

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 these views and give your own opinion.

A lot of ~~firms~~ companies sponsor sports ~~for advertising to advertise~~ themselves. Even though a number of individuals believe that this is useful for the world of sports, others argue that ~~this~~ it have has pernicious effects on it. This essay will discuss both these views before presenting my own.

Commented [ET1]: Informal → *numerous*

Commented [ET2]: This is a type of company.

Commented [ET3]: Since your introduction is long enough and you have already introduced the topic and the debate, this last sentence is unnecessary.

~~When it comes to upsides,~~ When companies support sports, ~~the their~~ financial burden is alleviated. ~~Costs including Sports costs include essential incomes for~~ athletes salaried or ~~necessary money the money necessary~~ for infrastructure tasks such as renovating stadiums and maintaining courts, while other revenues like selling tickets or tournament rewards are not adequate. Thus, advertising incomes account for a considerable part of revenues. More talents are also discovered. When athletes participate in advertisements, more people get familiar with them and their sports. ~~It~~ This entices people to follow ~~this those~~ sports and increases the population of athletes. As a result, more top talents are identified because athletes' population has increased.

Commented [ET4]: This does not match the structure of the rest of the sentence.

Commented [ET5]: THE... has no reference: when you say THE FINANCIAL BURDEN, the reader asks "which financial burden?".

Commented [ET6]: Informal → *become*

Commented [ET7]: You are referring to the whole sentence, not a singular pronoun, noun or phrase.

Commented [ET8]: Without this, your argument makes little sense. What you want to say here is this:
advertising > greater visibility of sport > more people become interested and participate > greater chance of identifying talented athletes

Commented [ET9]: Reason comes before the result, remember? Follow your notes.

Commented [ET10]: You had a good example in your notes, but you have dropped it here.

~~However, W~~we cannot overlook some downsides. Most of the time corruption in sports is rooted in companies' support. When ~~companies~~they sponsor sports, they spend exorbitant amounts of money. Therefore, they consider matches an investment ~~they and~~ pursue the most benefits. ~~Even~~They even interfere in systems and matches, which devastates fair play. ~~They and~~ they want to achieve their favorable results via bribery and dealings. Moreover, the money may corrupt athletes' characters. Many sports stars are really young. If ~~the young~~they receive a substantial amount of money from sponsors, ~~feeling they~~they begin feeling they are the cream of the crop. Thus, they become unbearably arrogant. ~~they and~~ lose motivation for practicing and being hard-working. Eventually, their sports performance ~~has~~ deteriorated~~deteriorates~~.

I think corruption can be prevented through ~~exact~~ monitoring and athletes' characters can be preserved by means of ongoing ~~raising~~ awareness raising. ~~Whereas generating sponsorship revenues come in handy for~~ Therefore, generating revenue from sponsorships is good for sports, as it can help with supporting athletes, maintaining infrastructure and exploring talents which is precious.

Commented [ET11]: No contrast here

Commented [ET12]: This is your clear opinion on the topic.

Commented [ET13]: Redundant

TR 6: The topic of the essay is clear, and you have successfully presented the two sides. However, sometimes the structure of the sentences confuses the meaning and the relationship between ideas, e.g. "Costs including essential incomes for athletes or necessary money for infrastructure..., while other revenues... are not adequate". This affects the reader's understanding of what you are trying to say. The conclusions for the second idea in paragraph 2 are also confusing (see my correction and comment 8).

CC 6: The general organization of the essay is clear, and progression is mostly logical, although sometimes the order is unexpected (see comment 9). There are some issues with linking and referencing that I have noted throughout the essay.

LR 6: You have used a range of less common and context-related vocabulary (pernicious effects, financial burden, infrastructure, exorbitant, fair play, substantial amount, monitoring, awareness), but there are many issues with collocation and phrase formation, e.g.:

essential incomes → athletes' salaries

advertising incomes → advertising/sponsorship revenue

athletes' population → the number of athletes

pursue the most benefits → maximise their profits/returns

favorable result → desired outcome

athletes' characters → athletes' character

ongoing raising awareness → ongoing awareness-raising

exploring talents → identifying/discovering talent

GRA 5: You have attempted some complex structures and some sentences are clear and understandable. However, in many cases, your sentences are malformed and difficult to understand (I had seen the notes, so I managed to see the message you were trying to convey) E.g.:

"this have pernicious effects" → this has

"companies support sports, the financial burden is alleviated" → incomplete/incorrect sentence structure.

"It entices people to follow this sports." → this sport

"Therefore, consider matches an investment they pursue the most benefits." → grammatically defective.

"Even They interfere..." → defective sentence structure/capitalisation.

"If the young receive a substantial amount of money from sponsors, feeling they are cream of the crop." → incomplete clause.

"Thus, they become unbearably arrogant. they lose motivation..." → sentence boundary/capitalisation problem.

"their sports performance has deteriorated" → problematic tense/aspect in this general causal argument.