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INTRODUCTION

This is a guide for teachers so that you can see how we would mark work. Cambridge Nationals are designed to give the learners the project and let them create the work.

The guide contains sample learner work for this unit and covers all learning objectives, graded at Marking Band 1 (MB1) and Marking Band 3 (MB3).

The accompanying commentary explains why each piece of work was awarded its grade.

For MB1 graded work, additional guidance has been added to suggest improvements that could be made to make it an MB2 graded piece of work.

For MB3 graded work, additional guidance has been added to explain why it was awarded that grade and not the lower grade of MB2.

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Learning Objective 1 – Know how sport is covered across the media

Television
- **Terrestrial** – on the BBC match of the day for football is on every week. Wimbledon tennis is on the BBC. Racing is on Channel 4.
- **Satellite** – these channels are Sky Sports and BT Sport and Eurosport these show test cricket, rugby and skiing.
- **Pay-per-view** – you have to pay to get Sky Sport and BT Sport so that you can watch more sport. You can pay-per-view for boxing matches.

Written press
- **Newspapers** – football is on the back pages of the newspapers as it is the most popular sport. Sport like bowls is not in the papers.
- **Magazines** – magazines are about one sport only. There are magazines for football, running and cricket.
- **Books** – books are written by sports people about their lives. There are books written by footballers and famous Olympic sports people.

Radio
- **Dedicated sports radio stations** – there are two radio stations these are ‘Talksport’ and ‘Radio 5’. These talk about different sports and games that are on that day. These will include football matches and cricket matches.
- **Local radio coverage** – this is where a local station will broadcast details of the local football match like a radio station in Birmingham will broadcast Birmingham team football matches.
- **National radio coverage** – results of some sports are read out on national radio stations like Wimbledon results and football scores.

Internet
- **Websites** – most football clubs and rugby clubs have websites where you can look at news about the football club.

Video-sharing sites
- **Social Media** – there are groups of sports fans on Facebook where you can talk about your football team.
- **Live streams** – you can watch some live sport on the internet like some tennis matches and some football matches.
- **Podcasts** – this is a video clip which can be taken by someone at a live football match who then posts it on the net for others to see.
Marking commentary on MB1 sample learner work

Most of the different areas, as identified in the specification, of the media have been identified. The areas identified have been supported with a limited range of relevant sporting examples.

The centre has awarded a mark of 2 this is because most of the sporting examples are from the same sports. Images of suitable examples could be included.

Suggested improvements to progress sample learner work to MB2

More of the different areas of the media, as identified in the specification, need to be identified. The different areas which have been identified need to be supported by a range of sporting examples taken from a range of sports. Images of suitable examples could be included.
Learning Objective 2 – Understand positive effects that the media can have on sport

**MB1**

**Increased exposure of minority sports**

This means that TV and the media are showing sports which are not as popular as football, cricket rugby and athletics. They are showing sports like bowls; pool; American football and Aussie rules which means that people might watch these sports and decide to try playing them. By watching these sports they might get more popular and have more fans.

**Increased promotional opportunities**

Sport can show itself off more because of the media. Some football clubs like Chelsea have their own TV channels so more people will watch their matches and replays of their matches. All league football clubs have their own websites so they can promote their merchandise. This means that you can access information on your favourite team all the time.

**Education**

If you play football and you watch it on TV you might get ideas on how to improve your own play as you will see how others play in your position. By watching sport you can also learn the rules as they are often explained when an incident happens. When matches are played in another country you can go and watch them and learn about a different country.

**Increased income which benefits sport**

When a football match is televised the clubs playing will receive money. They can use it to buy more players. When the England football team plays on the TV the FA receive money and they can give this to school sports and amateur clubs to help them.

**Inspiring people to participate**

By showing a lot of different sports on the television the sports will become more popular and people will start to play them. If the sport shows the top players then young people might take them up as they might be good at them and make a lot of money playing them. The Paralympics was shown on the TV and this inspired people with disabilities to try sport. People like Jonnie Peacock inspired others to take up running.

**Competition between sports and clubs**

When local derbies are played in football they are often shown on the TV as people like to watch these for example Everton v Liverpool. Cricket introduced 20 20 cricket so that there were shorter games more suitable for the TV.

This draws upon limited skills/knowledge/understanding from unit R051.
Marking commentary on MB1 sample learner work

Some possible positive effects that the media has on sport have been identified. For each of the positive effects there is a brief description which demonstrates understanding. All of the effects are supported with examples.

The centre has awarded 5 marks; this is because there needs to be more information in the description. Images of suitable examples could be included.

Suggested improvements to progress sample learner work to MB2

More of the sub headings from the specification need to be included and the descriptions need to be more in-depth. There needs to be a more detailed explanation as to why the effects of the media on sport are positive.

There needs to be more relevant sporting examples. Images of suitable examples could be included.
Learning Objective 3 – Understand negative effects that the media can have on sport

Decline in live spectatorship

If your football team is playing a match and it is televised and it is in the winter and the weather is cold and it is icy then you will stay at home and watch the match rather than going to see the match live. This means that the attendance at the match will be lower than it would be if the match wasn’t being shown on the TV.

Loss of traditional sporting values

There is a lot of pressure to win when playing sport at a professional level. There is a lot of sport televised sport and a lot of people watch so there is more pressure because you are on the TV. Because the people want to win and because people are watching them on the TV the player might not keep to the rules in order to win and this will be shown on the TV like the Bloodgate scandal. When something like this is shown on TV or reported on in the paper this shows the sport in a bad light.

