

<b>MODULE:</b>	<b>SPORTS JOURNALISM</b>
<b>CODE:</b>	<b>BAJH-3-1-09</b>
<b>Number of Credits:</b>	<b>4 semester credits / 6 quarter units</b>
<b>Stage:</b>	<b>Consolidation and Advanced Specialisation (III)</b>
<b>Theme:</b>	<b>Development</b>
<b>Assessment weighting:</b>	<b>Projects: 100%</b>

## **INTRODUCTION**

This module is an elective that can be chosen by students who wish to fine-tune their journalism skills in relation to sports. While focused specifically on sports it is designed to encourage students to develop their own unique style and to strengthen their analytical skills.

## **SYLLABUS**

### **Writing sports news for radio and television:**

Prioritising and editing information into bulletins.  
 How to say as much as possible in as few words as possible;  
 Understanding your audience's requirements;

### **Impact of sport on society**

History of sport's role in society.  
 Understanding and appreciating the importance of sport.  
 The role of sport in the 21<sup>st</sup> Century.  
 What makes a 'great' sporting event?

### **How to report on sporting events**

Learning the process involved in reporting at matches;  
 What is important in reporting?  
 How to cover a post-match press conference.

### **Interview techniques**

Different ways to interview?  
 What makes a good interviewer?  
 How to attain access to the interviewee?

### **Sports feature writing**

Examination of sports feature writing.  
 What makes a good sports feature?

Learning to create your own style?

**Sport in the media**

Analysis of how sport is covered in the modern media – newspapers, radio, television and internet.