



What you'll study on the Sports Journalism Advanced Course

This course teaches multi-platform sports journalism.

Modern sports journalists need to be versatile. They don't just write for newspapers any more.

So our modules also teach you how to:

- Cover matches and events for the web and for radio / podcasts - and decide which stories go where
- Write for other platforms like SMS alerts, news tickers, e-mail bulletins
- Transfer stories from one platform to another
- Upload stories to the web and establish reader dialogue

The Sport Journalism Modules marked * cover the multi-platform aspects. There are separate Modules for Spoken Journalism.

Subjects will not necessarily be done in the order below.

SPORTS JOURNALISM

- A sports journalist's job and qualities*
- Copy presentation*
- Notebook discipline
- Contacts book
- House style
- Contacts and how to make them*
- Interviewing - face to face and by phone*
- Newspaper terminology
- How to write in newspaper style*
- The intro
- Story construction*
- Use of quotes
- Writing fillers
- Ethics and the PCC Code of Conduct
- Reference sources
- Match reports*

- Human interest stories
- Feature writing
- Working from press releases and handouts
- Covering press conferences and speeches
- Schools and sports clubs involving children
- Job finding
- Your CV
- Preparing for job interviews
- The freelance sports journalist:
 - Identifying suitable markets
 - Analysing markets
 - Coming up with original story ideas
 - Making a sale
 - Getting paid and keeping records

SPOKEN JOURNALISM

- Visualising your listener
- Posture and breathing
- Microphone techniques
- News flashes
- Headlines
- Copy stories
- Voicers
- Tasters
- Live reports
- Interviews
- Questions and answers
- Packages

SHORTHAND

- The Teeline alphabet
- Joining up letters
- The Vowels
- Blends and shortcuts
- More blends and shortcuts
- The C Factor
- Word beginnings
- Word endings
- Writing figures
- Exercises
- Speed development

PUBLIC AFFAIRS: CENTRAL GOVERNMENT

- The UK constitution
- The Monarchy
- Parliament at Westminster
- The legislative process at Westminster
- Devolution
- The UK Government
- The political process
- Elections
- The European Union
- The NHS
- Social welfare services
- Employment, training and economic development
- Industry and commerce
- The Utilities
- The Treasury
- The Home Office
- Culture, Media and Sport
- International relations and defence

PUBLIC AFFAIRS: LOCAL GOVERNMENT

- How different authorities are structured and what they do
- Councillors and officers
- Decision making, information and quality
- Propriety and ethics
- Elections
- External relations and controls
- Finance
- Housing
- Education
- Town and country planning
- Personal social services
- Emergency services
- Environmental health and consumer protection
- Highways, transport and leisure

LAW (Separated as: Law 1, Court Reporting; and Law 2, General Reporting)

- Introduction
- Copyright
- Confidentiality
- Inquests
- Defamation

- Children involved in crime and the courts
- Sexual offences
- Judicial Proceedings Act 1926
- Public Order Act 1986
- Classification of crimes
- Criminal prosecution process
- Contempt of court
- Photography in and around court
- Ethics and the PCC Code of Conduct
- Employment Tribunals
- Official Secrets Acts
- Rehabilitation of Offenders Act 1984
- Wards of Court
- Covering elections
- Journalist's sources
- Divorce law
- Magistrates Court and Crown Court procedures
- Magistrates Court reporting restrictions
- Court appeals procedures
- Admissions to courts
- Challenging courts
- Human Rights Act 1998
- Freedom of Information Act
- Data Protection Act
- Civil Courts
- Bankruptcy law
- Witness anonymity in court