

Sports Journalism BA(JMC) UNIT 1

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 **Sports Journalism**

- Sports journalism is an important part of every news organisation. The value of sports news coverage has risen over time.
- It is a style of writing that covers sports topics and tournaments.
- It can also be defined as the worldwide coverage of sporting events and personalities.
- Sports journalism is a rapidly expanding genre of journalism that covers sports-related subjects and events.
- Sports journalism is concerned with the coverage of amateur and professional sporting events. Sports journalists operate in a variety of media, including print, broadcast television, and the internet.

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 **Defining Sports**

Any competitive physical activity or game that intends to use, retain, or enhance physical abilities and skills while giving enjoyment to participants and, in some situations, entertainment to spectators falls under the umbrella of sport.

* Sports are a kind of recreational self-development, self-actualization, and competitive application of physical and mental abilities.

* An athletic activity requiring skill or physical prowess and often of a competitive nature, as racing, baseball, tennis, golf, bowling, wrestling, boxing, hunting, fishing, etc

* A sport is an activity that involves the need for some physical effort and mental skills and is played for recreation, self-enjoyment or competition. A game is an activity that is carried on when two or more people meet and play against each other for entertainment or amusement.



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- * The word "sport" comes from the Old French desport meaning "leisure", with the oldest definition in English from around 1300 being "anything humans find amusing or entertaining"
- * Roget's defines the noun sport as an "activity engaged in for relaxation and amusement" with synonyms including diversion and recreation.
- * Sports are usually governed by a set of rules or customs, which serve to ensure fair competition, and allow consistent adjudication of the winner.

Sport in India includes cricket, chess, badminton, field hockey, tennis, association football and golf. Field Hockey is the national sport in India, in which the country has an impressive record with eight Olympic gold medals. Other popular sports are football, cricket, tennis, volleyball, badminton and also homework and many people make an emotional investment in their favourite spectator sports. Cricket is the most popular sport in India.

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What is Journalism?

- Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.
- Journalism is a process of collecting, analysing and disseminating information in the public interest.
- The word journalism is taken from the French *journal* which in turn comes from the Latin *diurnal* or daily.
- Journalism is the accumulating, organizing, and distribution of news, to include feature stories and commentary, through the wide variety of print and non-print media outlets.
- Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices. History reveals that the more democratic a society, the more news and information it tends to have. (API 2015)



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Sports Journalism

- Sports journalism is an essential element of any news media organization.
- Sports journalism is a form of writing that reports on sporting topics and competitions.
- Sports journalism is the disciplined craft of watching people compete. It's the informed and educated ability to watch that competition at both the grand and atomic level, distill it into a meaningful contemporary and historical context and report it quickly and clearly in ways that are insightful, informative, entertaining, and memorable. It is a pressured joy—the job that everyone seems to want but few seemingly can do expertly.
- Sports journalism is a sub-form of journalism that involves reporting on various sporting topics and competitions.

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Sports Journalism Defined

- ❖ Sports journalism is an increasingly significant feature of the press yet is subject to considerable criticism, as summarized by the familiar taunt that it is the 'toy department of the news media'. While there is an element of cultural snobbery and prejudice in this charge, sports journalism should not be exempted from scrutiny regarding conventional professional criteria within the news arena."
----David Rowe (University of Western Sydney, Australia)
- ❖ Like other arts, sports journalism is also an art & in that the role of sports journalist is important.
- ❖ Since the 1990s, the growing importance of sport, its impact as a global business and the huge amounts of money involved in the staging of events such as the Olympic Games and football World Cups, has also attracted the attention of investigative journalists.



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Reasons why Sports is in NEWS

Prime Reasons

- Love and association with the game
- Entertainment
- Inspiration (It can in the form of health benefits, to do good in life, to make some targets, to achieve something in life)


Industry point of view

- Sports are a massive and strong industry.
- Estimates from **Plunkett Research** indicate the international sports market could be worth as much as US\$1.5 trillion a year; the four major professional leagues in the United States—the National Football League, the National Basketball Association, the National Hockey League, and Major League Baseball—account for \$30 billion of the nation's \$500 billion sports industry.
- More than 1,750,000 people in the United States worked in spectator sports in 2018, according to the US Department of Labor Statistics. The global sports market produced revenues of \$67.5 billion in 2015. Projections indicate that total will cross \$100 billion mark by 2019.
- Sports-centric companies are among the largest in the world, registering more than \$50 billion in revenues. Nike, the Oregon-based sports-equipment company, exceeded \$27 billion alone in 2014. Fans of sports are willing to spend considerable personal wealth on closer proximity to their favorite athletes and teams.

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Sports Journalism in Print Media


- In a broader sense, sports journalism began as an oral medium. Long before Johannes Gutenberg's invention of moveable-type printing in the 15th century, which made print journalism possible, people were telling each other about the games they watched.
- Early newspapers made it possible for print stories about sporting events to be widely distributed.
- Early magazines like **Sports Illustrated**, **Sporting News**, and others catered to specific readers with a passion for sports. Print stories, which are at the heart of sports journalism, continue to tell the world what happened, where, when, why, and how it happened. They are the heart and spirit of sports reporting.



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Television and sports reporting

- ✓ As television entered the picture, a significant change in sports viewing experience awaited. The entire world would be able to watch athletic events in their living rooms while sipping coffee. Sports fans do not need to go to the stadiums to enjoy the game; instead, they can watch it on television from the comfort of their own couches. "In 1936, roughly 30 public spaces in Berlin were able to watch sections of the Summer Olympics on television. Around 2000 Londoners were able to watch a Wimbledon tennis event in June 1937, and the first international football match — between England and Scotland — was shown on British television in 1938."
- ✓ Some television networks are devoted to sports reporting such as *Eurosport*, *Fox Sports*, *ESPN*; sports radio stations such as *BBC Radio 5 Live*, *ESPN Radio*, *Fox Sports Radio* and *TSN Radio*; and *The Sports Network*



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New media and sports reporting

- In the mid-1990s, the Internet swept the field, competing with other types of media such as television, radio, newspapers, and sports magazines. The Internet allows for the fastest intake of information from thousands of kilometres away with a single click. People find it simple to follow a test match or a golf match while at work or on the road. The internet on mobile phones these days connects you to the rest of the world and current happenings. Even if they are preoccupied, sports enthusiasts can keep up with the latest news at any time. The media market has been drastically altered as a result of the dot-com boom. In recent years, websites such as www.cricinfo.com for cricket and www.livescores.com for soccer have transformed the entire reporting structure.

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Sports Coverage in Indian Newspapers

- The Hickey's Gazette, India's first newspaper, published news about cricket and football matches, and this was the commencement of sports coverage in Indian media. The events were documented in the journals of the period because Bengal was the capital of British India and a centre of athletic activity, among other things. Because the journals did not have dedicated sports pages, the sport news was carried under the category Miscellaneous.
- "A remarkable item in Hickey's Bengal Gazette (Saturday, December 16, 1780), the year the Calcutta Cricket Club was founded, testifies to a flourishing cricket culture in Bengal by the late 18th century."
- In recent years, Indian newspapers have become increasingly replete with sports coverage, dedicating three to four pages of a special section to sports. Due to increased market competition and the emergence of new sources of information such as television and the internet, the style of covering the event has also altered. The adoption of a seductive style of reporting, with loads of background material, could signal a shift in the goal of drawing more readers. Aside from that, the media began to devote greater attention to more controversial stories and a focus on off-field events of the game, such as reports from regulatory bodies and players.

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Job Profile of Sports Journalist

- As a Sports Journalist you may expect a variety of professional obligations as a sports writer, including reporting game data(statistics), interviewing coaches and players, and providing game commentary.
- Journalist can work in a variety of media, including radio, television and print. He serve as the main purveyors of information and opinion in contemporary society. " News is what the consensus of journalists determines it to be."



