

Positives and Negatives of Media's coverage of sport.

Positive influences of the media

- Raise awareness of sport
- Promote healthy active lifestyles
- Showcase sport's positive values
- Present positive and inspiring role models
- Motivate people to take part
- Set high standards for performance
- Provide examples of skills and tactics
- Publicise a variety of sports and activities
- Make certain sports more fashionable
- Introduce new supporters to sport
- Educate spectators through analysis
- Celebrate effort and success
- Give sport a high status in society
- Give people a sense of belonging
- Generate revenue and attract investment for sport
- Generate revenue for charity

Negative influences of the media

- Intrude on performers' privacy
- Undermine people's confidence and careers
- Showcase negative values and behaviour
- Undermine officials and their decisions
- Dictate event schedules and availability
- Alter competition rules and traditions
- Edit coverage so it is incomplete or biased
- Obstruct spectators and participants
- Reduce spectator attendance at live events
- Reinforce inequalities by limiting coverage to traditional sports or social groups and under-representing women's, black and minority ethnic (BME) and disability sport
- Incite distrust and prejudice between groups
- Discourage activity by encouraging armchair spectators