



Savitribai Phule Pune University
(formerly University of Pune)

Department of Physical Education
under the
Faculty of Inter-disciplinary Studies

Syllabus for
Certificate Course in
Media Application in Sports
(C. C. M. A. S.)

Credit System
(Academic Year 2021-2022)

CERTIFICATE COURSE IN MEDIA APPLICATION IN SPORTS

OBJECTIVES: -

- To enable student to understand the role of media in sports.
- To enable students to explore the various means of media.
- To enable students to understand the basics of media and communications.
- To acquaint student with the practical knowledge of multimedia content creation.
- To enable student to prepare a report of sport event and to write an reporting draft

DURATION :-

- The duration of the course shall be of three months. (180 hours)
- Each working day shall consist of three hours.

ELIGIBILITY FOR ADMISSION:-

- Minimum XII Std. or equivalent examination passed from Govt. Board
- **Age Limit :-** 18 to 60 Years (Both inclusive)
- **Intake Capacity :-** 50 Students

COURSE FEE :-

Category		Sub - Category	Fees to be paid
A	Students who have been admitted in Savitribai Phule Pune University or Its affiliated Colleges	A-1 : Indian Students	Rs. 7,500/- (Rupees Seven Thousand Five hundred only)
		A-2 : International Students	Rs. 22,500/- (Rupees Twenty-Two thousand Five hundred only) *International Students should apply through International Centre, SPPU.
B	Others (Indian Nationals : Not included in above A-1 & A-2 Category)	B-1 : Indian Nationals	Rs. 15,000/- (Rupees Fifteen Thousand Only)
		B-2 : International Candidates	Rs. 45,000/- (Rupees Forty-Five thousand only)

MEDIUM OF INSTRUCTION AND EXAMINATION :-

- Medium of instruction will be in Marathi and /or English and question papers shall be set in Marathi and English.

ELIGIBILITY FOR APPEARING AT CERTIFICATE COURSE IN MEDIA

APPLICATION IN SPORTS EXAMINATION :-

Student should have at least 75% Attendance during the Course. He / She should complete all the practical and other related work expected in all parts of the syllabus. A student who misses more than 25% of the scheduled classes will not be allowed to appear for the exam.

General Instructions :

- The **Certificate Course in Media Application in Sports (C. C. M. A. S.)** consists of **12 credits**.
- One credit will be equivalent to 15 clock hours of student-teacher contact.
- Details of the theoretical and practical components are given in the structure of the program.
- Internal evaluation will follow Continuous Comprehensive Evaluation procedures. Internal evaluation should be done on every credit of each course or minimum two per course as decided by the teacher concerned.

RULES & REGULATIONS

The **Certificate Course in Media Application in Sports (C. C. M. A. S.)** will be awarded to a student who completes a total of 12 credits.

Each course will have

- 50 % of marks for Final Examination
- 50 % marks for Internal Assessment

Each core unit will have an Internal (continues) assessment of 50 % of marks and a teacher may select a minimum of two of the following procedures:

- Written Test
- Lecture / Library Notes
- Seminar Presentation
- Short Quizzes
- Assignments
- Field Work
- To pass a student shall have to get minimum aggregate 30% marks in each head of passing (i.e. internal assessment and final examination) and minimum aggregate 40% marks in each course.
- Internal assessment answer book may be shown to the students concerned but not the final examination answer scripts.

- While marks will be given for all examinations, they will be converted into grades. The final grade sheets and transcripts will have only grades and grade-points average.
- To pass a student shall have to get minimum aggregate 40% marks (E and above on grade point scale) in each course.
- The system of evaluation will be as follows: Each assignment/ test will be evaluated in terms of marks. The marks for separate assignment and the final examination will be added together and converted into a grade and later grade point average. Results will be declared after the final examination which will give grades, grade point average and the Final Grade.

EVALUATION SCALE FOR INDIVIDUAL SUBJECT

<u>Percent</u>	<u>Grade</u>	<u>Grade Points</u>
80 to 100	O : Outstanding	10
70 to 79	A+ : Excellent	09
60 to 69	A : Very Good	08
55 to 59	B+ : Good	07
50 to 54	B : Above Average	06
45 to 49	C : Average	05
40 to 44	P : Pass	04
00 to 39	F : Fail	00
--	Ab : Absent	00

The formula for conversion of Grade point average (GPA) into the final grade

09.00	-	10.00	-	O
08.50	-	08.99	-	A+
07.50	-	08.49	-	A
06.50	-	07.49	-	B+
05.50	-	06.49	-	B
04.25	-	05.49	-	C
04.00	-	04.24	-	P
00.00	-	03..99	-	F

$$CGPA = \frac{\sum (\text{Grade Points} \times \text{Credits})}{\sum (\text{Earned Credits})}$$

STRUCTURE OF THE COURSE :-

Part	Subject Code	Subject Name	Hours	Credits
I Theory	MAS-1	Foundation of Spots Culture	30	02
	MAS-2	Basics of Media & Communication	30	02
	MAS-3	Sports & Multimedia Storytelling	30	02
	MAS-4	Sports Journalism	30	02
	Total Part-I			120
II Practical	MAS-5	Sports Multimedia Production (Practical)	60	04
	Total Part-II			60
Total Course			180	12

SYLLABUS

MAS – 1 : Foundation of Sports Culture

CREDIT 1

- Definition, Meaning, & Scope of Sports and games.
- Nature of sports and games (Recreation and competition)
- Forms and Types of Sports
- Historical background of sports
- Continental background of Sports Culture
(America, Europe, Australia, Africa, Asia)

