



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Lesson Plan Version 1.0

Course: JMC-110 – Sports Journalism		
JMC – II nd Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 2 (1 Lab of 2 hours / week)

Course Outcome (CO):

COs for Theory (JMC-110):	
CO1	Illustrate the concept of Sports Journalism and analyze the functioning of International Sports Organizations (BTL2)
CO2	Demonstrate Reporting, Writing & editing sports stories. (BTL2)
CO3	Examine Sports Management and Organizations. (BTL4)
CO4	Appraise Sports Journalism in different media forms. (BTL5)
CO5	Elaborate the emerging trends & opportunities of Sports Journalism. (BTL6)

Recommended Books:

Books	S. N.	Details of the Books
Text Books	1.	Thakur, K.C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.
	2.	Rajender Lal (2019), Sports Journalism, Friends Publications (India),
	3.	Malik,A.(2018). Sports Journalism and Mass Media. India: Friends Publication.
Reference Books	1.	Phil, A. (2014). Sports Journalism: A Practical Introduction. Sage publications
	2.	Singh,H.(2017). Sports Journalism and Mass Media, India: KhelSahitya Kendra

Lesson Plan for Theory:

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
UNIT I Sports Journalism		
1.	Defining Sports Journalism	Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. Chapter No. 5
2.	Role and functions of International Sports Organizations:FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation,	Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press-Chapter No. 4

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
	National Games	
3.	Sports Authority of India (SAI), its importance in the promotion and management of sports	Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. Chapter No. 2
4.	News Sources for Sports Journalism	Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press-Chapter No.1
UNIT II Sports Reporting and Writing		
5.	News Values and Ethics for Sports Reporting and Writing	Sports Journalism: A Practical Introduction. (2013). London: Sage Publications Chapter No. 3
6.	Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story.	Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. Chapter No. 2
7.	Sports Photography: Equipment, Editing, Publishing and Uploading	Steen, R. (2014). Sports Journalism. London: Taylor & Francis Chapter No. 5
8.	Editing and Use of Info-graphics, Layout of Sports News	Steen, R. (2014). Sports Journalism. London: Taylor & Francis Chapter No. 1
UNIT III Sports Management and Organisations		
9.	Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues	Sports Journalism: A Practical Introduction. (2013). London: Sage Publications Chapter No.3
10.	Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media	Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. Chapter No. 9
11.	Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)	Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications Chapter No. 5
12.	The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)	Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press Chapter No. 2
UNIT IV Emerging Trends and Opportunities in Sports		

13.	Sports writing for Print, Broadcast and Online: Commentaries;Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles	Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. Chapter No. 2
14.	New Trends in Sports Journalism: E-magazines and Blogs	Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications Chapter No. 3
15.	Role of Sports Journalist in promoting Physical andMental Wellbeing through Sports	Sports Journalism: A Practical Introduction. (2013). London: Sage Publications Chapter No. 5
16.	Future of Sports Journalism and Career Opportunities	Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press Chapter No. 7

Course Outcome (CO):

Course: JMC-160 – Sports Journalism Lab	
JMC – 2 nd Semester	No. of Practical Hours per Week: 2 (1 Lab of 2 hours / week)

COs for Practical (JMC-160):	
CO1	Identify different sports leads and rewrite Headlines. (BTL3)
CO2	Organize a sports blog including integrities of it.(BTL3)
CO3	Discover the interview questionnaire and record an interview of sports person. (BTL4)
CO4	Design e-sports magazine constituting different sports stories. (BTL6)
CO5	Formulate better understanding of sports writing techniques. (BTL6)

Lesson Plan for Practical:

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
1.	1.	Analyze daily newspaper or sports magazine for different sports leads.	Assignment A
		Rewrite the headlines for minimum 5 different sports leads.	Assignment A
2.	2.	Discussion and analysis of any sports tournament.	Assignment B
		To create a sports blog and report of their own choice.	Assignment B
3.	3.	Discuss the intricacies of questionnaire for interview, tips for interview	Assignment C
		Prepare a Questionnaire and record the interview of a sports personality.	Assignment C
4.	4.	Discuss feature writing & trend story and prepare the same.	Assignment D
		Write a feature story on any sports or the sports personality	Assignment D
5.	5.	Examine the importance of photos and Info graphics in sports journalism.	Assignment E
		Incorporate photos and infographics in a sports story.	Assignment E
6.	6.	Aesthetics of sports photography.	Assignment F
		Create a photo blog.	Assignment F
7.	7.	Discussion about prominent sports personalities in India.	Assignment G
		Create blog/feature/trend story of the favorite personality	Assignment G
8.	8.	Discussion on soft news & hard news of sports	Assignment H

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
		Create e-magazine of sports.	Assignment H
9.	9.	Discuss different leagues and its aspects	Assignment I
		Prepare power point presentations.(group wise)	Assignment I
10.	10.	Continued presentations.(sports league)	Assignment J
11.	11.	Preparing sports bulletin & recording the same.	Assignment K
12.	12.	Continued Preparing & recording sports bulletin.	Assignment L

Testing Schedule:

Nature of Test	April	May	June	July
Surprise Test (ST)			ST in any of the Weeks	
Mid Term Test (MT)		MT in 2 nd /3 rd Week		
Class Test (CT)	CT-1 in any of the Weeks			CT-2 in any of the Weeks
Supplementary Test (Sp.T)				Sp. T in 1 st week
Assignment Submission Schedule	Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			

Suggested Topics for Presentation:

S. No.	Suggested Topics for Presentation
1.	International Sports Organizations (6-7)
2.	Professional sporting leagues (4)
3.	WADA (World Anti Doping Agency)
4.	NADA (National Anti Doping Agency)

Suggested Topics for Projects:

S. No.	Suggested Topics for Projects:
1.	A study of Common Wealth Games 2010
2.	A Study of World Cup 1983

S. No.	Suggested Topics for Projects:
3.	A study of IPL(changes & trends)
4.	Corruption in Sports, an In-depth analysis.
5.	Documentary on sports personality.(Group)
6.	Documentary on Paralympics.