction (real events)

Non fiction books can be **biographies and autobiographies** about individual sport stars, coaches or leaders.

This can also be instructional or 'how-to' **skill books**.



# Sport and the media

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## Task 1:

As a sports student at school, you were attracted to the course because you are a member of a local sports club, which specialises in one of the three areas below:

- Football
- Golf
- Tennis

In preparation for this, you have to research the different sources of media that now cover your chosen sports industry. You will need to evaluate this media coverage of sport using only information you have gathered yourself.



# Sport and the media

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You **must**:

- Research a variety of digital and social media sources and traditional print and broadcast media that cover the sporting activity that your sports club is involved with
- Compare the different sources of media for improving information distribution and sport coverage for spectators for the sporting activity that your club is involved with
- Identify how your club and its sporting activity could use these different media sources
- Demonstrate how using the relevant media sources you have identified can improve your club's engagement with their spectators
- Recommend the most effective sources of the media to distribute information to spectators about your club's sporting activity.

The evidence for this task **must be** a written report.

