



Women's Cricket World Cup 2024

In October, the Women's T20 Cricket World Cup hosted in the United Arab Emirates will commence.

Commercialisation refers to making money out of something. The media and businesses both have had a role to play in the commercialisation of sport.

What are the positive effects that the media can have on sport?



Females are one of the social groups that are less likely to take part in sport.

What are the barriers preventing females from taking part in sport?

Extension: Discuss how can the media can increase the amount of females taking part in sport?