

A Sociological Reflection on Commercialization of Sports

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Abstract: Sporting goods and services like other goods are subject to market forces. Commercial view on sports however, has rarely challenged. Furthermore, current approaches in sports and social belief have not paid serious attention to commercial aspects of sports. Therefore, there is not an important reflection on modern and critical thought about commercialization of sports. Current non-critical thoughts and attitudes about sports and commercialization have aimed to perpetuate established privileges and interests such as hierarchical control and production of interest. Commercialization trends in sports are so important and so extended that usually are accepted with no question and doubt. Some intellectuals believe that sociologists must challenge in some performances of the sport. This article, with a review of sports sociological literature, has tried to study the interaction between sports and commercialization. At first, it reviews the sports commercialization concept, and then describes the theoretical and empirical relations between sports and commercialization.

Key Words:

Sports Commercialization,
Sponsorship, Alienation, Monopoly.

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1 - Sponsorship

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- 1 - Commercialization
 - 2 - Specialization
 - 3 - Rationalization
 - 4 - Quantification

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- 1 - Urbanization
 - 2 - Industrialization
 - 3 - Class relations

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(Sponsorship)

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2 - Modernization

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- 1 - Dysfunctions
 - 2 - Alienation
 - 3 - Powerless

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1 - Social Pattern
2 - Scientification

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1 - Aesthetical

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1 - Mass Consumption
2 - Leisure Times

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1 - Manipulation
(Herbert Hyman)

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(Reference Group)

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1 - Bourgeoisification
2 - Hooliganism
() (Body' Commodification) "

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