



**Sports Journalism
BA(JMC) UNIT 4
EMERGING TRENDS &
OPPORTUNITIES IN SPORTS**

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**Topic 1:
Sports writing for Print, Broadcast
and Online Commentaries**

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Sports Writing

- News writing style is just as important for sports reporting as it is for general news, business stories or any other journalistic work.
- The advantage of sports writing is that you are allowed a little more margin in your choice of words. In crime or business writing, you are restricted in your use of adjectives and adverbs and are encouraged to focus more on nouns and verbs. Sports writing, however, allows you to go to town in describing plays, the atmosphere, fans and other colorful aspects of a sporting event.
- Sports journalism is a form of writing that reports on sporting topics and games. While the sports department within some newspapers has been mockingly called the toy department, because sports journalists do not concern themselves with the 'serious' topics covered by the news desk, sports coverage has grown in importance as sport has grown in wealth, power and influence.

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Sports Writing

➤ There are lots of different kinds of stories you can write on the sports beat, but probably the most basic is the short game story. A short game story, usually 500 words or less, follows a straightforward format that can be applied to any game you cover. Here's the format:

- ✓ **The Lede** : The lede of your story should include the final score and some details about what made the game interesting. Generally this means focusing on the efforts of an individual player.
- ✓ **The Body of the Story**: The body of your story should basically elaborate on the lede. If your lede was about the benchwarmer becoming the game's star, then the body should go into more detail about that. Often a simple chronological account works best.
- ✓ **The Wrap Up**: The wrap up or ending of your story usually centers on quotes from the coach and players gleaned from post-game interviews or press conferences. Getting great quotes for sports stories can sometimes be tough – coaches and athletes often speak in clichés – but a snappy quote can really be the icing on the cake of your game story.

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- Use of precise, concise, lively, attractive and informal language because some critics refer to the sports department as the toy department of newspapers.
- **Sports Vocabulary**: A sports journalist should know about the terminology and vocabulary of the sports.
- **People**: Athlete, champion, winner, star, sportsman, sportsmanship, first runner-up, second runner-up, contestant, competitor etc.
- **Places**: Talkatora Stadium, tiers, Jawahar Lal Nehru National Stadium, sports venue, Sports Authority of India, Feroz Shah kotla, Indra Gandhi Stadium Complex (IGSC), Dr. Karni Singh Shooting Range (KSSR) etc.
- **Actions**: Tournament, contest, competition, championship, match, round, the final match, semifinal, acrobatics, 100- meter dash, 4x200 m relay, 200 m freestyle relay etc.

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Writing for the print


- ❖ The news story format is one of the basic forms of writing for the mass media, and students need to have a good grounding in writing the news story before they tackle other forms of writing. Learning to write a basic news story teaches the student the importance of gathering accurate and complete information, making judgments about that information as to what is important and what is not, and writing so that the content and not the writing itself is what makes an impression on the reader.
- ❖ Writing news teaches the student many of the disciplines that he or she will need to be successful in working in the mass media. Students should be reminded that the news story form is one that is used not only in newspapers but in many publications, particularly those produced by public relations departments. The habits that a person gains in writing news will be the habits he or she takes to other forms of writing for the mass media.

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 **Key Terms and Concepts**


- ✓ **Inverted pyramid:** This is the most common news story structure. A lead paragraph contains the most important information that the writer has to tell the reader, and most of the story should in some way refer to the lead paragraph. A story written in the inverted pyramid form is rarely narrative; instead, the writer must make decisions about what information is most important and what is of lesser importance. A news story should have unity -that is, it should be about one subject - and this unity is gained through a logical and coherent presentation of the information and an effective use of transitions.
- ✓ **Attribution:** The student should know why attribution is important, when it should be used (and when it is not necessary), and what forms of attribution are acceptable in writing the news story.
- ✓ **Direct and indirect quotations:** Special attention should be given to making sure that students understand the difference between direct and indirect quotations. If problems develop in this area, one exercise that an instructor might give is to select some direct quotations from the examples in the text or the exercises at the end of the chapter and have students rewrite them as indirect quotations.

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- ✓ **Accuracy:** Students should pay close attention to the details of what they write as well as to the major parts of their story.
- ✓ **Feature story:** The feature story is something that students should be able to distinguish from the news story.

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 **Writing for the Broadcast**

- ❖ Writing for broadcast takes a different level of skills than writing for print. The writer must use all of the techniques that he or she has learned in writing for print and must refine those techniques for broadcast copy. The most important of these techniques is that of condensation. The broadcast writer must learn to select and condense information. The writer must learn that an even higher value is placed on brevity than in writing for print.
- ❖ Writing for television, radio or video requires a different set of skills than writing text. Clear and condensed writing is key. After all, a radio listener or TV viewer can't go back and re-read a sentence.

