



TWO FACES OF MODERN SPORTS WORLD

Prakash L. Naragatti¹, Parappa R. Ramateerth² and Lakkappa Hosatti³

¹Physical Director KLE,s SSMS College Athani.

²Physical Director KLES SSMS College, Athani

³Lecturer SPM'S Degree College , Raibag .

ABSTRACT

We get introduce about those two faces of present sports world after discussing and analyzing some factors of today's sports world like sports moralities, technology in sports, behavior of sportsman, sports and financial management, sports organization, players giving importance to loose & win in games, global sports meets, internal relationship between sports personalities, sports leagues, important of records in events, etc. In modern world sports had a clear direction and settings. It also had some fantastic morals like development of sportsmanship, healthy competition, accepting winning &losing in same manor, building a healthy generation, so also in this way some misbehaviors like corruption, over pride ness, doping, betting, discrimination, over aggressive behaviors of players are also tagged with sports by some artificial attempts from some anti social's. These bad developments are also challenges to create healthy and model generation and it was also known as prime aim of sports. Apart from this challenges sports is must needed activity for modern world. In earth all things and thinking had pro and anti opinions sports is not apart from this concept. Here also good and bad things happening but apart from this things sports is most essential and much needed activity for human's joyful life yesterday, Today and tomorrow. By viewing below facts we now one face of sports which caring towards eminent level.



KEYWORDS: - Modern sports world, Sportiveness, Corruption, Leagues, Doping, Betting, Technology, Sports industry, Sports injuries, Profession, Popularity, Records, Organization, Sports meets, Academies, Victory, Money and Globalization.

INTRODUCTION

Aim of this article is introduce the fact and true faces of present spots world as per my view modern of sports had to faces. One face is caring sports towards up words and in same time another on is pushing towards down words. Certain all bad things sports had such magnetic power man doesn't live joyful life without sports. In this era sports had become essential thing and also become primary priority to all nations.

1) Sports becoming professional from habitual

It is most important characteristics of modern sports word at past we saw only habitual sports persons. But today arise of leuges, interest to words sports by corporate sector, sponsorships, and changes

in sports rules are main causes for development of professionalism in sports. For these reasons players make's himself professionalizes in sports and they also make sports is a main income source.

Some popular leagues investing more capital on some outstanding players and it is the proof to this fact and also good development for sports. But it also gives encourage to sports material sector, sports technologists, events management companies and also they find professionalism by modern sports world.

2) Sports industry

Yes today sports not only becoming professionalism but also developing like sports industry, sports & fitness training professions also developing in well method. Some parts of sports equipments, management of sports like sports meets, building sports complex, sports media are have much flowing of money and these are also element factors of sports industry. Number of human source becomes professionalists by sports industry. Some icon sportsman's also utilizing as brand ambassadors for sports industry companies like ADIDAS, NIVIA, NIKE are competitively working in sports industry in all over world and is the witnesses to what sports industry is....!

3) New friendship between controversial states:-

Modern world is suffering from cold war where corruption & terrorisms are using as its weapons. Unhealthy compaction is started today between higher countries. By this type of war relationship between states getting weak. In this way sports is splendid mediation for cold war. Sports events like Olympic, world cups, commonwealth games, Asian games, and sports series between two or three countries are definitely helps to develop the relationship between each other. Not only like this but sports is also right way to countries which need to step to words good relationship. We already saw that by sportive approach some controversial states starts become as friendly nations.

4) Sports getting educational importance :-

Today sports is playing important role in education sector jointly with physical education. Today's generation much needed sports activity in school & colleges curriculum, private sports schools, sports universities, sports coaching academies, coaching camps are supplements for this point

To conducting these all organizations & events it needs qualified staff and coaches. Then this staff and coaches also need a systematic training. In this manor sports getting much academic opportunities. Sports is mandatory subject for all schools in India and also sports & physical educations are becoming systematic study disciplines. Research is also going on in universities & academies for eminence of sports world.

5) Right use of technology :-

Modern sports are highly depending on technology now day's in sports world technology is needed from coaching to deciding winner and looser. Computer replay technology in taking decisions, Technology to checking doping, technology to using in effective coaching. In above all events technology is key factor. In some sports events giving right & transparent decisions are a challenge for umpires & referees. In this manor technology is right way to use to give such decisions.