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Job Profile of Sports Journalist

Following are the profile of a sports Journalist

- ✓ Sports reporter/writer for print media (newspapers, magazines, etc.)
- ✓ Sports reporter/writer for online media (websites, blogs, e-magazines, e-newspapers, etc.)
- ✓ Editor of a sports publication (online or print)
- ✓ Sports broadcaster/host/announcer (TV or radio)
- ✓ Writer/reporter for sports broadcasts (TV or radio)
- ✓ Sports broadcast producer or director
- ✓ Sports information centre specialist
- ✓ Media Representative for an amateur, university or professional sports team
- ✓ Communications Officer for a sports association
- ✓ Play-by-play announcer

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Role of a Sports Journalist

While a Sports Journalist Job Description varies depending on your employer, individual positions, and the type of media you work in, most sports journalism professions have some common responsibilities.

- ❖ **Editorial Meetings:** Sports reporters and writers meet with their sports editors to discuss assignments, deadlines, and publication schedules. Editorial meetings may occur daily, weekly, or more regularly, depending on how frequently the print or online newspaper is published.
- ❖ **Production:** Sports journalists conduct significant research, conduct interviews, and attend events such as games, tournaments, and press conferences that they are covering.
- ❖ **Prepare for Presentation:** Sports writers/reporters write pieces for newspapers/magazines or broadcast scripts. Editors or producers ensure that all staff members meet deadlines, respond to questions, and ensure that all information is covered; they may also compose articles and scripts.

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- **Presentation/Publication:** Broadcasters read scripts or deliver on-the-spot commentary, news, or play-by-play, while directors ensure that the broadcasts go off without a hitch. Editors ensure that the information is of high quality and collaborate with designers to ensure that the material is presented properly in the final print or online publication.

A sports journalist's other vital responsibilities include networking with sports figures, athletes, and other relevant stakeholders, as well as brainstorming fresh ideas for future issues or presentations.

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Qualities to become a sports journalist

- **Passionate:** about sports, doesn't find it boring. Enjoys it.
- **Articulate in writing:** No nonsense writing, you have to get to the point
- **Innovative:** Try to bring in new approaches, especially the direction team. For example: the innovative shots, slow-mo. Also there are a lot of innovations in the technology, so they have to be experimental
- **Likes to travel:** Sports Journalism requires a lot of travelling
- **Deadline management:** Should respect deadlines
- **Discipline:** Every sports lover acquires certain kind of discipline



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Career prospects of a sports journalist

- **Lucrative profession:** Since, there are so many sporting events happening, the need for sports journalist is rising. It's in vogue for girls after Dangal and the win of Sakshi Malik and PV Sindhu.
- **Present on all medium:** It is not limited to particular medium. You can be a sports journalist on TV, newspaper, website and now a days Apps like-Cricbuzz.
- **Multiple options:** You can take up a particular sport to report on or do more than one. For example- if you want to report on cricket, you can take the cricket beat.
- **Freelancing is an option:** Many sports journalists have their own blogs, where they share the latest sports news along with their opinion and analysis and then they sell their stories to larger organizations.
- Get the opportunity to interview prominent sports person.
- **Qualification:** Journalism degree preferable, they should have an internship also sports writing or reporting during their college years.

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How to Become a Sports Journalist

- **Work on your writing skills:** Start a blog. First, decide what your blog will focus on. Your blog's focus should be something you are passionate about.
- **Read:** Reading also helps improve writing skills. To improve your writing skills as a sports journalist, start reading articles, books, editorials, and opinion pieces written by well-known sports journalists.
- **Refine your technical skills:** Programs like Photoshop, CSS, HTML, and web-publishing programs are basic skills that a sports journalist needs to be familiar with. If you aren't familiar with these skills, enroll in training programs that will help you refine these skills.

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Some Renowned Journalist

SHIVANI GUPTA : Shivani Gupta is the premier face of Sports on India Today Television with a rich stretch of sports news and major events reporting behind her. She describes herself as a sports fanatic more than a sports anchor/reporter and especially loves covering Tennis, Cricket and Golf.



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Mayanti Langer


Mayanti Langer is an Indian TV sports journalist with STAR. She has hosted many tournaments like *Football Cafe* on Zee Sports, 2010 FIFA World Cup broadcast on ESPN, 2010 Commonwealth Games, 2011 Cricket World Cup, 2014 Indian Super League and 2015 ICC Cricket World Cup.



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Ayaz Memon

Ayaz Memon (born 03 August 1951) is an Indian sports writer, journalist, columnist, author and lawyer. He is now consulting editor with NewsX and a columnist with Hindustan Times, Mint, Mail Today, Deccan Chronicle and occasionally Times of India.



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International Sports Organisations

- ❖ International Sports Federations are non-governmental organisations that are recognised by the International Olympic Committee (IOC) as administering one or more sports on a global scale (world level)
- ❖ The IFs have the responsibility and duty to manage and to monitor the everyday running of the world's various sports disciplines, including for those on the programme, the practical organisation of events during the Games.
- ❖ The International Sports Federations (IFs) are responsible for establishing and enforcing the regulations that govern their sport. At the Olympic Games, they are in charge of the technical aspects of their sport. Through its actions, the IFs ensure that their sport is developed globally and that the values of Olympism are disseminated.

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- ❖ The IFs must also monitor the progress of athletes participating in these sports at all levels. Each IF is in charge of governing and developing their sport on a global scale. They keep an eye on how their sports are run on a daily basis and ensure that tournaments are held on time and that the rules of fair play are followed.
- ❖ The International Federations have National Sporting Associations as affiliates, while the National Sporting Associations have clubs as affiliates. The International Federations' tasks include regularising and standardising the Rules of their particular Sports, as well as covering Legislation, Organization, and Development. They are also in charge of the technical operations of their respective Olympic Sports.

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 **Aims of the Organisations**

- To help organisations to reach their goal.
- To help manage organisations by giving assistance (management, consultancy, insurance, general services, administrations and consultancy to reach national and international recognition).
- To keep updated and maintained the Bionatural International Registry.
- To organise training around the world for bionatural disciplines.
- To develop Sport for All and physical activity globally.
- To develop Bionatural disciplines over the world.

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 **FIFA- Fédération Internationale de Football Association**

➤ The Fédération Internationale de Football Association- **FIFA** (French Term). International Federation of Association Football-is an association which describes itself as an international governing body of association football, futsal, and beach soccer.

✓ Motto	For the Game. For the World.
✓ Founded	21 May 1904; 114 years ago
✓ Founded at	Paris, France
✓ Headquarters	Zürich, Switzerland
✓ President	Gianni Infantino (Switzerland)
✓ Senior Vice-President	Salman bin Ibrahim Al Khalifa



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 **ORIGIN**

- FIFA was founded on 21 May 1904 by delegates from Belgium, Denmark, France, the Netherlands, Spain, Sweden and Switzerland.
- FIFA's birthplace was Paris, hence its French name, Federation International de Football Association. By using the name of "association football", FIFA intended to clearly distinguish it from "rugby football", better known as rugby.
- Legend has it that the rift that led to the birth of the two games began during a match in the English town of Rugby in 1823, when a home team player scooped up the ball and sprinted towards the other team's goal. Another significant distinction between the sports was the usage of a round-shaped ball in association football, vs. an oval-shaped ball in rugby and American football.