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Tips of Writing for Broadcast

- ❑ **Write like you speak:** Write in your own voice, in a conversational tone, as if you're speaking to only one listener. Keep sentences short. If you have a long sentence, follow it up with a short one. When you go back and read your narration aloud, do you truly sound like yourself?
- ❑ **Keep it simple:** Allot a sentence to each idea. Be clear and concise, stick to the story and don't try too hard to be "clever." Too much detail can become irrelevant and make the story lose focus. Avoid most multiple-syllable words, words that are tough to pronounce and long, convoluted sentences.
- ❑ **Provide specificity:** Although the goal is to write clearly, you must also avoid being too general. Reporters should provide context for anything that may cause confusion or "raise eyebrows." When describing people, don't label them. Tell exactly what they do as opposed to using their official title.
- ❑ **Tell stories in a logical order:** Make sure that your content has a beginning, a middle and an ending. Don't bury the lead; state the news near the top, without too much build-up.

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Tips of Writing for Broadcast

- ❑ **Use the present tense and active voice:** You're writing for flow and to express what is going on now. Broadcast strives for immediacy. To convey this to the listener, use the active voice whenever possible. In English, try to use a subject-verb-object sentence structure. **For example:** "Police (subject) have arrested (verb) 21 activists (object) for staging a protest at Central Park on Saturday afternoon."
- ❑ **Write to the pictures:** TV and video audiences will see why something happened. In television, the phrase "write to tape" is used to describe the way a story script is built around the visual images you have gathered. Don't write any longer than the story or pictures warrant.
- ❑ **Use imagery:** Radio audiences need to imagine the people, places and things in your story. With your words, create powerful and straightforward imagery. Use descriptive verbs instead of adjectives. For example, if you say "he struts or saunters" you're giving a picture without using an adjective. But don't let vivid, imagery-rich writing turn verbose. Use words sparingly.
- ❑ **Let the speaker speak:** If you're hosting a show or an interview, be the host. Don't overpower the subject of the story. When interviewing, "Don't 'mm hmm' them and don't keep talking and talking about yourself." "You're just a conduit whose job it is to relay a story/experience/emotion from the guest to the audience."

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Steps for Broadcast Writing

- **Selection of News:** while many of the basic news values are still at work in the selection of broadcast news, the broadcast journalist works with an additional set of considerations. **Timeliness** is one of the most important of those considerations. Broadcast news emphasizes immediacy; the news that is the latest is often the news that is mentioned first. The emphasis on information rather than explanation is another of those considerations. Students should understand that the broadcast medium is generally not one that allows time for a full and complete development of a story. Getting information to listeners and viewers is of primary importance. The audio or visual impact of a story is another important consideration in the selection of news for broadcast. A story that has good pictures or compelling audio is likely to be used over a story that does not.
- **Differences in style:** There are a number of differences in writing style between broadcast writing and writing for print are mentioned. Style rules in broadcast writing are designed primarily to make it easy on a news reader to read out loud. Sentences are short, and punctuation should be kept to a minimum.

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- **Writing for the ear, not the eye:** This is the key difference between writing for broadcast and writing for print. Students need to understand that what they are writing will be read aloud, not read silently. The listener has no opportunity to go back and “re-hear” a news broadcast to see what he or she has missed. In that regard, clarity in writing becomes one of the chief goals of the writer.
- **Dramatic unity:** The most common story structure for the broadcast news story is dramatic unity with its three parts: climax, cause and effect. Students should also understand the importance of an attention-getting lead in making sure that listeners hear and understand their stories. Such leads require a deft touch on the part of the writer. They may look easy to produce at first glance, but they are more difficult to do well than they appear.
- **Phonetic spelling:** Broadcast writers should learn how and when to use phonetic spellings for words or names that will be unfamiliar to the reader. Students should remember that broadcast copy is often written on deadline, and news readers may not have time to practice reading their copy before they go on the air. A good exercise for students is to have them spell their names phonetically.