Media coverage of inappropriate behaviour of athletes

Because there is a lot of sport on the television when a player behaves badly on the pitch it is seen by a lot of people and that makes people think that all players of that sport are bad. When Luis Suarez bit someone in the World Cup that was shown over and over again on the TV and people thought it was bad and it makes football players look bad especially as he said he didn’t do it. It makes them look like liars and parents don’t want their kids to copy him so it is bad for football.

Increased pressure on officials

When a match is shown live on the TV people also make comments on the decisions that the referee makes. If a player goes down in the box the people watching might think it is a penalty and if the referee doesn’t award it people are fine with the decision at the time. However, the incident will be replayed on the TV and if the referee made the wrong decision then people will be angry with the ref and this makes it seem that all refs are wrong, which is a negative for football.

Newspapers are dominated by a few sports

If you look at the sport section of a newspaper you will see that most of the coverage is of football. Men’s football in fact. Sometimes there is rugby in the winter and cricket in the summer. Most of the sports are to do with men doing them. There is hardly any coverage of female sport, if there is it is in a very small paragraph not on the back page of the newspaper but a few pages in. This is not good for women who want to take part in sport as they think that it will not be covered in the newspapers so they think why should they take part in sport as people aren’t interested in knowing about their results.

Saturation

There is a lot of sport especially football on the television. If you are not interested in football you will get fed up of the amount that is shown on television. If it is shown every day you will lose interest as there will be too much on. It is not good to see the same sport all the time that is bad for the sport as people will want to watch something else.
Marking commentary on MB1 sample learner work

Some possible negative effects that the media has on sport have been identified. For each of the negative effects there is a brief description which demonstrates understanding. All of the effects are supported with examples.

The centre has awarded 5 marks this is because there needs to be more information in the description and also a wider range of examples not just football. Images of suitable examples could be included.

Suggested improvements to progress sample learner work to MB2

More of the sub headings from the specification need to be included and the descriptions need to be more in-depth. There needs to be a more detailed explanation as to why the effects of the media on sport are negative. There needs to be more relevant sporting examples from sports other than football. Images of suitable examples could be included.
Learning Objective 4 – Understand the relationship between sport and the media
MB1

How media uses sport to promote itself

This is done by having channels called sports channels like Sky Sports; BT Sport and Eurosport you know if you watch these channels they will be showing sport. At one time there was only ITV and the BBC not any sports channels.

How sport uses the media to promote itself

This is done by football clubs having their own TV channel like Chelsea; Man Utd and Liverpool.

Sport as a commodity

The BBC and ITV as well as the Sports Channels pay a lot of money to broadcast many sports. Without the money that comes from the TV sports would not have as much money to spend on players and facilities as they do which could mean that some clubs would be broke as they money from the media. A lot of football clubs in the UK are owned by rich foreigners like Chelsea and Manchester City. Some owners like Roman Abramovich become famous and that is why they own the clubs.

Sponsorship and advertising

Clubs are sponsored and they have the sponsor’s name on their shirts like Emirates on Arsenal shirts. Budweiser sponsors the FA cup. The Premier League is sponsored by Barclays and the Championship is sponsored by Sky Bet. Some stadiums have the names of their sponsors like the Emirates Stadium. Football has not always been sponsored in my grandparent’s time there were no shirt sponsors and no ground sponsors and no teams were owned by foreigners.

Adoption and rejection of sporting heroes by the media

The media can make people into sporting heroes or role models they can also destroy them. David Beckham has been made famous through the media but he appears in the media too much and people get fed up with seeing him. Luis Suarez was seen as a good player and was popular when he played for Liverpool but he was not popular after the ear biting in the world cup.

How scrutiny/criticism through the media has increased

Everything that football players do that is bad is reported in the newspapers and reported on TV. If people who own clubs make comments on the TV which are bad then that is reported like Dave Whelan’s comments on the Chinese. This means that you must be careful about what you do as the media will find out and tell everyone.

The impact of pay-per-view

You have to pay to watch some things on the TV like some boxing matches. This means that people will watch them on the TV and not go and watch them live. Or they might not watch the match as they don't want to pay the money.
Marking commentary on MB1 sample learner work

Some aspects of the relationship between sport and the media have been outlined. Some examples have been provided mostly from football. There are two references to ways in which the influence of the media has changed sport over time.

The centre has awarded 6 marks this is because there needs to be more detail in the description and a wider range of sports should be included. Images of suitable examples could be included.

Suggested improvements to progress sample learner work to MB2

The range of aspects of the relationship between sport and the media need to be expanded upon and reference needs to be made to sports other than football. There needs to be more examples of how the influence of media has changed sport over time. Images of suitable examples could be included.
Learning Objective 5 – Be able to evaluate media coverage of sport

I am going to evaluate an article in the Mirror:


and an article in the Telegraph:


about Frank Lampard.

Aspects which may influence the coverage of the story

The Mirror is a tabloid and the Telegraph is a broadsheet. The words used in the Mirror are easier to understand than the words in the Telegraph. The two different papers are each trying to sell newspapers so they will look at different ways to tell the story.

The Mirror talks about Lampard and Manchester City as their main thing in the article. The Telegraph talks about UEFA as their main thing in the article. This means that both outlets have looked at a different angle for their report.

The Mirror sells papers to the working people who are interested in why Lampard is allowed to play for Manchester City. The Telegraph sells papers to the middle class who are interested in how Manchester City were able to sign Lampard.

