Positives & negatives of sponsorship:

Influences of types of media:

(4 types of media)

**PARTICIPATION**

**IN PHYSICAL ACTIVITY**

**& SPORT…..CONTINUED:**

**COMMERCIALISATION OF PHYSICAL ACTIVITY & SPORT**

**PHYSICAL ACTIVITY &**

**SPORT IN THE UK:**

Strategies to improve participation:

(There are 3)



**2.1.a Engagement patterns in sport**

**2.1.b Commercialisation of sport**

**PARTICIPATION IN PHYSICAL ACTIVITY & SPORT:**

AGE:

FAMILY:

GENDER:

MEDIA COVERAGE:

EDUCATION:

ETHNICITY:

ENVIRONMENT:

DISABILITY:

OPPORTUNITY / ACCESS:

ROLE MODELS:

RELIGION / CULTURE: