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Sports Journalism: A Multimedia Primer (Paperback)

By Rob Steen

Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 2nd Revised edition. 242 x 172 mm. Language: English . Brand New Book. Sports Journalism is a comprehensive guide to the purpose, principles and practice of this unique profession. Now in a fully revised and updated second edition, including important new material on social media and the rise of on-line journalism, this is still the only book to explore the fundamentals of sports reporting across every media platform. Combining an introduction to practical skills, contextual discussion of the changing media environment, and important case studies, including the ground-breaking story of Lance Armstrong, the book covers key topics such as: * essential relationships in sports journalism - networking and the Sports Desk * print journalism for magazines, tabloids, broadsheets and the internet * live action - news, radio and television sports journalism * effective research - managing and accessing sources, information, statistics * practical skills for managing schedules and meeting deadlines * working with sports agents and PR professionals * getting the best from press conferences and interviews. Laced with revealing anecdotes from the author's own thirty years experience of domestic and international sport journalism, and including questions in each...



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