

A Way Towards the Media and Promotion: Involvement Changing Face of Sports

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Abstract: *Sports have become big business. It is now an established global industry with the International Olympic Committee. Sport, but not all its forms, has something to sell. It has event links, clubs and top performers. Sports can make money, but athletes get very little of the money they make from the various leagues. The relationship with the media plays a central role in the economic life of sports politics. We get all kinds of information about sports through the media. The sport was heavily influenced by media and was accepted by sports organizations and athletes. Sports media promoted values associated with capitalism, nationalism and racism. The media also promoted spectatorship, dramatization and personalization. Sport and media have both global and local spheres of activity and are linked in a complex web of relationships. Since the 1980s, the value of sports to media companies and their investment in sports has grown exponentially. The power of a small major media company raises important questions about access and equity, especially with the growth of pay-per-view sporting events. Although the media has shown a significant ability to influence the nature and development of sport, it should be noted that there is little evidence of resistance to the commercialization of sports organizations or athletes.*

Keywords: Sports, media, activities. Growth, development