When the story was first news in July 2014 people who follow football thought Lampard was going to play in America then it turned out he was going to play for Manchester City so Lampard has been in the papers for all of the season up until these articles were written at the beginning of January 2015.

Lampard played for Chelsea for 13 years and he played for England for 15 years and scored a lot of goals so he is well known that is why he has been in the papers a lot since leaving Chelsea.

Features of the coverage which may vary from one media outlet to another

The Mirror has a lot of information about how Lampard wanted to go to America as he didn’t want to play in the Premiership having played for Chelsea. He then said he met the Manchester City people in New York, and that it wasn’t planned, that is how he ended up at Manchester City for the season. The Telegraph looks at the financial reason that Manchester City signed Lampard and how they managed to get round UEFA’s rules for signing players.

The mirror item is shorter than the Telegraph item. The story was shown in the papers for a couple of days then after saying Lampard was staying at Manchester City for the rest of the season it stopped.

Conclusion

I think that the way the media outlets have covered the story is appropriate as they both give the facts.
Marking commentary on MB1 sample learner work

There is information which relates to the two articles and which briefly discusses the features of the coverage. There is not much detail on the aspects considered. There are some comparisons of the coverage between the two newspapers.

The centre has awarded 6 marks this is because many aspects of the features of the coverage which may vary from one media outlet to another as listed in the specification have not been covered also the overall judgement is very brief.

Suggested improvements to progress sample learner work to MB2

All aspects of the coverage of the story need to be detailed. There needs to be more information on the aspects which may influence the coverage of the story. There needs to be more information on features of the coverage which may vary from one media outlet to another. The overall judgement needs to contain more information.
Learning Objective 1 – Know how sport is covered across the media

MB3

SAMPLE LEARNER WORK

Television

- **Terrestrial** – the football league show and match of the day are shown on BBC1. Darts and snooker are shown on BBC2. Channel 4 broadcasts racing. The London Marathon is broadcast on the BBC. Ski Sunday is shown on BBC2 in the winter. Wimbledon; the AEGON Championships at Queens Club and at Eastbourne are shown on BBC1 and BBC2 during June and July.

- **Satellite** – Sky Sports 1 – 5; BT Sport 1 and 2 and Eurosport 1 and 2 are satellite sports channels; you have to pay to view these channels. Sky Sports 5 only shows football. Satellite sports channels show cricket test matches and county matches. They show rugby union and rugby league matches. Eurosport shows ski-jumping; skiing and tennis.

- **Pay-per-view** – you have to pay a subscription to be able to watch the Sky Sports and BT Sports channels. There are also times when you can pay to watch live one off sports events. You can pay-per-view to watch boxing fights.

Written press

- **Newspapers** – on a Saturday there are several pages in the middle of the ‘Sun’ on the weekends football matches then on a Sunday and Monday there are several pages of match reports. Throughout the week the back pages of the newspapers are filled with football stories this is because football is the most popular sport in this country. The newspapers also write about cricket, rugby union, tennis and any other sport when it is in season or when there is a world cup or the Olympics or commonwealth games.

- **Magazines** – there are lots of magazines about sport. Usually people buy the magazine about the sport they are most interested in. There are magazines for athletics (Athletics Weekly); running (Today’s Runner); walking (Country Walking); golf; boxing; motor sports and football.

- **Books** – there are lots of books on sport. Some are on the history of the sport, some are on football teams and some are books that footballers write about their career. Also people who have played sport write books when they retire like John McEnroe (Serious) and Harry Redknapp. People who win medals at the Olympics write books like Chris Hoy; Mo Farah (Twin Ambitions) and Jessica Ennis (Unbelievable).

- **Fanzines** – these are magazines or leaflets which are often sold outside football grounds. They are produced by a group of fans. There used to be a lot of paper based fanzines now some of them are websites.

Radio

- **Dedicated sports radio stations** – Radio 5 and Talksport are the two radio stations which are dedicated to sport. These radio stations cover a range of sports and that are on each day from football to tennis.

- **Local radio coverage** – BBC Coventry and Warwickshire Radio cover all Coventry City’s football matches. They do a match commentary and then have a phone in after the match so that fans can talk about the match. Also after the match they interview the manager and one of the players. This is an example of a local radio station.

- **National radio coverage** – as part of the news coverage on Radio 4 sports results will be mentioned especially if England teams are playing.

- **Internet radio stations** – there are lots of radio stations that you can listen to on the internet Talksport is one of the main radio stations to listen to sport in the world.
Internet

- **Blogs** – the Guardian has a sports blog on its webpage which has short sports articles on it.
- **Websites** – **www.cccfc.co.uk** is an example of a football club website this is the website for Coventry City. On the website you can find out about the fixture, club news, getting tickets and merchandise. **www.wasps.co.uk** is an example of a rugby union website where you can also get information similar to that of a football club.
- **Video-sharing** – an example of this is YouTube where you share video clips.
- **Social Media** – there are groups of sports fans on Facebook where you can talk about your football team. The other forms of social media which are used for sport are twitter and instagram.
- **Fan sites** – there are fans websites an example of this is **www.gmkonline.com** is a fans forum for Coventry City fans where there are match reports and where fans can comment on the team's performance and they can discuss any other issues associated with the football club.
- **Live streams** – you can watch some live sport on the internet like some tennis matches and some football matches obviously in some cases it is illegal to live stream events.
- **P2P sharing** – this is a free live football stream.
- **Podcasts** – this is a video clip which can be taken by someone at a live football match who then posts it on the net for others to see.

