

# Postgraduate Certificate Sports Language

Endorsed by the NBA





## Postgraduate Certificate Sports Language

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/sports-language](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/sports-language)

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# 01

# Introduction

Be able to master oral and written expression in the context of sports, which will enhance communication and the growth of journalistic contribution. For this reason, students in this particular area must be able to master sports neologisms, as well as the responsible use of style books. In this context, TECH has designed this academic degree in order to provide students with the best specialization tools to graduate as a specialist in Sports Language. Thanks to its 100% online format, you will be able to distribute the course load at your own pace without adjusting to a pre-established timetable or traveling.





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*A high-quality Postgraduate Certificate that will provide you with the competencies of a top professional in this field of work"*

This Postgraduate Certificate offers the keys to the correct use of the language of sports as one of the essential characteristics of this journalistic specialization. Likewise, this knowledge will be oriented towards its application to the journalistic writing of chronicles, news, previews, and reports of the different modalities. This module will consist of different thematic sessions that will focus on the peculiarities of sports journalistic discourse and proposals for improvement aimed at achieving a higher quality of information.

Key issues such as lexical improprieties, the repeated use of clichés and commonplaces, criteria for the use of foreign words, limitations of colloquial forms of the language, keys to a non-sexist use of language or the ethical dimension in the choice of words to contribute to the social integration of groups or to avoid violent behavior in the sports field are addressed here. For all this, resources and tools such as style books, glossaries, specialized dictionaries, and useful guides for the resolution of linguistic doubts for sports journalists will be analyzed.

In this way, TECH offers an unparalleled academic experience, whose curriculum includes 150 hours of the best theoretical, practical, and additional content so that graduates can achieve even their most ambitious goals in the communications sector. But that's not all, as it also includes 10 exclusive masterclasses prepared by internationally renowned figures in the field of Sports Journalism, thanks to which you will be able to delve more exhaustively into the different sections of this 100% online training.

This **Postgraduate Certificate in Sports Language** 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-assessment 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
- ♦ Supplementary documentation databases are permanently available, even after the program



*Train in one of the most exciting fields of journalism with the highest quality in the university market"*

“

*Several top professionals have prepared 100 minutes of master classes for you to learn from their experience the best strategies of sports language in the current journalistic context”*

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

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

*Learn all the aspects that successful professionals must master.*



# 02

# Objectives

The Diploma in Sports Language is aimed at obtaining a degree of knowledge that allows the journalism professional to use it accurately and correctly. For this purpose, we have developed essential theoretical content that will serve as a foundation for the practice, which will be developed intensively throughout the program.





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*The quality of TECH in a Diploma in Sports Language will allow you to work with quality using the most polished and attractive expression in this field"*



## General Objectives

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- 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



*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”*





## Specific Objectives

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- ♦ 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

03

# Course Management

This Postgraduate Certificate in Sports Language 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, a program has been developed with a focus on professional development from a perspective that is fully tailored to the reality of the sector.





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*Learn from experts in the field and start moving  
in a dynamic and interesting profession"*

## International Guest Director

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

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

In addition, he holds the distinction of being the first dual-language sports anchor talent in ESPN's history, is ESPN's most experienced NBA broadcaster in both English and 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.



## Mr. Álvaro, Martín

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- Basketball analyst and commentator with extensive international experience
- Harvard University graduate
- Master in Business Administration at Harvard Business School

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

## International Guest Director

Born and raised in Bayamón, Puerto Rico, "El Coach" played basketball and was a middle-distance runner in his youth. After obtaining 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 a distinguished career as a Basketball Coach in Puerto Rico, Carlos Morales arrived at 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 Rican 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

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- Assistant coach of the Puerto Rican women's basketball team
- ESPN basketball analyst
- Member: National Association of Basketball Coaches, World Association of Basketball Coaches
- Graduate in Business Administration and Physical Education

“

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## Management



### Mr. Pérez Zorrilla, Carlos

- ◆ Specialized Sports Journalist
- ◆ Head of Department at Estadio Deportivo Newspaper
- ◆ Head of Digital Content at Estadio Deportivo Newspaper
- ◆ Website Editor for ourism and Sports in Andalusia
- ◆ Collaborator of Onda Cero Sevilla
- ◆ Collaborator of Canal Sur Radio
- ◆ Bachelor's Degree in Journalism from the Andalusian Center for Business Studies

