

# Postgraduate Diploma Sports Journalism

Endorsed by the NBA





## Postgraduate Diploma Sports Journalism

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 8h/week
- » Schedule: at your own place
- » Exams: online

Website: [www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-sports-journalism](http://www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-sports-journalism)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 20*

05

Methodology

---

*p. 28*

06

Certificate

---

*p. 36*

# 01

# Introduction

Sports Journalism has its own key to performance. In such a passionate environment, the tones and ways of transmitting move in a different spectrum than usual. However, the essence remains the same: to be on site, to witness what is happening and to know how to tell the story. 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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*The perfect opportunity to specialize in Sports Journalism with a high-quality program that will provide you with the skills of a top professional in this area of work"*

This Postgraduate Diploma in Sports Journalism is the only one of its kind that faces and solves the multiple challenges of the new and complex reality of Sports Journalism in all its fields. Let's go straight to the current keys of the profession, to the solutions (trial and error) that are being proposed by large, medium and small media outlets in a world of information that has become fragmented in its journalistic and advertising aspects.

As professors of recognized prestige and professionals with many years of experience, we have deeply analyzed the educational alternatives offered by the market to successfully address the new challenges faced by the profession. This Sports Journalism program offered by TECH Technological University is undoubtedly the most extensive of the programs on the market because we address the specialization in its multiple aspects.

This diploma in Sports Journalism offers journalism professionals the practical, dynamic and flexible option to update techniques and concepts in their specialty, as well as to discover innovative processes applicable to the practice of their profession.

This program covers many of the educational gaps that some of the current media professionals have in other sports disciplines (basketball, cycling, tennis, motor sports), so it is of great value for those who aspire to be the new referents of Sports Journalism.

This **Postgraduate Diploma in Sports Journalism** 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 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
- ♦ Banks of complementary documentation are permanently available, even after the Postgraduate Diploma



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

“

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

The team of Professors in this Postgraduate Diploma in Sports Journalism have extensive experience in teaching at the 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 of the programs offered at TECH, in an 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 involved in the daily demands of work.

All this educational summary makes this Postgraduate Diploma, a qualification of specialization in Sports Journalism, comply with all the aspects that are relevant and essential to turn the Journalism professional into a real expert in the fields related to Sports Journalism.

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

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



# 02

# Objectives

The program in Sports Journalism 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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*Understand the way of working in all areas of Sports Journalism, the most up-to-date working methods and the different fields in which this activity can be developed. All with the quality of TECH”*



## General Objectives

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- ♦ Analyze current trends and the forms in which Sports Journalism is practiced
- ♦ Examine the personal and professional skills of a sports communicator
- ♦ Identify opportunities to benefit from the generation of specialized, original and valuable content for the user
- ♦ Generate specialized knowledge on the organization and management of today in a multimedia sports newsroom
- ♦ Develop specialized knowledge about sports activities and the entities that make up the business network in this field
- ♦ Determine the profiles and skills needed for sports companies
- ♦ Identify the importance of communication in the sports environment
- ♦ Generate specialized knowledge on sports marketing and sponsorship
- ♦ Present photography as an important part of the journalistic discourse
- ♦ Demonstrate that, in one way or another, images support stories
- ♦ Recognize the core value of the photojournalist
- ♦ Establish an approach to the different aspects of sports photography
- ♦ 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





## Specific Objectives

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### Module 1. Sports Journalism

- ♦ Analyze the direction of sports journalism: “wherever it goes”
- ♦ Carry out an in-depth study of the forms of organization of sports newsrooms
- ♦ Identify the opportunities offered by the technologization of journalism
- ♦ Examine the qualities of a good sports journalist
- ♦ Define the different sources of sports journalism
- ♦ Specify the ethical and deontological codes that govern sports journalists
- ♦ Identify the signs of the different genres of sports journalism

### Module 2. Sports Journalism and its Multiple Environments

- ♦ Analyze the impact of sport on society
- ♦ Acquire in-depth knowledge of sports organizations
- ♦ Define the functions of the communication departments of sports companies
- ♦ Examine the changes in the management of sports companies
- ♦ Define the different areas of sports organizations
- ♦ Address the development of marketing and advertising in sports
- ♦ Delve into the history of sport

