

Postgraduate Certificate Sports on Radio and Television

Endorsed by the NBA





Postgraduate Certificate Sports on Radio and Television

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/sports-radio-television

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01

Introduction

Sports and its broadcasts are one of the most popular ways of journalism in this field. This program is the best specialization tool that you will find to prepare you for this sector. With the latest educational technology and the prestige of TECH, an online university pioneer in the Relearning study system.





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All the secrets to sports communication in radio and television in a Postgraduate Certificate with high educational power and total flexibility"

Today's sports radio, in fact, is the result of its last great threat: the television broadcasting of all soccer matches and the use of the viewer's 'double screen'. At the same time, the user can watch the game on the TV and comment on it on another other screen - a cell phone - on social media. Radio is at least consoled by the fact that technology allows a choice of audio, and many viewers prefer to opt for radio narrators, who have lost their protagonism to a new narrative model in sports broadcasts that is closer to the magazine. The emergence of the internet has also affected television, which has been forced to reinforce its online presence with websites that are increasingly up to date and enriched with interactivity and multimedia content, as well as blogs and newspaper archives. For the new generations, television is not the king of media, they consider it just another option and opt for other media to get information about the sports content they are passionate about.

Throughout this program, students will learn about the characteristics of audiovisual language, with its own terminology for its contents; sports broadcasts and all the agents involved in them; the functioning of a television newsroom, with special attention to the figure of the newscaster; editing, audience measurement and, finally, they will review the most important moments in the history of sports on a screen that currently competes and shares the limelight with other small screens, such as tablets and smartphones.

All this through 150 hours of the best theoretical-practical and additional content, which will be hosted, from day one, on the Virtual Campus. And as a culmination to an unparalleled educational experience, the syllabus includes 10 exclusive masterclasses elaborated by several international referents in the field of Sports Journalism, who will share with the students of this Postgraduate Certificate their communicative strategies to carry out a practice of the highest level in the current television context.

This **Postgraduate Certificate in Sports on Radio and Television** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The latest technology in online teaching software
- ♦ Intensely visual teaching system, supported by graphic and schematic contents, easy to assimilate and understand
- ♦ Practical cases presented by practicing experts
- ♦ State-of-the-art interactive video systems.
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.
- ♦ Supplementary documentation databases are permanently available, even after the program.



A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluid and efficient way"

“

Would you like to learn from the best experts the keys to Sports Journalism on TV? This program includes 100 minutes of masterclasses thanks to which you will be able to do it 100% online"

The team of professors of the Postgraduate Certificate in Sports on Radio and Television has extensive experience in teaching Sports on Radio and Television at the university level, both in undergraduate and postgraduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation that the communication sector is undergoing. Their direct experiences, their knowledge and the analytical capacity of those who hold a managerial position are the best source to grasp the key to the present and the future of a vocational and exciting profession for those who love sports and communication.

The methodology of the programs offered at TECH Technological University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending on-site classes is practically impossible for those who are involved in the daily demands of work.

Learn all the aspects that successful political communication professionals must master.

With teachers who are experts in this area of work, this program is a unique opportunity for professional development.

ON AIR

02

Objectives

This Postgraduate Certificate in Sports on Radio and Television is aimed at obtaining a degree of specialization that allows a journalism professional to develop their career in this field in an optimal way. For this purpose, we have developed the essential theoretical content that will serve as a foundation for the practice, which will be developed intensively throughout the program.



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A comprehensive program in Sports on Radio and Television created for communication professionals who want to boost their careers with the excellence of the best education"



General Objectives

- ♦ Examine the current radio scenario, sports radio in particular, detecting the threats posed by new technologies and the strengths that radio has at its disposal
- ♦ Analyze and identify the different types of sports radio programs that exist today
- ♦ Provide a historical evolution of sports radio from its birth to the present and know the milestones that have marked its progress
- ♦ Compile the necessary journalistic skills in the field of sports in order to be able to rigorously practice journalism as specialized as sports journalism
- ♦ Define the transformation of the traditional radio model, converted to other media in "transmedia", in order to be able to visualize alternatives in the Sports Journalism of the future
- ♦ Examine the current panorama of sports on television, with the two-way flow offered by generalist and thematic channels, and with two opposing styles, quality programs and 'trash TV' programs
- ♦ Analyze and identify the different formats that deal with sports information: news, programs and broadcasts
- ♦ Evaluate the impact of new technologies on television, the revolution it has brought about in the consumption of sports content, and its application in the coverage and broadcasting of sport
- ♦ Identify the key moments that sports news coverage has had in the history of television





