

# [Sport issues in media essay](https://assignbuster.com/sport-issues-in-media-essay/)

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The media is the best medium for people to know what is happening in the sports world. This has created a very close relationship between media and sports, resulting to a number of issues such as ethics and management. It is undeniable that the media houses make a lot of money from the coverage of sports. Due to this, it is very tempting for the media houses to break some of their codes of ethics so as to make sure they earn as much as they can.

One such issue resulting form this relationship between media and sports is the media focusing more on negative incidents such as wrangles within the management of a particular team in a sport such as football. It is undeniable that controversy sells more. Hence, more often than not, reporters may go out of their way to publish such incidents. Such incidents make the sports columns in magazines and newspapers more entertaining, increasing the sales of sport newspapers and magazines at the expense of the sport and anybody else involved.

The major result of this is conflicts between the media and sports organizations, which is against the code of ethics of media since most of these published stories are usually just rumors. There should be mutual benefits for both sports organizations and media houses and so the codes of ethics should be maintained from both parties.

The V, C, R stakes in conflict include sports journalists (columnists, local reporters, international reporters, and beat reporters), current and former sports people. Parents of these sports men and women as well as their fans are relying on the media for information related to sports. Sports organizations and the people who run are also part of this group. It hence is clear that in the chance that the media gives wrong information, then quite a number of people would be negatively affected.

This also relates to other issues outside sports such as the entertainment industry by leading to ruined careers of those involved. Once the media publishes negative information concerning a celebrity or any other public figure such as a political leader, the way the society views them automatically changes. The people may lose the respect the society held for them or even worse, their careers may come to an end. On the other hand, controversy may make the victim more popular since they attract attention from the audience.