**Marking commentary on MB3 sample learner work**

All of the areas of the media listed in the specification have been identified. All of the areas have been supported by a wide range of relevant sporting examples.

The centre has awarded a mark of 5 this is because a wider range of examples from different sports could be included especially in the internet section. Images of suitable examples could be included.

**Why it was awarded MB3 not MB2**

All of the different areas of the media have been identified and all of them have been supported with a range of relevant sporting examples taken from a range of sports. Images of suitable examples could be included.
Learning Objective 2 – Understand positive effects that the media can have on sport

MB3

**Increased exposure of minority sports**

The satellite channels, Sky Sports, BT Sport and Eurosport show a wider range of sports than terrestrial channels. The satellite channels show minority sports they show sports like ski-jumping; pool; darts; boxing; basketball; biathlon; cross country skiing; skiing; snowboarding; mountain biking; fishing; greyhound racing; and water sports. They also show women playing sport like cricket, football and rugby. By showing the wide range of minority sports people get an idea of what the sports are about, they can see the skills involved the rules of the sport and they might like to participate in these sports as they are different to the sports that they have had experience of in school. These sports gain in popularity and people will either go and see them live, if they can be seen live in this country – it would be difficult to see snow sports live in this country - or they might take up the sport. This will be a good thing more girls and women might take up traditional men’s sports such as rugby, cricket and football if they see them played by women on the TV.

**Increased promotional opportunities**

Some football clubs now have their own television channels for example Liverpool Football Club and Chelsea Football Club. This means that the fans from both clubs can see replays of their matches this is a way that the clubs can promote themselves as fans often want to watch matches and they can watch replays of the away matches, they can see reviews of matches, interviews with players and management and documentaries on players old and new. Liverpool TV can also be seen on the clubs website for a subscription fee. All football league clubs have a website for example www.ccfc.co.uk is an example of a football club website this is the website for Coventry City. On the website you can find out about the fixture, club news, getting tickets and merchandise. www.wasps.co.uk is an example of a rugby union website where you can fixture, club news, getting tickets and merchandise. These websites all help promote the clubs. Also by having their own websites and TV channels individuals who support these teams can have unlimited access to all the latest information at any time of the day or night. Often clubs will be sponsored, both on their shirt, on bill boards around the ground and even sponsored stadium for example the ‘Ricoh’ Arena where Coventry City Football Club and WASPS rugby club play. As these teams matches are sometimes shown on television this helps promote the club and the sponsors.

**Education**

If you play a particular sport you will watch it on the TV and by doing this you will see how others play the game. When you see how others play you might try to do what they do therefore improve the way you play. If you are a goalkeeper you will watch how the goalkeeper plays, you will see where he positions himself, you will notice him giving instructions when a free kick is awarded just outside the penalty area, you will see how he distributes the ball up the pitch and how he positions himself when a penalty is being taken. You will then try and copy what you have seen when you next play in goal. You will also be able to see what tactics they use so you might use the same tactics yourself in future. Also when you watch sport on the TV you will be able to see referees interpreting the rules so you will get a better understanding of the rules. When you watch games on the TV there are pundits who comment on how they think the team is doing and what tactics they should be using if they are losing in order to try and win the game. You can learn from this.

**Increased income which benefits sport**

When a sport is shown on the television then the sports gets money, when teams play they get some of the money. They use the money to buy new players, pay high wages to some players, build new stadiums and new training facilities and provide coaching for young players. When Wimbledon is shown on the BBC money from the TV rights and the championships themselves goes to the Lawn Tennis Association and they use the money to fund facilities and they give money to young players to help them develop and pay for their travel when they are on the lower tiers of the tennis circuit.
The money also pays for Lawn Tennis Association coaches to go round clubs and coach young people. Television channels will bid against each other so that they can show the popular sports that means that there will be more money going to the sports.

**Inspiring people to participate**

By showing a lot of sport on the television it might encourage people to participate. The British Cycling team has done well in the last few Olympics so this has meant that the number of people who take part in cycling has increased. This has increased at professional level where people have been inspired by Sir Chris Hoy and Laura Trott. It has also meant that people do more recreational cycling as there are now a lot of cycle paths and trails around the country. People also cycle to work and in cities like London they have a scheme where you can hire a bike and ride it round then leave it at a different place when you have finished using it. This scheme has been shown on the TV so it helps people to participate in sport. Great Britain had a lot of success at the London Olympics 2012, which was shown on the TV, and this will have meant that people will take up some of the sports which were shown like rowing; canoeing; horse riding; swimming; judo and women's boxing where we got medals. This will mean that people might do these sports at a recreational level, that children might take them up at a young age, grass roots level, and some people might become good enough to do the sport professionally. Great British athletes also had a great deal of success at the London Paralympics 2012 with people like Jonny Peacock and David Weir doing well on the track and the swimmers doing well in pool. Also there were a lot of sports shown which we don't usually see like sit down volleyball; table tennis for people with various events according to their disability; wheelchair rugby; wheelchair basketball; goal ball and Boccia. Many people will not have heard of goal ball or Boccia so by showing it on the TV it might inspire people with a disability to try those sports. The Great Britain team also did well in the Winter Paralympics in Sochi in 2014 in sports like the visually impaired skiing. This will lead to people trying these sports as well. By being successful athletes become role models and these can be seen on a regular basis on television either competing or in adverts like Jessica Ennis-Hill and Usain Bolt.

