The Transformation of Sport.Tasks This essay comes in three sections. Each section should be 500 words long (with 100 words for an introduction). 1. Describe two key ways (1st key way MEDIA) and (2nd key way COMMERCIALIZATION) in which sport has been transformed since the end of the 19th Century/beginning of the 20th Century. 2. Explain how one of these areas (preferably COMMERCIALIZATION) of transformation has affected Sport to make it demand the attention of presidents, etc. 3. Discuss this transformation in relation to CONFLICT THEORY on the development of Sport Guidance • Section 1 – here you need to give an overview of the nature of the two ways transformation has taken place, describing the nature of Sport (e.g. how it was organised, who took part, the overall scale) in the late 1800s/early 1900s and contrasting this with the nature of Sport in the early part of the 21st Century. Use facts and examples to support what you say drawn from academic sources. • Section 2 – focussing on one of your two areas described in section 1, show how this change has altered the nature of Sport (e.g. scale, organisation, funding and presentation) since the end of the 19th Century to make it that World Leaders find it important to appear at events, etc. Use facts and examples to support what you say drawn from academic sources. • Section 3 – drawing on the views of different academic sources, discuss how the process of change explained in section 2 can be analysed using one of the theories on the development of Sport. This might relate to aspects such as social structure, the role of sport in society, etc. (see Coakley and Pike – Kortext). • You must support what you say in each section with specific facts/figures/ examples from academic sources that demonstrate change took place over time and the effect of that change on the profile and importance of Sport. • To achieve an average grade you should be making good use of an absolute minimum of 10 academic referenced sources (text books and journals NOT web-sites). • See the Grading Criteria sheet below for more guidance on areas you should focus on in your work. Module Specific Guidelines on Presentation/Format All work submitted should be; • Double-line spaced • In a minimum of 12-point font • With a 2.5-centimetre border left around the page • Correctly referenced (Harvard Style – see Cite Them Right) • With all pages numbered • Inclusive of a word count (excluding references, appendices and quotations)