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FIFA

- FIFA is in charge of organising football's biggest international competitions, including the World Cup, which began in 1930, and the Women's World Cup, which began in 1991.
- FIFA does not manage the rules of football; that is the duty of the International Football Association Board. However, FIFA is in charge of organising and promoting a number of tournaments that generate cash through sponsorship.
- FIFA is currently the largest sport governing body association and the second largest international organization in the world.
- Its Headquartered in Zürich, its membership now comprises **211 national associations**. Member countries must each also be members of one of the **six regional confederations** into which the world is divided: **Africa, Asia, Europe, North & Central America and the Caribbean, Oceania, and South America.**


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FIFA

- In 20th Century, great interest spiked in football among nations. The few associations that existed decided to organize a body which looked after competition among countries
- Initially there were only 7 members. In 1913 FIFA joined International Football association to make the game fair and determine the rules of the game
- In 1930, the dream to unite the game of football came true as FIFA world cup was born
- In 1960, FIFA condemned the racial discrimination

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FIFA

The world Cup revenue helps the three core goals of the FIFA mission :

- Develop the game everywhere and for all- Funding, trains and coaches the referees and personnel who are integral to the sport and oversee new innovations in football.
- Touch the world through wide range of competitions- Organize international competition.
- Build a better world through Football- provides livelihood,, Football for health an initiative where renowned Footballers go and encourage to adopt healthy lifestyle

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FIFA

➤ **HOW DOES FIFA WORK:**

- ✓ They have 211 associations and 300 million players. There are independent associations for each of the continent
- ✓ A FIFA Congress is also conducted every year to ensure that no single country dominates the sport. Each of the 211 associations has one vote, thus no one country will be given more weight.
- ✓ FIFA executive committee is selected by the associations
- ✓ The FIFA World Cup generates the largest majority of FIFA's revenue, which is generated from media and broadcasting rights, sponsorship, and ticket sales.

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FIFA

- ❖ FIFA's World Cup, FIFA Women's World Cup, and numerous more competitions bring people from all over the world together. FIFA hosts a total of 16 football tournaments, including futsal and beach soccer.

➤ **How to select FIFA World Cup host countries:**

First, members of the FIFA Council, global football's senior strategic and oversight body, vote to select a shortlist for potential hosts of the FIFA World Cup. This shortlist is then submitted to the FIFA Congress, where all 211 member associations are able to vote for their preferred host.

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FIFA

- Prospective hosts must show that they are able to deliver a successful tournament and meet a range of strict criteria, from stadium and environmental standards to legacy programmes and security
- The laws that govern football, known officially as the *Laws of the Game*, are not solely the responsibility of FIFA; they are maintained by a body called the International Football Association Board(IFAB). FIFA has members on its board (four representatives); the other four are provided by the football associations of the United Kingdom: England, Scotland, Wales, and Northern Ireland, who jointly established IFAB in 1882
- Changes to the Laws of the Game must be agreed by at least six of the eight delegates.
- FIFA does not permit video evidence during matches, although it is permitted for subsequent sanctions. The 1970 meeting of the International Football Association Board "agreed to request the television authorities to refrain from any slow-motion play-back which reflected, or might reflect, adversely on any decision of the referee"

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FIFA WORLD CUP

- The World Cup is the most-watched sporting event in the world, larger even than the Olympics. It generates billions of dollars in revenue from corporate sponsors, broadcasting rights and merchandising. These arrests and investigations cast doubt over the transparency and honesty for the process of allocating World Cup tournaments, electing its president, and the administration of funds, including those earmarked for improving football facilities in some of Fifa's poorer members.
- The "world's most widely viewed sporting event," it takes place every four years to determine the world champion. The World Cup is held by FIFA, the Federation Internationale de Football Association
- A phase called the "Preliminary Competition" takes place in the three years preceding each World Cup, where teams must compete in qualifying matches in order to be eligible for 31 slots. The host nation automatically qualifies to enter.

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FIFA WORLD CUP

- The Adidas Golden Ball award is presented to the most outstanding player at each World Cup finals, as decided by the FIFA Technical Study Group - 2014 Winner: Lionel Messi(Argentina)
- 3.2 billion people worldwide watched the 2010 World Cup - 46.4 percent of the world.
- Most wins - Brazil has won the World Cup five times, in 1958, 1962, 1970, 1994, and 2002
- Sir Viv Richards is the only person to have played both World Cup Football and World Cup Cricket




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FIFA OBJECTIVES


- To improve the game of football constantly and promote it globally in the light of its unifying, educational, cultural and humanitarian values, particularly through youth and development programmes.
- To organize its own international competitions;
- To draw up regulations and provisions and ensure their enforcement;
- To control every type of association football by taking appropriate steps to prevent infringements of the FIFA Statutes, regulations or decisions of FIFA or of the Laws of the Game;
- To prevent all methods or practices which might jeopardize the integrity of matches or competitions or give rise to abuse of association football.

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 **Global football network**

- FIFA was one of the pioneers on the internet. It was one of the first sports federations to launch its own website – FIFA.com – way back in November 1995. The official FIFA World Cup site has seen its traffic grow from 2 billion page views in 2002, to 4.2 billion page views in 2006, and onto a record-breaking 6.3 billion pages for one month in 2010, with 150 million unique users.

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 **Role of FIFA**

- ✓ **Social responsibility-**
 - * FIFA became the first international sports federation in the world to create its own Corporate Social Responsibility (CSR) Department and to commit considerable resources to successfully developing and implementing FIFA's CSR strategy.
 - * FIFA considers its social responsibility to be far more than simply a matter of doing good. World football's governing body has defined a clear strategy regulating its pursuit of sustainable results in this domain, using football to build a better future.
- ✓ **Football for Hope-**
 - * FIFA has been performing development work within football for more than 30 years. Building a better future is part of FIFA's mission, and to achieve this goal FIFA has declared Football for Hope to be an initiative of key strategic importance.
 - * Football for Hope uses the power of the game for social development. It brings together, supports, advises and strengthens successfully operating organizations using football for social development in the areas of children's rights and education, health promotion, peace building, antidiscrimination and social integration, and the environment.

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- ✓ **Fair play and anti-racism-**
 - *FIFA views itself as the guarantor of traditional sporting values. The worldwide fair play campaigns that FIFA launched in 1988 are among the most important actions that the governing body has undertaken to highlight the principle of ethical conduct as one of the foundations of football and sport in general
 - *Since 2002, FIFA's Anti-Discrimination Days have taken place during at least one of FIFA's competitions. The activities include a special pre-match protocol, during which the team captains read a short declaration against discrimination. After the declaration, the teams and referees come together to display a "Say No to Racism" banner. Involving the captains, teams and referees attracts the attention of the spectators in the stadium and on television, and allows FIFA to send out an unequivocal message against discrimination.

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Ranking

Coca-Cola FIFA MEN'S WORLD RANKING AS OF 31 MAR 2022

RANK	TEAM	POINTS	+/- POSITION
1	BRAZIL	1832.69	+1 ▲
2	BELGIUM	1827.00	-1 ▼
3	FRANCE	1789.65	0 ▬
4	ARGENTINA	1765.13	0 ▬
5	ENGLAND	1761.71	0 ▬
6	ITALY	1723.31	0 ▬
7	SPAIN	1709.19	0 ▬
8	PORTUGAL	1674.78	0 ▬
9	MEXICO	1658.82	+3 ▲
10	NETHERLANDS	1658.66	0 ▬



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FIFA- LIONEL MESSI

- **Lionel Andrés "Leo" Messi** (24 June 1987) is an Argentine professional footballer who plays as a forward for Spanish club FC Barcelona and captains the Argentina national team
- Messi is the only football player in history to win five FIFA Ballons d'Or four of which he won consecutively, and the first player to win three European Golden Shoes.
- He has scored over 500 senior career goals for club and country.
- Born and raised in Central Argentina, Messi was diagnosed with a growth hormone deficiency as a child. At age 13, he relocated to Spain to join Barcelona, who agreed to pay for his medical treatment.



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LIONEL MESSI

- After a fast progression through Barcelona's youth academy, Messi made his competitive debut aged 17 in October 2004. Despite being injury-prone during his early career, he established himself as an integral player for the club within the next three years, finishing 2007 as a finalist for both the Ballon d'Or and FIFA World Player of the Year award.
- Lionel Andrés Messi, the third of four children of Jorge Messi, a steel factory manager, and his wife Celia Cuccittini, who worked in a magnet manufacturing workshop.
- At the age of four years, he joined local club Grandoli, where he was coached by his father, though his earliest influence as a player came from his maternal grandmother, Celia, who accompanied him to training and matches. He was greatly affected by her death, shortly before his eleventh birthday; since then, as a devout Catholic, he has celebrated his goals by looking up and pointing to the sky in tribute of his grandmother.
- As a commercial entity, Messi's marketing brand has been based exclusively on his talents and achievements as a player, in contrast to arguably more glamorous players like Cristiano Ronaldo and David Beckham.

