Postgraduate Diploma
Specialized Sports Journalism

Endorsed by the NBA

tech. technological university

Postgraduate Diploma

Specialized Sports Journalism

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-specialized-sports-journalism**

Index

Introduction

Specialized Sports Journalism operates in a field where mastering the different aspects of this type of communication is essential. In this field, elements of emotion are incorporated in a very direct way, but without losing the vital foundation of quality journalism. 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, the world's largest online university.

" Incorporate your professional tools, techniques and ways of working in Specialized Sports Journalism, into the mastery of a form of communication that operates with its own communicative keys"

Sports Journalism is a unique phenomenon that has developed in Spain in an extraordinary way in recent years, even to the point of becoming not only the specialized journalism field with the most headlines in the country, but also one of the star sections of the most important print and digital newspapers, as well as of the programming of the main radio and television media.

The large volume of journalism of this type makes it today the most consumed and demanded product. Consequently, it has the largest impact on what citizens say and do, especially among the youngest, who are great sports fans and tend to emulate their idols by adopting certain expressive and behavioral patterns.

In its evolutionary process, this type of journalism has created its own style, based on the originality and spectacle of its proposals, and has provided a new model for the presentation of information through a language that is visually attractive, common and easily accessible to all audiences.

Therefore, it displays notable strengths, such as its universality and ability to set trends and fashions, its increasing presence in dictionaries, and the development of its own differentiated language that contributes to the evolution of the language. Also, this type of journalism has earned itself a better consideration from linguistic institutions for its ability to innovate and create new words, expressions and meanings.

This program exposes the key elements to take advantage of the possibilities offered by a website: live digital broadcasts, social networks, blogs, the creation and management of a digital identity, audience measurement systems and advertising strategies.

It specializes professional journalists in social media so that they can practice their profession in collaborative settings and adapt to the changing environment that has marked new social media networks.

This **Postgraduate Diploma in Specialized Sports Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- 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 practising 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-evaluation 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
- Banks of complementary documentation are permanently available, even after the Postgraduate Diploma

The proven experience of TECH is here to help in this comprehensive program"

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

Educate yourself in one of the most interesting fields of journalism with the security of the world's largest online university in Spanish.

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

The team of Professors in this Postgraduate Diploma in Specialized Sports Journalism have extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation undergone by the communication sector. Their direct experiences, their knowledge and the analytical capacity of those who hold a managerial position are the best source to grasp the key to the present and the future of a vocational and exciting profession for those who love sports and communication.

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

All this educational summary makes this program, a qualification of specialization in Specialized Sports Journalism, comply with all the aspects that are relevant and essential to turn the Journalism professional into a real expert in the fields related to Specialised Journalism.

02
Objectives

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

Specialized language, the use of data, the relationship and management of information sources; you will learn everything you need to create quality sports news content"

General Objectives

- 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

- 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

- 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 sporting 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

- 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

Specific Objectives

Module 1. 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

Module 2. 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 3. 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 4. Major Sporting Events
- Compile the most relevant facts in the history of major sporting events (Olympic Games, 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 sporting 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 sporting events: from the creation of their own Games in Ancient Greece to the quest for equality today

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

03
Course Management

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

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

International Guest Director

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

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

He also has the distinction of being the first talent to serve as a **dual-language sports anchor in ESPN's history,** is ESPN's most experienced NBA commentator 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.

D. Martín, Álvaro

- Basketball analyst and commentator with extensive international experience
- Bachelor's degree from Harvard University
- Master's Degree in Business Administration from Harvard Business School

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

International Guest Director

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

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

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

Dr. Morales, Carlos

- Assistant Coach of the Puerto Rico Women's Basketball National Team
- Basketball Analyst at ESPN
- Member: National Association of Basketball Coaches, World Association of Basketball Coaches
- Bachelor's Degree in Business Administration and Physical Education

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Management

Mr. Pérez Zorrilla, Carlos
- Positions: Head of Department at Estadio Deportivo Newspaper
- Graduate in Journalism from the Andalusian Center for Business Studies (CEADE), Seville
- Head of Digital Content at Estadio Deportivo Newspaper
- Website Editor for Tourism and Sports in Andalusia
- Collaborator of Onda Cero Sevilla
- Collaborator of Canal Sur Radio
- Professor of the Professional Master's Degree in Sports Journalism at the University of Seville, CEPO Sport Group, FiebreFútbol and Nerdsfy

Professors

Mr. Palomo Armesto, Álvaro
- Positions: Website Content Writer at Medina Media
- Graduate in Journalism
- Multimedia Editor at Estadio Deportivo
- Head of Press at CD Patín Macarena
- Editor at El Correo de Andalucía
- Editor at El Diario de Sevilla

Ms. Chávez González, Luisa María
- Positions: Graduate in Journalism, University of Seville
- Trainee Editor at Diario de Sevilla
- Contributor to the program "It's not Friday yet", Sevilla FC Radio
- Trainee Editor at Estadio Deportivo
- Editor at Ooh! Jerez
- Contributor to the Decibelios AM website

