

Hybrid Professional Master's Degree

Sports Journalism



Hybrid Professional Master's Degree

Sports Journalism

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

Website: www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-sports-journalism

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01

Introduction

Sports Journalism continues to be a great attraction for the audience. The journalistic language has adapted to new technologies and formats to continue telling the great feats of athletes around the world. A profession that requires a mastery of the language and the wide range of sports disciplines. This degree provides students with a broad education in this branch of journalism. To do so, they will have a teaching team specialized in this field, with extensive experience in media management and writing in the sports section. A 100% online degree in its theoretical framework and with a practical stay of 3 weeks, with the best specialists in the world of sports communication.





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Set yourself the best goal of your professional career and enroll in this Hybrid Professional Master's Degree"

The great dream of every journalist who wants to decide to become a sports journalist is to cover the Olympics; however, to reach the top requires a mastery of journalistic genres, media, disciplines and major sporting events. This Hybrid Professional Master's Degree provides a comprehensive and updated program for those who want to reach their highest goal.

In this course, the expert teaching team in the field of Sports Journalism pours all its knowledge in this area. From the present and future of Sports Journalism in which the figure of the specialist in a sporting discipline to the all-rounder, who is able to cover any event, tell the public meetings, national and international tournaments with wide fluency and mastering the use of new technologies.

It is in the field of technology that journalism is able to get the information it needs. In the sports field, the journalist has tools to locate statistics that argue the news or serve as a source, as is the case of Transfermarkt, Sofascore, WhoScored or Stats Zone in the soccer field. This teaching addresses the irruption of social networks, the relationship with athletes, knowledge of major sporting events and journalism in different media (television, digital press and radio).

An excellent opportunity for the communication professional who wishes to update their knowledge or is looking for specialization in a field where great journalists have come to transmit and make viewers vibrate with emotion. This program gives the student the flexibility to make compatible the theoretical by being able to access 100% online and with only a device with an Internet connection. In addition, students will be able to develop all the learning acquired in this qualification in a company of the communication sector with professional experts in Sports Journalism.

This **Hybrid Professional Master's Degree in Sports Journalism** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of over 100 practical cases presented by experts in the field of communication
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ 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: 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 course
- ♦ All this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Furthermore, you will be able to do an internship in one of the best communication companies of the world

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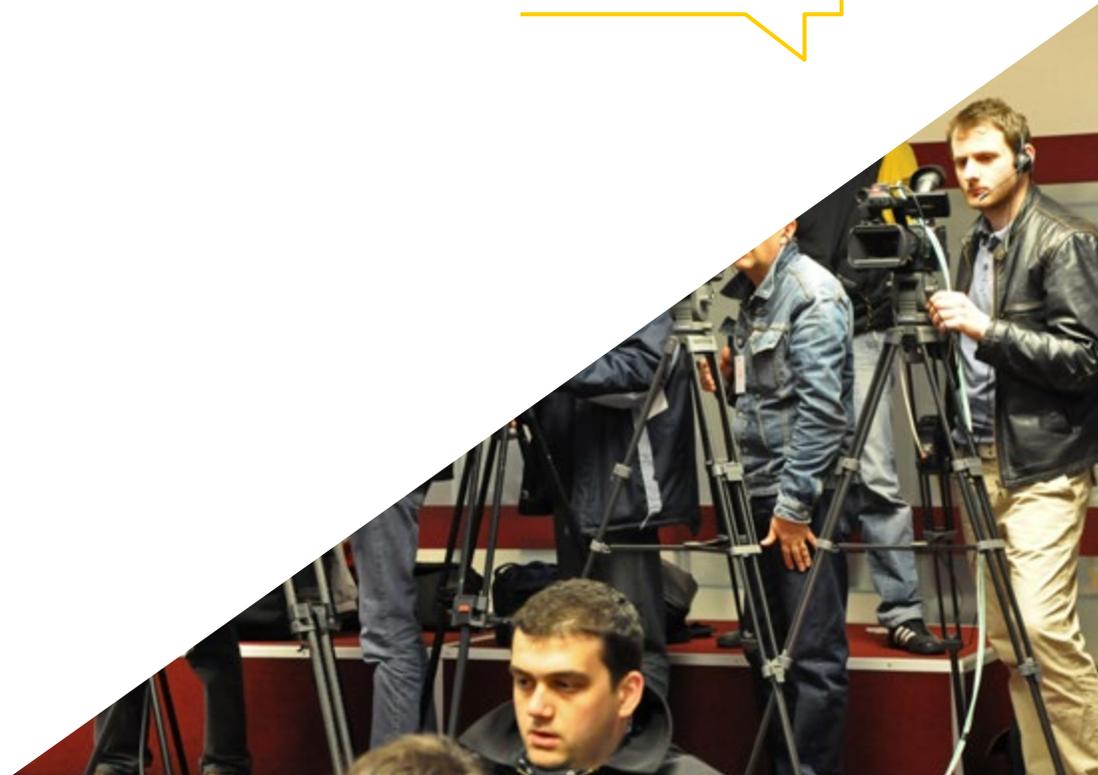
Take an intensive 3-week internship in a company of the sector that will give you the opportunity to get closer to Sports Journalism”

In this proposal for a Master's Degree, of a professionalizing nature and hybrid learning modality, the program is aimed at updating communication professionals who develop their functions in Sports communication, and who require a high level of qualification. The contents are based on the latest updates, and oriented in a didactic way to integrate theoretical knowledge into journalistic practice, and the theoretical-practical elements will facilitate the updating of knowledge, allowing for accurate and effective information.

Thanks to the multimedia content, developed with the latest educational technology, Communication professionals will benefit from contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train 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 throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

This Hybrid Professional Master's Degree will help you master digital sports journalism.

Advance your professional career and become an expert in Sports Journalism with this program.



02

Why Study this Hybrid Professional Master's Degree?

The exciting world of Sports Journalism requires an invaluable mastery of the language and the multiple sports disciplines. But, undoubtedly, in practice is where the professional really displays their mastery and expertise in this journalistic specialty. That is why TECH combines perfectly in this Hybrid Professional Master's Degree, an advanced theoretical framework and 100% online, with a practical stay in a leading company in the communication sector. This will allow the graduate to broaden their knowledge of sports management, photojournalism or digital communication in this field.





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Join a leading communications company and become a leading sports journalist”

1. Updating from the Latest Technology Available

New communication and information technologies are part of the daily life of journalists, and therefore, it is necessary to be aware of the main tools used by specialists in this field of sports communication. That is why TECH has designed this Hybrid Professional Master's Degree, which provides the graduate with the necessary digital knowledge to be able to successfully develop in this field

2. Gaining In-depth Knowledge from the Experience of Top Specialists

During this academic journey, the professional will be accompanied by specialized faculty and experts in Sports Journalism, who are part of a prestigious company in this sector. All this is a first class endorsement and a guarantee of unprecedented updating. In this way, the graduate will be able to integrate in their daily performance, the most used methods and techniques in the world of sports journalism

3. Entering first-class environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a prestigious clinical environment in the field of Sports Journalism. In this way, you will be able to see the day-to-day work of a demanding, rigorous and exhaustive sector, always applying the latest theses and scientific postulates in its work methodology





4. Combining the Best Theory with State-of-the-Art Practice

In this Hybrid Professional Master's Degree program, the graduate will have the perfect opportunity to combine their daily responsibilities with an online syllabus, without fixed timetables and with easy access to its content. In addition, the finishing with a first class practical stay and always surrounded by the best specialists in Sports Journalism. A unique opportunity that only TECH offers

5. Expanding the Boundaries of Knowledge

This academic institution offers students the option of integrating into their curriculum. An education that will allow them to expand their professional growth possibilities. All this will lead the graduate to obtain advanced and specialized knowledge from the best experts in this field, with extensive experience in the coverage of sporting events at the highest level



*You will have a full practical immersion
at the center of your choice"*

03

Objectives

The design of the program of this Hybrid Professional Master's Degree program will allow students to learn about the evolution of Sports Journalism and the figure of the journalist who covers events that have an impact on society. In this way, students will be able to write, narrate or broadcast competitions with all the necessary techniques and the language used in the different sports modalities.





