



**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:**

- Ahiya B.N. (1988) Theory and Practice of Journalism: Set to Indian context Ed3. Delhi: Surjeet Publications Ahiya B.N. Chobra S.S.A. (1990) Concise Course in Reporting. New Delhi: Surjeet Publication.
- Bhatt S.C. (1993) Broadcast Journalism Basic Principles. New Delhi. Haranand Publication
- Dhananjay Joshi (2010) Value Education in Global Perspective. New Delhi: Lotus Press. Kannan K (2009) Soft Skills, Madurai: Madurai: Yadava College Publication.
- Mohit Chakrabarti (2008): Value Education: Changing Perspective, New Delhi: Kanishka Publication,
- Padmanabhan. A & Perumal A (2009), Science and Art of Living, Madurai: Pakavathi Publication
- Shiv Khera (2002), You Can Win, New Delhi: Macmillan India Limited.
- Varma A.K. (1993) Journalism in India from Earliest Times to the Present Period. Sterling publication Pvt. Ltd.
- Venkataiah. N (2009) Value Education, New Delhi: APH Publishing Corporation. 43
- Health Jr How to cover write and edit sports. Gelfand. Ames Lows U.S.A. q 1951
- Nea. Robest News Gathering and News writing. New York. Columbia Univ. Press 1969
- Juris. John R. This writing game New York. Columbia University press. 1969
- Sports” by Bhola Singh Thakur (pp- 111-124) in the Indian Reporter Guide by Richard Richfield. Allied Pacific pvt. Ltd. Bombay 1962.
- Sports Journalism in India” by M.K. Dharma Raja (pp 38-467) in Mass Media in India 1980-81. Edited by Research and reference Division and published by the Director. Pb. Division. Ministry of Information & Broadcasting Govt. of India. 1982.
- T. Rajsekhar, “Media and sports journalism” (2007).
- Jaya Chakravarty, “Women in journalism” (2002).