**Competition between sports and clubs**

All sports and sports club/teams need to have as many viewers/spectators/followers as they can in order to make money. Therefore there is a lot of competition to get the people to follow a club or play a sport. This means that sports and clubs need to think of their customers and find ways to attract new customers and also find ways to keep their existing customers. In football when a club is playing at home and the opposition does not bring many supporters to the match and the match is not very attractive to the supports the club will often offer cut price tickets for that match. During the football season, for some football clubs, there will be at least one match which is classed as a family match where there is a price for a family ticket this is to attract more supporters. On one occasion when WASPS had a home match and kick off was at 13.00 the match was televised and then there were two live matches back to back shown on a big screen in one of the suites in the Arena. Rugby fans watched the live match then watched the two matches on the big screen. This was possible due to media coverage and meant that rugby fans could have a good experience. People did not want to watch long cricket matches on the television so the audience and spectators were declining. In order to change this Twenty20 cricket was introduced which meant that people watch on television and go to live matches. This has improved the image of cricket.

This draws upon limited skills/knowledge/understanding from unit R051.
Marking commentary on MB3 sample learner work

A wide range of possible positive effects have been described. There is a description for all of the sub-headings in the specification. For each of the positive effects there is a description which demonstrates understanding of the positive link between media and sport. All of the effects are supported with examples.

The centre has awarded 10 marks this is because there needs to be more reference to sporting examples and their positive effects for example there could be more information on advertising and the importance of role models. Images of suitable examples could be included.

Why it was awarded MB3 not MB2

A wide range of possible positive effects that the media has on sport have been described.

An explanation has been provided as to why all of these effects are positive. The descriptions have been supported by relevant examples. Images of suitable examples could be included.
Learning Objective 3 – Understand negative effects that the media can have on sport

Decline in live spectatorship

We can watch a lot of live sport on the television such as football; rugby union; rugby league; cricket and golf. You can watch sport without ever going to a live event. If we all watched all sport on the television and never went to live matches then it would be a problem for sport as there would be no atmosphere in the stadiums and clubs would lose a lot of their revenue. If not many people went to watch live matches then the clubs would make the people who do go and watch pay more so that they still have money coming in to play the players wages. Also they might put up the ticket prices if the team was doing well and people having watched the team on the TV want to go and see them live. This would not be good for the people or the sport as people already pay a lot to watch some sports. This would be a negative effect.

Loss of traditional sporting values

Traditionally football matches were played on a Saturday afternoon and there was very little football during the week apart from international fixtures. Now you can watch football nearly every day of the week. In this country there are matches on a Saturday; Sunday and Monday evening as well as other days of the week for European matches. This is because satellite channels have bought the broadcasting rights. This can have a negative effect on football as they might have a family and whereas they would keep Saturday afternoon free to go to football they now have to keep other days free if they want to watch sport live which their families might not like. Also they might not be able to get to matches on a Monday if they are working which means that they can't go to every home game whereas when they were played mainly on a Saturday they could. Another example of making a change is that a rugby match might traditionally kick off at 14.00 but if the match is going to be televised they change the kick off time to 13.00 this means that the negative effect of this is that if it is an away match you will have to leave home earlier. Rugby League can start the coverage with the Friday night game and finish on Monday evening. Twenty Twenty cricket tends start at 1730 to maximise viewing figures. However the biggest change has been football with very few games kicking off at the traditional time of 1500 on Saturdays.

When a match is televised there is pressure to win so the players might not always play within the rules and this will be seen by the spectators. This can be seen sometimes in tennis when the players do not keep to the 30 second rule between services or they have a longer injury time out than is allowed. This means that they are not playing within the rules and it has a negative effect as people watching can see them getting away with it so will try to do the same when they play tennis.

Media coverage of inappropriate behaviour of athletes

There are lots of examples of where the media has shown inappropriate behaviour of sports people both on the television and in the newspaper.

Examples of on field behaviour are: Luis Suarez biting someone in the World Cup in 2014 in Brazil was bad as he didn't admit it at first so it made footballers appear as liars also there was a situation where a young player bit another a match and when he was disciplined he said he was just doing what Suarez had done – this is a negative effect that media has on football as it was shown so many times. There have been incidents of footballers swearing into the cameras at televised matches. Wayne Rooney did it in 2011 when Man Utd played West Ham. This gives the wrong message to children who think it is alright to swear it also gives football a bad image as parents won't want their children to watch it if players swear into the camera. In rugby union in 2011 Tuilagi who played for Leicester Tigers landed three big punches on Aston who played for Northampton Saints causing him to have stitches, Tuilagi said that Ashton pushed him first. This gives rugby a bad name as children will copy if they see violence.
Examples of off field behaviour are: Arsenal players smoking when they go to night clubs or when they leave the stadium – this gets the Arsenal team bad press and makes poor role models for teenagers to follow. When the England Rugby team played in the 2011 World Cup in Australia there were pictures of them misbehaving in night clubs before important matches which meant that people didn’t think they were concentrating on the games and which gave a bad image to rugby.

There have been examples of people like Wayne Rooney and John Terry cheating on their wives which made people think that football players are not good examples to follow.

