

R054 L04. Relationship between sport and the media.

Introduction: How has sport coverage changed since the introduction of Sky Sports?

<u>Pre Sky Sports.</u>	<u>Post Sky Sports.</u>

What changes have occurred with television coverage:	What changes have occurred with radio coverage:	What impact has the internet had:

R054 L04. Relationship between sport and the media.

1. How media uses sport to promote itself?

2. How sport uses media to promote themselves?

3. Sport as a commodity.

R054 L04. Relationship between sport and the media.

4. <u>Sponsorship and advertising:</u>	Impact of sponsorship:
--	------------------------

5. <u>Adoption and rejection of sporting heroes:</u>	6. <u>Scrutiny and criticism through the media:</u>
--	---

7. Impact of pay per view: