

ELEMENTS OF UNETHICAL CONDUCT IN SPORTS AND SPORTS ENVIRONMENT

Abstract

Review of unethical image in sports and sports environment aims to present real world condition overview. It is clearly visible through observation from different perspectives that there are multiple issues in factual reality. Elements of unethical conduct appear in all levels with profit as main motive. Overview of basic elements of unethical conduct tendencies aims to encourage contemplation on other forms of such matters. Elements of unethical activities interlace one with another however we have attempted to isolate those present only on level of sports professionals, management, sports employees, audience and media.

Key words: *ethics, morals, sports, unethical environment, manipulation*
