



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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Guest Lecture on "Dynamics of Sports Journalism Reporting" July 7, 2022

A Guest Lecture on “Dynamics of Sports Journalism Reporting” was organized on 7th July 2022 by Department of Journalism & Mass Communication for its students. The lecture was delivered by Senior Journalist Mr. Madan Jaira, who is a journalist of national repute. Presently, he is associated with Hindustan Times Group as National Bureau Chief, Hindustan, New Delhi.

He was welcomed by Prof (Dr) Ravi Kumar Gupta, Director, Maharaja Agrasen Institute of Management Studies and Prof (Dr) Vinita Gupta, HOD, Journalism & Mass Communication. Prof (Dr) Ravi Kumar Gupta presented him a Memento of the institute and Prof (Dr) Vinita Gupta gave him Plant sapling as a souvenir of respect and gratitude. All other faculty members were present at that moment on this occasion.

Mr. Madan Jaira started his lecture by directly asking some questions from students related to sports journalism. He tried to keep his lecture more interactive by involving the attention of students.

Mr. Madan Jaira told the students that sports journalism has wide scope these days. He explained that Sports journalism is a form of writing that reports on matters pertaining to sporting topics and competitions. It focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, including print, television broadcasting and the internet. As a sports journalist, one can expect a variety of job duties such as reporting game statistics, interviewing coaches and players, and offering game commentary.

He described that as a newspaper reporter one will be assigned to a 'beat'. One will then be required to gather news major and minor in that area. For collecting information on its rounds, one will have to develop contacts with different kinds of people, whether they be officials or citizens in non-official positions. One will be called 'upon to analyze and comment on any event or occurrence in that 'beat'. Thus, one will have to develop special reporting skills and concentrate most of their energies on the given subject. He told the students that in his mobile he is carrying more than 500 contacts who are well known to him and who are experts of different fields.

Having the experience of field reporting of more than three decades, he also shared his reporting

experiences with students. He shared many reporting tips with them. He also emphasized the changing need of reporting in the internet era. He said that research has become an integral part in the new era and reporters must be proficient in searching facts on google too. He emphasized the importance of Keywords in google search. He also said that getting reliable information from net search is of paramount importance these days.

He also emphasized that hard work always pays and there is no substitute for that. He suggested to the students that students should develop reading habits during their college days. Reading certainly enhances their knowledge that will be proved very beneficial when they start their career.

