

Beat Communication

BA(JMC)-MDC-112



Syllabus- Unit 1

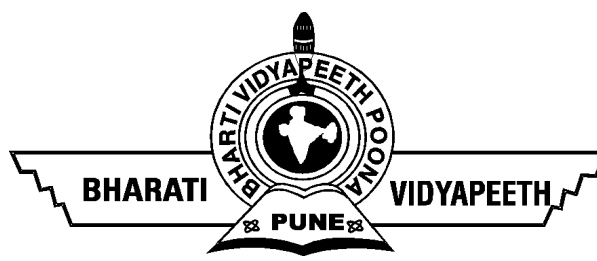
UNIT – I

Health, Sports and Entertainment Beat - Lifestyle and Fashion:

Health: Roles & Responsibilities of a Health Journalist, Role of Media in Public Health Ethics in Health Reporting, Structure and Guidelines for Health Reporting, Health Reporting for Various Media: Traditional and Digital Media.

Sports: Roles & Responsibilities of a Sports Journalist, Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story, Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles, Emerging Trends Trends in Sports Journalism: e-magazines and Blogs.

Entertainment: Trends and developments in the industry, Crafting engaging lifestyle features, Addressing cultural nuances in lifestyle reporting, Covering fashion events and trends, Visual storytelling in fashion journalism, Analyzing the societal impact of lifestyle and fashion reporting, Ethical considerations in entertainment journalism.



1. Health: Roles & Responsibilities of a Health Journalist

Awareness Creation: Health journalists play a crucial role in educating the public about health-related issues, such as diseases, preventive measures, and healthy practices.

Accuracy in Reporting: Reporting medical and health news demands precision. Journalists must cross-verify facts with experts and use peer-reviewed sources.

Advocacy for Public Health: Advocating for better healthcare facilities and public health policies by highlighting gaps in the system.

Crisis Reporting: During health crises like pandemics or disease outbreaks, journalists must provide accurate and timely updates to prevent panic and misinformation.

- **Role of Media in Public Health :**

- Public Awareness Campaigns: Informing communities about hygiene practices, vaccination drives, and government health initiatives.
- Combating Misinformation: Media platforms are essential for debunking myths, especially during outbreaks or medical controversies.
- Policy Advocacy: Highlighting the need for improved healthcare infrastructure and policies.

- **Ethics in Health Reporting :**

- Privacy: Protecting the identities of patients and ensuring confidentiality.
- Avoiding Sensationalism: Reporting on sensitive health issues without creating fear or panic.
- Transparency: Disclosing conflicts of interest, such as funding from pharmaceutical companies.

- **Structure and Guidelines for Health Reporting:**

- Organized Content: Use a clear structure with a compelling introduction, verified data, expert opinions, and a concise conclusion.
- Data Visualization: Incorporate infographics, charts, and visuals to simplify complex medical data.
- Multiple Sources: Cross-check information with authoritative sources like WHO, CDC, or reputed medical journals.

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Health Beat

Health Reporting for Various Media :

- Traditional Media:** Write detailed articles and features for newspapers or magazines. Interviews with doctors and patients can add depth.
- Digital Media:** Blogs, podcasts, and social media posts tailored for younger audiences. Use multimedia for engaging storytelling.

SPORTS REPORTER :SKILLS AND QUALITIES :

Sports reporters tell us about all kinds of local, national, and foreign sporting events and news. He or she gathers, puts together, and shares knowledge about current sports events and issues. Reporters are essential to any news organization. People often call them the "foot soldiers" of a media company. In today's age of journalism, sports is a unique beat. So, let us take a look at the basic skills and qualities of a sports reporter.

- **Experience of Sports or Passion for sports:** A sports reporter needs to have experienced the sweat and dirt on the field. Even though there have been great commentators who weren't players, having played the sport gives you a deeper understanding of it. It helps the reporters figure out who did the best and who did the worst, which makes their story more interesting to read for the people. As a former player, the writer knows how games work and what the rules are.

- **Knowledge about the economy of Sports:** In the era of globalization, a lot of multinational capital is involved in the sports industry. A sports reporter should understand different aspects of the economy of the sports ecosystem. 131 Sports Reporting •

Understanding of the sports terminology, lingo and vocabulary: Every sport has its unique terminology. The terms 'push' and 'scoop' have different meanings. The terms 'mount' and 'dismount' in gymnastics cannot be replaced with the terms 'climb' and 'fall'. There are specific terms for the position of players and different color cards of penalty. Similarly, the idioms and phrases for tennis and badminton are different. Knowledge of the technical terms for shots, positions, actions and acquaintance with the stories and idioms for various sports is important for a good sports reporter.

Good relations with the sports fraternity: Friendly relationships with the sports community (players, coaches, and leaders in sports federations, associations, academies, and other related sports institutions) help sports reporters find reliable sources and find out about untold stories.