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FIFA- LIONEL MESSI

- Following his announcement, a campaign began in Argentina for Messi to change his mind about retiring. He was greeted by fans with signs like "Don't go, Leo" when the team landed in Buenos Aires President of Argentina urged Messi not to quit.
- It was confirmed that Messi had reversed his decision to retire from international football, and he was included in the squad for the national team's upcoming 2018 World Cup qualifiers. On 1 September, in his first game for Argentina after reversing his decision to retire, he scored the only goal in a 1–0 home win over Uruguay in a 2018 World Cup qualifier

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FIFA- MARKETING

- ❖ Marketers are quick to recognise that the FIFA World Cup is a wonderful opportunity to raise brand exposure, not only on television but also on social media.
- ❖ This competition gives advertisers with a fantastic opportunity to reach out to their customers on a huge scale across many screens. Although only official sponsors are permitted to mention the World Cup in their marketing, opportunities always exist for the non-official sponsors as well to create campaigns around the FIFA ecosystem. For example: During Olympics- #ThankYoumom #fightlikeagirl




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FIFA- MARKETING

- . In 2013, FIFA generated \$404 million from marketing rights associated with this year's World Cup, which comprised 29% of its annual revenue
- These companies are featured on FIFA's website and in their World Cup promotional materials. They will also have signage at matches and air commercials during World Cup coverage.
- Budweiser beer brand not only rolled out a new commercial for the World Cup, but it's also opened the Budweiser Hotel on Rio de Janeiro's Copacabana beach. The fan destination host both former Brazilian soccerplayers and EDM artists like Nicky Romero and Major Lazer, to perform on the hotel's roof
- There is always a fight to be one of the official sponsor of the world's most popular sporting event. The best ads are conceptualized to be aired during the sporting event



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ICC
International Cricket Council

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ICC -International Cricket Council

- The International Cricket Council (ICC) is the international governing body of cricket. In 1909, representatives from England, Australia, and South Africa formed the Imperial Cricket Conference.
- It was renamed the **International Cricket Conference in 1965**, and took up its current name in **1989**.
- The International Cricket Council (ICC) has 106 members: 12 Full Members who participate in Test matches & 94 associate members.
 - ✓ Chairman: Greg Barclay
 - ✓ CEO: Geoff Allardice
 - ✓ Headquarters: Dubai, United Arab Emirates
 - ✓ Founded: 15 June 1909
 - ✓ Abbreviation: ICC
 - ✓ Membership: 106* members



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ICC -International Cricket Council

- Full Members are the governing bodies for cricket in a country or a group of associated countries representing a geographical area.
- All Full Members have a right to send a representative team to play official Test matches, have full voting rights at meetings of the ICC, and are automatically qualified to play ODIs and T20Is.
- Associate Members are countries where cricket is firmly established and organised but do not qualify for Full Membership. There are 94 Associate Members.

ICC current chairman is Greg Barclay. India contributes over 70 percent to the revenues of world cricket


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Rules and Regulation of ICC

- The ICC is responsible for the organisation and governance of cricket's major international tournaments, most notably the Cricket World Cup. It also appoints the umpires and referees that officiate at all sanctioned Test matches, One Day International and Twenty20 Internationals.
- The ICC Code of Conduct establishes professional standards of conduct for international cricket, and its Anti-Corruption and Security Unit coordinates action against corruption and match-fixing (ACSU)
- It has been claimed that the 2014 changes have handed control to the so-called 'Big Three' nations of England, India and Australia
- The ICC generates income by organising tournaments, most notably the Cricket World Cup, and it distributes the majority of that income to its members.

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Rules and Regulation of ICC

- The International Cricket Council overlooks playing conditions, bowling reviews, and other ICC regulations.
- Despite the fact that the ICC does not hold copyright to the laws of cricket and that only the MCC has the authority to amend them, this is currently normally done only after consultation with the game's global governing body, the ICC.
- The ICC also has a "Code of Conduct" that teams and players participating in international matches must follow. When this code is broken, the ICC can impose sanctions, which are mainly fines. The International Cricket Council (ICC) imposed 19 punishments on players in 2008.

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Rules and Regulation of ICC

- The ICC is responsible for the organisation and governance of cricket's **major international tournaments**, most notably
- ICC Cricket World Cup
- ICC Women's Cricket World Cup
- ICC T20 World Cup
- ICC Women's T20 World Cup
- ICC Champions Trophy
- ICC U-19 Cricket World Cup
- ICC World Test Championship
- ICC Test Championship
- ICC ODI Championship
- ICC Women's ODI Championship
- ICC T20I Championship


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ICC Cricket World Cup

- ❖ The ICC Cricket World Cup is a one-day international (ODI) cricket tournament held every four years. The International Cricket Council (ICC), the sport's governing body, hosts the event every four years, with preliminary qualification stages leading up to a finals competition.
- ❖ The tournament is one of the world's most viewed sporting events and is considered the "flagship event of the international cricket calendar" by the ICC.
- ❖ The first World Cup was organised in England in June 1975, with the first ODI cricket match having been played only four years earlier.
- ❖ A total of twenty teams have competed in the eleven editions of the tournament, with ten teams competing in the recent 2019 tournament. **Australia** has won the tournament five times, **India and West Indies** twice each, while **Pakistan, Sri Lanka and England** have won it once each. The best performance by a non-full-member team came when Kenya made the semi-finals of the 2003 tournament.
- ❖ **England are the current champions after winning the 2019 World Cup edition.** The next tournament will be held in **India in 2023** and the subsequent 2027 World Cup will be held jointly in South Africa, Zimbabwe and Namibia

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ICC World Twenty20

- ❖ The ICC World Twenty20 (also referred to as the World T20, and colloquially as the T20 World Cup) is the international championship of Twenty20 cricket
- ❖ The competition, which is organised by cricket's governing body, the International Cricket Council (ICC), features 16 teams, including all 10 ICC full members as well as six other associate or affiliate members selected through the World Twenty20 Qualifier. Twenty20 International status is given to all matches played.
- ❖ Only the West Indies has won the competition on multiple occasions in the seven tournaments that have been held so far. India won the inaugural 2007 World Twenty20 in South Africa, defeating Pakistan in the final at the Wanderers Stadium in Johannesburg.
- ❖ **Australia are the current T20 World Cup holders, having beaten New Zealand in the 2021 final, winning their first title.**

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IOC INTERNATIONAL OLYMPIC COMMITTEE

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International Olympic Committee

- The International Olympic Committee (IOC) is the world's governing body for the Olympic movement. It is a non-governmental, International, non-profit organisation established in Lausanne, Switzerland.
- Its aim is to foster the development of competitive sport through ethical and environmentally sustainable means,
- The IOC was created by Pierre de Coubertin, on 23 June 1894 with Demetrio's Vikelas as its first president as stated in the Olympic Charter.
- As of February 2022, its membership consists of 105 active members, 45 honorary members, and one honor member (Henry Kissinger).The IOC is the supreme authority of the worldwide modern Olympic Movement.
- The IOC organizes the modern Olympic Games and Youth Olympic Games (YOG), held in summer and winter, every four years.
- The first Summer Olympics was held in Athens, Greece, in 1896; the first Winter Olympics was in Chamonix, France, in 1924. The first Summer YOG was in Singapore in 2010 and the first Winter YOG in Innsbruck were in 2012.

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International Olympic Committee

- **Formation:** 23 June 1894; 127 years ago
- **Founder:** Pierre de Coubertin
- **Type:** Sports federation (Association organized under the laws of the Swiss Confederation)
- **Headquarters:** Lausanne, Switzerland
- **President:** Thomas Bach
- The five Olympic rings represent the five major regions of the world – Africa, the Americas, Asia, Europe and Oceania, and every national flag in the world includes one of the five colors, which are (from left to right) blue, yellow, black, green, and red.




