

Sports Journalism

Course Code: **BAJMC-110**

Course Name: **Sports Journalism**

INSTRUCTIONS

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Understand the fundamental concepts of journalism and news.
2. Apply the principles and techniques of reporting and writing a news story.
3. Analyze the organizational structure of a news room, including the roles of editors, reporters, and other staff members.
4. Appraise the process of editing in journalism, including the principles of editing for clarity, accuracy, fairness, and style.

PRE-REQUISITES:

1. Basic understanding of Sports Journalism.
2. Basic understanding of Sports Media Organisation.

COURSE OUTCOMES:

Course Outcome (CO):

Cos for Theory (JMC-110):	
CO1	Illustrate the concept of Sports Journalism and analyze the functioning of International Sports Organizations. (BTL2)
CO2	Demonstrate Reporting, Writing & editing sports stories. (BTL2)
CO3	Examine Sports Management and Organizations. (BTL4)
CO4	Appraise Sports Journalism indifferent media forms. (BTL5)
CO5	Elaborate the emerging trends & opportunities of Sports Journalism. (BTL6)

SYLLABUS:**SPORTS JOURNALISM**

COURSE CODE: BA (JMC) 110	L: 4	T/P: 0	CREDITS: 4
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Unit I: [Sports Journalism]**L: 12**

1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

Unit II: [Sports Reporting and Writing]**L: 12**

1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

Unit III: [Sports Management and Organisations]**L: 12**

1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

Unit IV: [Emerging Trends and Opportunities in Sports]**L: 12**

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

Suggested Readings:

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

COsforPractical(JMC-160):	
CO1	Identify different sports leads and rewrite Headlines. (BTL3)
CO2	Organize a sports blog including integrities of it.(BTL3)
CO3	Discover the interview questionnaire and record an interview of sports person.(BTL4)
CO4	Design-sports magazine constituting different ports stories.(BTL6)
CO5	Formulate better understanding of sports writing techniques.(BTL6)

SPORTS JOURNALISM LAB

COURSE CODE: BA (JMC) 160	L: 0	T/P: 2	CREDITS: 2
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Exercises/Assignments

1. From a daily newspaper or sports magazine, collect 5 examples of good sports story leads. Rewrite the headlines.
2. Create and maintain a Sports Blog. Include the following:
 - a. Watch one of the sports tournaments on Television/ YouTube. Report the event in 500 words including photographs and infographics etc. Publish the report on the blog.
 - b. Record an interview of any sports person using mobile phone (3-5 minutes duration).
3. Create an online sports magazine. Include the following:
 - a. Feature article
 - b. Interview
 - c. Photo feature
 - d. Trend story