

**TYPES OF MEDIA:**



**2.1.b Commercialisation of Physical Activity & Sport**

**GOLDEN TRIANGLE:**

1. Explain how each of them link to one another.
2. Identify how sponsorship has a positive effect on sport.
3. Identify how sponsorship has a negative effect on sport.
4. Identify how media has a positive effect on sport.
5. Identify how media has a negative on sport.

SPORT

MEDIA

SPONSORSHIP