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International Olympic Committee

- ✓ The IOC requires cities bidding to host the Olympics to provide a comprehensive strategy to protect the environment in preparation for hosting, and following the conclusion of the Games
- ✓ This idea was most prominently implemented in 2000, when the Beijing Organizing Committee for the Olympic Games established the "Green Olympics" initiative.
- ✓ The attempt to stage environmentally friendly games during the Beijing 2008 Summer Olympics resulted in approximately 160 initiatives that met the goal of "green" games by improving air and water quality, implementing renewable energy sources, improving waste management, and providing environmental education.


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 **Mission and roles- IOC**

➤ **The stated mission of the IOC is to promote the Olympics throughout the world and to lead the Olympic Movement:**


- To encourage and support the organization, development, and coordination of sport and sports competitions;
- To ensure the regular celebration of the Olympic Games;
- To cooperate with the competent public or private organizations and authorities in the endeavour to place sport at the service of humanity and thereby to promote peace;
- To act against any form of discrimination affecting the Olympic Movement;
- To encourage and support the promotion of women in sport at all levels and in all structures with a view to implementing the principle of equality of men and women;

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 **Constituents of IOC**

- ❖ **The IOC:** the supreme authority of the Movement;
- ❖ **The International Federations (IFs):** these are international non-governmental organisations administering one or several sports at world level and encompassing organisations administering such sports at national level.
- ❖ **The National Olympic Committees:** their mission is to develop, promote and protect the Olympic Movement in their respective countries. The NOCs are the only organisations that can select and designate the city which may apply to organise Olympic Games in their respective countries. In addition, they alone can send athletes to the Games. The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind, in a spirit of friendship, solidarity and fair play.

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 **International Olympic Committee**

The Olympic Movement is defined also by the numerous activities in which it engages, such as:

- ✓ Promoting sport and competitions through the intermediary of national and international sports institutions worldwide.
- ✓ Cooperation with public and private organisations to place sport at the service of mankind.
- ✓ Assistance to develop "Sport for All".
- ✓ Advancement of women in sport at all levels and in all structures, with a view to achieving equality between men and women. Help in the development of sport for all.
- ✓ Opposition to all forms of commercial exploitation of sport and athletes.
- ✓ The fight against doping.
- ✓ Promoting sports ethics and fair play.
- ✓ Raising awareness of environmental problems.
- ✓ Financial and educational support for developing countries through the IOC institution Olympic Solidarity.

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International Olympic Committee

Why countries host Olympics:

- The desire to show pride in their city and their country
- The eagerness to be in the international spotlight for two weeks
- The opportunity to bring new jobs into the community
- Build up tourism in that country

Note:

- Summer Olympic: 2020(2021)Tokyo, 2016 Rio, 2012 London, 2008 Beijing
- Winter Olympic: 2022, Beijing China. 2018 Pyeong chang
- Follow news related to these events and quote these in the form of case studies in your exam.

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List of Sports

- Archery
- Athletics
- Badminton
- Basketball
- Beach Volleyball
- Boxing
- Canoeing (single blade boat)
- Cycling BMX
- Cycling Mountain Bike
- Cycling Track
- Cycling Road
- Diving
- Equestrian(a rider or performer on horseback.)
- Fencing
- Football
- Weightlifting
- Wrestling



- Gymnastics
- Handball
- Hockey
- Judo
- Rowing
- Sailing
- Shooting
- Swimming
- Synchronised Swimming
- Table Tennis
- Tennis
- Taekwondo
- Trampoline
- Triathlon
- Volleyball
- Water Polo

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IPC


INTERNATIONAL PARALYMPIC COMMITTEE

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INTERNATIONAL PARALYMPIC COMMITTEE

- The International Paralympic Committee (IPC) is an international non-profit organisation and the global governing body for the Paralympic Movement.
- The Worldwide Paralympic Committee (IPC) organises the Paralympic Games and serves as the international federation for nine sports.
- ✓ **Headquarters:** Bonn, Germany
- ✓ **President:** Andrew Parsons
- ✓ **Founded:** 22 September 1989
- ✓ **Membership:** 182 National Paralympic Committees (March 2022)


➤ Its purpose is to "help paralympic athletes to attain sporting greatness and inspire and excite the globe," as it was founded on September 22, 1989 in Düsseldorf, Germany.



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INTERNATIONAL PARALYMPIC COMMITTEE

- ✓ The International Paralympic Committee (IPC) aims to promote Paralympic values and provide sport opportunities for all people with disabilities, from beginners to top athletes.
- ✓ The IPC has a democratic constitution and structure and is composed of representatives from **182** National Paralympic Committees (NPCs), **four** international organizations of sport for the disabled (IOSDs) and **five** regional organizations.
- ✓ A fifteen-member Governing Board oversees the IPC between meetings of the General Assembly.
Dr. Robert D. Steadward became the first President in 1989. Since 2017, Andrew Parsons is President of the IPC.




"The Paralympic Games are designed to emphasize the participants' athletic achievements, not their disability"

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INTERNATIONAL PARALYMPIC COMMITTEE


- The IPC functions as an umbrella organization, representing several sports and disabilities, in contrast to other international sports organizations for athletes with a disability, which are predominantly limited to a single sport or disability
- The number of athletes and nations competing in the Paralympic Games, and so being a part of the Paralympic Movement, is growing all the time, as is the number of spectators. Sport for disabled people is becoming more popular on a nat
- Paralympians strive for equal treatment with non-disabled Olympic athletes, but there is a large funding gap between Olympic and Paralympic athletes.ional and worldwide basis.
- There are various divisions in which paralympic athletes participate due to the great range of disabilities they have. The ten types of eligible impairments are divided down into the allowed disabilities.

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 **INTERNATIONAL PARALYMPIC COMMITTEE**


- “**Spirit in Motion**” is the motto for the Paralympic movement. The symbol for the Paralympics contains three colours, red, blue, and green, which are the colours most widely represented in the flags of nations. The colours are each in the shape of an *Agito* (which is Latin for "I move"), which is the name given to an asymmetrical crescent specially designed for the Paralympic movement.
- In 2001 the International Olympic Committee (IOC) and the International Paralympic Committee (IPC) signed an agreement which guaranteed that host cities would be contracted to manage both the Olympic and Paralympic Games. This agreement was to remain in effect until the 2012 Summer Olympics but was extended, encompassing all Summer and Winter games up until the 2020 Summer Olympics

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 **INTERNATIONAL PARALYMPIC COMMITTEE**


- In 2008 Oscar Pistorius, a South African sprinter, attempted to qualify for the 2008 Summer Olympics. Pistorius had both his legs amputated below the knee and races with two carbon fibre blades
- There has been criticism for not providing equal funding to Paralympic athletes as compared to Olympic athletes by the countries
- The story of the Paralympics begins with Dr. Ludwig Guttman of Stoke Mandeville Hospital in England. In 1944, he began using sports as a form of recreation and physical therapy for veterans of World War II with spinal cord injuries. In 1948, on the day that the Olympic Summer Games opened in London, he organized the Stoke Mandeville Games, a competition for wheelchair athletes.

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 **INTERNATIONAL PARALYMPIC COMMITTEE**

- **India** made its Summer Paralympic début at the 1968 Games competed again in 1972, and then was absent until the 1984 Games. The country has participated in every edition of the Summer Games since then
- India capped off a successful Paralympic Games campaign in Rio de Janeiro by procuring their best ever haul of four medals, including two golds and a silver and bronze medal apiece.
- **Oscar Leonard Carl Pistorius** (born 22 November 1986) is a South African sprint runner and convicted murderer. Both of Pistorius' legs were amputated below the knee when he was 11 months old.

