

# Theme 14- Media and Advertising

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**163. Some companies sponsor sports as a way to advertise themselves. Some people think it is good, while others think there are disadvantages to this.**

**Discuss both sides and give your opinion.** (Reported 2017, Academic Test)

### Response 1

The practice of companies sponsoring sports as a marketing strategy ignites a multifaceted debate, presenting both potential benefits and drawbacks. While its effectiveness in brand promotion is undeniable, ethical considerations and potential downsides necessitate a balanced perspective.

**Advocates of sports sponsorship** highlight its **synergistic** nature. Companies gain significant **exposure** to a vast and diverse audience by associating themselves with popular sporting events and athletes. This **brand visibility** can foster positive brand associations and cultivate trust, ultimately translating to increased sales and market share. Additionally, sponsorships can create **mutually beneficial partnerships**. Companies gain valuable marketing exposure, while sporting events and athletes receive financial support, enabling them to operate at a higher level and potentially reach a wider audience, fostering the overall **growth of sports**.

However, critics of the practice raise valid concerns. The **commercialization of sports** can overshadow the **spirit of fair play**, potentially prioritizing profit over sporting integrity. Excessive **branding** can create an **obtrusive** viewing experience for fans, diminishing the enjoyment of the game. Moreover, ethical concerns exist regarding the potential exploitation of vulnerable demographics, such as children, through **targeted advertising**. Additionally, athletes may be burdened by **excessive commercial obligations**, potentially impacting their performance and well-being.

**In conclusion, striking a balance is paramount.** While sports sponsorship presents a powerful marketing tool with the potential to benefit both companies and sports, ethical considerations and potential drawbacks cannot be ignored. Responsible practices, such as avoiding intrusive advertising and respecting the integrity of sports, are crucial. As consumers, we should also exercise **critical thinking** and make informed choices, recognizing the potential influence of sponsored messages. By fostering a balanced

approach, we can ensure that sports sponsorship serves as a win-win scenario for both companies and the sporting world.

### Vocabulary

- **Synergistic:** Working together to produce an effect greater than the sum of the individual components.
- **Exposure:** The act of being introduced to something.
- **Brand visibility:** The extent to which a brand is seen or noticed by consumers.
- **Mutually beneficial partnerships:** Partnerships that benefit both parties involved.
- **Commercialization of sports:** The increasing use of sports for advertising and marketing purposes.
- **Overshadow:** To make something seem less important.
- **Obtrusive:** Unwelcome or causing unwanted attention.
- **Vulnerable demographics:** Groups of people who are more likely to be harmed or exploited.
- **Paramount:** Of the greatest importance.
- **Critical thinking:** The ability to analyze information and form a judgment.

### Response 2

The sponsorship of sports by companies as a marketing strategy is a multifaceted phenomenon, drawing both praise and criticism. While proponents argue that it brings financial support, heightened brand visibility, and community engagement, critics contend that it may lead to commercialization, compromised authenticity, and biased influences. In my view, while sports sponsorships can be beneficial, a judicious approach is essential to strike a balance that preserves the integrity of sports and ensures ethical practices.

On the positive side, companies sponsoring sports events contribute significantly to their financial sustenance. This influx of funds aids in organizing high-profile competitions, maintaining sports facilities, and supporting the development of athletes. Moreover, the visibility garnered through sponsorship enhances brand recognition and allows companies to connect with diverse audiences. The alignment with popular sports events can create a positive association, fostering brand loyalty and goodwill among consumers. Additionally, such sponsorships often lead to community outreach programs, further strengthening the bond between businesses and their target audience.

However, there are discernible disadvantages associated with the commercialization of sports through corporate sponsorships. Critics argue that the infusion of commercial interests can compromise the authenticity and purity of sports. The emphasis on profits may lead to biased coverage, favoring sponsors'

interests over fair representation of athletes and teams. Furthermore, the omnipresence of corporate branding within sports venues and broadcasts might create an environment where the spirit of competition takes a backseat to commercial considerations, potentially alienating purists and traditional sports enthusiasts.

In conclusion, the sponsorship of sports by companies has undeniable advantages in terms of financial support, brand visibility, and community engagement. However, it is not without drawbacks, as concerns about commercialization and biased influences merit serious consideration. Striking a balance is essential, where companies engage in sports sponsorship responsibly, prioritizing the authenticity of sports and maintaining ethical practices. A thoughtful and conscientious approach can harness the benefits of corporate sponsorship while safeguarding the fundamental principles and spirit of sportsmanship.

### Vocabulary

1. Multifaceted phenomenon: An occurrence or situation with many different aspects or facets.
2. Proponents: Advocates or supporters of a particular idea, cause, or course of action.
3. Influx of funds: A sudden and substantial increase in the amount of money coming into a particular place or organization.
4. Judicious approach: A thoughtful and prudent method of dealing with a situation, emphasizing careful consideration and good judgment.
5. Foster brand loyalty: Encourage and cultivate a sense of loyalty or commitment towards a particular brand among consumers.
6. Community outreach programs: Initiatives or activities designed to engage with and benefit the local community.
7. Discernible disadvantages: Clearly noticeable drawbacks or negative aspects.
8. Infusion of commercial interests: The introduction or injection of business-oriented concerns into a domain that traditionally may not have been commercially driven.
9. Omnipresence: The quality of being widespread or constantly present, often in an all-encompassing manner.
10. Purists: Individuals who adhere strictly to traditional methods, principles, or values, especially in the context of sports and other cultural activities.

### 164. Violence in the media promotes violence in society.