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Acquire a wide vocabulary to enrich your narrations in any sport discipline”



General Objective

- ♦ Analyze current trends and the forms in which Sports Journalism is practiced
- ♦ Examine the personal and professional skills of a sports communicator
- ♦ Identify opportunities to benefit from the generation of specialized, original and valuable content for the user
- ♦ Generate specialized knowledge on the organization and management of today in a multimedia sports newsroom
- ♦ Develop specialized knowledge about sports activities and the entities that make up the business network in this field
- ♦ Determine the profiles and skills needed for sports companies
- ♦ Identify the importance of communication in the sports environment
- ♦ Generate specialized knowledge on sports marketing and sponsorship
- ♦ Analyze the impact of sport on society
- ♦ Acquire in-depth knowledge of sports organizations
- ♦ Define the functions of the communication departments of sports companies
- ♦ Examine the changes in the management of sports companies
- ♦ Define the different areas of sports organizations
- ♦ Address the development of marketing and advertising in sports
- ♦ Delve in the history of sport
- ♦ 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 so specialized like that of sports journalism
- ♦ 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
- ♦ 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
 - ♦ Compile, manage and interpret relevant data through specific digital tools
 - ♦ Master tools and resources to visualize data in a clear and attractive way
 - ♦ Analyze sports events in-depth
 - ♦ Establish relationships with the main sources of investigative Sports Journalism
 - ♦ Present photography as an important part of the journalistic discourse
 - ♦ Demonstrate that, in one way or another, images support stories
 - ♦ Recognize the core value of the photojournalist
 - ♦ Establish an approach to the different aspects of sports photography
 - ♦ Develop skills for an optimal distribution of multi-sport contents
 - ♦ Acquire advanced knowledge of the sports disciplines with the greatest media projection
 - ♦ Analyze the fundamentals of almost fifty other disciplines to reinforce a comprehensive overview of multisport aspects
 - ♦ Examine the most recommendable guidelines when approaching the news report and other journalistic genres (to cover these sports)
- ♦ Generate specialized knowledge on regulations and strategies that subsequently enrich journalistic pieces
 - ♦ Delve in the history of major sports events and the geopolitical dimension that contextualizes them
 - ♦ Analyze the historical milestones in major events that have found the necessary repercussions to break established social patterns
 - ♦ Evaluate the intimate relationship between power and sport, and between politics and major sports events, with the media at times exercising power and at other times its true counter-power function
 - ♦ Offer the key to the correct use of the language of sports
 - ♦ Make known the diversity of terminology in the world of sports
 - ♦ Apply knowledge on the use of language to journalistic writing of chronicles, news, reports or interviews



Specific Objectives

Module 1. Sports Journalism

- ♦ Analyze the direction of sports journalism: “wherever it goes”
- ♦ Carry out an in-depth study of the forms of organization of sports newsrooms
- ♦ Identify the opportunities offered by the technologization of journalism
- ♦ Examine the qualities of a good sports journalist
- ♦ Define the different sources of sports journalism
- ♦ Specify the ethical and deontological codes that govern sports journalists
- ♦ Identify the signs of the different genres of sports journalism

Module 2. Sports Journalism and its Multiple Environments

- ♦ Analyze the impact of sport on society
- ♦ Acquire in-depth knowledge of sports organizations
- ♦ Define the functions of the communication departments of sports companies
- ♦ Examine the changes in the management of sports companies
- ♦ Define the different areas of sports organizations
- ♦ Address the development of marketing and advertising in sports
- ♦ Delve in the history of sport



Module 3. Online or Digital Sports Journalism

- ♦ Master the methodology and techniques used by the online media
- ♦ Analyze how to manage social media strategies
- ♦ Start a business and manage your personal brand
- ♦ Develop a Community Manager specialized knowledge to manage communication with the audience
- ♦ Structure, organize and make the most of the spaces on a website
- ♦ Determine the styles of narrative journalism

Module 4. Sports Journalism in Radio

- ♦ 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

Module 5. Sports Journalism in Television

- ♦ 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

Module 6. Data and Investigative journalism

- ♦ Analyze sports from a data journalism perspective
- ♦ Select appropriate data sources for specific statistical news items
- ♦ Support information or opinions with relevant data
- ♦ Compile, process, manage, filter and compare statistics
- ♦ Access, discriminate and publish confidential information and leaks

Module 7. Sports Photojournalism

- ♦ Provide students with knowledge about photography that most journalists do not have
- ♦ Implement a powerful base of image concepts to create a conceptual foundation for photography
- ♦ Help students learn why photographs are used in certain ways
- ♦ Rethink previous knowledge of photography
- ♦ Examine what the leaders in this field are currently doing
- ♦ Analyze what has been done up to the present day
- ♦ Raise awareness in favor of joint work between photographer and editor

Module 8. Specialization in Sports

- ♦ Identify the key to the development of a sporting event to provide the most accurate interpretation
- ♦ Analyze the ins and outs of the following disciplines: rugby, basketball, cycling, athletics, motor sports, tennis and golf
- ♦ Define the key to the regulations of sports disciplines with less media projection
- ♦ Advance in the specialization in multisport matters
- ♦ Define patterns for optimal content distribution
- ♦ Specify the chronicle guidelines according to each sport discipline
- ♦ Examine the performance of prestigious events such as the U.S. Masters in golf, the Davis Cup in tennis and the Grand Tours in cycling

Module 9. Major Sports Events

- ♦ Compile the most relevant facts in the history of major sports events (Olympic Games, Football World Cups and the most important tournaments in other disciplines such as motorsports, tennis, basketball or golf) from their origins to the present day
- ♦ Evaluate the political, social, economic and cultural circumstances in which they are developed, and which give full meaning to them
- ♦ Expose the techniques, resources, skills and circumstances in which news coverage of a major event such as a World Cup, Olympic Games or Formula One World Championship is carried out
- ♦ Demonstrate how to organize a major event in its four phases (design, development, management and completion) by defining the type of event, structure and strategic objectives
- ♦ Specify the practical case of the organization of a Davis Cup tennis final, with the creation of an organizing committee, a media strategy and the organization of the press
- ♦ Demonstrate the importance of broadcasting rights and the power that television has in decision-making when organizing a sports event
- ♦ Interpret the assignment of image exploitation rights and how it directly affects the development of sports journalism
- ♦ Assess the role of women in their participation in major sports events: from the creation of their own Games in Ancient Greece to the quest for equality today

Module 10. Sports Language

- ♦ Study the importance of sports language in the context of common language
- ♦ Know the etymology and use of sports words
- ♦ Study the presence of words and expressions from the language of sports in other areas and news sections
- ♦ Analyze the contribution of sports journalistic language and its innovations (neologisms) in the evolution of dictionaries
- ♦ Understand the most common lexical and semantic errors made in everyday sports journalism
- ♦ Know and analyze foreign terms used in the world of sports
- ♦ Analyze the most common rhetorical resources in sports journalistic discourse
- ♦ Use and study how sports language is included in glossaries and style books of journalistic media, as well as other resources available online for the correct use of the language



Delve into the ins and outs of rugby, basketball, cycling, athletics, motorsports, tennis and golf with this program"

04 Skills

Upon completion of this hybrid program, students will acquire the necessary skills to cover any sporting event with guaranteed success by mastering the language, technique, journalistic genres and the different media where they must perform their work. These skills will be acquired thanks to the teaching team, experts in this field, who will contribute with their experience in the coverage of sporting events.





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Cover the best sporting events with the professionalism and skill of the great masters of journalism. Reach your goal with this qualification”



General Skills

- ♦ Apply innovative techniques and concepts used in the speciality sports journalism
- ♦ Use innovative processes that apply to the practice of the profession
- ♦ Be proficient in all sports disciplines in terms of journalistic communication
- ♦ Manage new communication channels on the internet

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This course will enable you to enhance your competencies and skills in the coverage of sporting events at the highest level”





Specific Skills

- ♦ Manage the quality criteria of sports photojournalism
- ♦ Use sports language in a broad and accurate manner
- ♦ Possess an extensive multi-sport specialization in journalistic communication
- ♦ Know how to use data journalism in a practical way
- ♦ Conduct thorough investigative journalism
- ♦ Work in Sports Journalism online
- ♦ Successfully perform Sports Journalism on the radio
- ♦ Understand the particularities of Sports Journalism on television
- ♦ Use social networks as a means of communication in Sports Journalism

05

Course Management

TECH rigorously selects the teaching team for each of its courses. In this hybrid program, students have a teaching staff with extensive experience in the sector, where they have held positions of responsibility in the media, sports organizations and digital media. Their excellent academic qualifications and professional expertise guarantee students a quality and cutting-edge education.