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Types of Sports

- Impaired muscle power, impaired passive range of motion, limb deficiency, leg length difference, short stature, hypertonia, ataxia, athetosis, vision impairment, and intellectual impairment are the ten disability categories that each Paralympian is assigned to. The categories for each Paralympic sport are based on the specific physical demands of competition


Summer Paralympics include 21 sports

- archery, cycling, judo, rowing, sailing, shooting, swimming, table tennis, volleyball, wheelchair basketball, wheelchair fencing, wheelchair rugby, wheelchair tennis, etc.

Winter Paralympics include 5 sports

- alpine skiing, ice sledge hockey, cross-country skiing, wheelchair curling, para-snowboarding.


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National Paralympic Committee (NPC)

- ✓ A National Paralympic Committee (NPC) is a national organisation that participates in the Paralympic Games around the world. NPCs are in charge of coordinating their people's participation in the Paralympic Games under the supervision of the International Paralympic Committee (IPC).
- ✓ Athletes with mobility challenges, amputations, blindness, and cerebral palsy compete in the Paralympic Games, a significant international multi-sport event. There are winter and Summer Paralympic Games, which are held immediately following their respective Olympic Games, in the same host city.

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Paralympic Committee of India

- The Paralympic Committee of India (PCI) is in charge of choosing athletes to compete for India in the Paralympic Games and other international sports competitions, as well as overseeing the Indian teams during these events.
- The organisation was founded in 1992 as the Physically Handicapped Sports Federation of India.
- M. Mahadeva and others founded the PHYSICALLY HANDICAPPED SPORTS FEDERATION OF INDIA in 1992 as a national organisation for the promotion and development of sports for the physically challenged.
- The registrar of co-operative societies in Bangalore, Karnataka, registered this in 1994. **Rathan Singh** was the country's first president.
- The mission of this organisation was to encourage disabled sports in India. Its objectives included identifying impaired athletes across India, providing them with the necessary training, and preparing them to compete in state, national, and international sports competitions.

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Objectives of Paralympic Committee of India

- To promote and contribute to the development of sport opportunities and competitions, from the start to elite level.
- To develop opportunities for athletes with a severe disability in sport at all levels and in all structures.
- To promote the self-governance of each Paralympic sport federation as an integral part of the national sport movement, whilst at all times safeguarding and preserving its own identity.
- To ensure the spirit of fair play prevails, the health risk of the athletes is managed and fundamental ethical principles are upheld



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**CCF
COMMONWEALTH GAMES FEDERATION**

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Commonwealth Games Federation

- ❑ The Commonwealth Games, often referred to as the Friendly Games, is an international multi-sport event involving athletes from the Commonwealth of Nations.
- ❑ The Commonwealth is a confederation (association) of independent sovereign states that spans the globe and oceans.
- ❑ The Commonwealth Games are a one-of-a-kind, world-class multi-sport event hosted every four years (after every four years).
- ❑ Due to the success of the first 1930 British Empire Games in Hamilton, Canada, a meeting of representatives from Great Britain, its colonies and territories decided that the games, similar to the Olympic Games, should be held every four years, and that an authoritative organisation should be formed.

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 **Commonwealth Games Federation**

- ❑ Following the 1932 Summer Olympics, it was decided to form the *"British Empire Games Federation"* who would be responsible for the organising of the games. The name of the federation was changed in 1952 to the *"British Empire and Commonwealth Games Federation"*, and again in Jamaica in 1966 to the *"British Commonwealth Games Federation"* & eventually being changed again in Christchurch, New Zealand in 1974 to the *"Commonwealth Games Federation"*.
- ❑ The federation is governed by the General Assembly and Executive Board. The General Assembly is the ultimate governance and authority in the CGF with powers to vote on decisions, including on which cities and Commonwealth Games Association's will host the Commonwealth Games.
- ❑ The Executive Board is made up of representatives from the Commonwealth Games Associations (CGA), which make up the General Assembly, and they have the right to act on behalf of the federation in matters related to the games.

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 **CGF**

- ❑ The event began in 1930 and has been held every four years since then, with the exception of 1942 and 1946, when it was postponed owing to World War II.
- ❑ Nineteen cities in nine countries (counting England, Scotland and Wales separately) have hosted the games. Apart from many Olympic sports, the games also include some sports that are played predominantly in Commonwealth countries, such as lawn bowls and netball.
- ❑ Despite the fact that the Commonwealth of Nations currently has 54 members, 72 teams compete in the Commonwealth Games, as it is a feature of the Commonwealth Games that a number of dependent territories that do not compete separately at the Olympic Games compete under their own flags in the Commonwealth Games. The four Home Nations of the United Kingdom—England, Scotland, Wales, and Northern Ireland—also send separate teams.

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 **Commonwealth Games Federation**

- ❑ Only six nations have participated in every Commonwealth Games: Australia, Canada, England, New Zealand, Scotland and Wales. Of these six, Australia, England, Canada and New Zealand have each won at least one gold medal in every Games.
- ❑ Australia has been the highest achieving team for thirteen editions of the Games, England for seven, and Canada for one. These three teams also top the all-time Commonwealth Games medal table in that order.

The most recent Commonwealth Games were held in Gold Coast from 4 to 15 April 2018. The next Commonwealth Games are due to be held in Birmingham from 28 July to 8 August 2022



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Commonwealth Games Federation

- ❑ The opening ceremony of the 2010 Commonwealth Games in Delhi, India was widely regarded as the most spectacular in the history of any Commonwealth Games, and it was frequently compared to the opening ceremony of the 2008 Summer Olympic Games in Beijing, China.
The Games cost \$11 billion and are the most expensive Commonwealth Games ever.
- ❑ The president or the head of the hosting nation declares the opening of the games, however the opening of the 2002, 2006 and 2014 Commonwealth Games were declared by Queen Elizabeth II.
- ❑ The opening and closing ceremonies were held at the Jawaharlal Nehru Stadium, the main stadium of the event. It was the first time that the Commonwealth Games were held in India and the second time it was held in Asia after Kuala Lumpur, Malaysia in 1998. This also marked the first time a Commonwealth Republic hosted the games.

The official mascot of the Games was Shera and the official song of the Games, "Jiyo Utho Bado Jeeto", was composed by celebrated Indian musician A.R. Rahman.

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Commonwealth Games Federation

- The core element of the Commonwealth Games brand is 'The Bar' which visually represents the Games' effort to raise the bar of sport for all humanity and a level playing field where athletes compete in a spirit of friendship and fair play.
- The three converging points supporting the horizontal black bar represent the 'Trinity of Values' that symbolise the Games; unifying Humanity (red), giving all athletes a chance to realise their destiny (yellow) and promoting equality (blue).

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The heads of each country meet to discuss things that concern all members – like human rights issues, economic and social development and the environment

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The Commonwealth Games Federation

1. To promote the Commonwealth Games, which shall be held every four years and shall be open to eligible competitors representing Affiliated 'Commonwealth Games Association' (CGA).
2. To establish rules and regulations for the conduct of the Commonwealth Games which conform with the technical rules of the IFs governing the sports concerned, as may be modified and applied by the Federation to ensure that the overriding principles of the Commonwealth Games are observed.


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Contd..

3. To promote Commonwealth sporting competitions and establish rules for other sports events.
4. To encourage and assist sport and sport development and physical recreation throughout the Commonwealth.
5. To promote the shared values of integrity, fair play, competence, commitment to excellence, respect for gender equality and tolerance, including the fight against the use in sport of drugs and of unhealthy or performance enhancing substances.


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Principles of Conduct

1. **Selflessness:** The Federation and Executive Board Members shall take decisions solely in the Federation's interest.
2. **Integrity:** The Federation and Executive Board Members shall not place themselves under any financial or other obligation to individuals or organisations that might influence them in the performance of their duties.
3. **Objectivity:** In carrying out the business of the Federation including appointing or electing officials, awarding contracts or recommending individuals for rewards or benefits, the Federation and Executive Board Members shall make choices on merit.
4. **Accountability:** The Federation and Executive Board Members are accountable for their decisions and actions to the Federation and shall submit themselves to whatever scrutiny is appropriate.

