

Meden School Curriculum Planning							
Subject	CNAT Sport	Year Group	10	Sequence No.	3	Topic	Negatives of the Media

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to development of our students thinking, encouraging them to see the inequalities around them and 'do something about them!'
<p>Students have covered the following topics within the external exam to prepare them for the Sport and Media unit:</p> <ul style="list-style-type: none"> - Barriers to participation for different user groups (Disabled, ethnic minority, female, children, retired/over 50's, teenagers, working families, single parents) - Solutions to the barriers – provision, promotion and access - Role models in sport and the impact they have on the popularity of sport - Sporting and Olympic values shown in sport - Popularity of sport and emerging sports within the UK e.g. dodgeball, handball and ultimate frisbee. Exploration of why they are not as popular as other traditional sports like Football - Major sporting events - features, characteristics and examples 	<p>Learning Outcome Three – Negatives of the Media</p> <p>Learners must be taught that as a result of the Media, the following six drawbacks have occurred within sport:</p> <p>Decline in live spectatorship</p> <p>With so much sport now shown in the media, you can watch sports without ever leaving your home and going to an event. This is led to an increase in ticket prices too.</p> <p>Loss of traditional sporting values</p> <p>The media has changed how sport is presented. They want to show sports all the time and this has led to a loss in sporting values. The schedule of games has changed to suit the media and the pressure for performers to win has worked against sportsmanship initiatives.</p> <p>Media coverage of inappropriate behaviour of athletes</p> <p>The media focus a lot on on-field examples of poor behaviour such as swearing and unsportsmanship behaviour. This is now often caught on camera. They also highlight examples of poor</p>	<p>In the 'teaching' lessons, students will be provided with a starter to challenge stereotypes in sport and then an activity linked to heading being covered where they can 'do something about them.'</p> <p>Students MUST reference four different sporting examples within each heading and will be penalised for sticking to one sport throughout. Teachers will guide students using a model example of a sport they are familiar with before exploring different real-life examples.</p> <p>Decline in live spectatorship – decline in people going to watch live cricket (challenging the sport is boring and has little atmosphere), decline in going to watch international rugby (challenging the cost of a ticket when you could stay at home and watch the same game), decline in those interested in watch football (challenging saturation of football), has there been a decline in live spectators at minority sports? (challenging stereotypes and spectatorship levels in sports like netball and snooker).</p> <p>Loss of traditional sporting values – what were some of the traditional sporting values? (opening the discussion of why fixtures have changed dates/times to suit the media coverage). looking at the impact of sponsorship on the values</p>

<ul style="list-style-type: none"> - The role of National Governing Bodies within sport at elite and grassroots level <p>KS3 Curriculum</p> <ul style="list-style-type: none"> - Introduced to new emerging sports – Dodgeball, Ultimate Frisbee, Handball along with minority sports like Badminton. They are educated on the rules and links to local clubs - Boys and Girls all do the same sports on the curriculum to challenge stereotypes and raise awareness of opportunities for them to get involved e.g. Mansfield Rugby Club for Girls <p>Extra Curricular/Clubs</p> <ul style="list-style-type: none"> - Students will have their own knowledge of the sports they regularly participate within and will be able to relate to these within their assignments - Students will also have an idea of role models and who inspires them within sport 	<p>behaviour off the field. this can include behaving badly in nightclubs, negative press effecting performance and ultimately it can lead to the creation of negative role models.</p> <p>Increased pressure on officials</p> <p>Due to the increase in media coverage, decisions made by officials are not scrutinised. Decisions are repeatably shown, in slow motion and discussed in detail. Incorrect and poor decisions are highly publicised and the officials ability is questioned. Hype around big events, such as rival games/derbies, can further add pressure to officials.</p> <p>Newspapers dominated by a few sports</p> <p>Males sports tend to dominate all newspaper coverage. added to this, is sports that have associations with gambling. Some user groups such as females and ethnic minorities get very limited newspaper coverage.</p> <p>Saturation</p> <p>There is now so much sport shown across the media that people are beginning to get fed up of it. It is also the same few sports that get all the media coverage</p>	<p>of sport- should betting companies be able to sponsor sports teams like Newcastle Utd FC. Examples of gamesmanship more common in elite level sport due to the pressure to win (Max Verstappen forcing Lewis Hamilton of the track in F1)</p> <p>Media coverage of inappropriate behaviour of athletes (both on the field and off-field)– why do the media thrive on negative news? reference to sales, money and what the public want. Examples linked to Ben Stokes fighting outside a nightclub, Wayne Rooney, drink driving, Lewis Suarez fighting. Very few females still get in the media for examples of poor behaviour (opening a discussion for equality, public interest, media coverage of user groups) how other sports could be adapted to make the environment cleaner). The impact of poor behaviour on careers (challenge the actions of Mason Greenwood and the impact on society)</p> <p>Increased pressure on officials – Stadiums are now filled with cameras and these monitor peoples every moves. Opening the discussion for privacy and the impact on mental health. Officials are ordinary people and human beings. Opening a discussion for are they supported enough when poor decisions are highlighted? Officials are needed in every sport. Compare the pressure placed upon rugby referees compared to bowls officials.</p> <p>Newspapers dominated by a few sports – Football reports dominate newspaper coverage in the UK (challenge the fairness of this on minority sports such as basketball and American football in the UK). Coverage is usually focussed on young, males. Opening a discussion on reasons for this? Would having coverage of other sports have a positive impact on participation levels in these sports? Challenge what makes a sport popular in the UK from knowledge learnt in the exam (previous success, spectator levels, media coverage, social acceptability).</p>
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