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Day Month Year

 Sports influenced by money, media and politics:

 There could be seen various activities that are used by personal fitness and entertainiment, but sports have become one of the most attention catching and demanded activities that people want to see. Traditionally, sports were important for staying physically and mentally healthy. Taking a look, the present scenario, it won’t be wrong to say concept of sports has been changed over time. Though the benefits are the same that people were getting since but today, people became more passionate about sports. Sports has become a source of fame, money and attention at international level (Thorson,et,al,2018). Sports has become a source of the recognition of a country on international that’s why almost every country has its teams in various sports. For example, Brazil, France, Spain are an many other countries are having their foot teams that have become the source of attraction for the who world. With the increasing importance of sports, it has been witnessed that there are certain elements that re-interfering. It has been seen that media, money and political influence are reshaping sports. Sports used to be simple and entertaining only but now tings and circumstance have been changed as now it has become much more than a sport. Veritably, starting from the local youth leagues straight to the international level platforms.

 Taking a look at political interference in sports, it could be said that sports is being as a mean for developing social and political relation with other countries. Use of politics in sports could be witnessed from both perspectives i.e. positive as well as negative. Sports competitions are arranged with the attention, to bring a change in various circumstance. Sports are being used for producing great influence and big money. Media is playing a significant role in thinking it more popular at both national and international level. One of the greatest examples of the media role in sports is Olympic as it is now used as a diplomatic soured. Media coverage of cricket, football and many other sports on almost every country’s national channel could be used as an evidence that supports media influencing sports. Mass media has become the central nervous system of the society. Media is tremendously influencing sports in terms of generating revenue by providing free advertisement and publicity. According to P.A.L. Oshani, media of both types i.e. print as well as electronic are covering sports. According to the research since 1950s, television started reporting about the sports and its (media) over sports continued till date (Oshani,et,al,2015). According to Oshani, 20th century could be claimed as the century of advancement as internet opened new ways for the publicity of sports. there are predictions that maybe in the near future

 Influence of media on sports could be witnessed by keeping this factor in consideration that media is trying its best to reach as many fans, spectators and consumers as possible because more publicity means more revenue. Both types of spectators need to stay updated about the sports events taking place. According to woods, direct spectators are those who attend lice sport events at arena, stadium and other venue. More direct spectators for live sports means, more revenue would be generated and for gathering more viewers, publicity is important for which media has become the only tool. On the other hand, indirect spectators also need a source so that they could have the details of the events they are interested in. Indirect spectators, use television and radio for listening and watching their favorite and now people use internet for having access to sports. It won’t be wrong to the with technological advancement, internet is becoming the first choice for having latest updates regarding any sports, and different websites are competing for wining more consumers. According to Nazemi and Khoshemeher, media impacted views how players are being viewed by the spectators are fans. Professional spectators mainly depend on media for their survival. Media’s influence could be seen as popularity of players among the spectators is also determined by taking a look at the media, which player is more popularity among people. Media (electronic and print) has been a guarantee for producing revenue and interest for sports.

 Another major element that is influencing sports is money, more advertisement of a sport would be done, more people would show interest in it. Influence of money on sports could be witnessed by taking a look at the ratio of sponsorships regarding a sport. According to Teach, now days, sports has become an entertainment industry as billions of dollars are being invested on it. Sports is no more just a sport now as it has become gambling. Favorite and popular player among spectators are being offered more and more money for playing in a certain team. For example, Cristiano Ronaldo and Lionel Messi etc.

 According to Gillis, money has become the most influential factor for attracting the top rank players. Owners of various team, bid for getting best players in their team that increases the popularity of that team among both direct and indirect spectators. Bidding in sports is one of the most evident examples of influence of money on sports. According to a research done by Freedom, in 1970s David Beckham was the player who earned more than 48 million when role of media was limited. Sports has become all about money now, if more would be spending on a team, more popularity that team would get and that team come in the ranking of favorite teams. Advertisements and sponsorships show how important money has become in the field of sports.

 According to Chien-Yu Lin, relationship between politics and sports could be viewed as one of the most persuasive and enduring examples of society’s impact on sports. Research of many experts show that at present, sports and political has become inseparable. Politics influences sports as Horne claims that sports involve rules that are derived from the real world. Politically usable resources are provided by sports (Seippel,et,al,2018). Political figures are concentering more on improving their sports as for them sports have become an important element factor for promoting nation-building and making a positive image of a country globally. According to Allison, the idea of sports existing “below or above politics” is no more there in today’s world. Undoubtedly, sports are playing an important role in national, international and transnational politics. Many researches have been done that claims, states manipulated sports for achieving their political intentions and also for maintaining their political power.

*The political perception of sport as an element on the fabric of the welfare state was confirmed in the 1975, White Paper, Sports and Recreation, which is one of the few attempts by government to provide a comprehension philosophy of sport and recreation*….

 This fact cannot be denied that governments intervene in sports affairs assist the political intentions and goals. These perceptions are derived from both domestic and international perspectives. Taking a look at the history, it has been witnessed that sports provide opinions and opportunities for political opposition. For example, during the period of Japanese oppression in Korea, Koreans promoted the concept of sport team building for fighting back against political hegemony and Japanese culture. Sports team are being for various political purposes, for example, during the apartheid period, many sports team visited South Africa who provided a political opportunity to the people of South Africa for raising their voice against whatever happened to them. It has been seen that countries are coming close to each other by organizing various sports events. Initially, sports are being used as a tool for brining certain countries close, later political intentions are revealed. Another main evidences of influence of politics on sports could be seen by taking in consideration example of Olympics. Olympics are organized in various countries for giving each country a reason to brining people of other countries closer.

Taking a look at the above discussion, it could be promulgated that tis fact cannot be denied that at present there are various factors are shaping and reshaping sports. Few of the most important factors that are influencing sports are media, money and politics (Binde,et,al,2019). Many researches have been done on this subject and claims and evidences provided by various experts prove that money, media and politics are casting great impacts on the sports. Evidences show that sports were never important as it is present world. Sports is becoming more and more popular in world and the only reason behind its increasing popularity is that the above mentioned three factors (media, money and politics) are influencing it in various ways. Media, money and politics are influencing sports in both positive as well negative sense but commonly experts and researchers believe that there are more positive impacts of media, money and politics on sports.

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