Specific Objectives

- ♦ Develop the necessary and specific skills to generate content for any radio format
- ♦ Examine the internal and external agents involved in the development of a radio sports program
- ♦ Develop specialized knowledge on techniques to improve the voice as an essential tool for radio
- ♦ Analyze the new radio platforms that support and increase the broadcasting of sports radio
- ♦ Demonstrate the use of social media as a means to enhance the messages of sports programs
- ♦ Evaluate how a radio journalist acts in the daily coverage of current affairs
- ♦ Perform audience measurements and establish the techniques used for interactivity with listeners
- ♦ Compile the essential terminology for the handling of audiovisual contents offered on television
- ♦ Expose all the internal and external agents involved in the broadcasting of a sporting event
- ♦ Evaluate the similarities and differences between television and radio in the broadcasting of a sporting event
- ♦ Develop the techniques that allow the use of the voice as a tool, applying the rhythm and intonation required for television
- ♦ Specify how a television sports newsroom works and how its various members interact with each other
- ♦ Demonstrate the importance of broadcasting rights and the power that television has in decision-making when organizing a sports event
- ♦ Interpret audiences and the effect of technology on viewers, who have moved away from their passive role
- ♦ Assess the figure of the sports presenter on television, the techniques and tools available to them, and the way they 'act' according to the type of program
- ♦ Define the elements involved in the recording, editing, montage and postproduction of a television video



Our goal is simple: to offer you high-quality specialization, with the most developed teaching resources so that you achieve the best results with little effort”

03

Course Management

This Postgraduate Certificate in Sports on Radio and Television is taught by industry professionals with extensive experience in journalism and teaching who will try to give you a real vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.





“

Learn from experts in the field and start moving in a dynamic and interesting profession"

International Guest Director

Born in Puerto Rico, Alvaro Martin received his degree from Harvard University and an MBA from Harvard Business School.

Martin is the only original Spanish-language ESPN network broadcaster who has remained with the network ever since, covering all NBA events.

In addition, he holds the distinction of being the first talent to serve as a dual-language sports broadcaster in ESPN's history, is ESPN's most experienced NBA broadcaster in either English or Spanish, has informed and entertained Spanish-speaking NBA basketball fans around the world for more than two decades, has been nominated for a Spanish-language Emmy Award, and has also hosted 20 NBA Finals for ESPN and ABC in their Spanish-language versions.



Mr. Martín, Álvaro

- Voice of the NBA in Spanish for more than 20 years for different international networks
- Basketball analyst and commentator with extensive international experience.
- Harvard University graduate
- Master in Business Administration at Harvard Business School

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Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

Born and raised in Bayamon, Puerto Rico, "El Coach" played basketball and was a middle distance runner in his youth. After earning his **Bachelor's Degree in Business Administration and Physical Education**, he began his coaching career in youth programs, eventually coaching at all levels in Puerto Rico.

After an outstanding career as a Basketball **Coach** in Puerto Rico, Carlos Morales came to ESPN in February 2000 to serve as a Basketball **Analyst in Spanish, bringing all his experience in NBA events.**

He is currently **Assistant Coach of the Puerto Rico Women's National Team** and is a member of the National Association of Basketball Coaches and the World Association of Basketball Coaches.



