

# Internship Program

## Sports Journalism



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Internship Program  
Sports Journalism

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# 01

## Introduction

Grand Slam, F1 Grand Prix, Champions League are some of the international sporting events that every journalist wants to cover. Achieving this objective requires specialized knowledge and extensive practice in order to achieve a great mastery of the sport that one wishes to narrate. This program offers students the opportunity to develop journalistic work in the field of sports within a relevant company in the communications sector. An experience that will allow the participant to grow professionally, from a 100% real and practical experience.



*Immerse yourself in an Internship Program, which will allow you to make a qualitative leap in your professional experience in Sports Journalism"*







The new paradigm of communication, where new technologies have burst with force, causes that journalists must learn to transmit in different media and with different digital tools. This is the scenario faced by the sports communication professional, who must have a solid foundation of knowledge of journalism at the same time master the new forms of language.

Faced with this reality, TECH has created this Internship Program, which allows the professional to learn first-hand the daily work of top-level sports journalists and acquire greater knowledge in everything related to the broadcasting of events and attracting audiences through sport. All this, in an intensive and 100% practical stay of 3 weeks, which will lead to integrate all the working methods, techniques and tools used by real experts in this field.

In this way, this academic institution responds to the real needs of professionals who seek, on the one hand, to keep up to date in their field, alongside the best specialists, and on the other hand, to enhance their skills and competencies through a unique educational experience in the current academic market.

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*Enjoy an intensive 3-week stay in a reputable center and get up to date on the latest procedures to achieve professional growth”*

# 02

## Why Study an Internship Program?

In the field of sports communication, it is necessary to have an exquisite command of the technical and specialized language required by each modality. However, it is the practice itself, which allows developing these skills more effectively. For this reason, TECH has created this Internship Program, which allows the professional to enter a reference communication company in the sports field. It is an intensive stay, lasting 3 weeks, with the best specialists in this field, who will show you the working methods, techniques and all the tools, especially the digital ones, used by real experts in Sports Journalism. In this way, you will be able to take a step further in your professional career, hand in hand with the best sports journalists.



*Thanks to TECH you will be able to know, first hand, the work of the best sports journalists and their work method in event management"*

### 1. Updating from the Latest Technology Available

New technologies are undoubtedly one more tool for sports communication. In the mission of transmitting the message, through the main channels, are the social networks and the use of tools that allow the management and broadcasting of events. For this reason, TECH has created this Internship Program that leads the professional to be able to approach the technical and technological advances, through a company specialized in the field of sports communication.

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

During this practical process, the professional will be accompanied by real specialists in the world of sports communication. This is a first-class endorsement and a guarantee of access to the procedures and methods of broadcasting major sporting events. In this way, the specialist who enters this practical stay will be able to integrate it effectively in their daily work.

### 3. Entering First-Class Clinical Environments

TECH carefully selects all the centers available for internships. In this way, you will be able to integrate into an excellent environment within Sports Journalism, therefore being able to experience the day-to-day in a demanding area of work, which requires advanced knowledge of each sport specialty and excellent communication skills.





#### 4. Putting the acquired knowledge into daily practice from the very first moment

In this program, TECH brings the professional closer to a first-class environment, where, from the first day, they will be able to put into practice activities directly related to the performance of the journalistic profession. In this way, and during 3 intensive weeks, the graduate will obtain an eminently practical vision of the demanding and precise work that a communicator must perform in the sports field.

#### 5. Expanding the Boundaries of Knowledge

In the rigorous selection made by this institution of each of the companies that make up the Practical Training, TECH takes into account the aspirations of the professionals who take it. Therefore, it has excellent entities, which will open the range of job opportunities for students who take the course. A unique option, in the academic panorama, that only this academic entity provides.

“

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



# 03 Objectives

During the three-week stay in a leading communications company in the sector, students will acquire a broad vocabulary of the different sports disciplines, which will enrich their narration and writing. In addition, you will be able to coordinate the work with the different members of the team so that the result of the sports coverage is optimal, and you will be able to handle the new technological tools. At the end of this Internship Program, you will be able to cover any sporting event with professionalism.