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Writing for the Web

- ❖ Writing for the World Wide Web is likely to provoke much excitement among today's students. Not every generation is fortunate enough to see the development of a new medium, but this one has grown up with the web, and much of its concepts about the media and the presentation of information are likely to have been formed by its use of the web.
- ❖ The web is a word medium. Many people think of the World Wide Web as something akin to broadcasting – probably because we use the web (“surf” is the term) on a computer terminal that looks like a television screen. But that isn't the way to think of the web. Unlike their use of traditional television, users of the web read. Unlike their use of newspapers and magazines, they write. The web requires its users to be more physically involved -- interactive -- than any other medium.
- ❖ Because the web is a word medium, for many users it has become in information source. People go to web sites to find things out. A web site's ability to provide information that people want helps the producers of that site sell advertising and make money. Many sites are dependent on the quality – not the amount – of information they provide for their users. Consequently, information must be good -- it must be well written and accurate, complete, efficient and precise. In other words, writing for the web demands all of the same qualities that we have learned so far in this course about media writing

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Key points for Web Stories

- ❑ **Immediacy** – The web has the immediacy of broadcasting but with more substance because it relies on the written, not spoken, word. When a news event occurs, most people turn to broadcasting, but increasingly they are also turning to the web for immediate information. This information is of a different nature, however. Information on the Web has to be written, not spoken. Consequently, it is more likely to have gone through an editing process than live broadcasting.
- ❑ **Permanency** – The web has a permanency that broadcasting does not have. In broadcasting, once the words are spoken and pictures shown, they cannot be easily recalled by the viewer (unless the viewer is videotaping). When words or pictures are put onto a web site, they are there for as long as the server exists, and they are easily duplicated onto another server. These words and pictures are also easily retrievable by the user, if the site is searchable. They are also retrievable by the journalists, who may want to establish links for the user to previously posted information.

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Key points for Web Stories

- ❑ **Capacity:** The web is not limited by time, as is broadcasting, and it is not limited by space, as is print. Consequently, people who are involved with the web do not face the two most enduring frustrations of journalists who work in the more established media. This nearly infinite capacity for posting information is having profound effects on how we view the web as an information medium, and those effects are not fully realized yet.
- ❑ **Flexibility:** By flexibility, we are referring to the web's ability to use almost any current form available for presenting information, such as words, pictures, graphics, video, and audio. The web writer needs to understand that this medium is not limited to words, but rather it can handle all of these forms and combinations that we might not yet have developed.
- ❑ **Interactivity** –Individual users are far more prominent and important in the web environment than they are with any other medium. Developers of web sites have established a variety of ways that individuals can interact, such as designing their own versions of a web site, chat rooms, polls, immediate responses to information, etc. This interactivity will continue to develop, and it too will have a profound effect on how people write for the web.

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Commentaries

- Sport and football in particular have always been a common form of entertainment. In the last decades, with the rise of television broadcast with increasingly better filming technology, football has become commercialized, viewed by millions and a common “form of popular culture” (Richard 2008:193).
- The role of the commentators is very important. They have to provide commentary about the game and to entertain at the same time. They have to deal with the unfolding events on the pitch linguistically without hesitation. The nature of their job and the unusual linguistic setting is what makes their speech so specific.
- The word commentary is generally understood as “a spoken account of events which are actually taking place” (Crystal / Davy 1969: 125).
- However, this is a rather broad definition that can apply to multiple linguistic activities. In such a situation, perhaps a more fitting term **sports casting** will be used, already adapted in this particular context by Ferguson (1983). **He describes sports casting as an oral reporting of an ongoing sporting activity, combined with colour commentary** . Colour commentary is a vital and requisite part of the genre and thus cannot be omitted in its definition.

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Tips for making your live commentaries

- ❑ **Preparation is key:** You won't have any time to do any research during the action, so find out as much as you can beforehand - from things like tricky spellings of players to interesting statistics. It is really important you know the basics about the event you will be describing and think about what you might write at different times when it is taking place.
- ❑ **Get others involved:** Part of this preparation is making sure everyone in your team knows what they will be doing and when. Make sure the other people who will be telling you information know exactly what you need, and that you will need it quickly!
- ❑ **Engage your audience:** Live text commentaries should never sound like one person airing their views - make your readers feel part of the action by getting them involved. Invite them to give their views on the action or ask them questions that they can answer. You can do this with people who might be sitting nearby, or are with you in the classroom.
- ❑ **Make them feel like they are there:** Even if you are not in the stadium or place where the sport you are commentating on is taking place, you will (hopefully!) be able to see it on TV.

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- ❑ **Keep cool:** In live sport, lots of things often happen at the same time. As a live text commentator you should get that information across as quickly as you can, but also as accurately as you can. Don't lose your concentration if lots of people are telling you things at the same time, because those are the times when you can make mistakes.
- ❑ **Enjoy yourself:** Don't kick yourself if you do make an error. Everyone does it, even me! Point out what you got wrong, apologise (by cracking a joke if you like!), correct it, and move on - don't dwell on it! You are watching live sport and every sort of commentator - TV, radio or live text - will get something wrong at some point. You would have fun if you were doing these things while talking with a friend, so make sure you have fun doing the same on a live text commentary too!

