Essay

[Name of the Writer]

[Name of the Institution]

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**Introduction**

Sportsmanship is a code that guides all the relevant aspects of decision making in sports. A significant section of information regarding sports is conveyed with the help of media, it would not be wrong to say that media is the most potential teacher of the modern worlds and the roots of the media are found in almost all the field of life such as, sports, entertainment, education, and the world affairs. With the range of diversity, there is a great stress on the tag of "On Demand," it refers to the competition that is created because of ample resources and lack of information. Media is accompanied by certain strategies such as priming and framing that acts as a guide to attracting more audience because audience is the lifeline of media. With increased heed to the information provided by the media, greater efforts are made to attract a number of audiences, and the key to more audience is more attractive information. (Kaufman, et, al. 2018). Taking into account the information provided in the article, it can be asserted that priming and framing are actually the tools of manipulating the actual information in such a way that it can appeal large number of audience, in fact it is a manipulation of reality that can be observed with an actual human eye. *In the present time, there are several ethical or moral contradictions that are traced in the media lately. These contradictions are although an apparent fact but it is deep rooted in the use of actual information to frame something that can be used as a tool to target a particular individual or to make the information more attractive and well suited to the time.*

**Discussion**

 There are several ethical considerations that I have personally observed in the sports complex. Taking into account a personal example, once, there was a football match in my institution where there were two teams one of the team was much famous (Team A) and was expected to win but the other team was not much famous (Team B). There were some players who were not usually counted as good players. As the match proceeds, in the first round, team B won the round leaving the other team in great despair. As the second round started, the players of team A were more confident and passionate, but the other team was much relaxed. Team B hit the goal, although it was evident that the goal is valid, still decision was taken to the coach and he considered it no goal. The discussion continued for a much longer time, but much of the audience supported team A despite the protest from the infamous team (Team B). In the final round, although it was a no goal from team A, still it was considered a goal, moreover, it was observed that team A try to hit the players of the infamous team after all the manipulation and framing team A won the match. The whole game lacked sports ethics of fairness, gamership, and integrity because the audience could have supported the fair justice but their biases led to a “no goal." It hampered both the ethics of integrity and responsibility, and it was the ultimate way to hamper the self-respect of team B.

 In the context of the reading, it can be observed that there are certain ethical dilemmas that occur during social entrepreneurship and sports avenues. There are certain agendas behind the unethical stance of a decision, taking into account the fact that sometimes it is all about “targeting a particular individual or a particular race”, it also includes an adherence to the framework of ideology and the economic enforcement granted to highlight certain scenario or an individual. (Bjärsholm, et, al. 2018). The general assumption of ethics infers that all the decisions should be fair and they should appeal the code of conduct applicable to all the individuals involved in a game. The spirit of sportsmanship should be followed while playing and coaching side by side; biases should be neglected. The ethical code of conduct is vigilant enough to impart adequate decision making. Despite the overt information and a likeness towards a particular section, one has to follow ethics because ethics is the most potent code of conduct. I believe ethics is a stance that guides a human to make judgments; in fact, it is a message that guides the accuracy of actions. (Farrell, et, al. 2018).

**Conclusion**

Taking into account the general assumption about the fact that media is lacking ethics that can promote justified decision making. I chose the subject of sports management because it is not just a subject, but it is a platform that acts as a guide for me to make decisions that are well suited to a particular situation. Sports management guides the role of media as well as the stage of ethics that is necessary for adequate gamesmanship. (MacIntosh, et, al. 2018). Sportsmanship is the baseline that will guide me to accept the truth of justice and learn to respect by adhering to integrity. After reading the article, I came to know that it is not always about personal interest sometimes there are complete scenarios of the political and professional interest that makes an individual to make unethical decisions. It is a common assumption that something that is legal at one phase can be illegal in the other phase, taking into account the fact that critical analysis and adherence to the shared code of conduct is the only tool that can bring about success and infer the actual crux of sportsman spirit.

References

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