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**Social World of Sport**

Sport in a society is an instrument to bring people together. It is just not a social event, where people come together; instead, it turns out to be a place, where one can exchange views, which results in the amalgamation of different thoughts. What qualifies, sports to become a social event- or a social institution is its physical aspect of being recorded and seen at a particular time and place. Therefore, it conforms to every definition of a social event. There are some intangible attributes of sports also. For example, sports can be observed, it can be experienced, research and ideas are part of the sports, and finally, sometimes it happens in series. This all credits it for being a social phenomenon too. In sociology, one studies such as social behavior and analyze how actually things qualify for being social events or social phenomena’s. Sociology also encompasses sports, where we study it in a specific manner, I.e., Sports. When people compete with each other, they fight for a single objective; their goals are different- only here one can study the impact of sports as being the part of Sociology.

Sports is studied under Sociology as a part of this literature. In this one studies the relationship between sports and society(Cashmore). If one needs to observe, how a sport is related to sociology, this can be done in many ways. For example, one can look behind and see the standards of a society, through which it differentiate between a real event and an imaginary event. Sports qualifies for being a real event, and no images of such reactions can be formed. It can also be done if one analyzes the perspective of others. As like many researchers of sociology do. But, in doing this, things could turn unending. Like one can never analyze, others reaction by simply looking towards him. If one is unable to quantify feelings, it becomes not worthy at all. According to Jay Cockley, Media becomes a fundamental aspect of the sport- as it is a specific vehicle to analyze values and the symbols in a particular gathering of people, as media projects it all(Coakley). According to Coakley, sports effects every aspect of our living. He concludes this, by analyzing sport as a synthetic phase. He puts cultural analysis procedure to study the effect of sports in a social world(Coakley and Pike). This reading is based on his experience of how he sees sports as an aspect of culture in the US. He has explained by referring to major events of sports and identifies how sports is a cultural complex in the US.

Another main aspect of Coakley’s readings are the understandings of social organizations, social interactions, and some key sociological concepts. He observes these all within a sport setting. Cokaley has considered joy, sorrow, craziness, violence, and success all as being associated with sports.(Coakley and Pike). Particularly he describes show violence is part of some sports, and not others. In these chapters, he also considers how some sociologists consider violence patterns as part of an essential ingredient of sports. Therefore, according to many sociologists, the restructuring of the patterns of sports is essential to eliminate violence from sports(Topič). For them, the evolution of culture is necessary, and it will continue to change its perception towards individuals. Therefore, they opine that it cannot be the culture or any social setting that must be changed; rather, the pattern of sports must be according to a certain environment to eliminate violence. For the, doing this can hurt many, as some individual drive their earnings by inflicting an ingredient of violence in sports. This causes not immense damage but an element of joy. Among such individuals are psychologists because they consider violence an essential part of any kind of cultural settings.

**Observing the Indian Primer League as a social world**

Cricket has been played for centuries. There happened to be diverse changes in the game of cricket. With time it evolved from a test series to one day, then to T-20, and at present, some franchises hold the T-10 league as well. Similarly, there are cricket boards all around the world, which holds matches between their countries and looks for the financial, economic and such other aspects of cricket. The Indian Premier league inaugurated in 2008, has still yet held more than ten editions. The IPL is held on a franchise system as like many sports are held in the US. The Indian Cricket Board owns the infrastructure, which it lends to the franchise owners. These franchise choose players from a pool system that minimizes the chances of any ill attempt in hiring a player. The funding for the IPL is generated through the rights-based system, for which the Cricket Board in India lends rights to many companies.

At present, there are more than six sponsors of this event, which generally have outreach in all over India, and to the external world also. During the second edition of the IPL in 2009, the IPL sponsorship declined to a considerable extent because of a global economic recession. To cater to this, many rights for the advertisements were sold to advertisers who cater to the maximum budget of the IPL in 2009. This shows that sponsors get attached to the events which involve excitement, fun and moreover the healthy participation of many people. Many much people watch the IPL matches in the ground and much more watch this at their screens at home, which shows how much any sporting event is favored by the people around the world. They, therefore, adopt as a kind of same feelings for a specific team, and likewise, they are going through the same experiences at a time.

Sport is recognized for its significance in most societies - culturally, economically and

Politically - and this has increased the demand for qualified specialists who are able to provide

Knowledge and advice which can explain and predict the relationship between sport and social

Realities, events, and issues. Sociologists of the sport are increasingly involved in a range of state, non-governmental, and industrial initiatives and policies covering areas as diverse as increasing participation rates, the benefits, and risks to the health of various forms of sporting physical activities, and the role of sport in the economy. The IPL event shows how it is important to get an understanding of the modern world.

Without knowing the role of IPL (in this case) and the social gatherings of people in these matches, it will become difficult to analyze the rungs of sports and its impact on society. During the last decade, the IPL has added much to the economy of the world. People are concerned about their money in the international markets, therefore, become anxious for the results in the IPL. It has impacted on the social relationships among the Indian community also. For example, before the advent of IPL, Indian people supported their national team. But after the IPL team division, the Indian community shares a different opinion about sports. Throughout the year, they view their relations in the context of this sport event. Considering it through a sociological lens, it becomes apparent how IPL has globalized the economy of India. The IPL has made a strong case for India, to hold the World cup and many such other mega events. This case study of the IPL shows the potential in a sport for transforming economies of countries and the world and for regenerating political enthusiasm among people. This sociology in the sport makes us know, forecast and ultimately influence sports in societies.

**References**

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