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Live telecast

- A live television or radio programme is **one in which an event or performance is broadcast at exactly the same time as it happens, rather than being recorded first.**
- The broadcasting of sports events is the live coverage of sports as a television program, on radio, and other broadcasting media. It usually involves one or more sports commentators describing the events as they happen.
- An instance when a Live Television Event is broadcast on the same day, but not at the exact same time as its occurrence. Ancient Indian Television coinage to imply that the telecast is almost as good as a "Live" telecast.

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- **Live radio** is radio broadcast without delay. Before the days of television, audiences listened to live dramas, comedies, quiz shows, and concerts on the radio much the same way that they now do on TV. Most talk radio is live radio where people can speak (anonymously) about their opinions/lives.
- **Live television** is a television production broadcast in real-time, as events happen, in the present. Shows broadcast live include newscasts, morning shows, awards shows, sports programs, and, occasionally, episodes of television series. Live television was more common until the late 1950s, when videotape technology was invented. Because of the prohibitive cost, adoption was slow, and some television shows remained live until the 1970s, such as soap operas. To prevent unforeseen issues, live television programs may be delayed, which allows censors to edit the program. Some programs may be broadcast live in certain time zones and delayed in others.
- A **liveblog** is a blog post which is intended to provide a rolling textual coverage of an ongoing event, similar to Live television or live radio. Liveblogging has increased in usage by news organizations and blogging establishments since the mid-2000s, when they were initially used to broadcast updates of technology conferences in the absence of or alongside streaming video captures, and like microblogs, have gained currency as an online publication format which performs the same function as that of live television news coverage

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portscaster

- ❖ Sportscasting is a “monolog or a dialog-on-stage” that is aimed at an “unknown, unseen, heterogeneous audience” (Ferguson 1983: 150), who is listening to it voluntarily and even though they do not provide the sportscaster with a reaction of any sort, the fact that the speech is directed at them makes them a clear part of the discourse.
- ❖ His duty is to supply the audience with the information about what is happening on the pitch. This reporting has to correspond with the actual events that are happening in real time.
- ❖ There are often moments in the game that lack action which necessarily requires description and the sportscaster (particularly on the radio, where there is very little silence) has to retain the flow of speech, often with “quite extensive narrative stretches” (Chovanec 2009: 1855) providing information relevant to the game or current events.
- ❖ In addition to the rapid speech production, sportscasters also need to sound interesting, as their task is also to entertain the audience. They often do that through their choice of subject matter and vocabulary during Commentary

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- The knowledge of topic-related terminology and of the game is required on both the sportscaster and his audience.
- In sports broadcasting, a sports commentator (also known as sports announcer, sportscaster or play-by-play announcer; often called shoutcaster in eSports specifically) gives a running commentary of a game or event in real time, usually during a live broadcast, traditionally delivered in the historical present tense.
- In the case of television commentary, the commentators are on screen rarely if at all during the event (although they may appear on camera at the start or near the end of the broadcast).
- A sportscaster is a person who works as an announcer of sports related news in TV new channels or at Radio broadcasting centers. A sportscaster is basically required to read and announce news of various different sports and may also be employed to describe sporting events to audiences. Any person who is working as a sportscaster should be interested in sports and should have the knowledge of each different sport and its related latest news and updates.

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Job responsibility of sportscaster

- ✓ A sportscaster is responsible for reading out and announcing various sports related to sporting events related news and information to the audiences either through the medium of radio or television.
- ✓ Another job responsibility of a sportscaster is to provide commentary for various sporting games on either television or radio.
- ✓ It is the job responsibility of a sportscaster to write stories about sporting events and interview sports personalities etc.
- ✓ It is the job responsibility of a sportscaster to investigate various sporting issues; controversies etc and make a well organized and well researched report on the same so as to present it to the viewers or listeners.
- ✓ Another job responsibility of a sportscaster is to attend news conferences and travel across the world to collect sports news.


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Job responsibility of sportscaster

- ✓ Another major job responsibility of a person working as a sportscaster is to be updated about the different sports related news across the world and follow various stories which are doing rounds.
- ✓ He/she must also watch other sports news shows and channels to know about the stories that they are broadcasting to make healthy comparisons and try and improve the quality of the stories which he/she is announcing.
- ✓ It is the job responsibility of a sportscaster to communicate with the other staff members of the news channel

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News Alerts for Mobiles

- ❖ Mobile news delivery can be done via SMS, by specialized applications, or using mobile versions of media websites.
- ❖ Consumer's access news and information via mobile devices, either via browser, downloaded application, or SMS alerts.
- ❖ The demand for mobile news delivery is growing quickly, with 107 percent growth in daily access to mobile news in the last year alone. For example, the New York Times mobile site registered 19 million views in May 2008, compared to 500,000 in January 2007.
- ❖ July 18, 2011, Time Warner announced that news coverage from CNN and Headline News will be streamed live over the Internet and available for people to view on their laptops, smartphones, or tablets if they subscribe to certain paid TV services.
- ❖ From 2014 many media companies launched their native mobile application including Newsdash to engage global users by delivering quick and short news of their choice.

