Globalization and Commercialization in Sports

[Name of the Writer]

[Name of the Institution]

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**Introduction**

Globalization of sports is considered to be the method of expansion of sports idea all around the globe. Commercialization is referred to the exposure of media for the sports. The sports field in the last two centuries was influenced naturally by the method of globalization and commercialization. It not only impacts the method in which sports are organized and conducted but also determines their meaning in today's world.

**Discussion**

As a result of commercialization and globalization, the value of any sports is considered to be determined through the size of the available audience for sponsors, advertisers, and media. It can lead to the decrease in the sporting heritage and the diversity in sport. It also creates the possibility of several types of criminal activities. Referee corruption and match-fixing are also raising threat due to the growth of international gambling and betting on such events of sports (Gems, Borish, & Pfister, 2017).

Banned performance of athlete by enhancing the drugs and money laundering is another dark side of commercialization and globalization of sports. Such globalization and commercialization of sports reach to its highest point due to some mega-events like Olympic games and world cups which is considered to be the true exhibition of race, culture, and money (Shank & Lyberger, 2014).

I am very much clear about my career that I would not sell my soul for the interest of big business. My only focus will be on my sporting skills and abilities which can help me to achieve success in my life. Moreover, I can also use some organizations of voluntary sports for promoting the sports as the government in many countries have decreased the funding for the sports, globalization, and commercialization of the sports in such countries is only the solution for the financial problems (Gems, Borish, & Pfister, 2017).

**Conclusion**

So, it is concluded that globalization and commercialization can be harmful to sports as it reduces the interest and faith of the people in sports. Hence, it should be handled in such a way that the beauty and value of sports should not be destroyed**.**

**References**

Gems, G., Borish, L., & Pfister, G. (2017). *Sports in American History, 2E: From Colonization to Globalization*. Human Kinetics.

Shank, M. D., & Lyberger, M. R. (2014). *Sports marketing: A strategic perspective*. Routledge.