



BHARATHIDASAN UNIVERSITY

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Sports reporting

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SPORTS REPORTING MEANING

Sports reporting is one of the *most popular subcategories* in the news industry. There's a vast audience always looking for game scores, stats, and team rankings. Sports fans demand speed and accuracy from journalists. Plus, they're a very knowledgeable audience that expects at least the same level of awareness from their media.

What is a sport report?

Sport reporting typically covers the build-up to and fallout from major events in addition to coverage of the event itself, and often also includes the presentation of relevant data in the form of league tables, player statistics, and so on.

Definition of sports organization:

Sports organization means **any organization that serves as the ruling body for an event for one or several sports.**

THE CONTENT OF SPORT REPORTS

Sports pages need to contain a great deal of information.

Results

This is the most important part of any sports coverage. People will buy a newspaper or listen to a sports bulletin just to find the results of games in their sport, so you should try to carry the result of every sporting event which may interest some of your readers or listeners, as soon as possible after the event.

League tables

If the sport is organized in a competitive league, then each week's results will affect the league table. A team which has won may move higher up the league table, while another team which has lost may slip down the league table. It is important to followers of any league to know the latest position of each team.

Reports

A report of a match is a description of what happened, together with an analysis of why it happened. The sports reporter can often explain the way in which one team's tactics prevented the other team from playing well. In this way the reader or listener comes to understand the sport better.

Analysis and previews

In this content of a sporting fixture which is about to take place, considering what is especially interesting about it and what is likely to influence the result. It is only for the big teams and big matches. Their fans will eagerly read or listen to anything that is written or broadcast about their team. People often identify strongly with the team which they support.

SPORTS NEWS

It is include injuries to top players; changes in personel - a player changing teams, a coach being sacked, a manager retiring; plans to build new facilities; a new sponsor or other financial developments in the sport; or changes in the rules or administration of the sport.

SPORTS FEATURES

Top sportsmen and sportswomen are people, and each one may be worth a feature. You can talk to them about the sacrifices which they have to make to become so good, and the kind of training schedule they have.

INTERVIEW

An interview is a structured conversation where one participant asks questions, and the other provides answers.

In common parlance, the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee.

Definition

An interview is a procedure designed to obtain information from a person through oral responses to oral inquiries.

According to ***Gary Dessler***, “Interview is a selection procedure designed to predict future job performance based on applicants’ oral responses to oral inquiries.”

Types of Interview

There are several types of the interview;

- Unstructured (Nondirective) Interview.
- Structured (Directive) Interview.
- Situational Interview.
- Behavioral Interview.
- Job-related Interview.
- Stress Interview.
- Panel Interview (Board Interview).
- One-on- One Interview.
- Mass Interview (Group Interview),
- Phone Interview

Unstructured (Nondirective) Interview:

Unstructured interviews, there is generally no set format to follow so that the interview can take various directions. The lack of structure allows the interviewer to ask follow-up questions and pursue points of interest as they develop.



Structured (Directive) Interview

- In structured interviews, the interviewer lists the questions and acceptable responses in advance and may even rate and score possible answers for appropriateness.
- An interview consisting of a series of job-related questions asked consistently of each applicant for a particular job is known as a structured interview.



A structured interview typically contains four types of questions.

- **Situational questions:** Pose a hypothetical job situation to determine what the applicant would do in that situation.
- **Job knowledge questions:** Probe the applicant's job-related knowledge.
- **Job-sample simulation questions:** Involve situations where an applicant may be required to perform a sample task from the job.
- **Worker requirements questions:** Seek to determine the applicant's willingness to conform to the job requirements.

Situational Interview

In a situational interview, what his or her behavior would be in a given situation. Candidates are interviewed about what actions they would take in various job-related situations. Situational interviews ask interviewees to describe how they would react to a hypothetical situation today or tomorrow.



Behavioral Interview

- In a behavioral interview, you ask applicants to describe how they reacted to actual situations in the past.
- Candidates are asked what actions they have taken in prior job situations similar to situations they may encounter on the job.



Job-related Interview

- In a job-related interview, the interviewer asks applicants questions about relevant past experiences.
- It is a series of job-related questions that focus on relevant past job-related behaviors. The questions here don't revolve around hypothetical or actual situations or scenarios.
- Instead, the interviewer asks job-related questions such as, "Which courses did you like

Stress Interview

- In a stress interview, the interviewer seeks to make the applicant uncomfortable with occasionally rude questions. The aim is supposedly to spot sensitive applicants and those with low or high stress tolerance.
- Stress interviews may help unearth hypersensitive applicants who might overreact to mild criticism with anger and abuse. It intentionally creates anxiety to determine how an applicant will react to stress on the job.

Panel Interview (Board Interview)

A panel interview, also known as a board interview, is an interview conducted by a team of interviewers, who interview each candidate and then combine their ratings into a final score.

One-On-One Interview

In a one-on-one interview, one interviewer meets one candidate. In a typical employment interview, the applicant meets one-on-one with an interviewer. As the interview may be a highly emotional occasion for the applicant, meeting alone with the interviewer is often less threatening.

Mass Interview (Group Interview)

- The mass/group interview is a relatively new technique in the west and almost unknown. It is a procedure for the discovery of leadership.
- Several job applicants are placed in a leaderless discussion, and interviewers sit in the background to observe and evaluate the performance of the candidates.

Phone Interview

Employers do some interviews entirely by phone. These can actually be more accurate than face-to-face interviews for judging an applicant's conscientiousness, intelligence, and interpersonal skills.

The Role of Advertising in Media

- **Spreading Awareness Through Advertising**

Advertisements alert people about new products and services in the market that could potentially fulfill their needs or solve their problems. A typical advertisement will tell you what the service or product is, where it can be bought, for how much, by whom, and why it should be bought.

- **Popularizing a Brand**

The brand are where they are today because they utilized the phenomenon of advertising well. Through constant republishing and replay to large groups of people, the media popularizes the brand. Many people see it multiple times, and it sticks in their heads.

- **Increasing Customer Demand**

The target audience of advertisements is typically large, whether you're advertising in social media, print media, radio, or television. A well-crafted advertisement will convince the public that they should buy the product or subscribe to the service being advertised.

- **Increased Company Profits**

Advertisements are usually displayed to large groups of people at the same time. This means that, even with a low conversion rate, many people will end up buying your products eventually. If you execute your advertisement well, you will get a good conversion rate and great sales.