

**Year 10 Cambridge National Scheme of Work**

**R186 Sport and the media**

<b>Term</b>	<b>Key knowledge- what will students know by the end of this topic?</b>	<b>Key skills- what skills will students have developed by the end of this topic?</b>	<b>Assessment opportunities- how is progress measure?</b>
September- October half-term	<p>TA1- The different sources of media that cover sport</p> <p>Students will learn the different forms of digital and social media and their roles. The different forms of broadcast media and their roles, and finally print media sources and their roles.</p>	<p>Ability to research variety of digital and social media sources and traditional print and broadcast media</p> <p>Be able to compare the different sources of media for improving information distribution and sport coverage for spectators</p> <p>Be able to identify how sports clubs could use these different media sources</p> <p>Demonstrate how using the relevant media sources you have identified can improve a club's engagement with their spectators</p> <p>Recommend the most effective sources of the media to distribute information to spectators about your club's sporting activity.</p>	<p>The task is to research media sources relevant to the sporting activity your club is involved in and how your club uses them</p> <p>Assignment assessed against the marking band criteria</p>
November- December	TA2- Positive effects of the media in sport	Ability to research positive effects that the media can have on a sports club	The task is to gather more information about the positive effects that media can

	<p>How the media can help increase participation in sport and exercise. How the media can raise the profile of sport. How the media educates people about sport. How the media can increase people's exposure to emerging and minority sports. The golden triangle (sport, media and sponsorship)</p>	<p>Understand how a sports club can use the media to promote themselves and increase sponsorship revenue</p>	<p>have on your club's sporting activity and evaluate its effect. You have to provide this information to share at your next club meeting.</p> <p>Assignment assessed against the marking band criteria</p>
January-February half-term	<p>TA3- Negative effects of the media in sport</p> <p>External factors affecting a decline in live spectatorship. The ethical appropriateness of some sponsors. How the media assists a widening wealth divide in sport. The impact of global issues on sport, sports performers and spectators. How the media influences scheduling of fixtures. The impact of coverage of inappropriate behaviour or sports stars and the rejection of sporting heroes</p>	<p>Ability to research negative effects and provide local and national examples from the media which will include:</p> <p>Negative effects in relation to spectators and live performance for your club's sporting activity</p> <p>Ethical issues surrounding the use of media in your club's sporting activity</p> <p>Effects of the media on your club's sporting activity and its participants.</p>	<p>The task is to research and gather information about the negative effects that the media can have on your club's sporting activity and its participants. Your information will be used by the club to help them to better understand why they may wish to invest in some areas of the media over others</p> <p>Assignment assessed against the marking band criteria</p>
February half-term-Easter	<p>Final amendments of R186 before submitting coursework on May 15<sup>th</sup>, 2024</p>		