

Many companies sponsor sports as a way of advertising themselves.

Some people think this is good for the world of sports, while others think it is a negative.

Discuss both views and give your own opinion.

Positive

Advertising makes the world of sports always appealing > when companies sponsor sports, athletes, coaches, sports clubs motivated and make more effort **because they want this support** for instance **athletes try to enter in famous sports clubs** > because of these matches or competition are more **interested** so more people follow them > world of sport always attractive

- *The part before this is the main idea, not a reason, so you should use a different symbol here to avoid confusing yourself.*
- *This is the reason and must come before the result: **they want this support to continue > motivated and make more effort e.g. athletes try to enter in famous sports clubs***
- *I am not sure if this is an example of making more effort.*

Improve the quality of sport > Investing in sports > paying money to company of sport teams > they allocate this money for teams' expenditures > such as employing more professional teams members better coach better **game players** > also developing the infrastructures > better food better clothes > improve the quality of sport games

- *The part before this is the main idea, not a reason, so you should use a different symbol here to avoid confusing yourself.*
- *This is the same as team members.*

Companies provide some products that athletes need for exercise:

give them free stuff, like Nike gives some sneakers as gift to Marathon runners > have more and better tools > more motivation > try to be better to keep advertisers & get more > more competition and motivation in world of sport

- *All good!*

Negative

Advertising makes the world of sport unfairly competitive > most of the companies support famous athletes or clubs > **so** small club and other normal athletes gradually pushed out of the sports world despite their effort > seems like mafia that prevent them to succeed **cause they want benefit for own companies** > **so** **they makes the world of sport unfairly competitive**

- *This is a reason and must come before the result.*
 - *I don't see the link between mafia and this reason on the one hand, and the part before them on the other.*
 - *This only repeats the main idea. Make sure you add some details here to avoid that.*
 - *What you proved is that sponsorship creates unfair competition, not advertising.*
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There is a risk for athletes' reputation: if the advertiser company does a crime in the middle of contract - **because it is connected to the athlete's name** > ruin the athlete's reputation as well > they may get hate from people > stressful situation > **cannot play well** > less focus on sport and more focus on other stuff such as negative comments > **harmful to the world of sport**

- *This is the reason for the conditional sentence and must come before it.*
 - *This is the result of having less focus.*
 - *This is totally redundant because we already see clearly that the results are negative.*
 - *Generally speaking, I would not continue much after reaching the main idea.*
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decreas quality game sports>Sports competition changes to a show for branding instead a battle to show sports skills >players and team show off thier clothes and expencieve equipment they got> espeacially in social media instead showing thier skills in sports>such as the bigpages of ronaldo and messi is full of advertisment posts instead related football post>**also people pay attention thiwr luxuty life style rather thier style in playing game skills for an example people innitate thier styles of thier wearing not persuing and learning thier technics of sport**>**sports player pay more attention to fashion and luxury itema rather than exsersizing and improving thier skills**>decreas sport skills >decreas quality game sports

- *This part gives us another reason, so if you want to shorten the explanation, it can be removed.*
- *You already said this.*