

MANGALORE UNIVERSITY

Department of Physical Education

Master of Physical Education (M.P.Ed.)

MDH 454 - SPORTS JOURNALISM AND MASS MEDIA (Elective)

Number of credits :	3	Number of hours :	3	Marks :	Internal	- 30	External	- 70
Objectives / Learning Outcomes								
At the end of the course the student should understand. • Meaning, scope and changing trends of journalism in sports. • Role of journalism in sports promotion and vice-versa and Media. • To develop professional competencies, skills and knowledge regarding sports journalism. • To acquire the writing skills in the field of sports. • To gain knowledge regarding organizations and presentation skills in sports media. • To develop and understanding about research processes and future direction in sports journalism.								

UNIT I: An Introduction and role of sports journalism

- Meaning and Definition of sports Journalism.
- Role of Journalism in the Field of Physical Education and sports.
- Ethics of Journalism—Canons of journalism-Sports Ethics and Sportsmanship—Reporting Sports Events.
- Role of Advertisement in Journalism, Sports organization and sports journalism.
- Sports journalism awards and World famous sports journalist.
- Characteristics of news: importance of human factors in news. Writing the news story lead and body reporting various games.

UNIT II: Sports Bulletin and Ethics of Sports Writing

- Concept of Sports Bulletin: Journalism and sports education.
- Structure of sports bulletin.
- Compiling a bulletin.
- Types of bulletin—National and International Sports News Agencies
- Sports as an integral part of Physical Education — General news reporting and sports reporting.
- Writing a news story and tips for news writing,
- Structure for your article,
- Writing news releases, the dangers of sports journalism.

UNIT III: Mass Media

- Introduction of Mass Media.
- Organization of Press Meet. Purpose of Mass Media for the propagation of sports communication.
- In daily newspapers general magazines and specialized sports magazines. Sports on radio, television and Internet or Web= Running commentary on the radio – Sports expert's comments.
- Women and media.
- Sports Photography: Equipment- Editing – Publishing.

UNIT IV: Report Writing on Sports and Journalism and Journalistic techniques

- Qualifications, Duties and Responsibilities of an editor.
- Preparing report of an Annual Sports Meet for Publication in Newspaper.
- Methods of editing a Sports report, Picture section and editing, Sports page make up.
- Sports organization and Sports Journalism–General news reporting and sports reporting.
- Evaluation of Reported News.
- Interview with elite Player and Coach.
- Types of sports features, Exclusive pictures, freelance writing in sports.

REFERENCE:

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- Kannan K (2009) Soft Skills, Madurai: Madurai: Yadava College Publication.
- Mohit Chakrabarti (2008): Value Education: Changing Perspective, New Delhi: Kanishka Publication,
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- Shiv Khera (2002), You Can Win, New Delhi: Macmillan India Limited.
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- T. Rajsekhar, “Media and sports journalism” (2007).
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