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Leading experts in the field of Sports Journalism will provide you with their professional experiences to make you an optimal specialist"

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

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

“

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

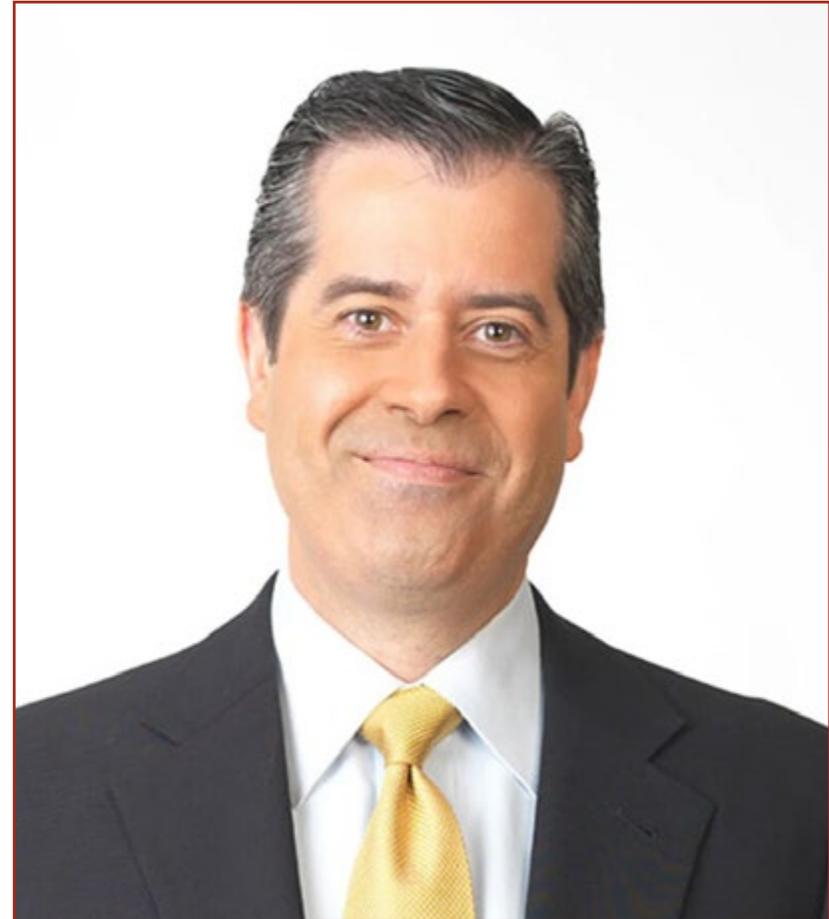
International Guest Director

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

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

Alvaro Martin has the distinction of being the first talent to serve as a dual-language sportscaster in ESPN's history, the most experienced NBA broadcaster on ESPN in both English and Spanish.

He has informed and entertained Spanish-speaking NBA basketball fans around the world for more than two decades.



Mr. Martín, Álvaro

- Basketball analyst and commentator with extensive international experience.
- Harvard University graduate
- Master in Business Administration at Harvard Business School

“

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

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

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

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. 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.

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

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Broaden your professional horizons with an expert teaching team that will guide you to successfully achieve your goals in the field of Sports Journalism”

06

Educational Plan

The curriculum of this hybrid course is made up of 9 modules that address Sports Journalism in a general way to go deeper into each topic in the journalistic world and the different environments, sports communication on television and radio, Big Data and new communication media. All this with a broad tour of the different disciplines so that the journalist is able to cover any of them with great fluency and professionalism. The video summaries of each topic will facilitate the understanding of each section and will make this learning even more enjoyable.





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Delve into the field of big data applied to Sports Journalism and grow as a professional”

Module 1. Sports Journalism

- 1.1. The Present and Future of Sports Journalism
 - 1.1.1. New Trends and the Current Market
 - 1.1.1.1. Tendency to Specialize in Microjournalism. Niche Journalism
 - 1.1.1.1.1. Journalism with 'Surnames' (from All-rounder to Specialist)
 - 1.1.1.1.2. Specialist Credibility
 - 1.1.1.2. Transmedia Narrative
 - 1.1.1.3. Hyperlocalism and Globalization
 - 1.1.1.4. Innovation in Themes and Approaches
 - 1.1.2. The Multimedia Journalist
 - 1.1.2.1. One Function, Many Supports to Perform It
 - 1.1.2.1.1. The Press, Radio, Television, Online, Social Media
 - 1.1.2.2. Similarities and Differences between Each Medium
 - 1.1.3. The User: Core of Content Production and Management Model
 - 1.1.4. The Evolution of Newsrooms
 - 1.1.4.1. Independent and Mixed Newsrooms
 - 1.1.5. Freelancers
 - 1.1.6. Reporters and Special Correspondents
 - 1.1.7. Crowdfunding
 - 1.1.8. e-Commerce
- 1.2. The Sources
 - 1.2.1. The Agenda
 - 1.2.2. Information Agencies
 - 1.2.3. Representative Agencies
 - 1.2.4. The Relationship with Athletes
 - 1.2.4.1. Soccer Players and their Cloud
 - 1.2.4.2. Participants of Minority Sports
 - 1.2.5. Off the Record
- 1.3. Documentation
 - 1.3.1. Documentation in Different Medias
 - 1.3.2. How and Where to Look for Information
- 1.4. Ethics and Journalistic Deontology
 - 1.4.1. General Ethical Principles
 - 1.4.1.1. The Value of Impartiality
 - 1.4.2. Specialized Ethics
 - 1.4.3. Misleading Marketing? Subliminal Advertising?
 - 1.4.4. Educational Responsibilities
- 1.5. Genres and Styles
 - 1.5.1. Creativity Techniques. Breaking the Mold
 - 1.5.2. The Chronicle as a Star Genre
 - 1.5.3. On the Radio
 - 1.5.4. On Television
 - 1.5.5. Online
- 1.6. Disabled Sports and the Emergence of Women's Sports
 - 1.6.1. Sport and Disability in Europe and Spain
 - 1.6.2. Minority Sports in the Press
 - 1.6.3. The Sportswoman and Journalist
- 1.7. International Dimension of Sport
 - 1.7.1. Sport as an Integrative Tool
 - 1.7.2. Sports and Propaganda
- 1.8. Official Club Media
 - 1.8.1. Social Media Profiles
 - 1.8.1.1. The Athlete, a New Source of Information-Specialization in New Media
 - 1.8.2. F.C. Media Barcelona, Real Madrid, Atlético de Madrid Soccer Clubs
 - 1.8.2.1. Direct Access to Key Players
 - 1.8.3. The Effects of the Coronavirus on the Development of Press Conferences and the Mixed Zone
- 1.9. Communication Offices
 - 1.9.1. Communication Strategies to Create a Good Reputation and Brand Image
 - 1.9.2. Communications Offices of Sports Institutions
 - 1.9.3. Access to Interviews
- 1.10. History of National and International Sports Journalism
 - 1.10.1. History of Sports Journalism in Spain
 - 1.10.2. Figures of Sports Journalism in Spain
 - 1.10.3. History of International Journalism
 - 1.10.4. Major International Sports Medias

