

Sport disciplines excessively promoted and others that should be promoted by media

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Abstract

Sport represents most certainly an economical activity and media can be the best manager or agent for the players.

Football is one of the sport branches which are excessively promoted through the media. The spectacular dimension that football has achieved nowadays may be attributed to these two factors: the most important is the evolution of the Football World Cup from a friendly match between some elites of the national football to the international promoted spectacle which attracts more attention than any other sporting event. The other important factor is represented by the fast growing of sports clubs at the national level.

At present, football is the most worldwide spread sport and it attracts everywhere hundred thousands of players on the stadium, and other millions of supporters. There is almost no country in which football is not situated on the top of the sporting activity. Football means competition, joy, sadness, glory, money, excesses, fun, pain, huge business, stars and anonymous persons, shortly life itself.

Football is the sport which creates the opportunity to go out in the street and enjoy a qualification. On the one hand it is about education, but on the other hand it is about media promotion. While football is excessively advertised through the media there are a lot of other sports like volleyball or handball which have brought us important trophies and should have also the media's attention.

Gymnastics and athletics are important and promising sporting activities for which we should do more. In the same situation we find the game of rounders (oina) which is a Romanian national sport.

Key words: football, sporting branches, excessive promotion through media.