



# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

तेजस्वि नावधीलमस्तु  
ISO 9001:2008 & 14001:2004  
NAAC ACCREDITED



'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi  
and Approved by Bar Council of India & NCTE

BJ(MC): II SEMESTER

SPORTS JOURNALISM

Exam code: 110

## OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of writing for media. Develop both linguistics and communication abilities. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

## QUESTIONS

Q1) Define Sports Journalism.

Q2) Explain the types and techniques of sports reporting and writing.

Q3) Describe the importance of sports management and regulatory organizations

Q4) Write a Note on - Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media

Q5) Explain the Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports.

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

## OUTCOME:

After doing the assignment, students will be sensitized to equip themselves with the nuances of writing.

## REFERENCE :

1. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
2. Steen, R. (2014). Sports Journalism. London: Taylor & Francis