



Entertainment Value of Sports and playing for profits

Prakash.B., Physical Education Director, B.E.S. First Grade College, Jayanagara, Bangalore

Abstract

Sports have an entertainment value & it has explicit gain over other factors in this commercial world. Sports can become a medium of recreation & entertainment if both are merged judiciously. Sport events can be combined with recreation to amplify their entertainment value. This in turn attracts big corporate style of involvement in sporting activities. For many sport and recreation organizations, such interest from sporting networks has opened more avenues for profits. Although there is great satisfaction on the part of the participants, many sports lack some of the essential factors that determine entertainment value and focus only on the financial rewards. This is a precarious situation as entertainment out lives sport tradition leading to obliteration of legacy of sports. This also impact the performance of the player individually & team as well. This paper investigates the issues of amplifying entertainment value to sporting events & highlights the impact of such hazards on team play.

Key words: Sports, entertainment, marketing, eye on revenues, impact on performance

Introduction

Sports have an entertainment value & it has definite advantage over other factors in an increasingly commercial world. Sports can become can boost recreation & entertainment & can attracts millions of people. (Desai & others -India Human Development in India challenges for a society in transition 2010).TV stages healthy talk shows, prize money for sporting games , rewards for good anticipation etc. Sports have become marketable in these days of globalization. Every

sport player has been an article of showcase. His potentialities as a player is less talked about but his personal likes & dislikes are debated in public. This has augmented the sports to look like a corporate office. The legacy & traditionalism of sports are at stake.

Determinants of Entertainment Value of Sport

There are several determinants of entertainment value of sports this



varies from region to region but generally countries across the globe

1. Time frame – entertainment value of sports when it is played within the time span. People can spend limited time outside & they can expect a good game inside the stadium

2. Unpredictability- Sports is unpredictable. Victory is volatile & can either way; hence fans adhere to push their teams. This enhances the entertainment value of sports, Fans & followers assemble / debate / expect / anticipate favorable results. This enhances the entertainment value of sports

3. Spirit of nationalism - Players of any sport represent a nation & hence playing in a team as a national team player adds to the ego of the player & the people hailing from the same place as the player also link themselves nationally to the player to a nation. Fans become more attached to nation through sports star from their place than by any other method.

4. Technological progression - entertainment value of sports is enhanced when sporting events are linked with modern day technology. Smart phones / I phones / tablets / & cell phones can be a part of sport live plays/ replays ,

5. Carnival fest like atmosphere can add to entertainment value of sports . Sports can be made more entertaining when it is depicted as a sporting festival. Fans wearing dresses matching it with their teams, sports caps , sports billboards ,

sports charts , sports wall papers/ sports hoardings etc. can add to festive look of the sport.

6. Arranging parallel combats such as clash of dream teams / warring teams / not so friendly teams / etc. can add to entertainment value of sports . It is called as titanic clashes fans go crazy in competition for support towards their favored team. This enhances the pressure of competition & this also augments entertainment value of sports

7. Entertainment value of sports is enhanced when it is complemented with best service delivery. good ambience , sophisticated seating , VIP boxes , lounges , well-furnished stadiums/ play grounds , flood/ Led lights , giant screens . Bilingual / multi commentaries, theatrical sounds / close contact with players / photo shoots. Accommodations, cuisine, dietary service etc. will amplify entertainment value of sports . Thus in India it can lead to human development as well. (Desai & others -India Human Development in India challenges for a society in transition 2010).

Need for re-Consideration-

1. Adding entertainment value of sports needs a re-consideration as in an eagerness to provide superior customer service and value for sports fans some sport organization exceeds limits of entertainment. Adding cheer girls teams to cricket is one such example.



2. The enthusiasm towards providing entertainment value of sports sometimes ends up in misuse of women. Through unnecessary advertisement , dance shows , posters , bill boards . hoardings etc. This will lead to gender misrepresentation & distortion which further leads to violation of women rights.

3. Exhibiting over enthusiasm on entertainment value of sports several sports organization advertize heavily about recreational facilities they are providing but they fail to provide them .This is a falsification &hence it may misguide sports fans& the image of the host country is distorted.

4. Working tirelessly to build generationally exceptional teams that compete for championships year after year and create lifelong memories for fans is the sports organization. But this only helps to promote unhealthy completion among teams.

5. Adding entertainment value of sports has to come to mean marketing sporting event with corporate fashion. Means sports has been marketed with no ethical values Sports has become a commodity which can be garnished, decorated & sold with expediency. But sports as an universal participatory event can mean more than corporate feelings sports can be bond uniting countries & people. (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2012).

6. entertainment value of sports de-motivates a player as well. As sports becomes a market oriented event a player also becomes saleable .He is invited for advertisements . His looks , hair styles , sun glasses , foot wear . leg gear , his bike , his car , his family , his pen , his drink etc becomes a public property. He orients more on these cash inflows which deters him from concentrating on his performances. This also creates a conflicting situation where players of the same team vie with one another for a TV commercial Ad. (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2012).

Sports organizations have been changing their modus operandi. The sport marketing has become very fashionable. The trendy sports wears spectacles , footwear , track suits , bags , logistics , etc One of the best new marketing strategies is to work with influential people that have large social followings. As influential people increasingly build their own media platforms and reach, brands must consider how to best pair their product offerings with the influencers that can best promote them. Entertainment values can be added as a high promotion of sustainable sports practice (Report of the Scheme For Rural Tourism Development –Ministry Of Tourism 2013). Sports with entertainment augmentation chances can be made to contribute to the revival of lost folk sports and reintroduction of forgotten sports with rejuvenation which are



on the fringe of extinct. It is can be made an ideal and natural method of empowering rural and urban communities with more room for socio- cultural expansion India, being a multi cultured nation can embark upon utilizing the assistance from rare sports activities & improve its prospects in rural / urban community developmental research. (Santhi & Rajesh Kumar (2011), Entrepreneurship Challenges and Opportunities in India).

Conclusion- Thus sports can become more entertaining if it can deviate the entire community towards good healthy practices & foster community development. But the idea of sports for entertainment is being visualized at a corporate level . Sports can be a media for development of a community. Value of sports can be enhanced with integrated approach towards sports. Only entertainment or only sports cannot be a nation's sport policy. It is a judicious merge of both. But governments & sporting organizations should give sensible & thoughts towards merging both of them together without harming the legacy & traditionalism of sports.

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