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News Alerts for Mobiles

- Mobile news also has the potential to place the power of breaking news reporting in the hands of small communities and facilitate a much better exchange of information among users due to the ease of usage of mobile phones compared with conventional media such as radio, TV or newspapers.
- Mobile telephony and full featured mobile devices also facilitate activism and citizen journalism. In addition to individual efforts, major media outlets like CNN, Reuters, and Yahoo are attempting to harness the power of citizen journalists.
- The creation of mobile news was fuelled first by the popularity of receiving text alerts, and then hugely accelerated when mobile companies embraced social media, making content creation easy and accessible.

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Topic 2
New Trends in Sports Journalism:
E-magazines and Blogs


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Online magazine

- ❑ An **online magazine** is a magazine published on the Internet, through bulletin board systems and other forms of public computer networks. Some online magazines distributed through the World Wide Web call themselves **webzines**.
- ❑ An **ezine** is a more specialized term appropriately used for small magazines and newsletters distributed by any electronic method, for example, by electronic mail (e-mail/email).
- ❑ Some online magazines may refer to themselves as "**electronic magazines**" or "**e-magazines**" to reflect their readership demographics or to capture alternative terms and spellings in online searches.
- ❑ An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership.
- ❑ Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

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Online magazine

- Some online publishers have begun publishing in multiple digital formats, or dual digital formats, **that may include both HTML version that look like traditional web pages and Flash versions that appear more like traditional magazines with digital flipping of pages.**
- ✓ An early use of the term **ezine** described a new kind of Web site that contained a stylized mixture of content (articles, pictures, poetry, fiction, and comment) conveyed in a way that exploited and celebrated the Web as a new information medium.
- ✓ Some ezines publishers saw ezines as an opportunity to reach an audience electronically and more economically than was possible with print medium. As a result, hundreds of Web site ezines were created, each devoted to a special cause, subject, or sensibility. This kind of ezine is roughly the cyberspace equivalent of the printed version and when printed out, is in fact, the equivalent.
- ✓ The term is also used to describe any print magazine such as **National Geographic or Newsweek** that also has an electronic edition.
- ✓ The term also sometimes includes e-mail newsletters, of which there are thousands that can be subscribed to. Some of these refer to themselves as zines or ezines.

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Benefits of online magazines to publishers

- ❖ An online publication doesn't simply enable you to revitalize your magazines in a versatile web-based format – it also represents a wider cost effective mode of publishing, delivering tangible benefits across the board:
 - ✓ Much cheaper than printing.
 - ✓ Digital distribution costs are a fraction of conventional media distribution
 - ✓ Greater circulation and subscription potential – global coverage
 - ✓ Huge advertising potential with capacity for interaction and web traffic referrals for advertisers
 - ✓ Highly targeted – email direct to your target audience
 - ✓ High brand exposure potential throughout
 - ✓ Ideal for any industry
 - ✓ No technical experience required to create and distribute
 - ✓ Bring your content to life with video, sound and interactive links
 - ✓ Make your entire back catalogue available online



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Benefits of online magazines to reader


- ✓ Access the magazine anytime, anywhere
- ✓ Download now – read later
- ✓ Visually appealing – vibrant colours, easy to read and 'clean' format
- ✓ Easy to use – simple page turning functions, zoom and search facility
- ✓ Flexible – print selected pages or run off the whole publication
- ✓ Enriched and interactive content
- ✓ Easy to circulate the email or URL to friends, family and colleagues
- ✓ Click straight through to advertiser's websites
- ✓ Meets the growing global preference for web-based content

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Advantages of Online Magazines

- ❖ The convenience of online magazines are marking them a real presence online. Online magazines and even magazine-like blogs gain thousands of followers and generate high revenue, but there are downsides to the online world of print. Online magazines do not have the same kind of physical presence that paper magazines do, and sometimes people will not take them as seriously.
 - **Large Audience**
Online magazines allow for a wider audience. For magazines looking to make profit by means of ads, this means a larger audience for revenue. The use of social networking and links will help spread word about the magazine to this worldwide audience.
 - **Online Participation**
Reader participation is another advantage of an online publication. The use of Internet forums, like buttons, "wall" posts and the ability to link in and out of the website allows for more reader participation and opinion. Some readers like to have their opinions heard, making open audience participation a personable advantage for gaining readers.