### Module 3. Specialization in Sports

- ♦ Identify the key to the development of a sporting event to provide the most accurate interpretation
- ♦ Analyze the ins and outs of the following disciplines: rugby, basketball, cycling, athletics, motor sports, tennis and golf
- ♦ Define the key to the regulations of sports disciplines with less media projection
- ♦ Advance in the specialization in multisport matters

- ♦ Define patterns for optimal content distribution
- ♦ Specify the chronicle guidelines according to each sport discipline
- ♦ Examine the performance of prestigious events such as the U.S. Masters in golf, the Davis Cup in tennis and the Grand Tours in cycling

### Module 4. Sports Language

- ♦ 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 Diploma in Sports Journalism 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.



“

*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

“

*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

“

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

## Management



### Mr. Pérez Zorrilla, Carlos

- ♦ 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

### Ms. Chávez González, Luisa María

- ♦ 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

- ♦ 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. Palomo Armesto, Álvaro

- ♦ 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

### Mr. García Collado, José Enrique

- ♦ 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



Tuesday, March 28 15:30

# SPORTS NEWS

- HOME
- FOOTBALL
- BASKETBALL
- TENNIS
- BASEBALL
- GOLF
- MOTORSPORT
- YACHTING
- WINTER
- OTHERS

### HORSE RACING

## Live Reportage from Continental Cup

11:54 AM

### LIVE STREAMING

## Spain vs Argentina

Monday, March 27 13:00

### FITNESS

## Endurance Training

11:54 AM

### TENNIS

## Anna Robbins rises to the Top 10

11:54 AM

### LATEST NEWS

- TENNIS**  
**Latest Tennis Player Rankings Brings Major Surprises**  
Tuesday, March 28 15:21 | by Simon Barn | 32 Comments
- OTHERS**  
**Speed Skating on the Rise in Popularity Rank**  
Tuesday, March 28 15:14 | by Emily Sanders | 20 Comments
- CHESS**  
**Best Chess Camps for Kids around the World**  
Tuesday, March 28 15:05 | by Hillary T. Rose | 5 Comments

### HEALTH & FITNESS

- FITNESS**  
**The Most Effective Exercises for Your Gym Workouts**  
Tuesday, March 28 12:00 | by Jessica Simmons | 15 Comments
- HEALTH**  
**The Magic Formula for Staying Energized and Focused**  
Monday, March 27 11:20 | by Emily Sanders | 12 Comments
- TECHNOLOGY**  
**We Compare Top Wearable Tech**  
Monday, March 27 11:09 | by Robert Dow | 19 Comments

### INTERVIEWS

- Living life to the fullest as a professional athlete**  
Life and sports balance is harder than it seems. We chat with women's volleyball star Jessica Simmons.
- Ready for an offer**  
After spending four years in a league, he is now ready for a new contract. Football player from Edinburgh Matthew Lee.
- How to Have a Beach Body**  
Well, have a body and go to the beach right? Not so really as all know we work more than that. Explains fitness coach Emily Sanders.

04

# Structure and Content

The contents of this specialization diploma have been developed by the different professors on this course, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts in Sports Journalism.

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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*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 Journalism