CREDIT 2

- Nature and scope of sports competitions (Competition structure)
(World Championship, Olympic games, Commonwealth games, Asian games, National games & Khelo India)
- Sports & Globalization
- Sports Industry
- Sports and politics
- Sports and National Integrity
- Ethics in sports

MAS – 2 : Basics of Media and Communication

CREDIT 1

- Communication: Definition and scope
- Approaches to Communication
- Classifying Communication
- Basic models of Communication
- What is Mass Communication? Definition and Process
- Characteristics of Mass Communication
- Theoretical Approaches to Mass Communication
- Mass Communication in India

CREDIT 2

- Connotation and Denotation
- Concept of Media Text
- Types of Media text
- Decoding Media Messages
- New Media: Scope and Definition
- Theorizing New media: What is 'New'
- Comparing 'New' and the 'Old'
- New Media: Characteristics and applications

MAS – 3 : Sports and Multimedia Storytelling

CREDIT 1

- Introduction to Multimedia
- Concept of Multimedia Storytelling
- Important elements of Multimedia Storytelling
- Multimedia storytelling in Sports: Ideas and Examples
- Understanding the importance of Idea, Structure and Audience
- Understanding Visuals
- Understanding Audio
- Story, narration and point of view

CREDIT 2

- Basic Principles of Visual Communication
- Type of shots and angles
- Creating a sequence
- Basics of Editing
- Introduction to render forest and Canva
- Introduction to OBS
- Introduction to Animoto
- Editing Application: Power director

MAS – 4 : Sports Journalism

CREDIT 1

- Meaning and definitions of Journalism
- Ethics of journalism, importance of Sports as a news beat.
- General news reporting and Sports reporting, Sports organizations and Sports journalism
- Role of journalism in the field of Physical Education: Sports as an integral part of Physical Education; Qualities and duties of a Sports journalist.
- Basic understanding about the journalistic processes for content production and its circulation
- Knowing and understanding various journalistic content formats and its use for Sports coverage
- Understanding data and statistics related to Sports as reference material.
- Content creation- content curation- content management.

CREDIT 2

- Basic homework for Sports writing
- Writing Sports for Print media: Writing sports features and sports columns; Special sports pages and sports supplements for newspapers
- Visualizing sports statistics for print media; Sports magazines and their specialties; Game-specific sports magazines and related organizational practices
- Sports packages for audio-visual media; Preparing for Sports Commentary; Covering sports for audio-visual media; Live interviews and panel discussions for sports. Data- visualization techniques for sports presentations and their proper use, Reporting Sports Events, National and International Sports News Agencies

MAS – 5 : Sports Multimedia Production (Practical)

CREDIT 1

- Sports Bulletin Production for a competition
- Interviews and Live Interviews for local sports events

CREDIT 2

- Live Commentary Practicing
- Audio-visual Content Production: Sports Overview / Sports Profile / Personality Profile

BOOKS FOR REFERENCE:-

- Ahiya B.N. (1988) Theory and Practice of Journalism: Set to Indian context Ed3. Delhi : Surjeet Publications
- Ahiya B.N. Chobra S.S.A. (1990) Concise Course in Reporting. New Delhi: Surjeet Publication
- Berger, A. A. (1989). Seeing Is Believing: An Introduction to Visual Communication. Mayfield Publishing Company, 1240 Villa Street, Mountain View, CA 94041..
- Bhatt S.C. (1993) Broadcast Journalism Basic Principles. New Delhi. Haranand Publication
- Dhananjay Joshi (2010) Value Education in Global Perspective. New Delhi: Lotus Press.
- Fiske, J. (2010). Introduction to communication studies. Routledge.
- Flew, T. (2008). New media: An introduction. Oxford University Press.
- Gitner, S. (2015). Multimedia storytelling for digital communicators in a multiplatform world. Routledge.
- Green, L. (2010). The internet: an introduction to new media. Berg.
- Kannan K (2009) Soft Skills, Madurai: Madurai: Yadava College Publication
- Kobre, K. (2012). Videojournalism: Multimedia Storytelling. Taylor & Francis.
- Kumar, K. J. (2000). Mass communication in India. Jaico publishing house.
- Millerson, G. (2013). Video production handbook. CRC Press.
- Milne, E. J., Mitchell, C., & De Lange, N. (Eds.). (2012). Handbook of participatory video. Rowman & Littlefield.
- Mohit Chakrabarti (2008): Value Education: Changing Perspective, New Delhi: Kanishka Publication,.
- Padmanabhan. A & Perumal A (2009), Science and Art of Living, Madurai: Pakavathi Publication
- Rayudu C.S. (2010) Communication, Himalaya Publication.
- Shiv Khera (2002), You Can Win, New Delhi: Macmillan India Limited.
- Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (Eds.). (2004). Handbook of visual communication: Theory, methods, and media. Routledge.
- Varma A.K. (1993) Journalism in India from Earliest Times to the Present Period. Sterling publication Pvt. Ltd.
- Venkataiah. N (2009) Value Education,- New Delhi: APH Publishing Corporation. 43
- Horne, J., Tomlinson, A. & Whannel, G.(1999). Understanding Sport: An introduction to the sociological and cultural analysis of sport. Spon Press, London.
- Coakley, J. (2004). Sports in society: Issues & Controversies(EDs.) McGrawHill, Singapore.
- Freeman, W.H.(2011). Physical Education, exercise, and sport Science: in changing society. Jones & Bartlett.
- Singh, A., Bains, J., Gill, J. & Brar, R.(2003). Essentials of Physical education . Kalyani Publishers, New delhi.