6) close competitions and sports records:-

It is also most important characteristic of modern sports world one saying is true that "record is made for break. Sports records are developing day by day. Because of continues practices, modern and scientific coaching method, recognizing particular failure point of sportsman and focused training of that particular point are the reason for creating new records. In same manor modern sports compactions are having very closeness. Partly we can't hold records for so long time in some events of sports like 100mtrs run, throwing, jumping, tennis, football, and cricket. Last minutes of these all events gives very much thrill to spectators. Accordingly holding record in global level is pride to sportsman, countries, and spectators also.

7) Increasing in popularity:-

Sports leagues, live telecasts of matches, technology, and interest of corporate and economic world towards sports and perfects entertainment by sports are the vital forces of modern sports world these are the reasons for popularity in sports. Modern generation is generally suffering from work pressure, decreasing in health level, unhealthy competition. In this way seeing matches, and participating regularly in sports events is effectively work on them as mediation.

8) Avoiding unnecessary rules & accepting new rules:-

Yes today's sports are quickly responding to positive changes. In this manner sports organizations are accepting such rules which caring sports towards popularity, development and transparency. They are also avoiding such rules deadly for games, rule allowing corruption in sports, for that rule sports injuries higher than normal level. Applying modern technology to give transparent decisions, controlling over aggression and self made faults. Taking bans on existence things like this and rules are also comes to practices very effectively. Sports organizations are activated in enforcement of scientifically and practically proved rules and avoiding negative and unnecessary rules. They are also trying for separating sports from politics. By these all they are making sports world transparent, clever & non corrupted.

9) Decreasing in sports injuries:-

At past in game unnecessary rules, Not using safety equipments, lack of scientific training, nonscientific grounds and measurements, insularism about sports are the main reasons for sports injuries. But today sports injuries happening only by accidentally or intensely from neither opponent side nor high level of competition. Sports are not completely apart from injuries ever. Because sports games are interview of two players or teams at same time and physical contact, using materials to play make by wooden or metal, pull to words win, competition level had creates injuries situation in games but apart from this modern sports word decreasing in injuries by modern type of coaching, using safety equipments, making officials control on such situations which casus for injuries in group games, starting new game which had low possibility of sports injuries, lots of scientific researches on them modern sports world is succeeding in decreasing of sports injuries.

After discussing above all we know the real importance of sports in today's society and also it's the one face of today's sports world and these are also positive things of sports which carrying sports towards upwards. In below we discuss about some negative things of today's sports world which carrying sports towards downward. And also it is the one face of sports world which was hurdles to develop the sports in society. After viewing below certain points we know the factors which affecting to present sports world.

1) Corruption in organizing large sports meets and in maintaining sports leagues:-

Today corruption is in all sectors and it has become a common challenge for all. Sports world is also not apart from this challenge. It is also suffering from corruption. Sports sector commonly in selection of teams, supplying sports goods, organizing global sports meets like this certain situations had contact with corruption. Some countries paying crore of money by corruption way to make bidding to their side to organize global meets. In society people spent lots of money on for craze & entertainment. In every sport man get real craze & entertainment in this manner number of sports leagues started. These sports leagues are came with goods which was very much needed for modern generation it was entertainment. So obviously this leagues turn over crore of money and it make way to corruption in sports we recently saw some examples. Leagues are how much strong economically that low's of countries never control or finish that corruptive leagues and academic boards. Even they are also escaping from court system so that today corruption is controlling something in sports world strongly.

2) Doping:-

Another face of modern world is suffering from problem like Doping. We also made anti doping organization, create anti laws, scientific testing method, if doping is confirmed punishment is also cited. After this all we can't wash completely doping from sports. By some private reports or by media we really feel sad about that in junior's and state level meets we found used doping materials in Toilet rooms, chaining rooms, also in beside of compound of sports complex. In our country doping was recognized by media in first grade sports meets within states in the mode of tablet, syringe, injections etc. unfortunately some sportsman's without knowingly they are having drug by some authentic leagues and country's. Some globally icon & outstanding players are using drugs to increase their performance. It is not good moment for sports world.

3) Victory is becoming dignity & over pride ness from sportiveness:-

Victory is commonly likable thing in all sector today sports world is become a highly dignified sector. Winning in international sports meets it shows that country is globally strong in sports field. In this way some anti sports activities are going on to get more medals. In this manor strong nation of sports world are must have to see the victory not in the mode of over pride ness. Another one thing is also necessary that sowing transparency in including the new games to Olympics. This development is also not good for relations between states and also regarding future of sports. Even sports world not give up their sportiveness. If it give up from next minute sports loses their importance and creates new problems.