Example of the creation of negative role models are: Luis Suarez as mentioned in the section on field behaviour as people will copy his bad behaviour and this means that players at all levels from young people just starting playing to others at a professional level will copy him which is bad for the sport. People in sport who have taken performance enhancing drugs are reported on in the media this has been the case with Lance Armstrong in cycling this makes people think that all cyclist take drugs which has a negative effect on the sport. When watching football often players will surround the ref when they make a decision they disagree with particularly if a penalty has been awarded this is classed as intimidation of the official. Youngsters who play the game will copy this when they disagree with a penalty decision or any other decision the ref has made that they disagree with. This is a negative effect as it makes players look bad and makes football look bad.

Increased pressure on officials

When watching sport on the TV when refs have made a decision that the TV pundits question then they show the incident several times and they will show it from various angles depending on where the cameras are. They also show the incident in slow motion. If by showing all the replays it shows that the official has made the correct decision then that is good. If however by showing all of the replays it looks as if the official has made the wrong decision then it makes the official look bad and all their other decisions will be looked at. This puts pressure on officials. Sometimes football clubs play matches where they feel the ref will be biased towards the other team as they say that whenever they play that team the officials seem to be under pressure to make sure that the bigger team wins. In tennis where there is a ‘hawk-eye’ players can challenge decisions and when the replay is shown on the screen if the lines person was wrong then it makes them look bad and if it happens a few times the players will not believe what the lines person calls out. This had a bad effect on tennis officials and might make people not want to do the job. Local derbies also create added pressure on officials an example of a local derby is the M69 derby which is between Coventry City FC and Leicester City FC. When these two teams meet there can be a lot of tension and this means that the officials will be under pressure to make the right decisions.

Newspapers are dominated by a few sports

Sport especially in the newspapers is traditionally dominated by football however throughout the summer there was increased coverage of a range of different sports following the success at the Olympics. The achievements of some of the British Paralympic medal winners even made the back pages and created new heroes like Johnny Peacock. But this coverage is short lived. We are extremely successful at sports like rowing and cycling in other major events but it is not until the Olympics that they are given any coverage in newspapers. When you look at the sports coverage in the newspapers you will see that there is a lot of football on the back pages in particular in the tabloids for example the ‘Sun’. There is some coverage of rugby union in the south and rugby league in the north. In the summer there is coverage of cricket and only a little bit about football. When certain sports are in season they will reported on like tennis when Wimbledon is being played and when Andy Murray plays in the ‘Grand Slams’ the papers report on his progress. When the Golf majors are played and the Ryder cup is being played then there is a lot of coverage of golf in the papers. Most of the coverage in the papers is of male sports. Very few female sports are mentioned in newspapers. Athletics will be mentioned when Jessica Ennis Hill competes as she is a successful athlete otherwise there aren’t many women mentioned. This is not good for females who play sport as they feel that they are not as important as men as their sport is not covered in the newspapers. Also a lot of men bet on sport so sports they bet on are mentioned in the newspapers mainly horse racing. There are women jockeys but they are not mentioned in the newspapers.
**Saturation**

There is a lot of sport shown on television and this can be a problem if you are not interested in sport. In the summer of 2014 the football world cup was on and Wimbledon was on and if you didn't like sport you would find it difficult to find something to watch. Also there is a lot of football on and if you don't like football then this could be a problem. With all the football that is on people will get fed up with football and they will not watch it at all which is bad for football and is a negative effect on sport.

**Marking commentary on MB3 sample learner work**

A wide range of possible negative effects have been described. There is a description for all of the sub-headings in the specification. For each of the negative effects there is a description which demonstrates understanding of the negative link between media and sport. All of the effects are supported with examples.

The centre has awarded 10 marks this is because there needs to be more reference to sporting examples and their negative effects for example there could be more information on violent conduct captured by the increased number of cameras at sports events and more information on the problems associates with saturation of sports coverage. Images of suitable examples could be included.

**Why it was awarded MB3 not MB2**

A wide range of possible negative effects that the media has on sport have been described. An explanation has been provided as to why all of these effects are negative. The descriptions have been supported by relevant examples. Images of suitable examples could be included.
Learning Objective 4 – Understand the relationship between sport and the media

**MB3**

### How media uses sport to promote itself

The largest aspect of the media is sport and since the early 1990s and the introduction of Sky TV this has led to significant changes in the way sport is covered. Before the 1990s the only TV channels were BBC and ITV. Sky TV has generated a lot of income for sport especially football and changed the way sport is presented. Sport promotes itself by having dedicated sports channels like Sky Sports news; Sky Sports World Cup (cricket when the world cup is on); Sky Sport 1; Sky Sports 2; Sky Sports 3; Sky Sports 4; Sky Sports 5; Sky Sports F1; Eurosport 1; Eurosport 2; BT Sport 1; BT Sport 2; At the Races; Premier Sports. These channels are an example of how media uses sport to promote itself as if you have the Sky Sports channels you will also have other Sky channels which are good for them.

### How sport uses the media to promote itself

Sport has used the media to promote itself by some teams in the football premier league having their own TV channel. These are MUTV – Manchester United; Chelsea TV; LFCTV – Liverpool. This means that the fans from these clubs can see replays of their matches this is a way that the clubs can use the media to promote themselves as fans often want to watch matches and they can watch replays of the away matches, they can see reviews of matches, interviews with players and management and documentaries on players old and new.

In order to make sport more attractive for TV some sports have made changes to the rules. Examples of this are Rugby Union which has increased the amount points you get for scoring a try and bonus points for scoring four or more tries. Another sport that has changed to attract more people and larger TV audiences is cricket with the introduction of twenty twenty cricket. This has resulted in games starting later, music and firework displays. The players dress in coloured kits and they use a white ball and black stumps. When there was not a great deal of sport on the TV there was no reason for changing the rules this is an example of how the media has influenced sport over time.

