

- 4.4 Banners
- 4.5 Pamphlets

Unit-V Sports and Journalism

- 5.1 Introduction
- 5.2 Images and Messages in Media Sports
- 5.3 Sports and Government
- 5.4 Media as a Source of Propagation in Sports
- 5.5 Media and the Development of Sports.

Teaching Learning strategies

- a) Inquiry based learning
- b) Cooperative Learning
- c) Multimedia usage
- d) Concrete examples
- e) Think -Pair-Share

Assessment and Examination

#	Elements	Details
1	Theory Examination based Assessment	It takes Place at the mid-point of the semester. It is mostly in the form of a test but owing to the nature of the course. The teacher may assess their students based on term paper, research proposal development, field work and report writing etc.
2	Formative Assessment	It is continuous assessment. It includes classroom Participation, attendance, assignments and Presentations, homework, attitude, and behavior, hands on activities, short test, quizzes etc.

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.