

Post Graduate Diploma in Sports Journalism and Mass Communication

About the Programme

The PG Diploma in Sports Journalism and Mass Communication is a one-year full-time programme designed to meet the growing demand for specialized journalism and Mass Communication in the dynamic field of sports and media. Structured over two semesters, the course requires successful completion of 48 credits, with each semester comprising a minimum of 20 credits.

The programme offers a balanced blend of theoretical learning and hands-on practical training through regular classroom teaching, tutorials, field assignments, and production-based sessions. The Sports University of Haryana is dedicated to preparing future-ready media professionals who are equipped with contemporary knowledge, ethical values, and practical skills required to excel in the fast-paced media industry.

Programme Outcomes

Upon successful completion, students will be able to:

- Demonstrate an in-depth understanding of the principles, platforms, and audience behavior in Sports Journalism and Mass Communication.
- Apply core production and distribution techniques across print, broadcast, and digital media.
- Create and manage sports content across platforms like television, radio, online portals, and social media etc.
- Gain valuable industry exposure through internships in sports newsrooms, production studios, or media organizations.

Programme Specific Outcomes (PSOs)

Graduates of this programme will be capable of:

- Reporting, writing, and editing sports stories with journalistic accuracy and speed across multiple media platforms.
- Operating video and audio production tools, including scripting, shooting, editing, and post-production specific to sports content.
- Applying knowledge of rules, regulations, and sports organizations for comprehensive sports reporting.
- Using social media tools and analytics to effectively engage and grow sports audiences online.
- Analyzing the socio-political, cultural, and economic impact of sports media on national and international levels.
- Conducting research and data analysis using credible sources and visual storytelling techniques.

Curriculum Design

The curriculum is carefully crafted to meet industry expectations, integrating:

- News writing and reporting
- Sports broadcast production
- Digital media strategy
- Multimedia content creation
- Media laws and ethics
- Communication research methods

Vision

To emerge as a centre of excellence in Sports Journalism and Mass Communication by nurturing ethical, creative, and industry-ready media professionals who contribute meaningfully to a media-literate and knowledge-driven society.

Mission

- To offer a high-quality curriculum that merges theoretical foundations with real-world application.
- To instill critical thinking, ethical awareness, and creative storytelling.
- To ensure career readiness through internships, live projects, and field training.
- To foster research, innovation, and entrepreneurial skills in the sports media domain.

Salient Features of the Department

- State-of-the-Art Media Lab with digital editing suites and multimedia tools. (In Process)
- Comprehensive Curriculum including sports reporting, podcasting, photojournalism, documentary production, and commentary.
- Two Short-Term Internships with reputed media organizations.
- In-House Community Radio Station for live broadcast training and media experiments. (In Process)
- Support for Rural and Regional Students through remedial and language support.
- Guidance for Competitive Exams including UGC-NET, PhD., etc.

Scope and Career Opportunities

Graduates will be equipped for diverse roles, such as:

- Sports Reporters, Anchors, and Correspondents in TV, radio, and digital media
- Multimedia Journalists, Camerapersons, Video Editors, and Photojournalists
- Public Relations Officers and Media Consultants in sports bodies and federations
- Academicians and Researchers in journalism, media studies, and communication
- Independent Content Creators and Freelancers in sports journalism
- Media Teaching and Research

Contact Us

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