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 **Contd.**

5. **Openness:** The Federation and Executive Board Members shall be as open as possible about all the decisions and actions that they perform.
6. **Honesty:** The Federation and Executive Board Members have a duty to declare any private interests relating to their duties and to take all steps to resolve any conflicts arising in a way that protects the interest of the Federation and sport in general.
7. **Non Discrimination:** The Federation and Executive Board Members shall not discriminate against any country or person on any grounds whatsoever including race, colour, gender, religion or politics.

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 **AGF
ASIAN GAMES FEDERATION**

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 **ASIAN GAMES FEDERATION**

- The **Asian Games**, also known as **Asiad**, is a Pancontinental multi-sport event held every four years among athletes from all over Asia.
- The **Asian Games Federation (AGF)** was the governing body of sports in Asia from 1949 to 1982.
- The federation was disbanded on 26 November 1981, in New Delhi and replaced by the Olympic Council of Asia. The federation was disbanded on 26 November 1981, in New Delhi and replaced by the Olympic Council of Asia.
- The AGF was responsible for the organisation of the Asian Games from 1951 to 1982. The Federation was established on 13 February 1949, in a meeting held in Patiala House in New Delhi.


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ASIAN GAMES FEDERATION

- The Games were regulated by the Asian Games Federation (AGF) from the first Games in New Delhi, India, until the 1978 Game. Since the 1982 Games they have been organized by the Olympic Council of Asia (OCA), after the breakup of the Asian Games Federation.
- The Games are recognized by the International Olympic Committee (IOC) and are described as the second largest multi-sport event after the Olympic Games.
- In its history, nine nations have hosted the Asian Games. Forty-six nations have participated in the Games, including Israel, which was excluded from the Games after their last participation in 1974.
- The most recent games were held in Jakarta and Palembang, Indonesia from 18 August to 2 September 2018. Earlier it happened in Incheon, South Korea from 19 September to 4 October 2014.


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- Before the Asian Games were held, a gathering known as the **Far Eastern Championship Games** existed which was first mooted in 1912 at a location set between the Empire of Japan, the Philippine Islands, and China.
- After World War II, a number of Asian countries became independent. Many of the newly independent Asian countries desired the formation of a new type of competition whereby Asian dominance was not expressed through violence, but instead strengthened through mutual understanding
- However, Guru Dutt Sondhi, the Indian International Olympic Committee representative, did not believe that restoration of the Far Eastern Games would sufficiently display the spirit of unity and level of achievement taking place in Asian sports. As a result, he proposed to sports leaders the idea of having a wholly new competition – which came to be the Asian Games. This led to an agreement to form the Asian Athletic Federation.

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Crises faced

- Starting in 1962, the Games were hit by several crises. First, the host country Indonesia, refused to permit the participation of Israel and Taiwan due to political and religious issues. As a result, the IOC removed its sponsorship of the Games and terminated Indonesia as one of the IOC members.
- In 1970, South Korea dropped its plan to host the Games allegedly due to national security crisis, however the main reason was due to financial crisis, forcing the previous host Thailand to administer the Games again in Bangkok using funds transferred from South Korea.
- Pakistan dropped its plan to host the Games in 1975 due to financial crisis and political issues. Thailand offered to help and the Games were once again held in Bangkok.
- Following this series of crises, the National Olympic Committee in Asia decided to revise the constitution of the Asian Games Federation. A new association, named the Olympic Council of Asia, was created in November 1981. India was already scheduled to host the 1982 Games and the OCA decided not to drop the old AGF timetable. The OCA formally supervised the Games starting with the 1986 Asian Games in South Korea.

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ASIAN GAMES

- Only seven countries, namely India, Indonesia, Japan, the Philippines, Sri Lanka, Singapore and Thailand have competed in all editions of the games
- The **9th Asian Games** were held from November 19, 1982, to December 4, 1982, in Delhi, India. This was also the first Asiad to be held under the aegis of the Olympic Council of Asia
- A total of 3,411 athletes from 33 National Olympic Committees (NOCs) participated in these games, competing in 196 events in 21 sports and 23 disciplines.
- The number of participating countries was the greatest in Asian Games history.
- The 60,000-seater Jawaharlal Nehru Stadium, an important part of Delhi's skyline and still the city's most-desired venue for sporting and cultural events, was built for the Games**
- India had been awarded the Games in 1976, but due to a number of reasons, notably the political chaos caused by the Emergency, construction work only began after 1979, which left a relatively short time to get things done.

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ASIAN GAMES


- The logo for the games drew inspiration from the observatory at Delhi's Jantar Mantar.
- Appu, the mascot, who was so popular that he was later used as the totem behind the Delhi amusement park, Appu Ghar
- Sitar maestro Ravi Shankar composed a theme song for the event called *Swaagatam: Hymn of the Asiad*.
- India was presented with a new crop of champions. It ranked fifth in the overall medals tally, winning 13 golds, 19 silvers and 25 bronze medals.
- The event also kick started the era of colour television in India as the Games were broadcast in colour.** This was also the first Asiad to be held under the aegis of the Olympic Council of Asia.
- PT Usha, is a Asian game legend.

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ASIAN GAMES – PT. USHA

- Usha has won 101 international medals so far. She is employed as an officer in the Southern Railways. In 1984, she was conferred the Padma Shri and the Arjuna Award.
- Currently she coaches young athletes at her training academy in Kerala, including Tintu Lukka, who qualified for the women's semi-final 800m at the London 2012 Olympics


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NATIONAL GAMES

- The National Games of India is a sporting event held in India.
- It comprises various disciplines in which sportsmen from the different states of India participate against each other. The country's first few Olympic Games, now christened as National Games, were held in North India (Delhi, Lahore, Allahabad, Patiala, Madras, Calcutta, and Bombay)
- In the early 1920s, the Indian chapter of the Olympic movement was born, and India participated in the 1920 Antwerp Olympics. As part of this movement, a provisional Indian Olympic Association (IOA) came about by 1924, and the Indian Olympic Games were held in Feb 1924 in Delhi to select Indian competitors for the 1924 Antwerp Olympics.


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NATIONAL GAMES

- The games were then held every two years, and were renamed as National Games during the 9th Games in Bombay in 1940. The Indian Olympic Association, the sports organising body of the nation, mooted the concept of the National Games to promote the development of sports and of the Olympic movement in India, and was responsible for host city selection
- For several years in the mid-twentieth century, the national games were conducted on a low key note. However, the first Modern National Games on the lines of the Olympics were held in 1985 in New Delhi.


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- The 2015 National Games organised in Trivandrum was associated with green protocols. This was initiated by **Suchitwa Mission** that aimed for "zero-waste" venues. Waste Management programmes were implemented at the 29 venues. To make the event "disposable-free", there was ban on the usage of disposable water bottles
- It was the second time that Kerala hosted the national games
- **Ammu, the Great Hornbill (the state bird of Kerala) was chosen as the mascot, reflecting a concern for conservation as this is a species extinction.**

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- The choice of a feminine name for the mascot is a tribute to the women of Kerala and is a reminder that Kerala is proud to have a gender ratio which is tilted in favour of women - the only state in India that can claim that honour
- Union Minister of Urban Development, Shri Venkaiah Naidu inaugurated the opening ceremony
- Former cricketer Sachin Tendulkar was selected as the goodwill ambassador for the games.


First event: 1924
Last event: 2015
Motto: Get Set Play
Occur every: uneven
Headquarters:Olympic Bhawan, Qutub Institutional Area, New Delhi

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 **Objectives of National Games**


- The National Games is organized for the benefit of sportspersons, sports organizations, sports technical officials and sports administrators of India.
- Providing international standard competition venues and sports equipment.
- Talent identification for building the medals winning National teams in the International competitions.
- It aims to attract the youth in large numbers for participation in sports activities.

