



Statement of participation

Michael Frank

has completed the free course including any mandatory tests for:

Sport media and culture: Who's calling the shots?

This 5-hour free course looked at the role played by the media in sport and how this has changed with the development of internet and satellite TV.

Issue date: 9 November 2018



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This statement does not imply the award of credit points nor the conferment of a University Qualification. This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:

<https://www.open.edu/openlearn/health-sports-psychology/health/sport-and-fitness/sport/sport-media-and-culture-whos-calling-the-shots/content-section-0>

COURSE CODE: **D170_1**

Sport media and culture: Who's calling the shots?

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Course summary

The media plays a huge part in sport; we find out what's happening and how our team is doing, and it creates great sporting moments and sports celebrities and stars. This free course, Sport media and culture: Who's calling the shots?, looks at the role played by the media in sport and how this has changed with the development of internet and satellite TV. Who calls the shots: athletes, teams or the media moguls? How do social scientists explain this relationship between sport and the media?

Learning outcomes

By completing this course, the learner should be able to:

- explore the relationship between sport and the media and understand that this is a social relationship
- understand how sport is part of wider cultural relations and, especially of popular culture
- look at how the media create sporting heroes through the stories they tell.

Completed study

The learner has completed the following:

Section 1

Sporting moments

Section 2

Face off: the changing relationship between sport and the media

Section 3

The meanings of sport: narratives and heroes

Section 4

Conclusion