Module 2. Sports Journalism and its Multiple Environments

- 2.1. The Social Environment of Sport
 - 2.1.1. Social Aspects Related to Sport. Sports Sociology
 - 2.1.2. Sport, a Phenomenon of Enormous Sociocultural Impact
- 2.2. The Social Environment of Sport
 - 2.2.1. Sports Economics
 - 2.2.2. Sports-related Professions and Sports Professionals
- 2.3. Sports Management
 - 2.3.1. Sports Business Management
 - 2.3.1.1. Structure and Organization of the Sports Company
 - 2.3.1.2. Organization Chart and Task Distribution
 - 2.3.2. Sport Club Management
 - 2.3.3. Amateur and Professional Sport Organization
 - 2.3.3.1. Levels of Competition
 - 2.3.4. High Performance
 - 2.3.5. Business Ethics
 - 2.3.6. The Contribution of New Technologies
 - 2.3.6.1. Mobile Applications for Booking Facilities
- 2.4. The Fundamentals of Sports Organization
 - 2.4.1. Functional Structure and Governing Bodies
 - 2.4.1.1. The Role of the Federations
 - 2.4.1.2. Sports Corporations
 - 2.4.1.3. Sports Clubs
- 2.5. Sports Law
 - 2.5.1. Legal Foundations of Sport
 - 2.5.2. Athlete Recruitment
 - 2.5.2.1. From the Right of First Refusal to the Termination Clause
 - 2.5.2.2. Athletes' Contracts
 - 2.5.2.3. Image Copyrights
 - 2.5.2.4. The Representatives
 - 2.5.3. Sports Associations and Clubs
 - 2.5.4. Auditing of Sports Federations
 - 2.5.5. Civil Liability
- 2.6. Communication Management in the Field of Sports
 - 2.6.1. Communication Management Skills
 - 2.6.1.1. Leadership (The Natural Leader)
 - 2.6.1.2. Decision Making
 - 2.6.1.3. Negotiation
 - 2.6.1.4. Crisis Management
 - 2.6.2. Internal and External Corporate Communication
 - 2.6.3. Ways to Lead and Team Build
- 2.7. Sports and Health
 - 2.7.1. National Anti-Doping Plan
 - 2.7.2. Principles of Sports Medicine. Traumatology
 - 2.7.2.1. The Most Commonly Used Medical Terms in the Sports Press and the Most Frequently Occurring Injuries
 - 2.7.3. Occupational Hazard Prevention
 - 2.7.4. Safety during the Practice of Sports
- 2.8. Sports Psychology
 - 2.8.1. Relevance and Functions of Psychology in Sport
 - 2.8.2. Psychology and Sports Performance
- 2.9. Sports Advertising and Sponsorship
 - 2.9.1. The Relevance of Marketing in the World of Sports
 - 2.9.2. Commercial Marketing Techniques Applied to Sports Journalism
 - 2.9.2.1. Sale of Advertising in the Press, Radio, Television and Online
 - 2.9.3. Branding
 - 2.9.3.1. Brand Image
 - 2.9.3.2. Creating Your Own Brand
 - 2.9.3.3. Communication Requirements The Keys to Success
 - 2.9.4. Profitability Risk
 - 2.9.5. Measurement of Return of Investment
 - 2.9.6. Sports Foundations
- 2.10. Sport as Mass Entertainment
 - 2.10.1. The Importance of Sport as Mass Entertainment

Module 3. Online or Digital Sports Journalism

- 3.1. Overview of Online Media
 - 3.1.1. Methods and Techniques
 - 3.1.1.1. Technology Applied to Sports Journalism
 - 3.1.1.2. The App and the Mobile Version
 - 3.1.2. The Latest Technological Advances
 - 3.1.3. The Introduction of E-Sports
- 3.2. Social Media as a Journalistic Tool
 - 3.2.1. Control Tools for Social Network Use
 - 3.2.2. Strategic Analysis of Social Media
 - 3.2.3. Digital Marketing on the Internet
 - 3.2.4. Entrepreneurship (personal branding) and Management (network reputation). Our Digital Identity
 - 3.2.5. The Most Used Social Media Networks
 - 3.2.5.1. Twitter
 - 3.2.5.2. Facebook
 - 3.2.5.3. Instagram
 - 3.2.5.4. YouTube
 - 3.2.5.5. Other Tools Snapchat, Periscope, etc
 - 3.2.6. Copyright of Images Online
 - 3.2.7. The World of Sports Blogs
- 3.3. Structure of Sports Websites
 - 3.3.1. Organization of Spaces
 - 3.3.2. Drafting of News Pieces
 - 3.3.3. Dangers of Immediacy
- 3.4. Analysis, Development and Measurements
 - 3.4.1. Evolution of Audience Measurement Systems
 - 3.4.1.1. Passive Methods (Web-Centric)
 - 3.4.1.1.1. LOGFILES
 - 3.4.1.1.2. TAGS or Labels
 - 3.4.1.2. Active Methods (User-Centric)
 - 3.4.1.3. Hybrid Measurement Systems
 - 3.4.1.3.1. ComScore
 - 3.4.1.3.2. Nielsen
 - 3.4.2. Ad Server
 - 3.4.2.1. Evolution
 - 3.4.2.1.1. Unchin, MeasureMap, Doubleclick, Google Analytics
 - 3.4.3. Programmatic Advertising and its Risks
 - 3.4.3.1. Participants Involved in the Process: Ad Exchanges, DSP (Demand Side Platform), Data Partners, SSP (Supply Side Platform)
- 3.5. Audience Behavior in Digital Business
 - 3.5.1. SEO and SEM Positioning
 - 3.5.1.1. Advantages and Differences between SEO and SEM
 - 3.5.1.2. Five Advanced SEO Techniques
 - 3.5.2. LEADS
 - 3.5.2.1. Records
 - 3.5.2.2. MQL (Marketing-Qualified Lead)
 - 3.5.2.3. SQL (Sales-Qualified Lead)
 - 3.5.2.4. CPC, CTR, CPA, CPM, CPL
 - 3.5.3. Identification of Communities
 - 3.5.3.1. Discovering their Needs
 - 3.5.3.2. Engagement with Users
 - 3.5.3.3. Active User Profiles
 - 3.5.4. User Monitoring on Social Media
 - 3.5.4.1. The Different Types of Audiences on Social Media
 - 3.5.4.2. Monitor How Content is Consumed
 - 3.5.4.3. Interaction with Users
 - 3.5.5. Chatbots
- 3.6. Digital Media Advertising Strategies
 - 3.6.1. Creating a Digital Ecosystem
 - 3.6.2. Inbound Marketing Projects
 - 3.6.3. Newsletters
 - 3.6.4. The Community Manager in Sports Media
- 3.7. The Importance of the Video
 - 3.7.1. Live Broadcasts
 - 3.7.1.1. YouTube Channels



- 3.8. Sports Journalism in the Written Press
 - 3.8.1. Printed Sports Newspapers
 - 3.8.2. National Newspapers
 - 3.8.2.1. Regional Editions. Booklets
 - 3.8.3. The Press Closer to Home. Local Sports
 - 3.8.4. Design and Layout of Sports Publications
 - 3.8.4.1. Infographics and Graphic Design
 - 3.8.5. Online Sports Newspapers
 - 3.8.5.1. Digital Platforms ORBYT, Kiosko, etc
 - 3.8.6. Sports in General Media
 - 3.8.6.1. General Press and Sports Press
 - 3.8.6.2. Special Supplements
 - 3.8.6.3. Specialized Pages and Advertorials
 - 3.8.7. Specialized Journals
 - 3.8.8. International Sports Press
 - 3.8.9. Sports Media Sales
- 3.9. Narrative Journalism
 - 3.9.1. Chronicles, Reports, Interviews, Profiles, Opinion Articles or Columns, Editorials, etc
 - 3.9.1.1. Evolution and Style of Chronicles
 - 3.9.2. Information and Opinion
 - 3.9.2.1. Signatures
- 3.10. The Crisis of the 21st Century. The Difficult Transition to Digital
 - 3.10.1. The Difficult Transition to Digital

Module 4. Sports Journalism in Radio

- 4.1. Sports Radio Today
 - 4.1.1. Daily Sports Programs
 - 4.1.1.1. National Programs
 - 4.1.1.2. National Evening Programs
 - 4.1.1.3. Regional and Local Programs
 - 4.1.2. Multi-Connection Programs
 - 4.1.2.1. Sports Carousel
 - 4.1.2.2. Bulletins
 - 4.1.2.3. Sports Magazine
 - 4.1.3. Program Types
 - 4.1.3.1. Reports
 - 4.1.3.2. Talk Shows
- 4.2. New Technologies and the Future of Radio
 - 4.2.1. Podcasts
 - 4.2.2. Hybrid Radio
- 4.3. New Forms of Radio Consumption
 - 4.3.1. Platforms
 - 4.3.2. Social media
- 4.4. Practical Tips for Radio
 - 4.4.1. Elaboration of a Program Script
 - 4.4.2. The Art of Improvisation
 - 4.4.3. Daily News Coverage
- 4.5. Production
 - 4.5.1. The Producer's Role
 - 4.5.2. Production of Special Programs
- 4.6. Radio Formats
 - 4.6.1. News and Briefs
 - 4.6.2. Reports
 - 4.6.3. The Interview
 - 4.6.4. The Opinion
 - 4.6.4.1. Monologues
 - 4.6.4.2. Talk Show Hosts
 - 4.6.5. Humor

