

SESSION 7

Slide 1: Working title: “Match-fixing Education & Training Tool”

FIX THE FIXING

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July 2017

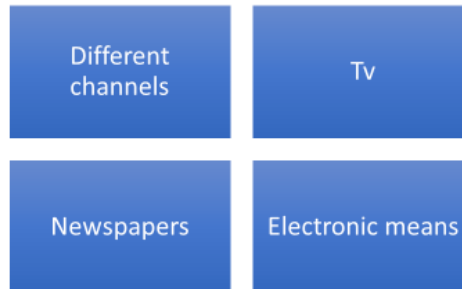
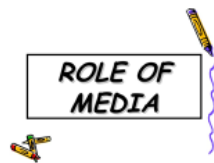


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Slide 2: Role of media and advertisement

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Role of media and advertising



Give general information about the role of media in shaping public opinion.

Discuss the role of media in shaping public opinion. Focus on the role of news sessions and of advertising. Discuss the different channels, tv, newspapers, electronic means.

Tutors should give general information about the role of media in shaping public opinion.

Ensure that all participants can ask questions and know what the module is all about.

Slide 3: Role of media and advertising - Let's make a test

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Role of media and advertising



- Let's make a test:
 - How media influence your decision to buy a product?
 - How media influence your beliefs about a topic, e.g., migration?
 - How media influence your decision to vote in the elections?

Perceptions, information, possible involvements and knowledge of the participants regarding this topic?

This is a warm-up phase and specific teaching materials are not relevant.

The tutor should initiate a discussion and bring participants on board by facilitating an interactive discussion on the touching points of the participants concerning the topic match-fixing.

Ensure that all learners are involved in the discussion and ask them to reflect on their own experiences to provide input to the discussion.

Slide 4: Role of media and advertising - Betting behavior

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Role of media and advertising

- Betting behavior

Do you think betting advertisements would affect your betting behavior?

BET it
WIN it

Discuss how these advertisements can influence your decision to bet.

Tutors should give general information about advertising. Prompt participants to bring examples of betting advertisements and how they tempt them to bet.

Ensure that all participants are involved in the discussions. Ask them to reflect on their emotions, feelings and thoughts that were generated while watching the videos and video statements.

Slide 5: Role of media and advertising- Scandal of Calciopoli. See the video.

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Role of media and advertising

- *Scandal of Calciopoli. See the video.*

MUSIC
ARTIST: MIRECOURT TRIO
TRACK: TRIO - LLOYD RODGERS

umaxt



- *What effect has on you the media coverage of match fixing scandals?*

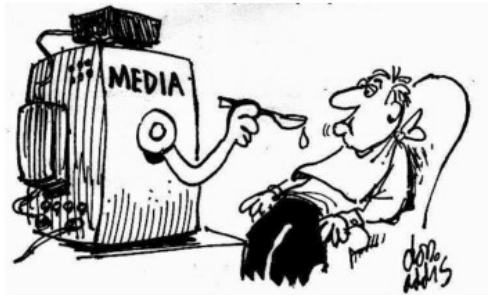
Tutors should present the videos and initiate discussion on how the way the event was covered. Focus on the credibility of the provided information, on the comments made, on the overall impression of the topic coverage etc. Also, prompt participants to present examples of big match fixing scandals that didn't receive attention in the media and discuss how they influenced them.

Ensure timekeeping by equally distributing time for group discussions among learners or groups.

Slide 6: Role of media and advertising - Does the media use match fixing to shape opinion about sport?

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Role of media and advertising



Does the media use match fixing to shape opinion about sport?



Discuss who controls the media and how often they provide misleading information to shape opinions. Tutors should help participants develop a critical approach towards the media coverage of match fixing issues.