



## Sports Journalism – Enhancing value through reporting

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**Abstract** : *Sports journalism is a new lucrative field of career which is gaining popularity these days. Sport journalism is becoming fashionable in thing with sports followers as several young people are taking sport journalism as a career. But this new avenue of journalism is not that easy as it appears. There are several vital links a new journalist has to acquire before taking the career seriously. The sporting field is full of commercial avenues & the sport is losing its ethos every sporting activity is becoming more entertainment orientated rather than value oriented this paper brings in the issues connected with sports journalism & also considered the impact of entertainment value on sports journalism.*

**Key words:** *Sports journalism, spotlighting values of sport, framing sports journalism policy.*

### Introduction

There was a time when sports journalism was dismissed as the 'toy department' by some disparaging news desks. Yet ever since television began beaming sports events into people's homes the sector has grown in relevance and with it the importance of the sports writer. Fans spend thousands on travel and season tickets; companies spend millions on advertising or television rights; governments spend billions on infrastructure for international events. (Robinson Michael – how to make career in sports journalism 2013). Sports writers work to some of the tightest deadlines in journalism and are still expected to uphold all the same professional, legal and

ethical standards, so having that solid foundation of what it means to be a reporter is fundamental. Sports reporting could take a journalist anywhere. The skills and knowledge for journalists are exactly the same as sports journalists. In fact, according to James Toney, some are even more relevant when writing about sport. (Robinson Michael – how to make career in sports journalism 2013).

### Requirements of a Sports Journalist

1. A sports journalist is required to have complete awareness about media laws & regulations
2. A sports journalist is required to have knowledge about



- Shorthand writing so that he can write down quickly.
3. A sports journalist is required to have complete knowledge over specific Sport / its rules / its importance /
  4. A sports journalist is required to have knowledge over the venue where the sport is being played he should know its historicity , its inheritance . its importance as an avenue for play
  5. A sports journalist is required to have knowledge about Spectators viewpoints / demands of the sports fans.
  6. A sports journalist is required to have knowledge about Sport policy designed .
  7. A sports journalist is required to have information about Sport organizations policy / frameworks schedule of play, sporting tactics involved etc( Amal dutta -Sport & career in journalism – new aspects 2013 ).
  8. A sports journalist is required to have Passion towards work & dedication as a sports journalist. Unless a sports journalist displays these qualities he will not be able to become a good sport journalist  
(Robinson Michael – how to make career in sports journalism 2013).
  9. It involves travelling hence he should be able to consider his travelling to gather information about the venue player s personal thoughts the opinion of the experts etc., he should be tactical in collecting these information as he would be very much interested
  10. He would be very much blame for writing analytical hence several sports journalist try to woo the player / organization by writing / reporting in a regular way but journalism involves critical approach as well he should be knowing the loophole of the team like lack of training , lack of cohesion among players / coaches , tussles with players or sporting organizations which might have negative effects of performances
  11. A sports journalist carries a lot of good ethical messages & respectability to his country meant hence he should not be biased he should be direct & not a sycophant. Multimedia networking social networking. ( Amal dutta -Sport & career in journalism – new aspects 2013).

### Work nature of a journalist

1. Interviewing players / coaches / sporting club officials
2. Covering live sport events with gusto
3. Reporting over TV in local / English language / multiple languages
4. Participating in sports debates over TV or media
5. Attending sports press meets
6. Reading sports columns regularly
7. Gaining the traditional and new media skills needed to work in sports journalism.



8. Learn how to manage print, broadcast, online and social media
9. Benefit from links to major broadcasting and newspaper organizations and major sports clubs.
10. Gaining work placements at sports organizations and media sports department

### Sports Journalism Ethics

The following ethics are needed while reporting / writing on sporting events:

Not interfering with the personal life of a player

Not criticizing the player with vengeance

Not blaming the specific player for poor performance of the team

Not writing about personal desires, food, fashion details of the player

Not pointing to the marital / other status of the player which would harm his performance

Not retaliating against any player through writings

Not using high sycophancy words for a selected player.

Not over focusing any single player

Not intervening in organizational matters

Not forsaking ethical values for money

**Conclusion:** Sports journalism is a achievable option with a wide range of options for youth & sports

followers to pursue. A strong interest in the area of sport appreciation of the subject of sports combined with an understanding of the need for a critical & analytical approach is needed for a sports journalist. Besides one should have a strong resolution to make the future in the area is needed. without losing his individuality without harboring without forsaking nation's pride & without damaging the player's personal life one should work with integrity. This profession is full of challenges but a journalist should combat the hardships with dignity & professional ethos.

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