- 1.1. The Present and Future of Sports Journalism
  - 1.1.1. New Trends and the Current Market
    - 1.1.1.1. Tendency to Specialize in Microjournalism. Niche Journalism
      - 1.1.1.1.1. Journalism with 'Surnames' (from All-rounder to Specialist)
      - 1.1.1.1.2. Specialist Credibility
    - 1.1.1.2. Transmedia Storytelling
    - 1.1.1.3. Hyperlocalism and Globalization
    - 1.1.1.4. Innovation in Themes and Approaches
  - 1.1.2. The Multimedia Journalist
    - 1.1.2.1. One Function, Many Supports to Perform It
      - 1.1.2.1.1. The Press (Radio, TV, Online, Social Media)
    - 1.1.2.2. Similarities and Differences between Each Medium
  - 1.1.3. The User: Core of Content Production and Management Model
  - 1.1.4. The Evolution of Newsrooms
    - 1.1.4.1. Independent and Mixed Newsrooms
  - 1.1.5. Freelancers
  - 1.1.6. Reporters and Special Correspondents
  - 1.1.7. Crowdfunding
  - 1.1.8. e-Commerce
- 1.2. The Sources
  - 1.2.1. The Agenda
  - 1.2.2. Non-Specialization Agencies
  - 1.2.3. Representative Agencies
  - 1.2.4. The Relationship with Athletes
    - 1.2.4.1. Soccer Players and their Cloud
    - 1.2.4.2. Participants of Minority Sports
  - 1.2.5. "Off the Record"
- 1.3. Documentation
  - 1.3.1. Documentation in Different Medias
  - 1.3.2. How and Where to Look for Non-Specialization
- 1.4. Ethics and Journalistic Deontology
  - 1.4.1. General Ethical Principles
    - 1.4.1.1. The Value of Impartiality
  - 1.4.2. Specialized Ethics
  - 1.4.3. Misleading Marketing? Subliminal Advertising?
  - 1.4.4. Educational Responsibilities
- 1.5. Genres and Styles
  - 1.5.1. Creativity Techniques. Breaking the Mold
  - 1.5.2. The Chronicle as a Star Genre
  - 1.5.3. On the Radio
  - 1.5.4. On Television
  - 1.5.5. Online
- 1.6. Disabled Sports and the Emergence of Women's Sports
  - 1.6.1. Sport and Disability in Europe and Spain
  - 1.6.2. Minority Sports in the Press
  - 1.6.3. The Sportswoman and Journalist
- 1.7. International Dimension of Sport
  - 1.7.1. Sport as an Integrative Tool
  - 1.7.2. Sports and Propaganda
- 1.8. Official Club Media
  - 1.8.1. Social Media Profiles
    - 1.8.1.1. The Athlete, a New Source of Non-Specialization in New Media
  - 1.8.2. F.C. Media Barcelona, Real Madrid, Atlético de Madrid Soccer Clubs
    - 1.8.2.1. Direct Access to Key Players
  - 1.8.3. The Effects of the Coronavirus on the Development of Press Conferences and the Mixed Zone
- 1.9. Communication Offices
  - 1.9.1. Communication Strategies to Create a Good Reputation and Brand Image
  - 1.9.2. Communications Offices of Sports Institutions
    - 1.9.2.1. Access to Interviews
- 1.10. History of International Sports Journalism
  - 1.10.1. History of International Journalism
  - 1.10.2. Major International Sports Medias



## Module 2. Sports Journalism and its Multiple Environments

- 2.1. The Social Environment of Sport
  - 2.1.1. Social Aspects Related to Sport. Sports Sociology
  - 2.1.2. Sport, a Phenomenon of Enormous Sociocultural Impact
- 2.2. The Social Environment of Sport
  - 2.2.1. Sports Economics
  - 2.2.2. Sports-Related Professions and Sports Professionals
- 2.3. Sports Management
  - 2.3.1. Sports Business Management
    - 2.3.1.1. Structure and Organization of the Sports Company
    - 2.3.1.2. Organization Chart and Task Distribution
  - 2.3.2. Sport Club Management
  - 2.3.3. Amateur and Professional Sport Organization
    - 2.3.3.1. Levels of Competition
  - 2.3.4. High Performance
  - 2.3.5. Business Ethics
  - 2.3.6. The Contribution of New Technologies
    - 2.3.6.1. Mobile Applications for Booking Facilities
- 2.4. The Fundamentals of Sports Organization
  - 2.4.1. Functional Structure and Governing Bodies
    - 2.4.1.1. The Role of the Federations
    - 2.4.1.2. Sports Corporations
    - 2.4.1.3. Sports Clubs
- 2.5. Sports Law
  - 2.5.1. Legal Foundations of Sport
  - 2.5.2. Athlete Recruitment
    - 2.5.2.1. From the Right of First Refusal to the Termination Clause
    - 2.5.2.2. Athletes' Contracts
    - 2.5.2.3. Image Copyrights
    - 2.5.2.4. The Representatives

