Sport as entertainment. Paper details: Discuss how ‘sport as entertainment’ is a key feature of sport in relation to your case study via specific examples. Case study = American Sport Task Summary - You are being asked to demonstrate knowledge of how sport entertainment has impacted upon one of the above case studies. Simplistically, this entails analysing a sport (or sports), providing one historical and one contemporary innovation or development, and considering how entertainment applies to your sport in a particular location. Please ensure that each of these sport(s), developments and location(s) are clearly identified and referred to in your essay, as well as supported via key academic concepts and sources. Please also ensure that peer-reviewed (academic) scholarly works are used, cited and referenced. Further Task Details Part 1: Sport Option (choose one): Having selected your case study, consider how many sporting examples you wish to draw upon. - For example, you may wish to solely focus on one sporting example as a subject for analysis (eg only the NBA for American sport; only the EPL for British sport) 1 - OR you can choose multiple sporting options (up to a maximum of four different sports). However, please ensure that your selections make sense, are relevant to your location and are clearly justified (eg four examples only for American Sport drawn from sports such as the NBA, NFL, NHL, MLB, MLS, NASCAR, IndyCar, etc.). - For case studies 4 and 5 you might focus on a specific series or event (eg Formula One or a specific esports competition or event such as ‘fortnite’ or ‘league of legends’) OR compare and contrast across up to four examples (eg Formula One, IndyCar, NASCAR, V8 Supercars for motorsport) \*Please clearly identify both your selected case study and the specific sport or sporting examples that are being analysed Part 2: Innovation and Development: - Please provide at least one historical and one contemporary innovation or development for your case study. For example, historically you should identify and discuss one (or more) specific key moments or innovations that shaped and influenced the future of sport entertainment for your case study (eg creation of World Series Cricket in the 1970s, influence of Ron Arledge for televising the NFL in the 1970s, etc). For your contemporary innovation or development you should focus on some recent trends and transformations, while broadly identifying what is currently being done and why this is significant (eg use of Spidercam or other camera technologies, creative uses of digital technologies or via social media, other marketing, promotions or event- related aspects, etc.) \*Please note: Provide at least one historical and one contemporary innovation or development that clearly relates to your case study. This should also explicitly connect to your one specific sport example (eg, be NBA or EPL specific) or, if using multiple sporting examples, showcase the broader significance to your case study (eg Ron Arledge’s impact on all American sport via the NFL). Part 3: Cultural context (choose one): - The obvious approach that most will choose is to analyse your case study in relation to its specific country/context – eg literally considering how sport as entertainment operates in Britain OR America OR New Zealand and/or Australia via appropriate examples - OR, you may wish to consider how sport as entertainment has been adapted or appropriated to fit another cultural context by exploring the influence of British, American or New Zealand/Australian sport in 2 - another country/context. Some examples might include: the influence of the EPL in Asia, the NBA in China, rugby and/or rugby league in the Pacific Islands, or transformations to cricket via the IPL in India, or to motorsport via Formula One being hosted in the Middle East OR you can provide a comparative analysis of how your selected case study and sport(s) operates in different countries and cultural contexts. ALL INFORMATION IS AVALIABLE IN ASSIGNMENT TWO ATTACHMENT. Thank you.