Dr. Morales, Carlos

- Basketball coach and NBA analyst in Spanish for more than 20 years
- Assistant coach of the Puerto Rican women's basketball team
- ESPN basketball analyst
- Member of: National Association of Basketball Coaches and World Association of Basketball Coaches
- Graduate in Business Administration and Physical Education

“

A unique, key, and decisive educational experience to boost your professional development”

Management



Mr. Pérez Zorrilla, Carlos

- ♦ Specialized Sports Journalism
- ♦ Head of Department at Estadio Deportivo Newspaper
- ♦ Head of Digital Content at Estadio Deportivo Newspaper
- ♦ Website Editor for Tourism and Sports in Andalucía
- ♦ Collaborator of Onda Cero Sevilla
- ♦ Collaborator of Canal Sur Radio
- ♦ Graduate in Journalism from the Andalusian Center for Business Studies (CEADE)

Professors

Mr. Palomo Armesto, Álvaro

- ♦ Website Content Writer at Medina Media Consulting
- ♦ Multimedia Writer at Estadio Deportivo
- ♦ Head of Press at CD Patín Macarena
- ♦ Editor at El Correo de Andalucía
- ♦ Editor at El Diario de Sevilla
- ♦ Degree in Journalism from the University of Sevilla.

Mr. García Collado, José Enrique

- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla.
- ♦ Journalist and Expert in Sports Big Data from the University of Valladolid
- ♦ Expert in Big Data in Sports by the University of Valladolid
- ♦ Master's Degree in Community Management at CEDECO school
- ♦ Specialization course in Programmatic Advertising at Skiller Academy



Mr. Adorna León, Joaquín

- ♦ Professor of Sports Journalism at the University of Sevilla
- ♦ Journalist and analyst at Besoccer
- ♦ Editorial Director. Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla.
- ♦ Degree in Information Sciences from the University of Sevilla.

Ms. Chávez González, Luisa María

- ♦ Contributor to the *Decibelios AM* website
- ♦ Contributor to the program *Aún no es viernes* "It's not Friday yet", Sevilla FC Radio
- ♦ Editor at *Ooh! Jerez*
- ♦ Trainee Editor at *Estadio Deportivo*
- ♦ Trainee Editor at *Diario de Sevilla*
- ♦ Degree in Journalism, University of Sevilla
- ♦ Co-author of the book *Por si nunca eres*

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Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04

Structure and Content

The contents of this program have been developed by the different professors of this program, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts. The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this area: a very complete and well-structured program that will take you to the highest standards of quality and success.



“

Complete and efficient, this Postgraduate Certificate is supported by a teaching structure that, in a progressive way, will lead you to the total mastery of this subject"

Module 1. Sports Journalism in Radio

- 1.1. Sports Radio Today
 - 1.1.1. Daily Sports Programs BORRAR
 - 1.1.1.1. National Programs
 - 1.1.1.2. National Evening Programs
 - 1.1.1.3. Regional and Local Programs
 - 1.1.2. Multi-Connection Programs
 - 1.1.2.1. Sports Carousel
 - 1.1.2.2. Bulletins
 - 1.1.2.3. Sports Magazine
 - 1.1.3. Program Types
 - 1.1.3.1. Reports
 - 1.1.3.2. Talk Shows
- 1.2. New Technologies and the Future of Radio
 - 1.2.1. Podcasts
 - 1.2.2. Hybrid Radio
- 1.3. New Forms of Radio Consumption
 - 1.3.1. Platforms
 - 1.3.2. Social Media
- 1.4. Practical Tips for Radio
 - 1.4.1. Elaboration of a Program Script
 - 1.4.2. The Art of Improvisation
 - 1.4.3. Daily News Coverage
- 1.5. Production
 - 1.5.1. The Producer's Role
 - 1.5.2. Production of Special Programs
- 1.6. Radio Formats
 - 1.6.1. News and Briefs
 - 1.6.2. Reports
 - 1.6.3. The Interview
 - 1.6.4. The Opinion
 - 1.6.4.1. Monologues
 - 1.6.4.2. Talk Show Hosts
 - 1.6.5. Humor
- 1.7. Sports Broadcasts
 - 1.7.1. Techniques and Models
 - 1.7.1.1. On-Site and In-Studio Broadcasts
 - 1.7.1.2. The Wireless Microphone
 - 1.7.2. Evolution of Narration
 - 1.7.3. The Professional Soccer League fee for Radio Broadcasters
- 1.8. The Voice as a Tool
 - 1.8.1. Basic Concepts: Tone, Pitch and Volume
 - 1.8.2. Diction and Vocalization
 - 1.8.3. Diaphragmatic Breathing
 - 1.8.4. Intonation
- 1.9. Advertising on Sports Radio
 - 1.9.1. New Advertising Formats
 - 1.9.1.1. Audiences
 - 1.9.1.1.1. Analysis of the General Media Study (EGM) BORRAR
 - 1.9.1.2. Techniques to Engage Listeners
- 1.10. History of the Spanish Sports Radio BORRAR
 - 1.10.1. The Origins
 - 1.10.2. Historic Moments
 - 1.10.3. A Change of Model After the Success of "Super Garcia".
 - 1.10.4. Radio Marca, the First Thematic Radio