- 2.5.3. Sports Associations and Clubs
- 2.5.4. Auditing of Sports Federations
- 2.5.5. Civil Liability
- 2.6. Communication Management in the Field of Sports
  - 2.6.1. Communication Management Skills
    - 2.6.1.1. Leadership (The Natural Leader)
    - 2.6.1.2. Decision-Making
    - 2.6.1.3. Negotiation
    - 2.6.1.4. Crisis Management
  - 2.6.2. Internal and External Corporate Communication
  - 2.6.3. Ways to Lead and Team Build
- 2.7. Sports and Health
  - 2.7.1. National Anti-Doping Plan
  - 2.7.2. Principles of Sports Medicine. Traumatology
    - 2.7.2.1. The Most Commonly Used Medical Terms in the Sports Press and the Most Frequently Occurring Injuries
  - 2.7.3. Occupational Hazard Prevention
  - 2.7.4. Safety During the Practice of Sports
- 2.8. Sports Psychology
  - 2.8.1. Relevance and Functions of Psychology in Sport
  - 2.8.2. Psychology and Sports Performance
- 2.9. Sports Advertising and Sponsorship
  - 2.9.1. The Relevance of Marketing in the World of Sports
  - 2.9.2. Commercial Marketing Techniques Applied to Sports Journalism
    - 2.9.2.1. Sale of Advertising in the Press, Radio, TV and Online
  - 2.9.3. *Branding*
    - 2.9.3.1. Brand Image
    - 2.9.3.2. Creating Your Own Brand
    - 2.9.3.3. Communication Requirements The Keys to Success
  - 2.9.4. Profitability Risk
  - 2.9.5. Measuring the Return on Investment
  - 2.9.6. Sports Foundations
- 2.10. Sport as Mass Entertainment
  - 2.10.1. The Importance of Sport as Mass Entertainment







### Module 3. Specialization in Sports

- 3.1. Content Management and Rugby Specialization
  - 3.1.1. Content Distribution
  - 3.1.2. Specialization vs. Generalization
  - 3.1.3. Style: Jargon, Neologisms and Foreign Expressions
  - 3.1.4. The Ins and Outs of Rugby
  - 3.1.5. How to Deal with a Data Sheet
  - 3.1.6. Other Rules and Concepts Necessary for a Specialist
  - 3.1.7. The World Cup
  - 3.1.8. The Six Nations
  - 3.1.9. Chronicle and News Processing
- 3.2. Specialization in Basketball
  - 3.2.1. Introduction
  - 3.2.2. FIBA Basketball vs. NBA Basketball
  - 3.2.3. Main Violations
  - 3.2.4. Other Considerations
  - 3.2.5. Types of Collective Defences
  - 3.2.6. NBA Overview/Draft
  - 3.2.7. Test the Market
  - 3.2.8. The Chronicle of Basketball
  - 3.2.9. Other Journalistic Genres
- 3.3. Specialization in Cycling
  - 3.3.1. Introduction
  - 3.3.2. Brief Dictionary for Cycling
  - 3.3.3. Peculiarities of the Chronicle in Cycling
  - 3.3.4. How to Decipher the Classifications
  - 3.3.5. UCI World Tour
  - 3.3.6. Track Cycling
- 3.4. Specialization in Athletics
  - 3.4.1. Introduction
  - 3.4.2. Small Dictionary of Athletics Terms
  - 3.4.3. Stylistic Recommendations
  - 3.4.4. The Chronicle of Athletics