- **Command over language:** A sports writer must be able to talk in a clear and straightforward way. He or she shouldn't use jargon and should make sure to use correct language and punctuation. A writer must make sure that what they say is clear, logical, correct, complete, and short.

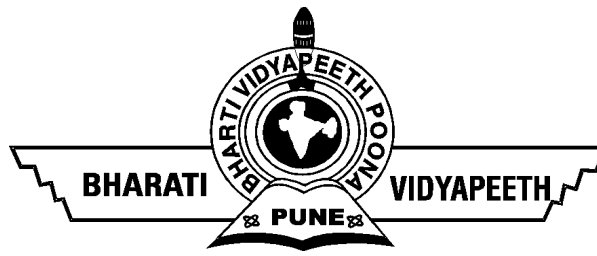
- **Nose for the news, ears to the ground:** As the sports business in India grows, more and more sports-related problems are popping up. Investigative stories about sports crimes, fights, and controversies, gender discrimination, and policy choices in sports need to be done quickly and followed up on often. A sports writer needs to know the difference between "news" and "information" in order to do their job well.

Roles & Responsibilities of a Sports Journalist :

- Event Coverage:** Reporting live matches, providing updates on scores, and covering off-field activities.
- Analysis:** Offering detailed insights into team strategies, player performance, and game outcomes.
- Promotion of Sportsmanship:** Emphasizing fair play and ethical practices in sports reporting.
- Building Narratives:** Creating compelling stories about athletes' journeys, challenges, and achievements.

Types and Techniques of Writing Sports Stories:

- Feature Stories:** Focus on in-depth profiles of players, teams, or events.
- Interviews:** Provide exclusive insights through conversations with players, coaches, and fans.
- Advanced Stories:** Discuss trends and analyze data on team and player performances.
- Trend Stories:** Highlight emerging trends in sports, such as new techniques or rising stars.
- Columns:** Opinion-based articles by experts or journalists.
- News Stories:** Quick updates on ongoing or completed events.
- Game Stories:** Comprehensive summaries of matches or tournaments.

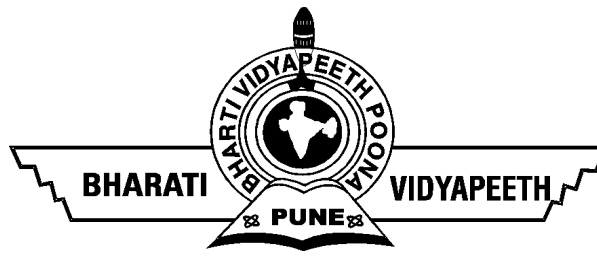


•Sports Writing for Various Platforms :

- Print Media:** Provide detailed pre-match previews, post-match analyses, and special features.
- Broadcast Media:** Cover live commentary, interviews, and expert panels.
- Online Media:** Blogs, live updates, and notifications tailored for mobile users.

•Emerging Trends in Sports Journalism

- E-Magazines and Blogs:** Digital platforms that cater to niche sports audiences.
- AI Integration:** Predictive analytics and enhanced visual content through technology.
- Interactive Storytelling:** Using AR/VR to enhance audience engagement.



Entertainment:

•Trends and Developments in the Industry:v

OTT Platforms: Dominance of streaming services like Netflix, Amazon Prime, and regional platforms.

Cross-Cultural Influence: Global integration of entertainment industries, with collaborations across borders.

Technological Advancements: Use of AI, VR, and AR in content creation and audience interaction.

•Crafting Engaging Lifestyle Features:

•Focus on relatable human stories, expert insights, and creative formats to capture audience interest.

•Addressing Cultural Nuances in Lifestyle Reporting

•**Diversity:** Highlighting and respecting cultural uniqueness.

•**Sensitivity:** Avoiding stereotypes and misrepresentation.

•Covering Fashion Events and Trends

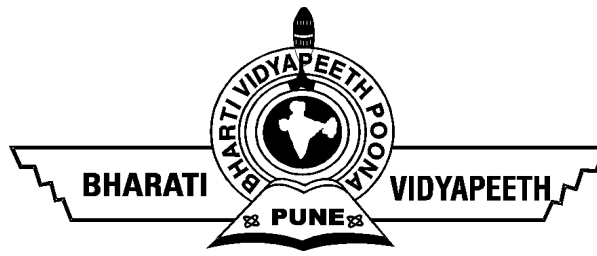
•**Event Reporting:** Providing detailed insights into major fashion shows and launches.

•**Consumer Behavior Analysis:** Exploring how fashion trends influence societal norms and behaviors.

•Visual Storytelling in Fashion Journalism

•Use striking imagery, videos, and layouts to enhance reader engagement.

•Combine visuals with narratives to provide an immersive experience.



- **Analyzing Societal Impact :**

- Evaluate how fashion and lifestyle reporting shapes perceptions, norms, and consumer habits.

- **Ethical Considerations :**

- Avoid over-commercialization and ensure authenticity in content.
- Respect the privacy of individuals in the entertainment industry.