Module 2. Sports Journalism in Television

- 2.1. Current Television Panorama
 - 2.1.1. Sport on Television Today
 - 2.1.1.1. Thematic Channels
 - 2.1.1.2. General Channels
 - 2.1.1.3. Quality Sports Journalism
 - 2.1.1.4. Sports "Trash TV"
 - 2.1.2. Formats: News, Programs and Broadcasts
- 2.2. New Applied Technologies in the Television Industry
 - 2.2.1. The Revolution of Television Consumption
 - 2.2.2. Connection and Delivery Systems
 - 2.2.3. New Applied Technologies in Sports
- 2.3. Audiovisual Sports Content
 - 2.3.1. The Rundown of a Sports Program on Television
 - 2.3.2. Tools to Create an Audiovisual Story
 - 2.3.3. The Genres
 - 2.3.4. Live and Pre-recorded Broadcasts
- 2.4. Sports Broadcasts
 - 2.4.1. The Rundown of a Broadcast
 - 2.4.2. The Mobile Unit
 - 2.4.3. The Narrator
 - 2.4.4. The Commentators
 - 2.4.5. New Audio Options (Radio-TV)
 - 2.4.6. Similarities and Differences of Radio Narration
 - 2.4.7. *Flash Interview*
 - 2.4.8. Copyright of Images
- 2.5. Television Newsrooms
 - 2.5.1. The Producer
 - 2.5.2. The Director
 - 2.5.3. The Commentators
 - 2.5.4. ENG (*Electronic News-Gathering*) Editor
 - 2.5.5. Writing and Operating Models
 - 2.5.6. Television Control

- 2.6. The Presenter and their Tools
 - 2.6.1. Auto-Cue or Prompter
 - 2.6.2. The Body Language
- 2.7. Audiences
 - 2.7.1. Multiscreen Audience
 - 2.7.2. Indicators and/or Meters (Audiometers)
 - 2.7.3. Audience Analysis and Interpretation
- 2.8. Filming, Editing and Post-production of the Video
 - 2.8.1. The Professional Digital Camera
 - 2.8.2. Audiovisual Language
 - 2.8.2.1. The Image
 - 2.8.2.2. Types of Plans
 - 2.8.2.3. Music How and When to Use It
 - 2.8.3. Text Structure in Television
 - 2.8.4. Editing Programs
- 2.9. Practical Tips for Working in Television
 - 2.9.1. Educating the Voice
 - 2.9.1.1. The Same Tool. A Different Use for Radio
 - 2.9.1.2. Intonation and Rhythm in Television
 - 2.9.2. The Art of Live Broadcasts. Naturalness
- 2.10. History of Sports on Television
 - 2.10.1. Leni Riefenstahl. History of Sports Broadcasting
 - 2.10.2. Evolution of Sports Broadcasting



A complete training that will take you through the knowledge you need to compete among the best."

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative.

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.



At TECH, you will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically.

This methodology has prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

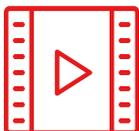
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



