

Postgraduate Certificate Sports on Television

Endorsed by the NBA





Postgraduate Certificate Sports on Television

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 20

05

Methodology

p. 24

06

Certificate

p. 32

01

Introduction

Sports is one of the mass entertainments that has found its most important means of life on television. The transmission of the event relies on sports journalism to provide communication and necessary interest to attract listeners in a highly competitive market. 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.





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A high-quality program that will provide you with all the key elements to Sports on Television and its communicative tools".

The emergence of the Internet has affected television, which has been forced to strengthen its online presence. However, it is also finding it difficult to reach a young audience that is more 'hooked' on *social media*, which also allows them to watch videos quickly and selectively. 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.

Since the birth in 1979 of the thematic sports channel ESPN in the United States, television's commitment to sports has grown considerably in recent years. In fact, the universal nature of sports and sports journalism, which has been gaining prestige and its own identity in television schedules, is evident.

The graduates will learn about the impact of new technologies on what has always been the most powerful means of communication; 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 presenter; editing, editing, audience measurements and, finally, we will review the most relevant moments in the history of sports in the media; the functioning of a television newsroom, with special attention to the figure of the presenter; editing, editing, audience measurements and, finally, we will review the most important moments in the history of sport on a screen that currently competes and shares the limelight with other small screens, those of tablets and smartphones.

In addition, as a finishing touch to an academic experience of the highest level, the graduates will have the support of a teaching team specialized in Sports Journalism, as well as several internationally renowned figures in this field, who have developed 10 master classes in video format to explain the different sections of the program, as well as to share their strategies for success in the current audiovisual area.

This **Postgraduate Certificate in Sports on Television** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are 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: program questions, discussion 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"

“

In the Virtual Campus you will find 100 minutes of master classes elaborated by internationally renowned experts in the field of Sports Journalism”.

The program’s teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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.



02 Objectives

This Postgraduate Certificate in Sports on 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 provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.



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Sports communication in radio broadcasting developed throughout a program of high-quality teaching and content”.



General Objectives

- ♦ 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



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"





Specific Objectives

- ♦ 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 different 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

03

Course Management

The Postgraduate Certificate in Sports on Television is taught by professionals with extensive experience in journalism and teaching, who will try to give you a real vision of the profession. For this reason, they have developed an educational program specially focused on professional development from a perspective that is totally tailored to the reality of the sector.



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*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 **undergraduate degree** from Harvard University and an **MBA in Business Administration** 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 as a sports broadcaster, and has also hosted 20 NBA Finals for ESPN, and ABC in their Spanish-language versions.



Mr. Martín, Álvaro

- NBA Sportscaster and Sports Analyst for ESPN, Connecticut, United States
- Spanish-language Emmy Award nominee as sports broadcaster
- Harvard University graduate
- Professional Master's Degree 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.



Mr. Morales, Carlos

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

“

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
- ♦ Postgraduate Diploma in Big Data in Sports by the University of Valladolid
- ♦ Professional 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, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts. The content of this program enables you to learn all aspects of the different disciplines involved in this field: A complete and well-structured program that will take you to the highest standards of quality and success.



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

Module 1. Sports Journalism in Television

- 1.1. Current Television Panorama
 - 1.1.1. Sport on Television Today
 - 1.1.1.1. Thematic Channels
 - 1.1.1.2. General Channels
 - 1.1.1.3. Quality Sports Journalism
 - 1.1.1.4. Sports' Trash TV'
 - 1.1.2. Formats: News, Programs and Broadcasts
- 1.2. New Applied Technologies in the Television Industry
 - 1.2.1. The Revolution of Television Consumption
 - 1.2.2. Connection and Delivery Systems
 - 1.2.3. New Applied Technologies in Sports
- 1.3. Audiovisual Sports Content
 - 1.3.1. The Rundown of a Sports Program on Television
 - 1.3.2. Tools to Create an Audiovisual Story
 - 1.3.3. The Genres
 - 1.3.4. Live and Pre-recorded Broadcasts
- 1.4. Sports Broadcasts
 - 1.4.1. The Rundown of a Broadcast
 - 1.4.2. The Mobile Unit
 - 1.4.3. The Narrator
 - 1.4.4. The Commentators
 - 1.4.5. New Audio Options (Radio-TV)
 - 1.4.6. Similarities and Differences of Radio Narration
 - 1.4.7. *Flash Interview*
 - 1.4.8. Copyright of Images
- 1.5. Television Newsrooms
 - 1.5.1. The Producer
 - 1.5.2. The Director
 - 1.5.3. The Commentators
 - 1.5.4. ENG (*Electronic News-Gathering*) Editor
 - 1.5.5. Writing and Operating Models
 - 1.5.6. Television Control





- 1.6. The Presenter and their Tools
 - 1.6.1. Auto-Cue or Prompter
 - 1.6.2. The Body Language
- 1.7. Audiences
 - 1.7.1. Multiscreen Audience
 - 1.7.2. Indicators and/or Meters (Audiometers)
 - 1.7.2. Audience Analysis and Interpretation
- 1.8. Filming, Editing and Post-production of the Video
 - 1.8.1. The Professional Digital Camera
 - 1.8.2. Audiovisual Language
 - 1.8.2.1. The Image
 - 1.8.2.2. Types of Plans
 - 1.8.2.3. Music How and When to Use It
 - 1.8.3. Text Structure in Television
 - 1.8.4. Editing Programs
- 1.9. Practical Tips for Working in Television
 - 1.9.1. Educating the Voice
 - 1.9.1.1. The Same Tool. A Different Use for Radio
 - 1.9.1.2. Intonation and Rhythm in Television
 - 1.9.2. The Art of Live Broadcasts. Naturalness
- 1.10. History of Sports on Television
 - 1.10.1. Leni Riefenstahl. History of Sports Broadcasting
 - 1.10.2. Evolution of Sports Broadcasting

“ A complete program that will take you through the knowledge you need to compete among the best.”