- 3.4.5. Results and Data Bank
- 3.4.6. Main Competitions
- 3.4.7. Records
- 3.4.8. Doping
- 3.5. Specialization in Motor Sports
  - 3.5.1. Introduction
  - 3.5.2. Specialization in Motorcycle Racing
  - 3.5.3. Small Dictionary of Motorcycling Terms
  - 3.5.4. The Chronicle of Motorcycling
  - 3.5.5. Specialization in Formula 1
  - 3.5.6. Small Dictionary of Formula 1 Terms
  - 3.5.7. The Chronicle of Formula 1
  - 3.5.8. Rally The Importance of Dakar
  - 3.5.9. World Rally Championship (WRC)
- 3.6. Specialization in Tennis
  - 3.6.1. Introduction
  - 3.6.2. Brief Dictionary of Tennis Terms
  - 3.6.3. Keys to the Chronicle in Tennis
  - 3.6.4. Scoring System in the Rankings
  - 3.6.5. The Tennis Court
  - 3.6.6. Tennis in the Olympics
  - 3.6.7. Davis Cup
  - 3.6.8. Fed Cup
- 3.7. Specialization in Golf
  - 3.7.1. Introduction
  - 3.7.2. Brief Dictionary of Golf Terms
  - 3.7.3. Golf Course
  - 3.7.4. Major Tournaments
  - 3.7.5. The Chronicle of Golf
  - 3.7.6. Interpretation of the Results
  - 3.7.7. Golf in the Olympics
- 3.8. Other Sports I
  - 3.8.1. Introduction
  - 3.8.2. Chess
  - 3.8.3. Mountain Climbing
  - 3.8.4. Badminton
  - 3.8.5. Handball
  - 3.8.6. Beach Handball
  - 3.8.7. Baseball
  - 3.8.8. Biathlon
  - 3.8.9. Boxing
  - 3.8.10. Cricket
  - 3.8.11. Curling
  - 3.8.12. Duathlon/Triathlon
  - 3.8.13. Fencing
  - 3.8.14. Skiing
  - 3.8.15. American Football
- 3.9. Other Sports II
  - 3.9.1. Beach Soccer
  - 3.9.2. Indoor Soccer
  - 3.9.3. Artistic Gymnastics
  - 3.9.4. Rhythmic Gymnastics
  - 3.9.5. Weightlifting
  - 3.9.6. Equestrian
  - 3.9.7. Ice Hockey
  - 3.9.8. Field Hockey
  - 3.9.9. Rollerskate Hockey

- 3.9.10. Judo
- 3.9.11. Karate
- 3.9.12. Wrestling
- 3.9.13. Swimming
- 3.9.14. Synchronized Swimming
- 3.9.15. Padel
- 3.9.16. Paralympic Sports
- 3.9.17. Skating
- 3.9.18. Canoeing
- 3.10. Other Sports III
  - 3.10.1. Polo
  - 3.10.2. Rowing
  - 3.10.3. High Jump
  - 3.10.4. Skeleton
  - 3.10.5. Snooker
  - 3.10.6. Surfing
  - 3.10.7. Table Tennis
  - 3.10.8. Shooting
  - 3.10.9. Taekwondo
  - 3.10.10. Horse Racing
  - 3.10.11. Sailing
  - 3.10.12. Volleyball
  - 3.10.13. Beach Volleyball
  - 3.10.14. Water Polo

## Module 4. Sports Language

- 4.1. The Language of Sports, a Universal and Language-Expanding Environment
  - 4.1.1. Sports Language and Common Language
  - 4.1.2. Sports Language in Other Means of Journalism (Politics, Economics)
- 4.2. Foreign Voice in Sport
  - 4.2.1. Etymology, Uses and Abuses
- 4.3. Word Creation Lab
  - 4.3.1. Sports Neologisms
- 4.4. Non-Specialization and Entertainment with Words
- 4.5. Fertile Ground for Metaphors
  - 4.5.1. Straddling between Journalism and Literature
- 4.6. Room for Improvement: Common Lexical Inappropriacies and Other Avoidable Mistakes
  - 4.6.1. Semantic Word Confusion
  - 4.6.2. Clichés and Commonplaces
  - 4.6.3. Colloquialisms and Profanities
- 4.7. Language and Violence in Sporting Events
- 4.8. Inclusive Language
- 4.9. Responsible Use of Words: Style Guides
- 4.10. Responsible Use of Words: Use and Terminology Dictionaries
  - 4.10.1. Other Tools and Resources for Further Learning



*A comprehensive specialized program that will take you through the necessary knowledge to compete with the best in your profession”*

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



“

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

This **Postgraduate Diploma in Sports Journalism** contains the most complete and up-to-date educational program the market.

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

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

Title: **Postgraduate Diploma in Sports Journalism**

Official N° of Hours: **600 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  
online training  
development language  
virtual classroom

**tech** technological  
university

**Postgraduate Diploma  
Sports Journalism**

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **8h/week**
- » Schedule: **at your own place**
- » Exams: **online**

# Postgraduate Diploma Sports Journalism

Endorsed by the NBA

