



The right formula

Taking driving into the classroom

Communications – Theme 14: Advertising

Activity 14b

Sport in advertising

Sport images and personalities feature quite often in the advertising of other products. Sometimes, the advertising is linked to sponsorship (see **Factsheet 15a: Why sponsorship?**) in which case the sport images used relate to the team/event/athlete being sponsored.

Other advertising uses non-specific images from sport (photographs or illustrations) to promote a company's products or services.

- Collect samples of press advertising that depicts sporting images. Use a wide range of newspapers and magazines.
- Separate those that are clearly part of a sponsorship deal and those that are not.
- Study carefully the ads that are NOT related to sponsorship and write a short essay (500-600 words) on the topic: 'Sport in advertising – fair play or cheating?'. Use some of your samples to illustrate points made.

Class organisation

Individual work

Resources

Factsheet 15a:
Why sponsorship?