4) Plagued of leagues :-

To gain or reach final goal of sports, leagues are very much helpful organization. By these leagues sports step out from national boundaries and also sportsmen get economical integrity. So representing in leagues players gets popularity and economic security. By this type of leagues representation players are not seriously or interestingly representing their countries in competitions. Flowing of unlimited money and popularity in leagues causes for some ungodliness and sports becoming a business and entertainment goods from their basic orientation.

5) Increasing in over aggressive behavior from sports persons:-

In every competition aggressive behavior is needed especially in sports field. Players should have limited aggressive behavior. But in modern sports world by this aggressive behavior Players losing their performance level. Basic intention of this over aggressive behavior is diverting concentration of opponent Players by tempting and pushing his performers to low level with anti sportive way. In some cases players getting some tips at training to perform this kind of behavior. Some games like boxing, karate, wrestling and kabaddi had naturally expected aggression from Players. Finally we realize that Players should have and show this kind of behavior only in their game skills not in anti sportive way and also not in accepting defeat, in celebrating victory and not to masking their mistakes.

5) Political & economical control on sports administration :-

In sports administration election meathead is there, but still sports organizations or are not free from control of political & economic powers. Today in all international sports federations five of politically & economically well powered nations had complete control on them such country's always try to make some important decisions in favor of them in authentic way or from back door way. It causes to some ungodliness in changing rules, bidding process of globule sports meets, economical management and appointment of administrative bodies etc. this kind of development effects on taking judicial decisions in sports related issues and events. Some Players, federations getting ban who rises vice against to this system and lastly this kind of development not good for future of sports world.

6) Betting and sports:-

Ancient days in sports we couldn't see betting but today betting mafia are welded with sports world. Some modern development in sports flows money towards this field. Because of money creates development situations and favor environment to betting mafia. At starting we saw that betting was limited to who win and who loses the match. But today it happens with directly. Means we saw in some cases of betting's bookies contact to the Players and they will get match result how their mafia wants by paying money to Players. In this manor some icon Players becoming victims himself to betting for their greed to words money. Even we also have anti betting laws and actions but today betting mafia tags with criminal world which we also called 'under world.' Today's system also indirectly co-operating with this mafia. That's why it's become a new challenge for sports field and police system.

8) Bad behavior's from eminent achievers:-

It's a Dangers development of modern sports word. In earth all things had good and bad characteristics its natural. Eminent achievers in sports like coaches, Players are dedicates their whole life to their sports events or games. They had reach that level by regular practice, dedicating and with healthy computations. In this manor they had thousands of fan followers so they must behave like gentleman in winning or losing movements with opponent and co- Players. Behave like Uncivilized and non sportive way in certain situation defiantly wrong message will sent to society. Today we find some players whom floating in successive waves and they are insulting to representing nations and also to sportiveness. Today we defiantly find number of model Players & they had fan followers in outside of their counties, nations, classes, religions so they should show responsible and sportiveness behavior. By this kind of behavior they should send good message to society.

CONCLUSION: -

Dispute of this all things today sports world does not give up their final aim which we meant that sportsmanship, sports spirit, healthy competition etc. And on who connected with sports they all have the responsibility of avoiding such negative things and promoting sports towards their final aim.

REFERENCES:-

- 01) 182 Shields and Bredemeier, "Moral Development and Behavior in Sport," p. 590.
- 02) Bredemeier and Shields, "Athletic Aggression," p. 23. Emphasis added and transitions between paragraphs elided.
- 03) See www.sportsmanship.org/ (visited January 20, 2004).
- 04) Kamlesh, M.L. (2009). UGC-Net Digest on Paper III- Physical Education. New Delhi: Khel Sahitya Kendra, p.110.
- 05) Sharma, A.K., Chandra Shekhar & Sharma, O.P. (Eds) (2007). Encyclopedia of sports, health and physical education. New Delhi: Khal Sahitya Kendra, 2007. Vol. I. p.21.
- 06) https://www.yesbank.in/pdf/development_of_sports_and_sports_infrastructure.pdf



Prakash Naragatti
Physical Director. K A Lokapur Digree College , Athani.



Parappa R. Ramateerth
Physical Director KLE'S SSMS , Athani.