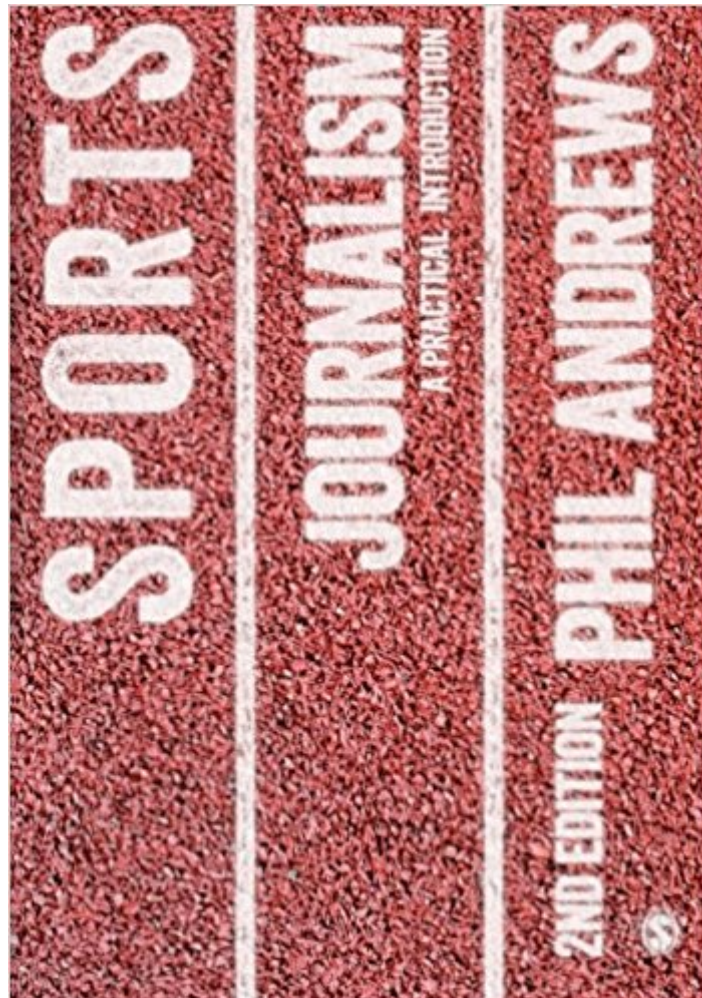




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Sports Journalism: A Practical Introduction



Synopsis

The sports journalist of today needs to be well equipped for the digital age. From the challenges of minute-by-minute reporting to the demands of writing for online outlets, blogging and podcasting, sports journalism is now fully immersed in new and social media. *Sports Journalism: A Practical Guide* will give you the skills you need to navigate these new platforms, whilst also teaching you the basics of interviewing, reporting, feature writing for print and commentary for radio and television. This new edition now includes:

- New examples demonstrating the use of social media in sports journalism
- A new chapter on the current professional working practice of sports journalism, covering the skills required of agency and freelance journalists today
- A new chapter on sports public relations
- Expanded coverage of radio and television sports journalism, with more emphasis on commentary and multi-platform working
- Quotes from working journalists, offering valuable insights into the industry.

This book is a complete guide to the practice of sports journalism across all platforms: print, online, radio, television and social media sites.

Book Information

Paperback: 192 pages

Publisher: SAGE Publications Ltd; 2 edition (December 26, 2013)

Language: English

ISBN-10: 1446253384

ISBN-13: 978-1446253380

Product Dimensions: 6.7 x 0.4 x 9.5 inches

Shipping Weight: 14.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #592,129 in Books (See Top 100 in Books) #82 in [Books > Sports & Outdoors > Miscellaneous > Journalism](#) #425 in [Books > Reference > Encyclopedias & Subject Guides > Sports](#) #433 in [Books > Textbooks > Reference > Encyclopedias](#)

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Phil Andrews' book *Sports Journalism* is a must-have for students studying the business. It is detailed, readable, and up-to-date including plenty of information and tips on exploring the potential of online sports journalism. Essential reading on my course.--Charlie Lambert (08/08/2013)

Sports journalism: A Practical Introduction provides budding sports journalists with an ideal guide to the world of sports journalism. This simple to read and informative guide takes the reader on a detailed, practical and up-to-date journey through the various elements of practical sports journalism, from

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