



Longfield Learning Journey



Year Group: 11	Unit of work: RO54 Media in Sport	Term:		
Skills: TASK 4	Context:	R	A	G
LO 4	Understand the relationship between the sport & the media			
LO 4	Give an extensive range of specific examples of when this has been achieved.			

Content:	R	A	G
1) Can you explain how the media uses sport to promote itself?			
2) Can you explain how sport uses the media to promote itself?			
3) Sport is big business! Can you give examples and explain how sport has been used as a commodity?			
3) Can you identify different ways in which both use sponsorship and advertising to help promote themselves?			
4) Can you give two contrasting examples of how the sport and the media can adopt or reject sporting icons?			
5) Can you briefly explain the impact pay per view has had on Sport?			

What you know	What you need to know	How are you going to get there?