Course Title: Role of Media in Sports

Code Number: HPE-403 Credit Hours: 03 hrs

Pre-Requites course Requirement/Skills: Nil

Objectives of Course

At the successful completion of this course students will be able:

- 1) Media is a powerful institution and is playing a very effective role in every walk of life.
- 2) It is playing an important role in the propagation of sports and brining the masses closer to the glamour of sports.
- 3) 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 boasting the economy of the country through the sports as an industry.
- 4) This course will help to understand the present and future trends in sports and their implications upon the national development.

Course Contents

Unit-I Introduction

- 1.1 Types and Characteristics of Media
- 1.2 Role of Media in Globalizations of Sports
- 1.3 Mobilization through Media

Unit-II Sports and Media

- 2.1 The Professions of Sports Journalism
- 2.2 Sports writing and Journalism
- 2.3 Sports Broadcasting
- 2.4 Sports Photography
- 2.5 Careers in Sports Media

Unit-III

Media and International Competition Games (Olympic Games)

- 3.1 The Press Commission and Radio Commissions
- 3.2 Facilities and Services at the games
- 3.3 News and Entertainment

Unit-IV

Sports Advertisement

- 4.1 Sports General
- 4.2 Sports Periodicals
- 4.3 Sports Magazines

- 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.