

IMPACT OF MEDIA ON SPORT EXAMPLES

Positive Impact

Minority sports popularised

New events

Television replays

Sports development

Better coverage

Negative Impact

Negative effects on individuals and teams

Timing of events

Excessive coverage

Media influence

Examples

American football and basketball on Channel 4

Windsurfing

Third umpire in cricket

Income from TV companies funds new projects

Golf on TV gives coverage of the whole course

Examples

Media coverage can give bad publicity which might affect performances and careers

Events may be arranged to suit TV company schedules

People may stop attending events/matches

The media may only promote certain sports, making other sports less popular