

ROLE OF MEDIA IN SPORTS

(3+0 Cr. Hr)

COURSE OBJECTIVES

Media is a powerful institution and is playing a very effective role in every walk of life. It is playing an important role in the propagation of sports and bringing the masses closer to the glamour of sports. The course will meet the need to bring the students at home with the role of media in the mobilization of sports for the national cohesion and boosting the economy of the country through the sports as an industry. This course will help to understand the present and future trends in sports and their implications upon the national development.

COURSE CONTENTS:

- i. INTRODUCTION**
 - a. Types and Characteristics of Media
 - b. Role of Media in Globalizations of Sports
 - c. Mobilization through Media

- ii. SPORTS AND MEDIA**
 - a. The Professions of Sports Journalism
 - b. Sports writing and Journalism
 - c. Sports Broadcasting
 - d. Sports Photography
 - e. Careers in Sports Media

- iii. MEDIA AND INTERNATIONAL COMPETITION GAMES (OLYMPIC GAMES)**
 - a. The Press Commission and Radio Commissions
 - b. Facilities and Services at the games
 - c. News and Entertainment

- iv. SPORTS ADVERTISEMENT**
 - a. Sports General
 - b. Sports Periodicals
 - c. Sports Magazines
 - d. Banners
 - e. Pamphlets

- v. SPORTS AND JOURNALISM**
 - a. Introduction
 - b. Images and Messages in Media Sports
 - c. Sports and Government
 - d. Media as a Source of Propagation in Sports
 - e. Media and the Development of Sports.

RECOMMENDED BOOKS

1. Newman, T., Peck, J., & Wilhide, B. (2017). *Social media in sport marketing*. Routledge.
2. Farrington, N., Hall, L., Kilvington, D., Price, J., & Saeed, A. (2017). *Sport, racism and social media*. Routledge.
3. Houlihan, B., & Malcolm, D. (Eds.). (2015). *Sport and society: a student introduction*. Sage.
4. Van Den Berg, L., & Braun, E. (2017). *Sports and city marketing in European cities*. Routledge.
5. Donders, K., Pauwels, C., & Loisen, J. (Eds.). (2014). *The Palgrave handbook of European media policy*. Springer.