

Sport-Fresh Gels: Choosing a Path

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Caseism.com 4 Roles Of The Media

Informative Role

The basic role of the media is to provide information to the public. This is done through news reports, documentaries, and other forms of mass communication. The media also plays a role in educating the public about important issues and events.

Entertainment Role

The media provides entertainment to the public through movies, television shows, and other forms of mass communication. This role is often the most visible and profitable for the media industry.

Educative Role

The media can be used to educate the public about important issues and events. This is often done through documentaries, news reports, and other forms of mass communication.

Advertising Role

The media is often used to advertise products and services. This is done through commercials, sponsored content, and other forms of mass communication.

Golden Triangle

The golden triangle is a concept in media studies that refers to the relationship between the media, the audience, and the advertisers. It is a triangle because each of these three elements is connected to the other two.

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Negative Impact of The Media In Sport

Positive Impact of the Media In Sport

Opportunities To Improve Football Through the Use of Technology and Media

Technology in sport is a system of electrical things that can enhance the sport in various ways such as the appearance of the sport.



Positive Impact of the Use of Technology in Football

Negative Impacts of the Use of Technology in Football

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4 Roles Of The Media

Informative Role

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One of the roles is called the informative role which is when the media gives live coverage and an analysis of what is and what has happened in sport but also it gives feedback to the public for example things like results, reports, and highlights. An example of this is score centre which is a website that gives you live coverage of what happens in a football game and also shows you the goals and what place a team is in a league. For example if you support Manchester United you can check what place they are in and what goals they have scored in a match.



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One of the negative impact of the media in football is that the media for example can make certain events such as the champion leagues matches only available on a specific channel for viewers to watch and they also have to pay to view. An example of this is BT sport channel as to watch certain events like the champion leagues matches you have to pay or you won't be able to watch it.



Another negative impact of the media in football is that the public can have their views distracted by the media for example if the media wanted to cover a certain team like Manchester United and said some bad things about them for example it will be known to the public and the public will then change their views based on what the media has said.

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Another negative impact of the media in football is that the media can pressure a lot of performers because as the stakes get higher and the result they have to produce gets higher it causes performer to have a mindset where they have to do well to meet certain expectations. This can lead to certain problems for the performers as it might lead to them doing drugs, violence and even becoming corrupted under the pressure of the media.



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Another negative impact of the media in football is that bright lights and intrusive cameras can affect the performers when playing a match because when playing the media wants certain players to be in the spotlight and this can cause the players performance to decrease due to the lights and cameras.



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The golden triangle also links between sponsorship and media for example a sport like archery that is not well known but can be played in the Olympics. This tells us that sponsorship and media can change the popularity of a sport for example if the media brings up archery with a lot of sponsors then archery will be well known and the popularity of it would increase. This also tells us that the media can control as to what sport they want to be in the spotlight by sponsoring them and this means that they will be offered a lot of money to what sport they sponsor.