- 4.7. Sports Broadcasts
 - 4.7.1. Techniques and Models
 - 4.7.1.1. On-Site and In-Studio Broadcasts
 - 4.7.1.2. The Wireless Microphone
 - 4.7.2. Evolution of Narration
 - 4.7.3. The Professional Soccer League fee for Radio Broadcasters
- 4.8. The Voice as a Tool
 - 4.8.1. Basic Concepts: Tone, Pitch and Volume
 - 4.8.2. Diction and Vocalization
 - 4.8.3. Diaphragmatic Breathing
 - 4.8.4. Intonation
- 4.9. Advertising on Sports Radio
 - 4.9.1. New Advertising Formats
 - 4.9.1.1. Audiences
 - 4.9.1.1.1. Analysis of the General Media Study (EGM)
 - 4.9.1.2. Techniques to Engage Listeners
- 4.10. History of the Spanish Sports Radio
 - 4.10.1. The Origins
 - 4.10.2. Historic Moments
 - 4.10.3. A Change of Model After the Success of"
 - 4.10.4. Radio Marca, the First Thematic Radio

Module 5. Sports Journalism in Television

- 5.1. Current Television Panorama
 - 5.1.1. Sport on Television Today
 - 5.1.1.1. Thematic Channels
 - 5.1.1.2. General Channels
 - 5.1.1.3. Quality Sports Journalism
 - 5.1.1.4. Sports "Trash TV"
 - 5.1.2. Formats: News, Programs and Broadcasts
- 5.2. New Technologies Applied in the Television Industry
 - 5.2.1. The Revolution of Television Consumption
 - 5.2.2. Connection and Delivery Systems
 - 5.2.3. New Applied Technologies in Sports

- 5.3. Audiovisual Sports Content
 - 5.3.1. The Rundown of a Sports Program on Television
 - 5.3.2. Tools to Create an Audiovisual Story
 - 5.3.3. The Genres
 - 5.3.4. Live and Pre-recorded Broadcasts
- 5.4. Sports Broadcasts
 - 5.4.1. The Rundown of a Broadcast
 - 5.4.2. The Mobile Unit
 - 5.4.3. The Narrator
 - 5.4.4. The Commentators
 - 5.4.5. New Audio Options (Radio- Television)
 - 5.4.6. Similarities and Differences of Radio Narration
 - 5.4.7. Flash Interview
 - 5.4.8. Copyright of Images
- 5.5. Television Newsrooms
 - 5.5.1. The Producer
 - 5.5.2. The Director
 - 5.5.3. The Commentators
 - 5.5.4. ENG (Electronic News-Gathering) Editor
 - 5.5.5. Writing and Operating Models
 - 5.5.6. Television Control
- 5.6. The Presenter and their Tools
 - 5.6.1. Auto-Cue or Prompter
 - 5.6.2. The Body Language
- 5.7. Audiences
 - 5.7.1. Multiscreen Audience
 - 5.7.2. Indicators and/or Meters (Audiometers)
 - 5.7.3. Audience Analysis and Interpretation
- 5.8. Filming, Editing and Post-production of the Video
 - 5.8.1. The Professional Digital Camera
 - 5.8.2. Audiovisual Language
 - 5.8.2.1. The Image
 - 5.8.2.2. Types of Plans
 - 5.8.2.3. Music How and When to Use It

- 5.8.3. Text Structure in Television
- 5.8.4. Editing Programs
- 5.9. Practical Tips for Working in Television
 - 5.9.1. Educating the Voice
 - 5.9.1.1. The Same Tool. A Different Use for Radio
 - 5.9.1.2. Intonation and Rhythm in Television
 - 5.9.2. The Art of Live Broadcasts. Naturalness
- 5.10. History of Sports on Television
 - 5.10.1. Leni Riefenstahl. History of Sports Broadcasting
 - 5.10.2. Evolution of Sports Broadcasting

Module 6. Data and Investigative journalism

- 6.1. Data Journalism
 - 6.1.1. Journalistic Documentation
 - 6.1.2. Infographics
 - 6.1.3. Fact Checking
 - 6.1.4. Graphic Representation
 - 6.1.5. The Importance of Data Journalism Today
 - 6.1.5.1. Milestones in the Field in Recent Years
- 6.2. Statistics
 - 6.2.1. Concept and Uses
 - 6.2.2. Statistical Objectives
 - 6.2.3. Types of Statistics
 - 6.2.4. Application to Journalism
 - 6.2.4.1. Application to Sports Journalism
- 6.3. Smart Data Analysis
 - 6.3.1. Smart Data Classification
 - 6.3.2. Data Mining
- 6.4. Data Journalism Formats
 - 6.4.1. Internet, Press, Television, Radio
 - 6.4.2. Main Tools for Each Media.
 - 6.4.3. How to Prepare an Online and Print Data Report

- 6.5. Introduction to Big Data
 - 6.5.1. Definition
 - 6.5.1.1. The 4 V's of Big Data
 - 6.5.1.2. Predictive Analysis
 - 6.5.1.3. Moneyball
 - 6.5.1.4. Big Data in Sport
- 6.6. Data Analysis and Interpretation Tools
 - 6.6.1. Excel
 - 6.6.2. SAP Predictive Analytics
 - 6.6.3. SAS Analytics
 - 6.6.4. Qlik View
 - 6.6.5. Tableau Public
 - 6.6.6. Penatho
 - 6.6.7. Klipfolio
 - 6.6.8. Sisense
 - 6.6.9. Cyfe
 - 6.6.10. Power BI
- 6.7. Artificial Intelligence
 - 6.7.1. The importance of Artificial Intelligence
 - 6.7.2. Artificial Intelligence in Sport
 - 6.7.3. Artificial Intelligence in Sports Journalism
- 6.8. Machine Learning
 - 6.8.1. Machine Learning in Sport
 - 6.8.2. Machine Learning in Journalism
 - 6.8.3. Artificial Neuronal Networks
 - 6.8.4. Deep Learning
 - 6.8.5. Glossary of Related Terms

- 6.9. Sources of Data Information in Sport
 - 6.9.1. Sources of Data Information in Soccer
 - 6.9.1.1. Transfermarkt
 - 6.9.1.2. SofaScore
 - 6.9.1.3. WhoScored
 - 6.9.1.4. Stats Zone
 - 6.9.1.5. Football Lineups
 - 6.9.1.6. Soccer Association
 - 6.9.1.7. World Referee
 - 6.9.1.8. WyScout
 - 6.9.1.9. InStat Scout
 - 6.9.1.10. ProFootball DB
 - 6.9.2. Sources of Data Information in Other Sports
- 6.10. Investigative Journalism
 - 6.10.1. Characteristics of Investigative Journalists
 - 6.10.2. Qualities of The Investigative Journalist
 - 6.10.3. The Relationship with Sources
 - 6.10.3.1. Clubs
 - 6.10.3.2. Athletes
 - 6.10.3.3. Institutions
 - 6.10.3.4. Sports Managers
 - 6.10.3.5. Athletes' Agents
 - 6.10.3.6. The Exchange Market
 - 6.10.4. Filtration

Module 7. Sports Photojournalism

- 7.1. The Role of the Photojournalist
 - 7.1.1. Introduction
 - 7.1.2. Formats
 - 7.1.3. Styles
 - 7.1.4. Functions

