

Many sports players advertise sport-related products. What are the advantages and disadvantages of it?

We live in a consumer society where ~~even~~ a great number of athletes, sports stars who shine either permanently or evanescently, have become advertising icons to help companies enjoy better marketing. Their presence, however, despite ~~the~~ benefits for both sports companies and players seems to bring about more distinct disadvantages.

On the one hand, it is believed that sports players' involvement can be regarded as a win-win situation for both companies and players. First, famous athletes can monetarily benefit from appearing in various types of advertisements and live a better life with the minimum effort. Due to injuries and mishaps, professional life ~~for~~ could be extremely short, for many athletes this short time is the only time that they can make money like this. Being exposed to a large variety of physical damage, putting tremendous effort into their career, and desperately seeking the opportunity to be seen as a diamond in the rough, this easy money is not more than the small sack of coins thrown for the last man standing in the arena. Moreover, companies can also take advantage of a great deal of publicity surrounding sports stars. With many fans and followers around the world, many players can outperform any kind of advertising in contemporary life. The legendary football player, Cristiano Ronaldo, can be an example. Gaining the reputation as the owner of the world's top Instagram page, he can be frequently seen in sportswear manufacturers' advertisements such as Nike or Adidas, aiming particularly at his fans.

On the other hand, it seems that exploiting the reputation of star players is unfair to not only the public but perhaps even the players' integrity. Abusing the sports lover's passion who worship their favorite athletes and follow their footsteps in life is yet another nasty technique in advertising. So mesmerized are sports fans ~~are~~ by their idols that these poor ordinary people follow their heroes in every minute details of lifestyle, from their hairstyle to the brands for purchasing. In addition, sports players also lower themselves by their appearance in advertisements, especially if they do not believe in what they advertise. This, albeit appealing through gaining more money or even publicity, can ruin their reputation as they betray their followers' trust. There have been numerous instances of such walking sandwich boards who found their fame in tatters for the false advertising they have been involved.

In conclusion, although the presence of sports players in advertising can be considered advantageous for sports companies and players, I believe this is unethical to the public and players in general.