Mr. Adorna León, Joaquín
- Positions: Graduate in Information Sciences, specializing in Journalism, in the first graduating class of the Faculty of Information Sciences of the University of Seville
- Professor in the Module 'The Written Press' of the Master's Degree in Sports Journalism at the University of Seville

Mr. García Collado, José Enrique
- Positions: Degree in Journalism, University of Seville
- Expert Course in Big Data Deportivo by the University of Valladolid
- Master's Degree in Community Management at CEDECO school
- Specialization course in Programmatic Advertising at Skiller Academy

Make the most of this opportunity to learn about the latest advances in this subject to apply it to your daily practice"

04
Structure and Content

The contents of this diploma have been developed by the different professors in this program, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts in Specialized Sports Journalism.

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.

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 Language

1.1.   The Language of Sports, a Universal and Language-expanding Environment
    1.1.1.   Sports Language and Common Language
    1.1.2.   Sports Language in Other Means of Journalism (Politics, Economics)
1.2.   Foreign Voice in Sport
    1.2.1.   Etymology, Uses and Abuses
1.3.   Word Creation Lab
    1.3.1.   Sports Neologisms
1.4.   Information and Entertainment with Words
1.5.   Fertile Ground for Metaphors
    1.5.1.   Straddling between Journalism and Literature
1.6.   Room for Improvement: Common Lexical Inaccuracies and Other Avoidable Mistakes
    1.6.1.   Semantic Word Confusion
    1.6.2.   Clichés and Commonplaces
    1.6.3.   Colloquialisms and Profanities
1.7.   Language and Violence in Sporting Events
1.8.   Inclusive Language
1.9.   Responsible Use of Words: Style Guides
1.10. Responsible Use of Words: Use and Terminology Dictionaries
    1.10.1. Other Tools and Resources for Further Learning

Module 2. Online or Digital Sports Journalism

2.1.   Overview of Online Media
    2.1.1.   Methods and Techniques
        2.1.1.1. Technology Applied to Sports Journalism
        2.1.1.2. The App and the Mobile Version
    2.1.2.   The Latest Technological Advances
    2.1.3.   The Introduction of E-Sports
2.2.   Social Media as a Journalistic Tool
    2.2.1.   Control Tools for Social Network Use
    2.2.2.   Strategic Analysis of Social Media
    2.2.3.   Digital Marketing on the Internet

Module 3. Data and Investigative journalism

Module 4. Major Sporting Events

"

A comprehensive program that will take you through the knowledge you need to compete among the best"

05
Methodology

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

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

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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

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.

Methodology | 37 tech

20%

25%

4%

3%

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.

05

Certificate

This Postgraduate Diploma in Digital Sports Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma by TECH Technological University.

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

This **Postgraduate Diploma in Specialized Sports Journalism** contains the most complete and up-to-date educational program on the market.
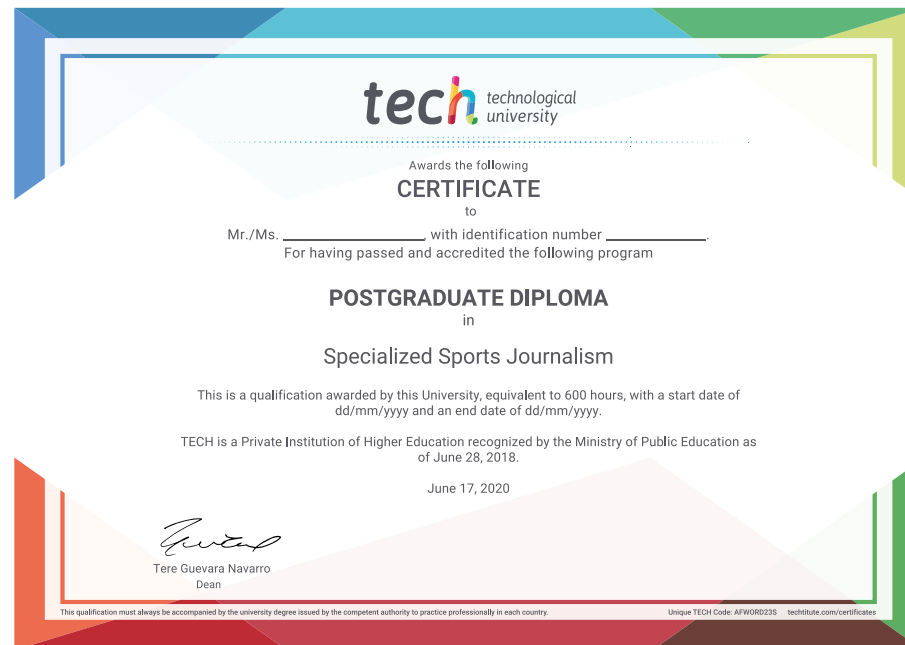
After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Specialized Sports Journalism**

Official Nº of Hours: **600 h.**

Endorsed by the NBA

tech **technological university**

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Specialized Sports Journalism

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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