- 7.2. Photography
 - 7.2.1. Shooting Modes
 - 7.2.1.1. Program
 - 7.2.1.2. Manual
 - 7.2.1.3. Shutter Priority
 - 7.2.1.4. Speed Priority
 - 7.2.2. Shutter Speed
 - 7.2.3. Diaphragm
 - 7.2.4. ISO
 - 7.2.5. Approach
 - 7.2.5.1. Manual
 - 7.2.5.2. Automatic
 - 7.2.5.2.1. Fixed
 - 7.2.5.2.2. Continuous
 - 7.2.6. RAW or JPG
 - 7.2.7. Composition Rules
- 7.3. Cameras. Suitable Equipment and Software
 - 7.3.1. Mirror Reflex Cameras
 - 7.3.2. Mirrorless Cameras
 - 7.3.3. Required Characteristics
 - 7.3.4. Laptop or Tablet
 - 7.3.5. Selection Software
 - 7.3.6. Developing and Editing Software
- 7.4. Positioning of the Photographer on the Sports Field. Psychology when Interacting with Athletes
 - 7.4.1. Positioning and the Importance of the Type of Lens Used
 - 7.4.1.1. Soccer
 - 7.4.1.2. Basketball
 - 7.4.1.3. Indoor Sports
 - 7.4.1.4. Tennis
 - 7.4.1.5. Rugby
 - 7.4.1.6. Others
 - 7.4.2. Psychology
 - 7.4.2.1. Interviews
 - 7.4.2.2. Sports Field
- 7.5. Current References
 - 7.5.1. Analysis of Photojournalists Who Stand Out for Their Work
- 7.6. Major Photography Agencies
 - 7.6.1. Getty
 - 7.6.2. Reuters
 - 7.6.3. AP
 - 7.6.4. EFE
 - 7.6.5. Others
- 7.7. Photographic Awards
 - 7.7.1. The Importance of the Sports Category in Awards such as the World Press Photo Awards
 - 7.7.2. Other Awards
- 7.8. Historic Publications
 - 7.8.1. Sport Illustrated
 - 7.8.2. El Gráfico
 - 7.8.3. France Football
 - 7.8.4. Sportweek
 - 7.8.5. Don Balón
 - 7.8.6. Others
- 7.9. Analysis of Iconic Photographs
 - 7.9.1. Selection and Study of Photographs Recognized for Their Impact
- 7.10. The Future of Photojournalism
 - 7.10.1. Before Covid-19
 - 7.10.2. After Covid-19

Module 8. Specialization in Sports

- 8.2. Content Management and Rugby Specialization
 - 8.1.1. Content Distribution
 - 8.1.2. Specialization vs. Generalization
 - 8.1.3. Style: Jargon, Neologisms and Foreign Expressions
 - 8.1.4. The Ins and Outs of Rugby
 - 8.1.5. How to Deal with a Data Sheet
 - 8.1.6. Other Rules and Concepts Necessary for a Specialist
 - 8.1.7. The World Cup
 - 8.1.8. The Six Nations
 - 8.1.9. Chronicle and News Processing
- 8.2. Specialization in Basketball
 - 8.2.1. Introduction
 - 8.2.2. FIBA Basketball vs. NBA Basketball
 - 8.2.3. Main Violations
 - 8.2.4. Other Considerations
 - 8.2.5. Types of Collective Defenses
 - 8.2.6. NBA Overview/Draft
 - 8.2.7. Test the Market
 - 8.2.8. The Chronicle of Basketball
 - 8.2.9. Other Journalistic Genres
- 8.3. Specialization in Cycling
 - 8.3.1. Introduction
 - 8.3.2. Brief Dictionary for Cycling
 - 8.3.3. Peculiarities of the Chronicle in Cycling
 - 8.3.4. How to Decipher the Classifications
 - 8.3.5. UCI World Tour
 - 8.3.6. Track Cycling





8.4. Specialization in Athletics

- 8.4.1. Introduction
- 8.4.2. Small Dictionary of Athletics Terms
- 8.4.3. Stylistic Recommendations
- 8.4.4. The Chronicle of Athletics
- 8.4.5. Results and Data Bank
- 8.4.6. Main Competitions
- 8.4.7. Records
- 8.4.8. Doping

8.5. Specialization in Motor Sports

- 8.5.1. Introduction
- 8.5.2. Specialization in Motorcycle Racing
- 8.5.3. Small Dictionary of Motorcycling Terms
- 8.5.4. The Chronicle of Motorcycling
- 8.5.5. Specialization in Formula 1
- 8.5.6. Small Dictionary of Formula 1 Terms
- 8.5.7. The Chronicle of Formula 1
- 8.5.8. Rally The Importance of Dakar
- 8.5.9. World Rally Championship (WRC)

8.6. Specialization in Tennis

- 8.6.1. Introduction
- 8.6.2. Brief Dictionary of Tennis Terms
- 8.6.3. Keys to the Chronicle in Tennis
- 8.6.4. Scoring System in the Rankings
- 8.6.5. The Tennis Court
- 8.6.6. Tennis in the Olympics
- 8.6.7. Davis Cup
- 8.6.8. Fed Cup

8.7. Specialization in Golf

- 8.7.1. Introduction
- 8.7.2. Brief Dictionary of Golf Terms
- 8.7.3. Golf Course
- 8.7.4. Major Tournaments
- 8.7.5. The Chronicle of Golf
- 8.7.6. Interpretation of the Results
- 8.7.7. Golf in the Olympics

- 8.8. Other Sports I
 - 8.8.1. Introduction
 - 8.8.2. Chess
 - 8.8.3. Mountain Climbing
 - 8.8.4. Badminton
 - 8.8.5. Handball
 - 8.8.6. Beach Handball
 - 8.8.7. Baseball
 - 8.8.8. Biathlon
 - 8.8.9. Boxing
 - 8.8.10. Cricket
 - 8.8.11. Curling
 - 8.8.12. Duathlon/Triathlon
 - 8.8.13. Fencing
 - 8.8.14. Ski
 - 8.8.15. American Football
- 8.9. Other Sports II
 - 8.9.1. Beach Soccer
 - 8.9.2. Indoor Soccer
 - 8.9.3. Artistic Gymnastics
 - 8.9.4. Rhythmic Gymnastics
 - 8.9.5. Weightlifting
 - 8.9.6. Equestrian
 - 8.9.7. Ice Hockey
 - 8.9.8. Field Hockey
 - 8.9.9. Rollerskate Hockey
 - 8.9.10. Judo
 - 8.9.11. Karate
 - 8.9.12. Wrestling
 - 8.9.13. Swimming
 - 8.9.14. Synchronized Swimming
 - 8.9.15. Padel
 - 8.9.16. Paralympic Sports
 - 8.9.17. Skating
 - 8.9.18. Canoeing

- 8.10. Other Sports III
 - 8.10.1. Polo
 - 8.10.2. Rowing
 - 8.10.3. Jump
 - 8.10.4. Skeleton
 - 8.10.5. Snooker
 - 8.10.6. Surfing
 - 8.10.7. Table Tennis
 - 8.10.8. Shooting
 - 8.10.9. Taekwondo
 - 8.10.10. Horse Racing
 - 8.10.11. Sailing
 - 8.10.12. Volleyball
 - 8.10.13. Beach Volleyball
 - 8.10.14. Water polo

Module 9. Major Sports Events

- 9.1. History of Major Sports Events
 - 9.1.1. Introduction and Historical Milestones in the Olympic Games
 - 9.1.2. Historic Medal List of Countries and Athletes
 - 9.1.3. The "Cold War" Transferred to Sports
 - 9.1.3.1. Moscow 1980, the "Boycott Games"
 - 9.1.3.2. The "Robbery of the Century" USA-USSR Basketball Final in Munich '72
- 9.2. History of Major Events II
 - 9.2.1. Introduction and Historical Milestones in the World Cup
 - 9.2.2. From Uruguay 1930 to Russia 2018
 - 9.2.2.1. Achievements and Most Relevant Data
 - 9.2.3. Power and Soccer: The Stained Ball
 - 9.2.3.1. The Death Match and Other Episodes
 - 9.2.3.2. Maradona's 'Hand of God' Avenges Falklands Loss

- 9.3. History of Major Events III
 - 9.3.1. Tennis: The 4 Grand Slams
 - 9.3.2. Soccer: The UEFA European Football Championship and Copa America; The UEFA Champions League and Copa Libertadores
 - 9.3.3. Golf: The Majors
 - 9.3.4. Motor Sport: Formula 1 and Moto GP World Championship
 - 9.3.5. Basketball: FIBA Basketball World Cup and NBA Finals
 - 9.3.6. The Super Bowl Phenomenon
- 9.4. News Coverage of a Soccer World Cup
 - 9.4.1. The IBC (International Broadcast Centre)
 - 9.4.2. Similarities and Differences According to the Media
- 9.5. News Coverage of the Olympic Games
 - 9.5.1. The IBC, the Center of Operations for the Press
 - 9.5.2. The Olympic Village
- 9.6. News Coverage of a Formula 1 World Cup
 - 9.6.1. The Great Travelling Caravan
 - 9.6.2. Training Days, Competition Days
 - 9.6.3. Media With and Without Rights
- 9.7. The Organization of a Major Event
 - 9.7.1. Defining the Type of Event and the Strategic Objectives
 - 9.7.2. The Organizational Structure
 - 9.7.3. Funding and Promotion Methods
 - 9.7.4. Sports Protocol
- 9.8. That is How a Davis Cup is Organized
 - 9.8.1. The 4 Key Phases: Design, Development, Management and Finalization
 - 9.8.2. The Organizing Committee
 - 9.8.2.1. Human Resources Management and Volunteering
 - 9.8.3. Media Strategy
 - 9.8.4. Organization of the Press
- 9.9. Broadcasting Rights
 - 9.9.1. The Assignment of Image Exploitation Rights
 - 9.9.2. Sports Journalism, Television and Television Rights
 - 9.9.3. Information Conditioned by the Possession of Rights

