

**Impact
Factor
2.147**

ISSN 2349-638x

Refereed And Indexed Journal

**AAYUSHI
INTERNATIONAL
INTERDISCIPLINARY
RESEARCH JOURNAL
(AIIRJ)**

Monthly Publish Journal

VOL-III

ISSUE-V

MAY

2016

Address

• Vikram Nagar, Boudhi Chouk, Latur.
• Tq. Latur, Dis. Latur 413512 (MS.)
• (+91) 9922455749, (+91) 9158387437

Email

• aiirjpramod@gmail.com
• aayushijournal@gmail.com

Website

• www.aiirjournal.com

CHIEF EDITOR – PRAMOD PRAKASHRAO TANDALE

Sports and Media in the Light of Ethics: A Symbiotic Approach**Dr. Sateesh. Dongre**Physical Director
Govt. First Grade College
Chitaguppa, Bidar
Karnataka**Abstract**

Commercialization is an engine that drives the sports industry. Over the years, the concept of sports has been gradually transformed from "playing for the love of the game" to "playing for maximum profitability". Almost every decision related to professional sports has been influenced by various economic factors. Consequently, sports are dominated by media. The basic purposes of this paper are; first, to put light on the mutually dependent relationship between sports and media; second, to emphasize on the ethics and morality in sports media. The rise of mass media is the most significant development in modern sports in the context of market forces. Today sport is a huge business. Athletes in major spectator sports are marketable commodities, sports teams are traded in the stock market, network television stations pay large fees to broadcast games, the merchandising and licensing of sporting goods is a major multinational corporate. Thus, the relationship between sports, media and advertising industry is symbiotic. This means that all the elements in that system get a fair share, a share everyone only gets with the help of others while helping others. In a span of few years, the media has added highly marketable qualities to the business of sports reporting. Thus in today's world of sports, media is a very important element. This paper assumes a specific perspective by focusing on the relationship between sports media and its ethical concept. The study is exploratory in nature. It is based on secondary information which is mainly available from various reports from the Government, semi Government and studies of experienced scholars in this subject.

Key words: sports media, ethics, symbiotic relation.

Introduction

The scale of sports industry has increased gradually over the last few decades. Since the 1960's, large amounts of money have been employed into sports precisely due to the standardisation and commoditisation of the industry. The history of sport activities is as old as the history of humankind. The rise of the mass media is the most significant development in modern sports; a development in the context of market forces. The relationship between sports, media and the advertising industry is symbiotic. This means that all the elements in the system get a fair share, a share that everyone gets with the help of others. Sports generate news as well as the entertainment values which make it highly attractive for the media.

Media and Sports - A Symbiotic Relationship

The history of media shows that it has exploited the sports industry since the very beginning. The relationship between sports and money is enduring. It is neither immoral nor moral that money should circulate in sports to develop the practice spectacles. The media has turned sport into a marketable commodity that is worth millions of dollars. Sport is now a mass consumer spectacle. This is different from the time when "gentleman amateurs" played for fun and leisure. Times have changed. We now have a "Golden Triangle" between media, sports and sponsorship. Sport is becoming increasingly commercialised. Consequently, we are getting a 'win-at-all-cost' ethic. Winning is vital since the stakes are high. This can escalate "ethical problems" like corruption, cheating, violence and drug abuse which are highlighted by the media. Media portray a selective

version of sports solely based on entertainment value. The obvious question is how media construct sports?

The media provide three things-

1. Information about events and people.
2. Interpretations of what is going on around the world.
3. Numerous forms of entertainment.

The inherent interests of media are:

i) making profits ii) shaping values iii) providing public services iv) building their own reputations v) expressing themselves in technical artistic form. Although not all sports are dependent on media, some are prey to commercialisation for success and survival. Many end up accommodating the media with the purpose of earning profits.

Commercialisation of Elite Sports

Commercialised sports are driven by the requirement to make profit for the stakeholders and the need for instant success. This may therefore lead to a change in attitude as winning becomes an obligation. In order to generate more profit, sports have to appeal to a wider audience. Sponsors are only interested if the sports get good coverage in the media and attract audiences.

Newspapers and television are the mass mediums that have become most dependent on sports. In this connection it is important to mention the main role of media in sports.

Informative role - The media provides information on live coverage, facts and figures, detailed analysis of teams and their performances, results, behaviours, rules and reports.

Entertainment role - The media also entertains us by providing insights in to the private and public lives of sports stars. Television glorifies the intensity of drama and emotion in sports for a nation easily drawn in to the spectacular.

Educative role - Documentary programmes give the opportunity for greater understanding of global sports. It provides education about sporting skills, coaching techniques and other myriad contemporary issues.

Advertising role - Sport is also exploited to either directly advertise products or indirectly through sponsorship.

Though media has a colossal influence on modern society, it also has some positive and negative impacts on sport.

The positive effects are:

1. It promotes traditional as well as modern sports to makes them popular.
2. It provides information and instruction. For example, people learn the rules of a game simply by watching it.
3. It provides coaching aid to improve individual performances.
4. It provides finance by paying for the rights to show a sporting event.

The negative effects of media are:

1. Media pays more attention to more popular sports like Cricket or Soccer. This does not encourage the less popular sports which may even disappear owing to the minimal media attention.
2. It increases the need to succeed as far as the participants, the managers or the coaches are concerned. This anxiety may result in lack of concentration, distraction and negative performance.
3. Overexposure to sports may lead to boredom and fatigue.
4. It can publicize and glorify indecent behaviour

Sport Media and Ethics

As media continues to grow so does its power. The obvious question that arises in this stage; do media negatively affect the world of sports? This is purely a debatable question. The answer depends on how the media are used in sports. In today's world of sports, media is a very important element. How true and unbiased is the evaluation of the media? Do the media always tell the truth about a player or a club? These are just a few questions that will be on focus at this point. Ethic is considered to be a branch of philosophy because it is concerned with what is morally right or wrong. The challenge lies in finding the standard by which we determine what is right and wrong. Sports ethics is concerned with what is the right thing to do in sports. One aspect of sports ethics addresses how individuals and teams conduct themselves when competing or preparing to compete in sporting events. In youth sports, the primary goal is character building. In this case, ethical concerns focus on hard work, honour, team work, diligence, courage and self-discipline. In competitive professional sports, the goal is to win through fair effort and excellence rather than by deception. Although this is a matter of personal ethics, there can be considerable external influences from others including coaches, teammates, friends, family and fans. Is the sports organisation as a whole following ethical guidelines and making ethical decisions? This is where sports ethics intersect with business ethics. Corporations face increasing competition in a rapidly changing global economy and with change comes more pressure to develop unethical ways to compete. The same psyche is prevalent in sports now where both individual and teams face stiff competition to succeed.

Conclusion

The ultimate aim of this essay is to emphasise on the influences of money on the sports world. Money is everything and it can change everything. Money becomes the reason for playing sports and also determines the way we value sportsmen. In many cases it can be seen that money becomes the primary motive behind playing sports rather than the sheer joy of the game. And when this happens, the potential of sports to facilitate our development as human beings and citizens is greatly diminished. Playing sports might still be fun at this point, but it becomes recreational and nothing more.

References

1. Andreff . W (1981): The price of sports events and the spectator behaviour. Barberi J.L: The dubious money games of sports federations
2. Bourg J.F (1991): Sport &TV, Economic relation
3. Demmert H.G (1998): The economics of Professional team sports. Jenna Hamel: The Ethics of Mass Media and sports sponsorship. David Stead: Sports and Media