



BHARATHIDASAN UNIVERSITY

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Programme: M.P.Ed., Physical Education and Yoga

Course Title : EC-II Sports Journalism and Mass media

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Unit-2

Sports Bulletin

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Definition of *bulletin*:

A brief public notice issuing usually from an authoritative source *specifically*. brief news item intended for immediate publication or broadcast

News bulletin definition:

A bulletin is **a short news report on the radio or television**...the early morning news bulletin. Synonyms: report, account, statement, message.

A sports bulletin is a news report that covers sports events, and may include a description of what happened, an analysis of why it happened, and other details. Sports journalism is a combination of story telling and sports that can be found on radio, television, and digital media.

Here are some writing a sports bulletin:

- **Lead:** The lead should include who won, where, when, why, and how.
- **Main description:** Include information about the star performer, the interval, and the weather.
- **Minor details:** Include information about the behavior of the players and audience.
- **Other details:** Include statistics and substitute players.
- **Soft lead:** A soft lead can be effective for sports news.
- **Main news:** Write the main news after smaller or less important stories.
- **Consider the pressure:** Consider the pressure you'll face in the field and the importance of meeting deadlines.

What is the structure of a bulletin?

They also broadcast hourly bulletins around the clock that are 5 minutes long. A radio bulletin has four main parts: headlines, the body of various news items, a midway break to identify the station, and a repetition of the headlines at the end.

STRUCTURE OF BULLETIN

1. Freshness of the information

It's about sticking as close to the news as you can, shortening the delay between the moment the event occurs and the moment your listeners hear about it in the bulletin.

2. How relevant it is to your listeners' interest:

You need to know your listeners and their stories of interests. They are the ones you're talking to. For example: something that matters in their daily lives, such as taxes. Such news is relevant for everyone.

3. How important the news is.

The more important the news item, the higher it should be in the bulletin. To judge more easily how important a story is, check it against the station's editorial line and ask your editor-in-chief for advice.

Crisp writing: The writing should be clear, concise, and free of jargon and clichés.

Here are some other structuring a sports bulletin:

- **Know your audience:** Understand what your listeners are interested in and what matters to them in their daily lives.
- **Use simple language:** Avoid high-sounding words and instead use simple sentences and words.
- **Be selective:** Prioritize and select the stories you want to include in the bulletin.
- **Consider the length:** A three-minute summary usually includes about eight stories, with two or three of them including audio.
- **Adjust for the day:** Weekend bulletins may need to be shorter or include different stories than weekday bulletins.

Journalism and sports education

Sports journalism can promote sports culture among young people and play a role in physical education. Sports journalists report on sports events, players, and teams, and can work in a variety of media, including radio, television, and print.

Some sports journalist include:

- **Learn about the sports industry:** Develop an interest in the sports industry and improve your knowledge.
- **Get a degree:** Earn a degree related to journalism.
- **Gain experience:** Pursue writing positions and develop a portfolio.
- **Continue learning:** Continue your education.
- **Network:** Build a network.
- **Develop a work ethic:** Have a good work ethic and practice time management.

Journalism can play a significant role in physical education by:

Promoting physical activity

Journalism can inspire people to be more active and health-conscious by featuring athletes, success stories, and fitness programs.

Sharing knowledge

Journalism can provide access to resources, training tips, and expert advice about physical activity. This can help people learn about different types of physical activity and make informed decisions.

Promoting sports culture

Sports journalism can help promote sports culture among young people.

Inspiring readers

Sports journalism can inspire readers with profiles of athletes, underdog stories, and comebacks. This can help young athletes find heroes to look up to, and motivate non-athletes.

Raising awareness

Sports journalism can help raise awareness about important topics within the sporting world.

PHYSICAL EDUCATION AND SPORTS JOURNALISM

Sports journalism is a field that can impact physical education by promoting sports culture among young people. Sports journalists cover a variety of topics related to sports, including:

game stories, athlete interviews, play-by-play, game summaries, analysis, and investigative reporting.

Sports journalism can also help raise awareness about important topics in the sporting world. For example, sports journalists can shed light on the sacrifices athletes make, the intense training regimens they undergo, and the pressure to perform consistently.