- 9.10. The Role of Women in Major Sports Events
 - 9.10.1. A Historic Struggle Against Inequality
 - 9.10.1.1. The Heraean Games in Ancient Greece
 - 9.10.2. Participation in the Olympic Games 1900
 - 9.10.2.1. The Women's World Games (1922 and 1926)
 - 9.10.3. Towards Equality

Module 10. Sports Language

- 10.1. The Language of Sports, a Universal and Language-expanding Environment
 - 10.1.1. Sports Language and Common Language
 - 10.1.2. Sports Language in Other Means of Journalism (Politics, Economics)
- 10.2. Foreign Voice in Sport
 - 10.2.1. Etymology, Uses and Abuses
- 10.3. Word Creation Lab
 - 10.3.1. Sports Neologisms
- 10.4. Information and Entertainment with Words
- 10.5. Fertile Ground for Metaphors
 - 10.5.1. Straddling between Journalism and Literature
- 10.6. Room for Improvement: Common Lexical Inappropriacies and Other Avoidable Mistakes
 - 10.6.1. Semantic Word Confusion
 - 10.6.2. Clichés and Commonplaces
 - 10.6.3. Colloquialisms and Profanities
- 10.7. Language and Violence in Sporting Events
- 10.8. Inclusive Language
- 10.9. Responsible Use of Words: Style Guides
- 10.10. Responsible Use of Words: Use and Terminology Dictionaries
 - 10.10.1. Other Tools and Resources for Further Learning

07

Clinical Internship

Once the theoretical phase of the Hybrid Professional Master's Degree is completed, students will access the practical training that will take them to a stay in a company in the communication sector. Here they will be able to learn with expert journalists in the sports field how to practice this profession successfully.





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*A practical stay for you to learn from
the best sports journalists”*

The Internship Program period of this Sports Journalism course consists of a practical stay in a company of the communication sector. During 3 weeks, the student will be guided by professionals in Sports Journalism to cover any event and produce journalistic information in this field with maximum rigor and using all the new technologies available to them.

From Monday to Friday with 8 consecutive hours of practical teaching, students will learn how to operate in real environments related to Sports Journalism, learn first-hand the structure of sports management bodies and handle the concepts of advertising, sponsorship and branding.

In this training proposal, completely practical in nature, the activities are aimed at the development not only of journalism in the so-called traditional media, but also in the digital environment. This way, students will be able to acquire skills and abilities in the transmission of information through the various social networks, to write taking into account the specific positioning of the media and to produce a journalistic piece completely adapted to digital journalism.

The practical part will be carried out with the active participation of the student, performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of sports communication (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





Module	Practical Activity
Sports Journalism	Exercise sports journalism functions with the multiple media available
	Elaborate knowledge dossiers on the most relevant sports
	Elaborate communication strategies related to the communication office
	Collaborate in advertising, sponsorship and branding in the field of sports
Specialization in Sports	Manage specific content for specific sports disciplines
	Collaborate in sports narration
	Contribute to the organization of sporting events
	Apply the relevant sports language in the pieces produced
	Write and follow a style guide and dictionary for use when creating sports journalistic pieces
Online or Digital Sports Journalism	Use techniques of digital sports journalism to write texts
	Use various social networks as another tool for journalistic work in the field of sports
	To write taking into account the SEO to be developed and the specific positioning of the media
	Create a piece of narrative journalism adapted to the digital environment
Sports Journalism in radio, television and photojournalism	Producing sports pieces for radio
	Elaborate sports journalism scripts for radio programs
	Using the voice as a tool, practicing with specific enhancement techniques
	To create scales for sports programs on television
	Handle sports audiovisual language in the recording and editing process
	Practice intonation and appropriate rhythms in television broadcasts
	Collaborate in the daily work of a sports photojournalist

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way, professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

Where Can I Do the Internship?

The syllabus of this Hybrid Professional Master's Degree program includes a practical internship in a renowned communication company. In its choice, TECH has taken into account the professionalism of its staff, who will be responsible for accompanying students at all times in a learning process that brings them closer to the reality of Sports Journalism. A goal that will be achieved, in turn, tutored by the teaching staff of this degree.





“

A complete Hybrid Professional Master's Degree thanks to practical training in leading companies in the communication sector"

tech 54 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



Journalism

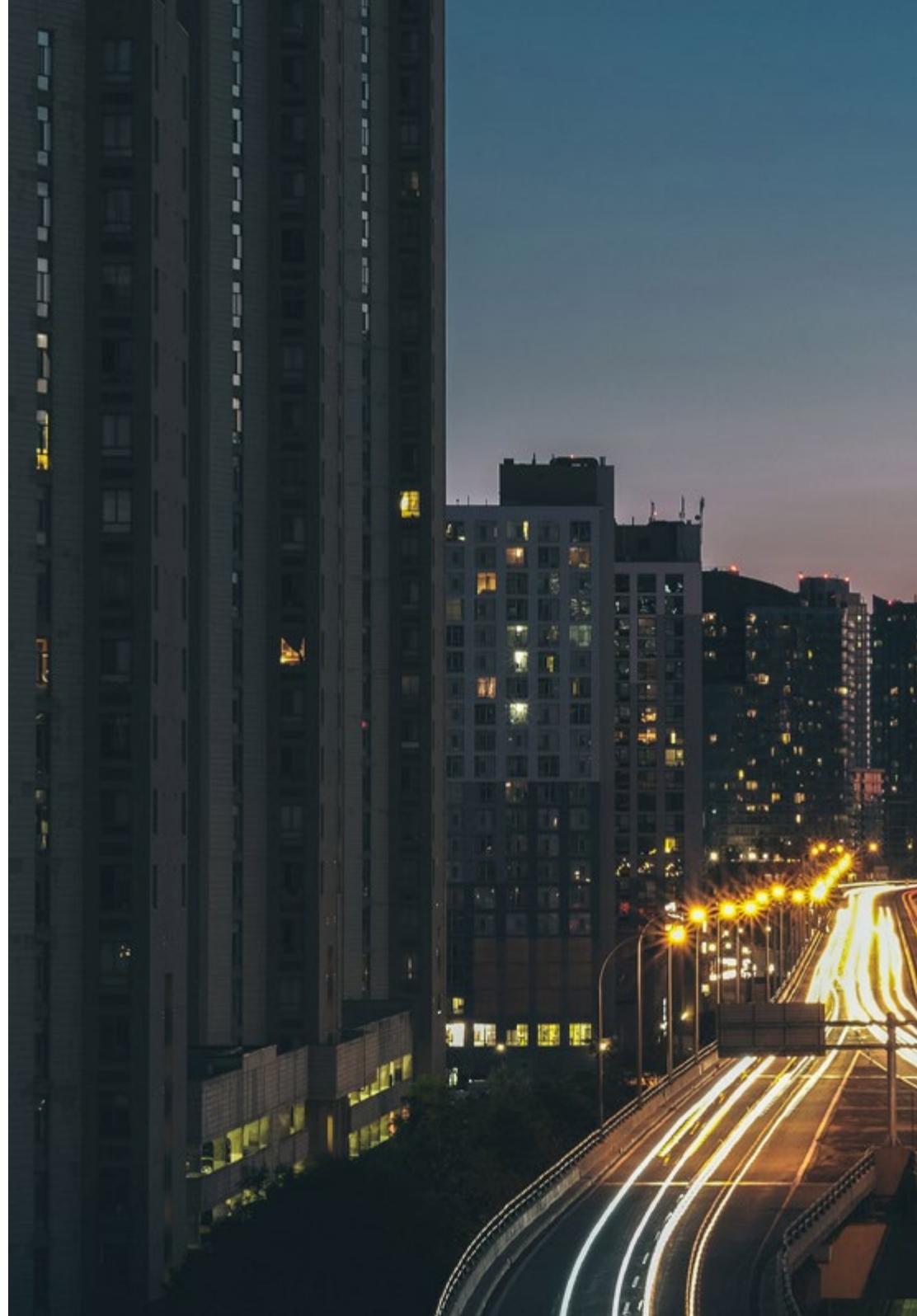
Happy Studio Creativos

Country	City
Mexico	Mexico City

Address: Limantitla 6A Santa Úrsula Xitla
Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual world
and communication

Related internship programs:
Digital Photography
Audiovisual Screenwriting





Journalism

Wakken

Country	City
Mexico	Mexico City

Address: Ozuluama 21 B Col. Hipódromo
Condesa Del. Cuauhtemoc

Space for high-level physical activity

Related internship programs:

- High Performance in Sports
- Sports Journalism

09

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.