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 **Objectives of National Games**

- It aims to inculcate sports culture among the people of all walks of life and educates the people about the importance of sports to build healthy society.
- It aims to develop and strengthen the marketing of sports in a professional way to make the sports organizations at national, state and district level self-sufficient to implement their sports developmental schemes such as talent identification and nurturing and holding competition.
- It aims to inspire the Government and Governmental organizations to spread sports culture among their employees and the people in the neighbourhood

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Topic 3.
Sports Authority of India (SAI)


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Sports Authority of India

- The Sports Authority of India (SAI), a successor organization of the IXth Asian Games held in New Delhi in 1982, was set up as a Society registered of Societies Act.
- The objective of promotion of Sports and Games as detailed in the Resolution. It is also entrusted with the responsibility of maintaining and utilizing, on the behalf of Ministry of Youth Affairs & Sports
- The following Stadium in Delhi which were constructed/renovated for the IX Asian Games held in New Delhi in 1982:
 - * Jawaharlal Nehru Sports Complex
 - * Indira Gandhi Sports Complex
 - * Major Dhyan Chand National Stadium
 - * Dr. Shyam Prasad Mookherjee Swimming Pool Complex
 - * Dr. Karni Singh Shooting Ranges

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AIMS AND OBJECTIVES:

- Talent Scouting at micro level & Nurturing talent towards excellence
- Training & International Exposure.
- Support Training with Scientific & Sports Equipment and scientific personnel.
- Monitor and enhance Performance with a scientific evaluation system.
- Training and preparation of National teams.
- Sports Infrastructure Development & Maintenance.
- Maintenance and up gradation of 4 stadia complexes and a shooting range in Delhi
- To produce coaches and physical educationists of high calibre in different disciplines of sports to broad base sports.
- To implement various schemes of the MYAS e.g. Khelo India , Assistance to NSF, TOPS, FIT India

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Sports Authority of India

- After independence, on 7 May 1961, the National Institute of Sports (NIS) was set up for the development of sports at the Motibagh Palace grounds in Patiala. On 23 January 1973, it was renamed Netaji Subhas National Institute of Sports (NSNIS).
- The Sports Authority of India originated with the committee formed to host the 1982 Asian Games in New Delhi. In 1984 the SAI was established by of the Department of Sports, Ministry of Youth Affairs and Sports, Government of India. On 25 January 1984, Sports Authority of India was established as a registered society.

Headquarters: SAI (Head office), Jawaharlal Nehru Stadium (Delhi), Lodhi Road, Delhi, India.

Founded: 1984

Founders: Ministry of Youth Affairs and Sports, Government of India

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APPROACH & STRATEGY

The development of sports and promotion of excellence, including performance at the international level, is a highly complex and multi-dimensional subject. *The strategies include:*


- *International collaboration for sports development and sporting excellence.*
- *Evolving a structured system for spotting and increasing the talent pool in all Olympic disciplines and selected indigenous and other sports.*
- *Focused attention on areas and regions having potential of excellence in the specific sports disciplines.*
- *Establishing infrastructure and an integrated framework for training and grooming talent at different age and proficiency levels, involving SAI, State Governments and National Sports Federations (NSFs)*
- *Encouraging active involvement of the corporate sector in developing academies and Centres of Excellence for different disciplines.*
- *Improvement of coaching development and supervision.*
- *Strengthening scientific and technical support for sportspersons.*
- *Ensuring the availability of quality sports goods and the development of indigenous sports goods industry.*

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NEWS SOURCES FOR SPORTS JOURNALISM


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News Sources for Sports Journalism

- Anything that provides news information for a period of time is said to be a news source. News sources can be a moving person or still documents.
- Developing reliable sources necessitates the development of professional relationships.
- Introduce yourself to the people you'll be working with. Don't simply send emails; make phone calls and, if possible, visit in person. It takes time, but the work is well worth it.
- Such as people who have witnessed something would come to the news source or documents distributed at the spot would be considered as a news source.
- News sources are required for the both, the journalists and for the audiences.


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News Sources

- Examples of sources include official records, publications or broadcasts, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue.
- Reporters are expected to nurture and build sources, especially if they cover a "beat" on a regular basis. However, beat reporters must avoid growing too close to their sources.
- As the phrase goes, "If your mother says she loves you, check it out." Journalists are also taught to be sceptical without being cynical.
- Because off-the-record material is often important, and reporters may be eager to use it, sources who want to protect the confidentiality of particular information should consider the "terms of usage" before revealing it.

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News Sources for Sports Journalism

- The identifying of the source of published information is known as **attribution** in journalism. Journalists' ethical standards usually handle the sensitive subject of attribution, which arises because journalists may obtain information from sources who desire to remain anonymous in the course of their work. Important news stories in investigative journalism frequently rely on such information.

Key Notes

- **"On the record"**: all that is said can be quoted and attributed.
- **"Unattributable"**: what is said can be reported but not attributed.
- **"Off the record"**: the information is provided to inform a decision or provide a confidential explanation, not for publication.

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Types of Sources

- Reporters:** One of the most reliable sources of information are other journalists. They may be your colleagues or reporters from a news agency which supplies your organisation.
- Primary sources:** Often the source is someone at the centre of the event or issue. We call such people primary sources.
- Secondary sources:** Secondary sources are those people who do not make the news, but who pass it on.
- Tip-offs:** Occasionally someone will call with a story tip-off but refuse to give their name. These are said to be anonymous (meaning "no name").
- Written sources:** Not all primary sources will be spoken. Written reports can make an excellent source of information for a journalist.

(Press Conference and Press Releases,Matches,Organizations:FIFA, ICC, BCCI)

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These are the news sources which are prominent in today's time. Official websites, social media handles of agencies/organizations etc, players personal social media accounts.


- Press release:** Press Releases are generally used for the release of a particular news. The Press Release should contain worthwhile material which has some news value. A Press Release should be written in a journalistic style and provide facts and information of interest to readers and should cover all aspects of a specific subject. The release should be on current subject and a piece of clear writing without any ambiguity, color or ornamentation but it should at the same time not be generally lengthy.
- Handouts:** The handouts are issued on a variety of subjects like the day-to-day activities of the ministry or departments, VIP speeches, question and answers in Parliament or legislature and the developmental programmes of government departments. It covers the name of the PIB or information department. No official handout is issued, if the minister or a government official has spoken in his personal capacity.
- Stadium/Playing grounds etc for firsthand information.**
- Press statement:** the statements are usually given by known people, then he shares his statement with media and later this becomes press statement.

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- Radio:** It is an audio medium used by many in today's time. We can see people are relying on Radio as a source of information. Radio is prominent and seen in both rural and urban areas. People in rural who cannot afford television rely on radio as it is cheap. If we talk about urban areas where we do not see many using radio at their houses instead they listen in their cars. Over decades radio has gained popularity and is said is a good source of news.
- Television:** Television telecasts their news on television through which other newspaper takes there sources. It is said to be the most authentic source of news as it has visuals to establish the authenticity. Television helps and provides newspapers to give detailed information to the audience but television news just doesn't act as the source to the newspaper but also the audience itself.
- Newspapers and magazines:** these two also act as a good source of news. Newspaper on both the levels national and international provides the best information in details. The newspaper has 5W's and 1H which gives all the significant information at the starting of the news and further deals with the minor details and same is done in the magazines.


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 **Facts to Remember**

Everyone has an agenda, don't trust the source for face value. Remember everyone has an agenda or angle


- This is where your reporter instincts need to kick in. Ask yourself these questions:
- Is someone pushing their side of a story?
- Is there another side of the story?
- Why is someone pitching you this?
- What will the audience think of this story?

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 **General tips**

- Once you are more established it becomes much easier to develop sources and get information.
- Embrace the small talk
- Don't be a stranger
- What happens "off the record" stays "off the record"
- Ask your sources to recommend more sources
- Avoid getting too friendly with sources

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**Good Luck
Thank You!!**

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