

B.A. PROGRAMME WITH PHYSICALEDUCATION
Skill Enhancement Courses (Semester-3)
Opt any one of SEC-1: (i) or (ii)

(ii) SPORTS JOURNALISM

PART A: THEORY

Duration: 3 Hrs

Maximum Marks : 75

Unit-I : Introduction

- 1.1. Meaning and changing trends of Journalism, Role of journalism in sports promotion & vice-versa, Social Media
- 1.2. Historical development & role of print and electronic media in sports promotion, Media Ethics, Responsibilities of journalist & editor (social, legal and professional)
- 1.3. Principles of Advertising in sports - press release, conferences, exhibitions, fairs, street drama, public speaking, radio, televisions, newspapers, films, posters, pictures, and graphics

Unit-II: News Writing and Designing

- 2.1. Language - vocabulary, spellings, figure of speech, dialect, grammar, punctuation, Sports Terminology and its use, Fundamentals of a sports story/ news.
- 2.2. Write-ups - feature, follow-ups, advance story, curtain raiser, flash back, articles, filters, editorials, boxes, radio and T.V. commentary anchoring, interviews, group discussions, talk-shows; Sports photo feature and writing captions of photos; Writing on Social Media i.e. Twitter & Blog, Creating a Blog
- 2.3. Designing - headings, front reading, layout & page making, stories, editorial tools, marks & skills, Web Page

UNIT-III : Organizational and Presentation Skills for Media

- 3.1 Organizational set-up of a newspaper printing press, sequence of operations in the printing of a newspaper/journal.
- 3.2 Research tools for developing a sports story, Use of personal library, statistics, records and computers in sports
- 3.3 Introduction to various types of information technology, Satellite communication: use of satellite in radio and T.V. communication for sports information

PART B : INTERNAL ASSESSMENT

Maximum Marks : 25

1. Presentation/ Written Test : 10 Marks
2. Project / Assignment : 10 Marks
3. Attendance : 05 Marks

MARKING SCHEME : Theory = 75 Marks, Internal Assessment = 25 Marks

SEMESTER CREDITS FOR THE PAPER = 4 CREDITS

- Each period will be of one hour.
- 4 theory periods per week per semester = 4 credits

INSTRUCTIONS TO THE EXAMINERS

- The examiners will set nine questions (eight descriptive and one question on short notes containing three options, whereby, a student has to attempt any two) equally distributed throughout the entire syllabus.
- The students will be required to attempt any five questions.
- Each question will carry fifteen marks.

SUGGESTED READINGS

1. Aamidor, A (2003). Real Sports Reporting. Indiana University Press. Valparaiso. Indiana. U.S.A.
2. Ahuja, B.N (1988) Theory and Practice of Journalism. Surjeet Publications, Delhi.
3. Andrews P (2005). Sports Journalism: A Practical Introduction. Sage Publications Ltd. Delhi.
4. Boyle R (2006). Sports Journalism: Context and Issues. Sage Publications Ltd.
5. Kamath, M V (1980). Professional Journalism. K.S.K. New Delhi.

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