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➤ **Convenience**
It's convenient. The use of computer programs to make the online magazine will help the speed at which issues will be produced. Not having to put the publication into print will also speed along the process. Corrections are also easy to make to online magazines. Gaining photos, interviews, follow-up questions and citing sources and social networks becomes easier when publishing an online magazine.

➤ **Unlimited Space**
Depending on what kind of web-hosting you have come across, the world of online magazines offers writers and designers unlimited space to publish their content. This means you will not have to worry about ad-space or cutting down certain articles to make them fit. This also allows for content such as size-heavy video interviews.

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 **Disadvantages of Online Magazines**


➤ **Competition**
Creating an online magazine is easier than printing one, making it a market for anyone who knows web design and how to write articles. This large population of online magazines hurts the odds of your magazine getting popular, gaining revenue or getting noticed.

➤ **No Physical Presence**
It does not have a physical presence. Having a magazine online will not allow a reader to simply toss the magazine into her carry-on while flying or heading to work. While magazines can be read on e-readers and tablets, the inability to mark pages and feel it in your hands does not appeal to those who prefer handheld reading material.

➤ **Social Forums**
The social networking that is usually desirable with online magazines can also be a hassle for keeping a clean quality magazine. Social networking and forums on the magazine's website can lead to open "haters" voicing their opinions, making forum and website moderation important.


➤ **Suspicious Profits**
If your website is not doing well in terms of visitors it will be hard to make a profit. Poor advertising of your magazine will result in lack of visitors.

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 **Blog**


- A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts"). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.
- Until 2009, blogs were usually the work of a single individual occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and sometimes professionally edited. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into the news media. Blog can also be used as a verb, meaning to maintain or add content to a blog.
- Blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. However, there are high-readership blogs which do not allow comments.

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 **Types of blogs**


- ❑ **Personal blogs:** The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization. While the vast majority of personal blogs attract very few readers, other than the blogger's immediate family and friends, a small number of personal blogs have become popular, to the point that they have attracted lucrative advertising sponsorship. A tiny number of personal bloggers have become famous, both in the online community and in the real world.
- ❑ **Collaborative blogs or group blogs:** A type of weblog in which posts are written and published by more than one author. The majority of high-profile collaborative blogs are based around a single unifying theme, such as politics, technology or advocacy. In recent years, the blogosphere has seen the emergence and growing popularity of more collaborative efforts, often set up by already established bloggers wishing to pool time and resources, both to reduce the pressure of maintaining a popular website and to attract a larger readership.

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- ❑ **Microblogging:** Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Microblogging offers a portable communication mode that feels spontaneous to many users. It has captured the public imagination, in part because the short posts are easy to read on the go or when waiting. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) microblog about concert dates, lectures, book releases, or tour schedules. A wide and growing range of add-on tools enables sophisticated updates and interaction with other applications. The resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include Twitter, Facebook, Tumblr.
- ❑ **Corporate and organizational blogs:** A blog can be private, as in most cases, or it can be for business or not-for-profit organization or government purposes. Blogs used internally, and only available to employees via an Intranet are called corporate blogs. Companies use internal corporate blogs enhance the communication, culture and employee engagement in a corporation. Internal corporate blogs can be used to communicate news about company policies or procedures, build employee esprit de corps and improve morale. Companies and other organizations also use external, publicly accessible blogs for marketing, branding, or public relations purposes. Some organizations have a blog authored by their executive; in practice, many of these executive blog posts are penned by a ghostwriter, who makes posts in the style of the credited author. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

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- ❑ **By genre:** Some blogs focus on a particular subject, such as political blogs, journalism blogs, health blogs, travel blogs, gardening blogs, house blogs, book blogs, fashion blogs, beauty blogs, lifestyle blogs, party blogs, wedding blogs, photography blogs, project blogs, psychology blogs, sociology blogs, education blogs, niche blogs, classical music blogs, quizzing blogs, legal blogs, or dreamlogs. How-to/Tutorial blogs are becoming increasing popular. Two common types of genre blogs are art blogs and music blogs.
- ❑ **By media type:** A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs.


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Advantages of Blogging

- You get enough time for yourself. You can give more time to yourself and your family.
- You can remain energetic whole day. No traveling for office and no boss of yours. You are your own boss.
- You can work as you like. No one can bound you or order you. You can do your work as you like at any time.
- If you sell things or service you can make available to your clients all time. Best customer service you can provide.
- You can set your own revenue. As much as you give time and do your job nicely you can earn as much as you like.