05

Methodology

This 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.



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

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 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.

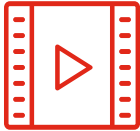
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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 adapted in 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.



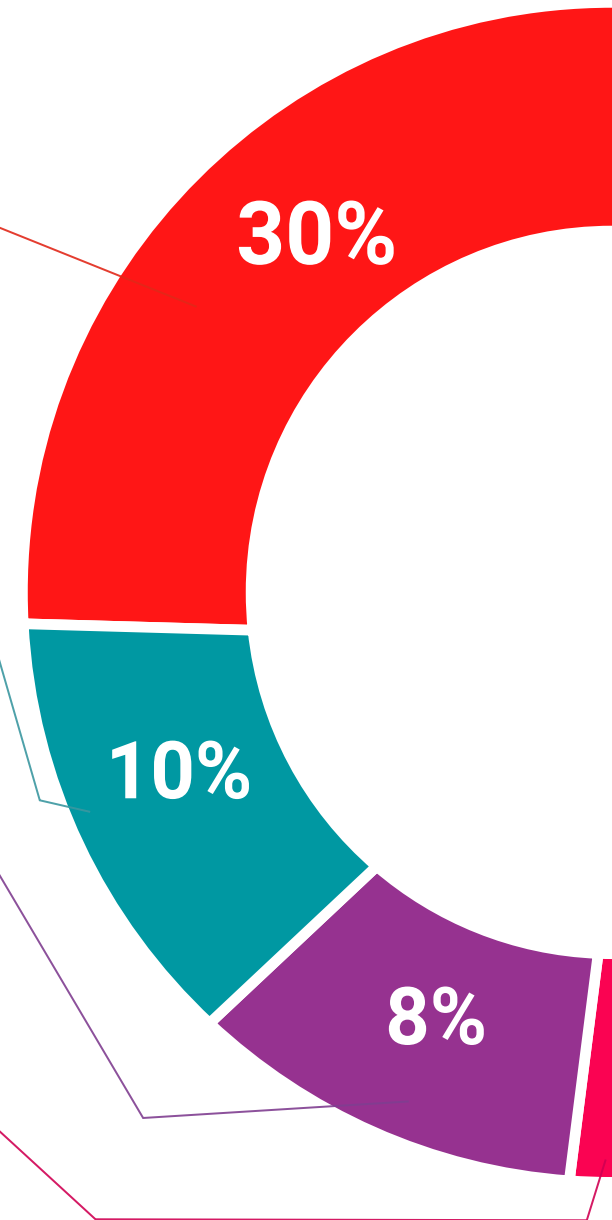
Practicing Skills and Abilities

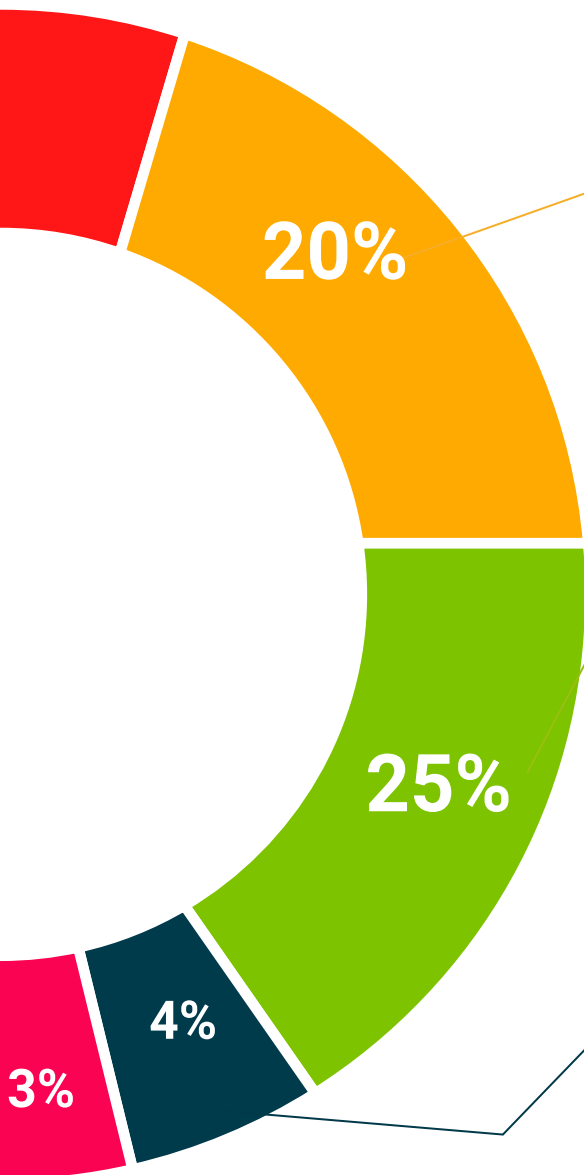
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 assess and re-assess 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 Television guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 **Postgraduate Certificate in Sports on Television** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Global University** via tracked delivery.

The diploma issued by **TECH Global University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

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

Official N° of Hours: **150 hours**.

Endorsed by the NBA





Postgraduate Certificate Sports on Television

- » Modality: Online
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- » Certificate: TECH Global University
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