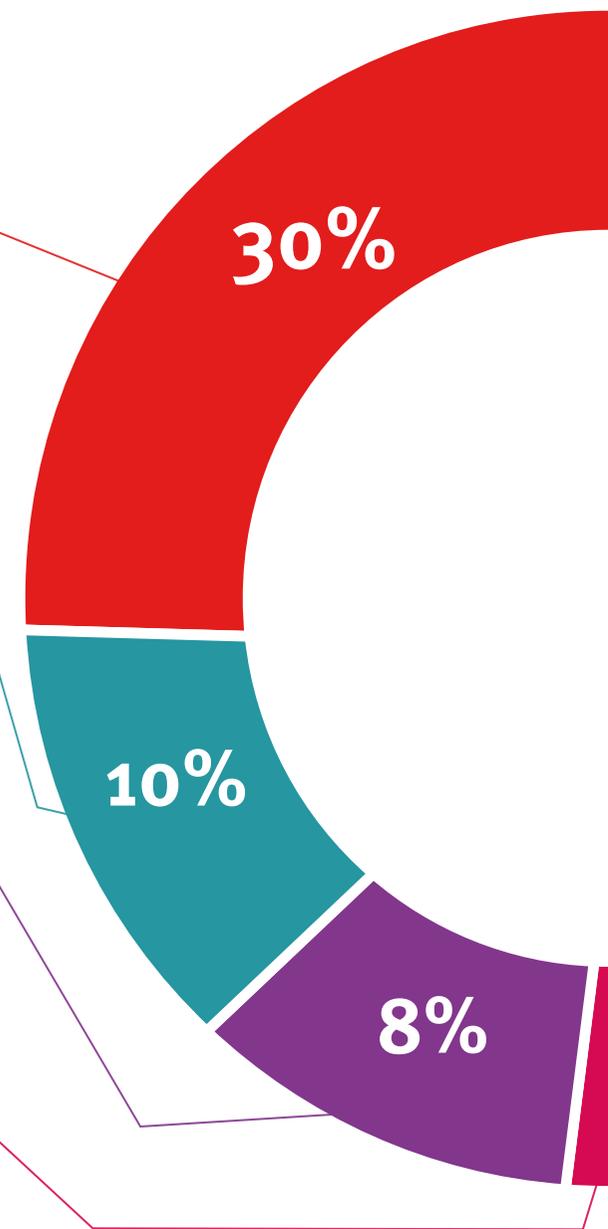
Practising Skills and Abilities

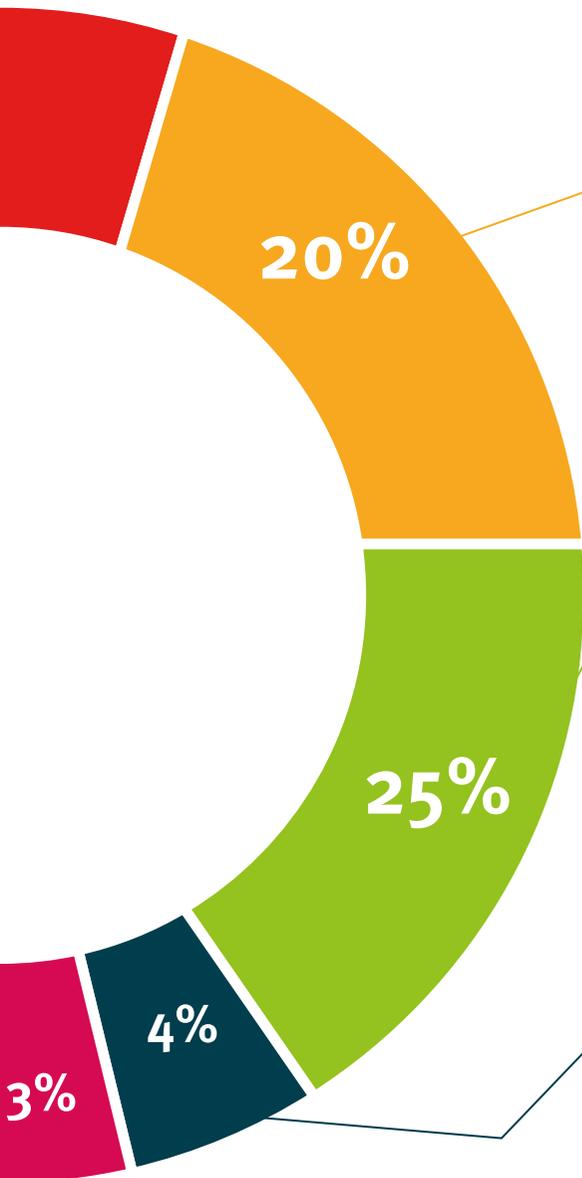
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

This Postgraduate Certificate in Sports on Radio and Television guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Sports on Radio and Television** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Sports on Radio and Television**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

Endorsed by the **NBA**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



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