***“Sport today is turning into a business, with many companies involved and***

***ever- growing prize money for the sportsmen. Do you think it’s a positive or negative development?”***

Nowadays sport is becoming a new part of marketing. Whether it has a positive or negative impact on sportsmen and society is a controversial issue. Although I acknowledge that it may have some disadvantages, I would argue that it is exceptionally beneficial in general.

Because industrialisation is spreading and sport is not exception to it, it is true that many people with sport-related professions are becoming profit-driven. People enjoy watching their favourite players, and businessmen sponsor sport teams with potential so as to take advantage of more audiences’ attention for product promotion. In order to obtain more sponsorship, some teams even violate the spirit of sport: making players take stimulants before games. This is an absolutely adverse influence on the public.

On the other hand, sport industrialisation provides profitable opportunities for sportsmen. High ranking sports players are earning huge amount of money than before from their clubs and their commercial endorsement. I believe they deserve this, because people who reach highest levels in any sport must be uniquely talented, and must undergo many years of training to develop the skill and fitness required, and this takes great commitment, dedication and passion. Without the booming sport industry, they cannot obtain this reward.

In addition, sport commercialisation also popularises the idea of importance of health. It is common that people like to imitate their idols. Therefore, if one’s idol is a sports star, whose image is usually strong and healthy, it is likely that one will follow a healthy lifestyle. This has an exceptionally positive influence on the public, which is particularly pronounced for those who have a tight working schedule and can only be stimulated to keep an exercise routine by personal interest.

In conclusion, I accept that commercialisation of sport has its downsides. However, we should also notice its merits.