## Professors

### Ms. Chávez González, Luisa María

- ◆ Contributor to the *Decibelios AM* website
- ◆ Contributor to the program "*It's not Friday yet*", Sevilla FC Radio
- ◆ Editor at *Ooh! Jerez*
- ◆ Trainee Editor at *Estadio Deportivo*
- ◆ Trainee Editor at *Diario de Sevilla*
- ◆ Degree in Journalism, University of Seville
- ◆ Co-author of the book *Por si nunca eres*

### Mr. Palomo Armesto, Álvaro

- ◆ Website Content Writer at Medina Media
- ◆ Multimedia Editor at Estadio Deportivo
- ◆ Head of Press at CD Patín Macarena
- ◆ Editor at El Correo de Andalucía
- ◆ Editor at El Diario de Sevilla
- ◆ Bachelor's Degree in Journalism from the Seville University



**Mr. García Collado, José Enrique**

- ♦ Writer at ESTADIO Deportivo
- ♦ Degree in Journalism from the University of Seville
- ♦ Journalist and Expert in Big Data Deportivo from the Valladolid University
- ♦ 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

**Mr. Adorna León, Joaquín**

- ♦ Professor of Sports Journalism at the Seville University
- ♦ Journalist and analyst at Besoccer
- ♦ Editorial Director. Estadio Deportivo
- ♦ Degree in Journalism from the University of Seville
- ♦ Bachelor's Degree in Information Sciences from the Seville University

# 04

## Structure and Content

The contents of this program have been developed by the different professors of this Postgraduate degree, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in Sports Journalism. The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this area: a very complete and well-structured program that will lead you to the highest standards of quality and success.



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*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## 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 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 Inappropriacies 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





“*A complete training 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.





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*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.



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.



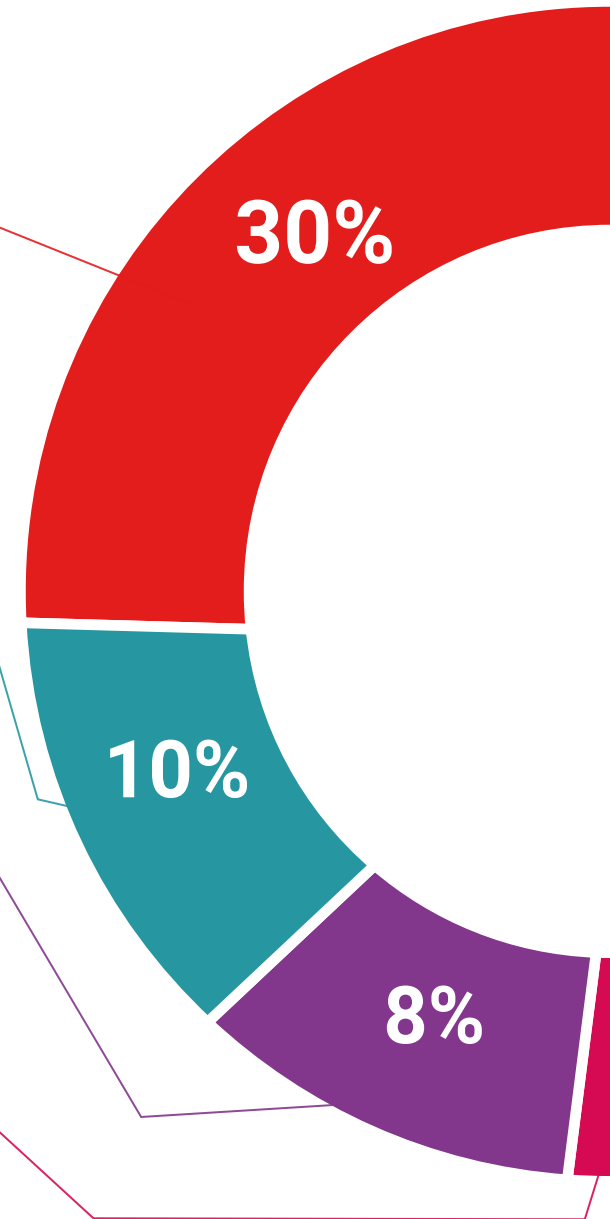
### Practising Skills and Abilities

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.





#### 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.



06

# Certificate

The Postgraduate Certificate in Sports Language guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Sports Language** contains the most complete and up-to-date program on the market.

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

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

Program: **Postgraduate Certificate in Sports Language**

Official No. of Hours: **150 h.**

**Endorsed by the NBA**



\*\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



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