

**Media Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| This Girl Can is a national campaign developedby Sport England and in conjunction with awide range of partnership organisations. |  |
| The purpose of the campaign is to breakdown the primary barrier holding womenback from participating in sport – the fearof judgement.  |  |
| The campaign seeks to targetand celebrate ‘active women who are doingtheir thing, whatever that may be, no matterhow well they do it, no matter how theylook or even how red their face gets’. |  |
| The campaign is currently funded bythe National Lottery and backed by agovernment body, Sport England; thereis no commercial aspect to it at all. |  |

**Social and Cultural Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| Sport England carried out a lot of researchto figure out why there was such a biggender gap in sports participation. Theydiscovered that two million fewer 14-40year old women than men partake in sportregularly and they wanted to understand why. |  |
| Sport England discovered that:13 million women said they would like toparticipate more in sport and physical activity. |  |
| Sport England discovered that:Just over 6 million of these arenot currently active at all. |  |
| Sport England discovered that:Fear of being judged was the number onebarrier for most women who felt they wereunable to participate in physical activity. |  |
| As a result of the campaign, 1.6m womenhave started exercising and the numberof women playing sport and being active isincreasing faster than the number of men. |  |
| Soon after the launch of the “This Girl Can”campaign, Nike released a more motivationalcampaign called “Better for it” which alsoportrayed a more ‘real’ side to fitness. |  |