

MPEC – 104:

Course Title: SPORTS JOURNALISM AND MASS COMMUNICATION

Credit			Teaching Hours		
Lecture/Tutorials	Practical/Internship	Total	Lecture/Tutorials	Practical/Internship	Total
3	1	4	48	32	80

COURSE OBJECTIVES:

1. To apprise the students about the origin and evolution of journalism and mass media.
2. To synthesize a basic concept of reporting and editing.
3. To appraise the varied aspects of advertising.

STUDENT LEARNING OUTCOMES:

1. Apply the concept of reporting and editing.
2. Illustrate and apply the Advertising Concepts.
3. Interpret the concept of Journalism and Mass Media

UNIT – I: Introduction to Sports Journalism & Mass Communication

- Meaning, Definition of Mass Communications & Sports Journalism, Ethics of Journalism
- Sports Ethics and Sportsmanship, Reporting Sports Events, National and International Sports News Agencies, Definition, meaning, scope and importance of Sports journalism.

UNIT – II: Mass Media

- Introduction to Mass Communication - The concept of mass media - Mass media in India.
- Mass Media institutions in India – Broadcasting Corporation of India – R.N.I. - Press council of India - Indian news agencies, Four theories of press - Current trends in journalism. Sports Photography: Editing. Radio and T.V. Commentary

UNIT – III: Report & Editing

- Reporting, Functions, responsibilities and qualities of reporter - Functional differences of reporters – Special correspondents, columnists, free lancers, Stringers, Structure of Advertising - Functions of advertising, Psychology of advertising,
- Types of advertising – Advertising media, Structure of advertising agency. Editing – Fundamentals of copy editing – Writing news headlines in Newspaper and Magazines – Modern trends of headlines writing – Electronic news editing – picture editing – analysis of editorials.

UNIT – IV (Practical)

1. Preparation of General news report and sports report.
2. Evaluation of Reported News.
3. Interview with an elite Player and Coach.
4. Practical assignments to observe the matches and prepare report and news of the same;
5. Visit to News Paper office and TV Centre to know various departments and their working.
6. Preparation of Portfolio of newspaper cuttings of sports news (national & international) for the Semester.

TEACHING LEARNING STRATEGIES: The class will be taught by using lectures and demonstration, seminars, classroom discussion, videos, charts and presentations method.

ACTIVITIES: Lecture//Laboratory Work/ Field Work/ Outreach Activities/ Project Work/ Vocational Training/Viva/ Seminars/ Term Papers/Assignments/ Presentations/ Self-Study etc.

ASSESSMENT RUBRIC: Classroom Test, Project Work, Assignments, Presentations, Practical Work/Portfolio

TEXT & 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.
- Billings, A., Butterworth, M., & Turman, P. (2012). Communication and sport. Thousand Oaks, Calif.: SAGE.ISBN-13: 978-1412972932 ISBN-10: 1412972930
- Billings, A. (2014)Routledge handbook of sport and new media. RoutledgeISBN-13: 978-0415532761 ISBN-10: 0415532760
- Billings, A., Butterworth, M., & Turman, P.(2014) Communication and sport.ISBN-13: 978-1452279138ISBN-10: 1452279136
- Sandvoss, C., Real, M., & Bernstein, A. (2012). Bodies of discourse. New York, NY: Peter Lang.ISBN-13: 978-1433111730ISBN-10: 143311173X
- Deninger, D. (2012). Sports on television. New York: Routledge.ISBN-10: 0415896762 ISBN-13: 978-0415896764