Radio continues to play a role in the reporting of sports and this has increased now that people can access radio stations on the internet. Phone-ins are key features of the radio with football fans often ringing in to complain about their team especially when they lose or sell when of their star players. Presenters of these programmes are often opinionated and can be very critical.

### Sport as a commodity

Sport is now seen as a commodity not just something that we watch for enjoyment. Some sports have now become dependent on the money that they get from being televised. The main terrestrial channels, the BBC and ITV as well as all of the satellite sports channels compete against each other and pay a lot of money to screen the major viewing sports like football; cricket; racing; formula 1 and Wimbledon. These sports rely on the money that they receive from the broadcasting rights and if they didn’t have this money they would not be able to buy expensive players; build and improve their facilities and pay the day to day running costs of the clubs/sports. Tennis in the UK is dependent on the money it receives from Wimbledon and some of the money received from Wimbledon is from the money that they get from the broadcasting rights.

Sport is also seen by some as a way that wealthy people become famous. The most obvious example of this is Roman Abramovich a Russian, who owns Chelsea football club. He is well known in the UK for his association with football rather than how he makes his money. Other examples of football teams with foreign owners are Manchester City owned by Mansour bin Zayed Al Nahyan who is from the UAR; Leicester City are owned by the Srivaddhanaprabha family who are from Thailand; Liverpool are owned by the Henry family who are American. Southampton are owned by Katharina Liebherr who is Swiss and female. This is unusual as not many women are owners of football teams.
Sponsorship and advertising

TV generates large amounts of income for sports that pay for the rights to broadcast sport. It also attracts sponsorship from large companies as they know that their brand name will be promoted nationally. This has enabled sports like football to spend money on improving stadiums and attracting the best players from around the world. In football the England team is sponsored by Vauxhall; Umbro and Mars. The FA Cup is sponsored by Budweiser and Umbro. The Premiership is sponsored by Barclays and the other three main leagues – Championship; League 1 and League 2 are sponsored by Sky Bet. The England rugby team is sponsored by O2. The English Premiership Rugby League is sponsored by AVIVA. The Championship is sponsored by Greene King IPA. Some stadium are named after sponsors like the Ethiad where Manchester City play; the Emirates where Arsenal play; The Ricoh Arena where Coventry City FC and WASPS RFU play; the King Power stadium where Leicester City play; the DW stadium home of Wigan Athletic FC and Wigan Warriors a RFL team and the Liberty stadium where Swansea City FC play and Ospreys RFU play. Sports teams are also sponsored and the team wears the name of the sponsor on their shirt like WASPS who are sponsored by Land Rover and Coventry City away shirts are sponsored by STAT Sports.  There are also billboards around the stadium which advertise local businesses of educational establishments. In some stadiums stands are sponsored. One of the stands at the Ricoh Arena is named the Lloyd Pharmacy stand.

All of these businesses sponsor sports as they want to be recognised and they hope that by sponsoring people will buy their product or use their services. This is a recent change as when there wasn’t so much sport on the TV there was not as much sponsorship it was mainly on billboards around the stadium. In the 60’s when my grandparent went to football matches their team although it was in League 1 which was the top league then there was no sponsorship. There were no shops where club merchandise was sold and grounds were not sponsored. All teams were owned by the British.

Sponsorship has also led to increased coverage of sports such as Rugby Union, Rugby League and cricket. All these sports have used technology to improve decision made by the officials and these are used as part of the coverage using large screens to show the outcome of the referral.

Adoption and rejection of sporting heroes by the media + How scrutiny/criticism through the media has increased

The way sport is covered by the media can influence people’s opinions of sports stars. An example of this is John Terry. He has also been seen as a hero with great leadership qualities. However recent events including an affair with his team mate and the racism trial have resulted in the media presenting him as someone who is not fit to lead his country and not a good role model. Another example is Andy Murray who has always been presented as surly and with a poor attitude who would did have the necessary mental strengths to win a major event. This has meant that there is lot of people in this country were happy to see him lose. Recent events including winning the Olympic title; The US Open and Wimbledon have now seen him presented in a far better light with papers referring to his humility and how much he has done to raise the profile of tennis in the UK.

There has been an increase in the use of social media in sport – this has evolved as we use the internet more – at one time there weren’t any computers so there was no social media. On form of social media is twitter and there has been increased in the use of this. Sport stars like Rio Ferdinand, Tom Daley and Kevin Pietersen have been posting on twitter. The information that they ‘tweet’ can often be controversial and has led to some of them getting into trouble with their governing bodies. It is becoming increasingly popular as the general public have instant access to their sporting heroes and the information is up to date with some footballers ‘tweeting’ immediately after games.

The increased use of technology to review and analyse things that happen in the game has improved the viewing experience. Computer aided technology is used by analysts like Jamie Redknapp(football), Ian Botham (Cricket), and Mike Stephenson (Rugby League) to make points to viewers and influence their opinions of an aspect of a game that is being covered.

The impact of pay-per-view

The introduction of Sky has also meant that a lot of sports have moved from being covered by the BBC. Not everyone can afford the Sky subscriptions. Even subscribers are asked to pay for some events especially Boxing by pay per view. This has resulted in less coverage of boxing and less interest in boxing. Sky has tried to put more events on pay per view but this has resulted in low viewing figures and complaints from their customers.
Marking commentary on MB3 sample learner work

A wide range of the aspects of the relationship between sport and the media has been described. For each of the aspects relevant examples have been included.

