

SPORTS JOURNALISM

Unit – I:

- Definition & Meaning of Mass Communication, theories of Mass Communication
- Purpose of Mass media for the propagation of sports and games.
- Growth of Sports Communication.
- Need for collection of materials and tabulation the same.
- Sports coverage.
- Growth of Periodicals.
- Sports Coverage of AIR, T.V. and Films.

Unit – II:

- Basic principles of sports reporting.
- Difference between the general news reporting and sports reporting.
- Sources of sport news.
- Sports spot news.
- Advance story and flash back.
- Follow – up stories.

Unit – III:

- Copy reading and handling sports news.
- Design and make – up of the sports page.
- Elementary knowledge of typography and various process of printing.
- News paper styles and slant.

Unit – IV:

- Running Commentary on the Radio.
- Difference between the Radio and T.V. Commentary.
- Experts Comments.
- Sports Reviews for the Radio and the T.V.

Unit – V: Advertisement-Print-Electronic

- Theory of Advertising news paper and magazine advertising
- Radio and T.V. advertising
- Newspaper organization and management of newspaper circulation.

Reference:

1. Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal (2009). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman & Littlefield Publishers, Inc.
2. [David Halberstam](#) (2009). *Everything They Had: Sports Writing*. Rowman & Littlefield Publishers, Inc.