

# Postgraduate Certificate Sports on Television

Endorsed by the NBA





## Postgraduate Certificate Sports on Television

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

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

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# 01

# Introduction

Sports is one of the mass entertainments that has found its most important means of life on television. The transmission of the event relies on sports journalism to provide communication and necessary interest to attract listeners in a highly competitive market. 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.





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*A high-quality program that will provide you with all the key elements to Sports on Television and its communicative tools”*

As an extreme, we could say that a sports discipline that does not appear on television, simply does not exist. This is not the case, of course. But without a presence on the screen, the impact is weakened, sponsors aren't attracted, and it is much more difficult for a particular sport to grow. Television gives a global dimension to sport, however, and keeps a double dimension alive, both international and local, and finds other media (in its closest radius of action) to achieve visibility.

Since the birth of the thematic sports channel ESPN (Entertainment and Sports Programming Network, which broadcasts in more than 200 countries and reaches 86 million homes) in the United States in 1979, television's commitment to sports had grown considerably in recent years. In fact, the thematic channel 'DZN' arrived in Spain in February 2019, one more to add to the wide range already offered by the market in Spain and a large part of the world. Another example that highlights the universal nature of sport and of Sports Journalism, is that it has been gaining prestige and spaces with its own identity in the television schedules.

The emergence of the internet has also affected television, which has been forced to reinforce its online presence with websites that are increasingly updated and enriched with interactivity and multimedia content, as well as blogs and newspaper archives. However, it is also finding it difficult to reach a young audience that is more 'hooked' on social media, which also allows them to watch videos quickly and selectively. For the new generations, television is not the king of media, they consider it just another option and opt for other media to get information about the sports content they are passionate about.

We will also deal with the impact of new technologies on what has always been the most powerful means of communication; the characteristics of audiovisual language, with its own terminology for its content; sports broadcasts and all the agents involved; the functioning of a television newsroom, with special attention to the figure of the presenter; editing and audience measurements and, finally, we will review the most relevant moments in the history of sports in the media on a screen that currently competes and shares the limelight with other small screens, such as tablets and smartphones.

This **Postgraduate Certificate in Sports on Television** contains the most complete and up-to-date educational 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 program, 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



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

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

The team of professors has 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 offered at TECH, in 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.

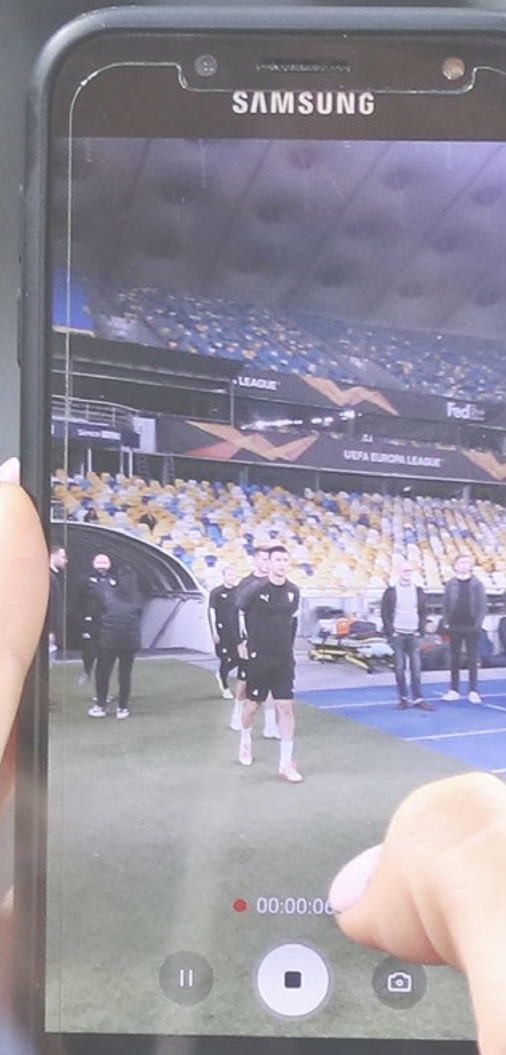
*Learn all the aspects that the successful political communication professional must master.*

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



# 02 Objectives

This Postgraduate Certificate in Sports on Television 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.