The centre has awarded 12 marks this is because there could be more information on the adoption and rejection of sporting heroes by the media and how scrutiny/criticism through the media has increased. Also there needs to be more information on the way the relationship between sport and the media has changed over time. Images of suitable examples could be included.

Why it was awarded MB3 not MB2

All of the categories within the specification have been described. There are a wide range of examples demonstrating understanding from a range of sports.

A thorough understanding of the ways in which sport and the media influence each other has been explained. Images of suitable examples could be included.
Learning Objective 5 – Be able to evaluate media coverage of sport

**MB3**

I am going to evaluate an article in the Guardian:  
and an article from the BBC website:  
[http://www.bbc.co.uk/sport/0/tennis/31082925](http://www.bbc.co.uk/sport/0/tennis/31082925)  
about Andy Murray.

**Aspects which may influence the coverage of a story**

One of the articles I have chosen is from the Guardian which is a broadsheet newspaper which is for the middle class. The other article is from the BBC website which can be read by all classes if they are interested in tennis. If they are not interested in tennis then they would probably not look at that section of the website whereas the people who read the Guardian probably read all the sport as tennis is classed as a middle class sport as you need money for the equipment and to join a tennis club is quite expensive. The wording in the articles is similar which reflects the sort of people who will read it.

The article in the Guardian is written by a tennis reporter whereas the article on the BBC website is written by Pat Cash who is a former grand slam winner so has more of an insight into actually playing tennis which will make people take more notice of what he has written as they will think he can associate with how Murray is feeling. These are different angles that have been used to report the story.

The target audience for the two outlets is the middle class and those who follow tennis. It is for those who follow British tennis and for those who just follow successful British athletes so will follow Andy Murray because he has been successful in the past and they are hoping he can regain his form.

Andy Murray has been in the news for a long time as he is the most successful male tennis player for a long time. He had an operation in 2013 on his back and did not play very well for most of 2014. He also had a change of coach from Ivan Lendl to Amelie Mauresmo so people have been following his progress to see if he can regain the form that won him Wimbledon and if having a woman coach will improve his game. He is the first professional tennis player to employ a female coach so people want to know if it will work. He got to the Australian Open final for the fourth time and had played well so people were expecting him to play well in the final and stretch Djokovic.

Andy Murray has been prone to criticism in the past because of his surly attitude. People thought him miserable and did not warm to him. Also after the vote for Scottish independence in 2014 he said he would have voted for Independence which did not go down to well as he lives near London. This means that some people want him to be successful and others don’t. This makes him an easy target and when he played so poorly in the later stages of the Australian Open in 2015 people were critical of him as this was a good opportunity to add this grand slam to his collection and he might not get another opportunity.
Features of the coverage which may vary from one media outlet to another

The focus of the story in the Guardian is about Djokovic’s injury/illness problems; Murray himself commenting on his performance in the Australian Open and his coach Amelie Mauresmo’s comments on his performance. Djokovic also tells his side of the story and explains about his illness.

Part of the article also refers to Pat Cash’s comments on Radio 5 live. The focus of the story on the BBC webpage is Pat Cash’s assessment of Murray’s performance in relation to Djokovic’s injuries/illnesses. The whole focus of both articles is the affect that Djokovic’s apparent health difficulties had on the mind set of Murray. It is felt that someone who is a professional sportsman should be able to dismiss what the other player is doing and concentrate on their own performance and not be distracted. It is the fact that Murray was not able to do this that dominates the articles.

The language used is easy to understand and the articles flow. The tone of the BBC article is that of being critical whereas the tone of the article in the Guardian is both critical and insightful as it looks at the views and comments made by several people. It also finishes on a positive note as Amelie Mauresmo says she takes heart from Andy Murray’s overall performance in the tournament.

There were some pictures of Andy Murray and Novak Djokovic as part of the articles but unfortunately they did not print out on the version used. The headline captions were in large print whereas the rest of the articles were in normal sized print. The headlines are in bigger print so that they stand out and make people want to read them.

I don’t think that there was a potential bias in these articles as they both wanted to explore why Murray has not played as well as he had the rest of the tournament and were trying to find a reasonable explanation.

As can be seen from the articles there was more coverage in the article in the Guardian than there was on the internet. This debate on why Murray did not capitalise on Djokovic’s health problems is no longer in the media spotlight but will no doubt be brought up again when the pair next play each other.

Conclusion

Both articles focus on the fact that Murray seemed to be distracted by Djokovic’s health problems and that this should not be the case if he is a professional player. Both articles were clearly written and put across varying views from the player; his opponent; his coach and a former player. The way that the media has covered this story is appropriate as it is trying to help the public understand what happened to Murray during the final. It is also critical of the way he appeared to let Djokovic’s health problems get to him and this reflects what the majority of tennis fans probably think.

Marking commentary on MB3 sample learner work

The evaluation of the two articles by the two different media outlets is comprehensive. All subheadings in the specification have been mentioned. The feature of the coverage has been discussed and aspects that may have influenced the coverage have been considered.

The centre has awarded 12 marks this is because more of the article could have been referred to as part of the evaluation with sections quoted to illustrate points.

Why it was awarded MB3 not MB2

All the categories within the specification have been covered. There is a comprehensive evaluation which makes reference to the articles at all times.

The candidate also shows knowledge of the subject around which the articles are based. An overall judgement is made and justified.
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