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Disadvantages of Blogging

- ✓ Alone all time. If you are full time blogger you have no colleagues, no co-workers and you are always alone.
- ✓ If you are full time blogger and not earning enough you have to struggle with economic conditions.
- ✓ You cannot work when you are ill or outside. And no one there to carry on your work.


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TOPIC 3


ROLE OF SPORTS JOURNALIST IN PROMOTING PHYSICAL AND MENTAL WELLBEING THROUGH SPORTS

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 **Sports & Physical wellbeing**


- ❑ Physical activity and healthy sports are essential for our health and wellbeing. Appropriate physical activity and sports for all constitute one of the major components of a healthy lifestyle, along with healthy diet, tobacco free life and avoidance of other substances harmful to health.
- ❑ Available experience and scientific evidence show that the regular practice of appropriate physical activity and sports provides people, male and female, of all ages and conditions, including persons with disability, with wide range of physical, social and mental health benefits.
- ❑ It interacts positively with strategies to improve diet, discourage the use of tobacco, alcohol and drugs, helps reduce violence, enhances functional capacity and promotes social interaction and integration. Physical activity is for an individual; a strong means for prevention of diseases and for nations a cost-effective methods to improve public health across the population

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 **Role of sports journalist in promoting physical wellbeing**


- ❑ Sports and recreational activities form an essential component of the growth and development of a young individual. Sports activities promote physical, mental and emotional growth. They help support a healthy lifestyle and ensure the youth are engaged and productive. Participation in sports can inculcate the spirit of competitiveness and teamwork which helps in the holistic development of the youth. Sports is increasingly being considered a viable professional option. Representing the country in international sporting events fosters national pride and helps inculcate a feeling of national unity and belonging amongst the youth.
- ❑ The role of sports, including adventure sports, in the development of youth has been recognised and addressed not only by the government but also by various stakeholders like sports federations, private sector companies and NGOs. These organisations largely focus on promoting a sporting culture and providing access to sports infrastructure, coaching and training to youth. Some significant initiatives are

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- **Broad basing of sports:** The government is working towards broad basing sports by providing access to sports facilities and coaching in both urban and rural areas. This is done through programmes like Panchayat Yuva Krida aur Khel Abhiyan (PYKKA) [being recast as Rajiv Gandhi Khel Abhiyan (RGKA)], National Playing Fields Association of India (NPFAI) and the Scheme for creation of urban infrastructure at various levels. The RTE Act also mandates access to playgrounds and recreational facilities in all schools. Organisations like Sports Authority of India (SAI), national sports federations and state level organizations are also working towards provision of coaching facilities, organizing competitions, selecting talented sportsmen and supporting their development. National Institute of Sports (NIS) and Lakshmbai National Institute of Physical Education (LNPIE) provide academic courses at graduate and post graduate levels in the area of sports.
- **Promoting excellence in sports:** Investment in sports infrastructure and coaching facilities has improved the representation of Indian sports persons in international competitions. Centres of Excellence (COE), Special Area Games (SAG) and SAI Training Centre (STC) provide training facilities and a platform to promising young sports persons to participate in various local, national and international competitions. In addition, both the Central and State Governments provide incentives and awards to sports persons who excel at various levels.

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 **Society Discourages Physical Activity**


- Behavior is shaped, in large measure, by one's environment. Our young people live in a social and physical environment that makes it easy to be sedentary and inconvenient to be active. Developments in our culture and society over the past few decades that have discouraged youth physical activity include the following:
- Community design centered around the automobile has discouraged walking and bicycling and has made it more difficult for children to get-together to play.
- Increased concerns about safety have limited the time and areas in which children are allowed to play outside.
- New technology has conditioned our young people to be less active, while new electronic media (e.g., video and computer games, cable and satellite television) have made sedentary activities more appealing.
- States and school districts have reduced the amount of time students are required to spend in physical education classes, and many of those classes have so many students that teachers cannot give students the individual attention they need.
- Communities have failed to invest adequately in close-to-home physical activity facilities (e.g., parks, recreation centers).

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**TOPIC 4
FUTURE OF SPORTS JOURNALISM AND CAREER
OPPORTUNITIES**

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- A sports writer has the responsibility to both entertain and inform people about what is occurring within the world of sports. Some sports writers focus on one particular sport whereas others write on all sports within a given area. Some sports writers are syndicated or are published in more than one newspaper and others may write for a local newspaper or even for a website, blog, magazine or TV show.
- Sports writers may work freelance and sell individual stories to various news outlets or they may work for a given publication. Those sports writers that do freelance work pick their sporting events to cover, whereas those that work for a publication are usually assigned stories. Both types of sports writers have to be able to capture the excitement and interest of the reader as well as provide an accurate depiction of the sporting event or issue that they are writing on.
- A sports writer must be willing to work long hours and still make deadlines for printing. Most writers now use computer word processing programs that make editing and revising a bit easier, and also allows for submissions by email to meet tight deadlines. Creativity, a very complete understanding of the sport, good rapport with athletes, coaches and managers as well as an ability to write are all important for a sports writer. An interest in news as well as keeping up-to-date on all issues with regards to the sports community is also important on a daily basis.