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*Sports communication in radio broadcasting developed throughout a program of high-quality teaching and content"*



## General Objectives

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- ♦ Examine the current panorama of sports on television, with the two-way flow offered by generalist and thematic channels, and with two opposing styles, quality programs and 'trash TV' programs
- ♦ Analyze and identify the different formats that deal with sports information: news, programs and broadcasts
- ♦ Evaluate the impact of new technologies on television, the revolution it has brought about in the consumption of sports content, and its application in the coverage and broadcasting of sport
- ♦ Identify the key moments that sports news coverage has had in the history of television



*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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- ◆ 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

03

# Course Management

The Postgraduate Certificate in Sports on Television is taught by professionals with extensive experience in journalism and teaching, who will try to give you a real vision of the profession. For this reason, they have developed an educational program specially focused on professional development from a perspective that is totally tailored to the reality of the sector.





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*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

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

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- 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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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## 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

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*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 program have been developed by the different professors, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts.

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.



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*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 Journalism in Television

- 1.1. Current Television Panorama
  - 1.1.1. Sport on Television Today
    - 1.1.1.1. Thematic Channels
    - 1.1.1.2. General Channels
    - 1.1.1.3. Quality Sports Journalism
    - 1.1.1.4. Sports "Trash TV"
  - 1.1.2. Formats: News, Programs and Broadcasts
- 1.2. New Applied Technologies in the Television Industry
  - 1.2.1. The Revolution of Television Consumption
  - 1.2.2. Connection and Delivery Systems
  - 1.2.3. New Applied Technologies in Sports
- 1.3. Audiovisual Sports Content
  - 1.3.1. The Rundown of a Sports Program on Television
  - 1.3.2. Tools to Create an Audiovisual Story
  - 1.3.3. Genres
  - 1.3.4. Live and Pre-Recorded Broadcasts
- 1.4. Sports Broadcasts
  - 1.4.1. The Rundown of a Broadcast
  - 1.4.2. The Mobile Unit
  - 1.4.3. The Narrator
  - 1.4.4. The Commentators
  - 1.4.5. New Audio Options (Radio-TV)
  - 1.4.6. Similarities and Differences of Radio Narration
  - 1.4.7. Flash Interview
  - 1.4.8. Copyright of Images
- 1.5. Television Newsrooms
  - 1.5.1. The Producer
  - 1.5.2. The Director
  - 1.5.3. The Commentators
  - 1.5.4. ENG (Electronic News-Gathering) Editor
  - 1.5.5. Writing and Operating Models
  - 1.5.6. Television Control
- 1.6. The Presenter and their Tools
  - 1.6.1. Auto-Cue or Prompter
  - 1.6.2. The Body Expression
- 1.7. Audiences
  - 1.7.1. Multiscreen Audience
  - 1.7.2. Indicators and/or Meters (Audiometers)
  - 1.7.2. Audience Analysis and Interpretation
- 1.8. Filming, Editing and Post-production of the Video
  - 1.8.1. The Professional Digital Camera
  - 1.8.2. Audiovisual Language
    - 1.8.2.1. The Image
    - 1.8.2.2. Types of Plans
    - 1.8.2.3. Music How and When to Use It
  - 1.8.3. Text Structure in Television
  - 1.8.4. Editing Programs
- 1.9. Practical Tips for Working in Television
  - 1.9.1. Educating the Voice
    - 1.9.1.1. The Same Tool. A Different Use for Radio
    - 1.9.1.2. Intonation and Rhythm in Television
  - 1.9.2. The Art of Live Broadcasts. Naturalness
- 1.10. History of Sports on Television
  - 1.10.1. Leni Riefenstahl. History of Sports Broadcasting
  - 1.10.2. Evolution of Sports Broadcasting



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*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.



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

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







“

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

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

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

The diploma 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.

Title: **Postgraduate Certificate in Sports on Television**

Official N° of Hours: **150 h.**

**Endorsed by the NBA**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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



## Postgraduate Certificate

### Sports on Television

- › Modality: online
- › Duration: 6 weeks
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