## General Objectives

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- ♦ Master the latest techniques and digital tools used for the broadcasting and coverage of sporting events
- ♦ To learn firsthand the working methods used by the best specialists in Sports Journalism
- ♦ Promote the professional career of the graduate, through a first class practical stay, where they will carry out actions aimed at perfecting their communication skills in the sports field







## Specific Objectives

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- ♦ Analyze the direction of sports journalism: “wherever it goes”
- ♦ 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
- ♦ Evaluate the political, social, economic and cultural circumstances in which they are developed, and which give full meaning to them
- ♦ Define the key to the regulations of sports disciplines with less media projection
- ♦ Raise awareness in favor of joint work between photographer and editor
- ♦ Access, discriminate and publish confidential information and leaks
- ♦ Develop the techniques that allow the use of the voice as a tool, applying the rhythm and intonation required for television
- ♦ Develop specialized knowledge on techniques to improve the voice as an essential tool for radio
- ♦ Develop in the Community Manager specialized knowledge to manage communication with the audience
- ♦ Address the development of marketing and advertising in sports

# 04

## Educational Plan

The Internship Program of this course lasts 3 weeks, where students will be immersed in journalistic work in the field of sports with industry professionals who will guide them in each piece of information, narration or writing of events or sporting events. So, the student will be from Monday to Friday with 8 hours a day in a communication company that is a reference in the sector, which will allow them to grow professionally in a field with a wide range of job opportunities.

This stay will allow them to perform Sports Journalism functions with the multiple media available, to know how the communication offices of sports entities, sportsmen and sportswomen and event organizers work. Likewise, you will see how the daily work and teamwork of a communication company is, where different job profiles such as photographers, community managers, editors or television cameras converge.

In this internship proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of journalistic services in the field of sports, which require a high level of qualification, and which are oriented towards specific training for the exercise of journalistic activity.

It is undoubtedly an opportunity to learn by working with a focus on the new audiences immersed in the digital world. That is why SEO positioning and communication through social networks are essential for the new specialized sports journalist or all-rounder.

The face-to-face stay in the communication company will allow the professional to complete a minimum number of internship activities that will give them a broad knowledge of the reality of the sector. In this process, a TECH teacher will be tutoring and helping them to achieve their objectives and receive quality teaching.

The practical teaching 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 journalistic praxis (learning to be and learning to relate).



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*





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
Online or Digital Sports Journalism	Write and follow a style guide and dictionary for use when creating sports journalistic pieces
	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
Sports Journalism in radio, television and photojournalism	Create a piece of narrative journalism adapted to the digital environment
	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	



# 05

## Where Can I Do the Internship Program?

TECH, in its commitment to offer students a quality internship program, has selected companies in the communication sector to provide students with a real and very close learning about Sports Journalism. For this reason, the companies provide the participant with a communication professional who accompanies them in this intensive learning. Likewise, a teaching team of this degree will tutor the students so that they can achieve their goals in an optimal way and make their professional growth possible.

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*Only from the great experts will you learn how to cover the different sports events. Enroll now”*







The student will be able to do this program at the following centers:



### Happy Studio Creativos

Country City  
Mexico Mexico City

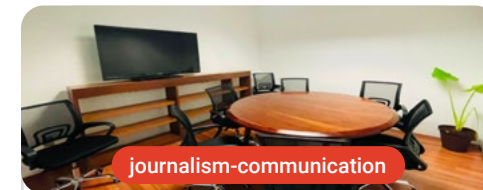
Address: Limantitla 6A Santa Úrsula Xitla  
Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual world  
and communication

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**Related internship programs:**

Digital Photography  
Audiovisual Screenwriting



### Wakken

Country City  
Mexico Mexico City

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

Space for high-level physical activity

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**Related internship programs:**

- High Performance in Sports  
Sports Journalism

# 06

## General Conditions

### 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. Therefore 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 program agreement shall be as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with 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 with 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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.

# 07 Certificate

This **Internship Program in Sports Journalism** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Sports Journalism**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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