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Common work of Sport Journalist

- ✓ Attending games and sporting events to be able to write accurately and effectively on the events of the game.
- ✓ Writing insightful, informative and original stories on various aspects of sports from human interest on up to game day results.
- ✓ Researching, networking and developing contacts in the sporting world that can provide accurate and up-to-date information on various aspects of the sport.
- ✓ Meeting with publishers, editors and writing teams to develop and obtain assignments or ideas for possible stories.
- ✓ Keeping in constant contact with athletes, owners, coaches and managers and using high ethical standards to avoid compromising the writing.

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Career in sports Journalism

- Sports Journalism reports on sports topics and events and it is an essential element of any news media organization. Today career in sports is at its boom and which also brings wonderful career opportunities for sports journalists as well. Television, radio, magazines, internet have become an integral part of people's life. Many of them are ardent fans of different sports; they switch to TV, websites, newspaper for getting latest updates and news in their sports. Thus, the scope of sports journalism is increasing gradually. Sports Journalism prepares students to sports reporting career and also introduces them with the writing of a sports writer and media professionals use.
- A couple of English sports magazines are available in the market which cater with the need of limited sports fans but many sports loving people who are not comfortable in English do not enjoy this privilege.
- Today it is a rewarding vocation which requires talented and skilled sports media professionals. To be a sport journalist you need to know inside out of your subject and have a passion to make a mark in this vocation.
- It also demands lot of hard work and onus. However, rewards are lucrative, a sport journalist gets box seats at the games, meets international sports star, gets lot of exposure while travelling from one country to another, getting to know the people who train Olympics athletes and fame appreciations from the readers and fans.

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- newspapers is widely popular among readers. Indians today not just appreciate cricket but they have also understood the importance of other sports also like football, hockey, wrestling, boxing etc.
- The career opportunities in sports journalism are match reporter, freelance sports journalist and sports writer. You would get to work in newspaper, radio, TV, magazines and online journalism.

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Career Options in Sports

- ❖ **Coach** : In sports, a coach is a person involved in the direction, instruction and training of the operations of a sports team or of individual sportspeople. A coach may also be a teacher.
- ❖ **Corporate Trainer**: A corporate trainer is an educator or instructor who works in a business environment and conveys knowledge or skills to a group of employees. Corporate trainers may be hired full-time by a large company to train new employees and assist in the transition to new business systems.
- ❖ **Equipment Manager**: In sports, an equipment manager is a person who is in charge of a sports team's equipment. In professional and collegiate sports, this is usually a full-time job and includes transportation, laundry, repairs and regular service (such as sharpening of skates for ice hockey).
- ❖ **Professional Athlete**: Professional athletes are performers or entertainers. In this way, they are a lot like actors and musicians. They must perform well in each game or risk losing. If they don't play well, they won't last long. The work of professional athletes is very demanding.

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- ❖ **Sports Agent**: A sports agent is a legal representative hence agent for professional sports figures like athletes, managers and coaches and he procures and negotiates employment and endorsement contracts for the athlete or coach whom he represents.
- ❖ **Sports Lawyer**: Those representing professional athletes must be familiar with labor and employment, contract, federal and state tax, and worker's compensation law, as well as athlete-agent regulation. A sports lawyer must have strong contract negotiation and drafting skills to represent professional sports industry clients.
- ❖ **Sports Reporter**: Sports reporters cover sporting events and write features on athletes or teams for print and Internet-based publications. Job duties include research, interviewing and fact-checking. Travel is often required, and constant deadlines may cause some stress for these professionals.
- ❖ **Referee/Umpire/Game Official**: Umpires, referees, and other sports officials preside over competitive athletic or sporting events to help maintain standards of play. They detect infractions and decide penalties according to the rules of the game.

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- ❖ **Sports Promoter**: A sports promoter is a promoter that specializes specifically in sports entertainment. Promoters of all types usually take a commission for the promotion of an event. Many promoters run their own company and many companies consist of either one or a few promoters that are the central talent of the agency.
 - Sports Psychologist
 - Weight-Control Counselor
 - Youth Sports Coach
 - Health and Physical Education Teacher
 - Personal Trainer
 - Entrepreneur
 - Sports Instructors
 - Sports Medicine Physician
 - Sports Nutritionist

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