

Unit -5, mass communication and its implication in sports

Mass communication, *the process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience.*

Mainly two types; electronics and print media or communication (t.v, social network, internet, advertising boards or flash, (electronics) news papers, magazines, books, research journal pamphlet etc.

Implications in sports

- 1) Popularity of sports
- 2) Accessibility of sports to remote area
- 3) Marketing of sports and sports heroes
- 4) Gambling in sports and outside
- 5) Dissemination of information and knowledge about sports
- 6) Investment of corporate sector in sports
- 7) Increasing of health awareness
- 8) Addiction sports

Commercialization in sports

Commercialization. **Commercialization** is the process of bringing new products or services to market. The broader act of **commercialization** entails production, distribution, marketing, sales, customer support, and other key functions critical to achieving the commercial success of the new product or service.

Commercialization in sports. The **commercialization** of **sports** is that aspect of the **sports** enterprise that involves the sale, display, or use of **sport** or some aspect of **sport** so as to produce income, in course to make the **sport** better, with more world-class facilities.

Changes in sports; bigger changes took place in term of profit, sale, marketing, distribution of sports

- 1) Sports as saleable product
- 2) Big investment in sports especially in leagues by corporate sectors
- 3) Holding of grand events of competition
- 4) Sponsorship of sports events, sports heroes etc,
- 5) opening of other business
- 6) Salary increasing of players and other staff
- 7) Club and academy started.

Amateurisma v/s professionalism

Amateurism . Amateur sports are [sports](#) in which participants engage largely or entirely without [remuneration](#). The distinction is made between amateur sporting participants and [professional](#) sporting participants, who are paid for the time they spend competing and training. In the majority of sports which feature professional players, the professionals will participate at a higher standard of play than amateur competitors, as they can train full-time without the stress of having another job. The Majority of worldwide sporting participants are amateurs.

Feautres;

- 1) With out remuneration and fees or monetary benefits
- 2) Play for social status
- 3) Individual health and development
- 4) Human endeavor
- 5) Purely recreation
- 6) Olympism as ancient tradition
- 7) Social bonding and harmony

Professionalism

Professionalism in sports; as opposed to [amateur sports](#), are [sports](#) in which [athletes](#) receive [payment](#) for their performance. Professional athleticism has come to the fore through a combination of developments. [Mass media](#) and increased [leisure](#) have brought larger audiences, so that sports organizations or teams can command large incomes.^[1] As a result, more sportspeople can afford to make athleticism their primary career, devoting the training time necessary to increase skills, physical condition, and experience to modern levels of achievement.^[1] This proficiency has also helped boost the popularity of sports.^[1]

Features ;

- 1) Played for monetary benefits
- 2) Entrepreneurship
- 3) Rationalization
- 4) Technical efficiency
- 5) Increasing of Organizational skills
- 6) Specialization in sports no other career activity
- 7) Narrowing the human potential.

Impact of privatization and globalization

Privatization in sports; The transfer of ownership, property or business from the government to the private sector is termed **privatization**. The government ceases to be the owner of the entity or business. ... India went for **privatization** in the historic reforms budget of 1991, also known as 'New Economic Policy or LPG policy'.

Privatization is a means to improve productivity and increase efficiency at the level of the economy of a country, which ultimately leads to economic growth, however in **Sports**, it is beginning of league and franchise competition and academy for training with the investment by private company or corporate sector for improving sports performance and sports culture.

Scope of privatization

Sports league competition like prokabaddi, IPL etc

Training centers especially as academy and sports club in educational institution and stadiums.

Needs

- 1) Investment in infrastructure
- 2) Sports industry
- 3) Basic research in sports and sports sciences
- 4) Financial aid to sports federations and sports persons
- 5) Management of sports for training and competition
- 6) To make the sports club functional

Globalization; is the connection of different parts of the world resulting in the expansion of international cultural, economic, and political activities. It is the movement and integration of goods and people among different countries

Globalization in sports refers to the process of expansion of the idea of [sport](#) across the world and phenomena is how that are associated with it. The field of sports in the 20th-21st century was influenced by the process of globalization. [Globalization](#) not only impacts the way in which sports are conducted and organised but also how they are perceived and what they mean in today's world.

Impact of globalization;

- 1) Involvement of countries other than western has improved in all aspects of sports including competition, administration, training etc.
- 2) Increasing of the exchange of sports and related things between countries.
- 3) Assimilation and dissemination of informations and knowledge of sports in depth
- 4) Increasing of sports club culture
- 5) Exchange of players through competition of leagues and franchise competition.
- 6) Accessibility of sports entertainment through different sports channels for all sports
- 7) Exchange of ideas and research through academic channels