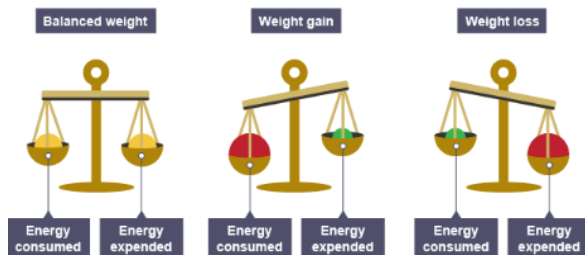


Key Term:

Balanced diet - A diet that contains the correct proportions of carbohydrates, fats, proteins, vitamins, minerals, and water necessary to maintain good health.

In order to maintain weight the amount of energy input from food (calories) must equal energy expended (used).



Example exam questions

- What is the definition of a balanced diet? (1 mark)
- Name and describe two components of a balanced diet which are important for rugby player (2 marks)
- Name and describe two components of a balanced diet are important for a marathon runner. (2 marks)
- Describe the consequences of dehydration on performance (2 marks)
- Using examples describe where two vitamins come from in a balanced diet and their role in the body. (2 marks)
- Define commercialisation (1 mark)
- Identify one form of sports social media (1 mark)
- Explain the effects of reduced sponsorship on participation of physical activities (5 marks)
- Using examples explain what is meant by the golden triangle? (3 marks)
- Explain how commercialisation and high levels of sponsorship could have a negative influence on sport. (4 marks)
- Explain how sponsorship can be an advantage and disadvantage to a performer (4 marks)

	Purpose	Food examples	Link to sport
Carbohydrates	Provide quick and efficient energy for movement.	Bread, rice, pasta, potatoes.	Important for most players in a team such as football or netball, to provide energy release throughout a game for movement.
Proteins	Repair and growth. Helps to build muscle after training.	Meats including, chicken and fish.	Helps a shot put thrower to repair and increase the strength of muscles after weight training.
Fats	Provide energy very slowly, protect vital organs and help prevent heat loss.	Meat, cheese, fish, nuts.	Small amounts of fats will help endurance athletes such as long distance cyclists as it is a slow release energy source.
Minerals	Essential for many processes such as bone growth/strength, nervous system, red blood cells, immune system.	Calcium – milk. Iron – red meat.	Calcium strengthens bones to prevent injury during a slide tackle in football. Iron support the blood in transporting oxygen to the working muscles during any sporting event. Eg. 1500m runner.
Vitamins	Vital for the production of energy, the prevention of disease and the working of the metabolism. Need small amounts only	A: liver, dairy, green veg, yellow fruit; B: vegetables, cereal C: citrus fruit, D: oily fish, eggs.	To maintain healthy functions of the body to allow performance. Helps to prevent illness.
Fibre	Effective bowel function and healthy digestion	Fruit, vegetables, nuts, cereals	Prevents performers from feeling bloated.
Water	Main component of blood and cells, helps carry nutrients and remove waste products, helps regulate body temperature. Prevents dehydration.	Fluids and foods.	Prevents; Dehydration Fatigues and becoming thirsty Increase in body temperature through sweating Headache/dizziness

Commercialisation of sport

Key terms:

Commercialisation	Links between business and sport with a primary focus to make a profit.
Golden triangle	<p>The links and relationship between sponsorship, sport and the media.</p>
Media	Different forms of communication that can inform, educate and entertain people including social, internet, TV and newspapers.
Sponsorship	The giving of money or goods to performers in order to get good publicity and/or increase profit.
Unacceptable sponsorship	Sponsorship of sport when a sponsor's image or product appears to undermine the sporting message (e.g. tobacco, alcohol & fast food)
Minority Sports	Lesser known sports with lower participation levels.
Sport	Players, teams, competitions, tournaments, events, coaches, transport
Role models	Someone to be looked up to, (good role model) an example to follow.

Different types of media:

Social – internet based, Facebook, twitter etc.

Internet – you-tube, chat forums gaming etc.

TV/visual – terrestrial (BBC, ITV etc.) satellite, pay-per-view, Freeview, Sky BT sport, etc. Cinema. Documentaries, movies.

Newspapers/magazines – Tabloids, broadsheets, glossy mags. Local, periodicals.

Radio – national, local and commercial.

Positives of commercialisation

Provides money for athletes to train full time.
 Pays for competitions (eg. The 'Barclays' premiership)
 Gives sponsors free advertising
 Performers gaining free equipment
 Can boost an image of a company, sport or performer.

Practical example

- Man City's increased funding created; more success, trophies, higher profile players and coaches. Man City have a bigger following and a higher media profile.
- Sponsorship of grass roots events such as 'All schools rugby' and the company 'CBRE'.
- Athletes like Usain Bolt being able to train full time due to being sponsored by Nike
- Arsenal sponsor paid a significant amount of money towards their stadium "The Emirates".
- Leagues receive funding by having the companies name in their title. Eg The Barclay's premier League, Rugby's Heineken cup.



Instagram



Negatives of commercialisation

Companies only want to sponsor successful athletes' or teams.
 A narrow range of sports attract the most sponsorship.
 Sponsorship deals can be very fragile an injury, loss of form or poor behaviour can cause them to stop.
 Some products such as tobacco advertising may not be morally advisable

Practical example

- Minority sports such as Hockey receiving less funding, media coverage and therefore less sponsorship.
- Athletes feeling pressured to cheat (Eg. Performance enhancing drugs), in order to get sponsorship.
- Clubs only want to sponsor successful/high profile athletes. If the funding is removed athletes lose their income.
- If a performer behaves badly then it has a negative impact on the sponsor. Eg Suarez biting another football player.