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UNIT 5

MEDIA & INTERNATIONAL FACTORS

Link with Role Models!

Positive
- People look up to them.
- Increase sales of equipment.
- Good actions will increase participation

Negative.
- Bad actions rubs off in sports.
- Not interacting with fans - not signing autographs.
- Losing matches

correct lifting technique

1) Go down to it bending your knees.
2) Keep your back straight
3) Lift from your knees.

The Media

Types of media - Internet, radio, TV, forums, newspapers

Positives
- Gets sponsorships
- Increases popularity.
- Money
- Entertainment
- Keeps people informed.

Negatives
- Players get slated for bad actions.
- Social media
- No privacy
- Biased opinions
- Lack of attentence

Sponsorships

The sponsor - Adv - Gets their brand shown off
Dis - cost a lot to sponsor someone.

The performer - Adv - Will get free equipment
Dis - Can't wear different brands

The sport - Adv - Provide money for the sport.
Dis - Can create a bad image.

Provide...
Money
Kit + equipment
Travel
Scholarships

Competitions

Competitions - Knockout, League, Ladder, Group, Round robin, Group and knockout, Seeding, Round robin - Play everyone once in a League. League - Teams play each other twice, homeaway. Seeding - Top 8 players play each other in the quarter finals. Ladder - Play someone above you and keep moving up in the ladder. Knockout - Play each other in a mini league to progress into the final example - Fa cup.

Health & Safety

Warm up - Before a game, mini warm up to prevent pulling a muscle.

Correct equipment - Shin pads will prevent injuries to a play and also you can injure a player with wrong equipment.

Follow rules - Prevents you injuring anyone

Cool down - Mini exercise at end of game to prevent pulling muscle.

Science & ICT

Safety - Enjoyment
Improve performance

4 ways that technology has advanced

- Equipment
- Digital cameras and videos
- ICT -
- clothing

Positives
- Accurate results
- evalute games

Negatives
- Flaw in the technology
- equipment will be expensive.

KEY WORDS Seeding - Group and knockout - Round robin - The sponsor The performer - Internet - radio - Ladder - equipment - correct lifting technique