“

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 approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology 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 train 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 combine each of these elements concentrically.

This methodology has trained 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.

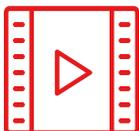
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



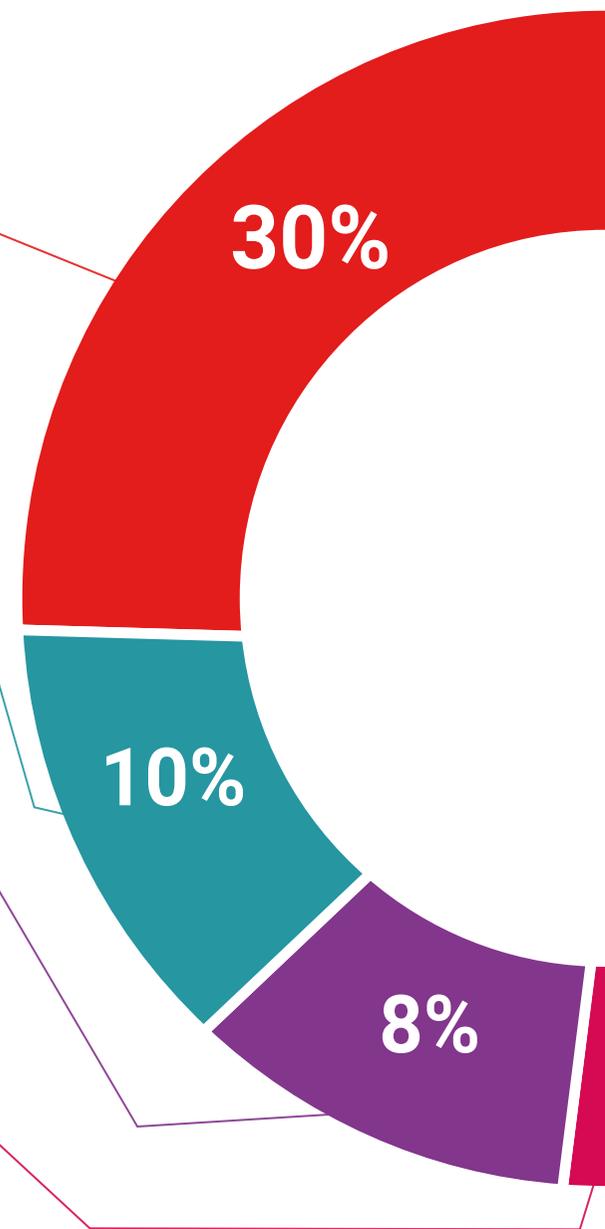
Practising Skills and Abilities

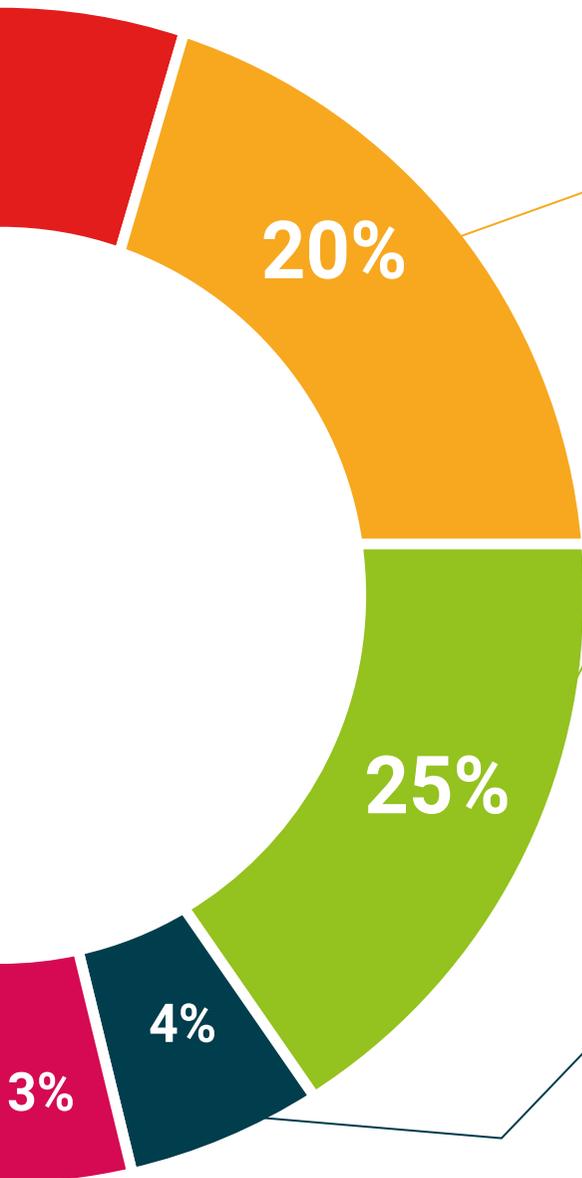
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



10

Certificate

The Hybrid Professional Master's Degree in Sports Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid diploma issued by TECH Global University.



“

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 **Hybrid Professional Master's Degree diploma in Sports Journalism** 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.

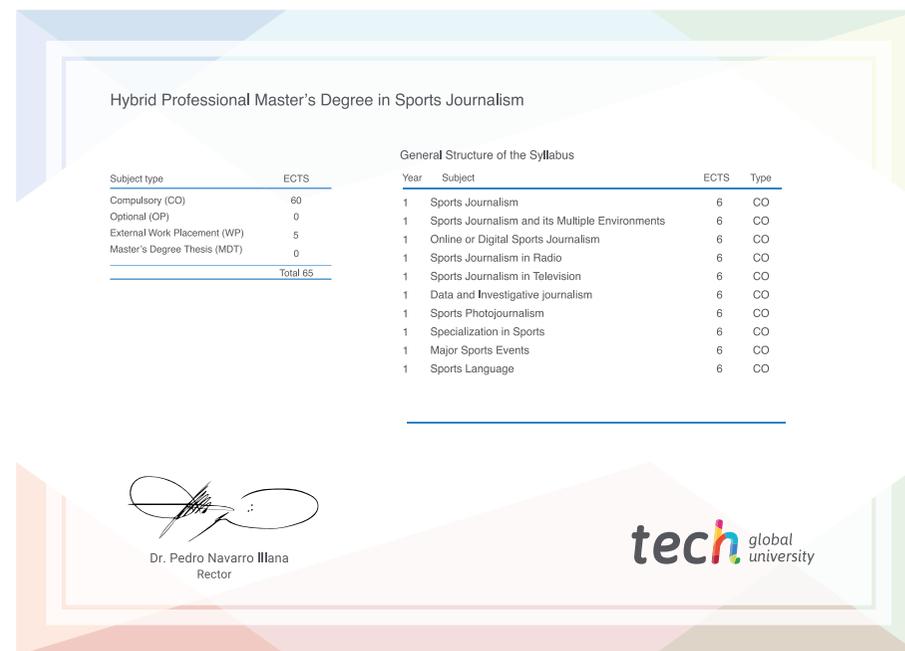
Title: **Hybrid Professional Master's Degree in Sports Journalism**

Course Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**



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



Hybrid Professional Master's Degree

Sports Journalism

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

Hybrid Professional Master's Degree

Sports Journalism