

# Journalism Book For B A In Urdu

My Trade Digital Sports Journalism Opportunities in Journalism Careers Who's Who of Canadian Women, 1999-2000 60 Years of Journalism Foundations of Community Journalism Press and Advertisers Year Book Exploring Journalism and the Media Basic Radio Journalism Fashion Journalism The Oregonian; Year Book of the University of Oregon The Journalist & 2 Shades of Grey Advancing the Story Editor & Publisher International Year Book British Qualifications 2017 A Handbook of Journalism The Mind of a Journalist Journalism Next A Desk Book of Style for the Daily Ohio State Lantern Routledge Handbook of Sports Journalism Encyclopedia of Journalism The Entrepreneurial Journalist's Toolkit Women in Mass Communication Journalism Understanding Journalism Sports Journalism Digital Transformation in Journalism and News Media AFGHANISTAN: History, Diplomacy and Journalism Journalism and Mass Communication 2020 International Year Book Number The Elements of Journalism The Handbook of Global Online Journalism Outcasts American Journalist and Author Blue Book Sports Journalism The College Blue Book British Qualifications 2016 Journalism The World Book Year Book The World book encyclopedia

## My Trade

The Handbook to Global Online Journalism features a collection of readings from international practitioners and scholars that represent a comprehensive and state-of-the-art overview of the relationship between

the internet and journalism around the world. Provides a state-of-the-art overview of current research and future directions of online journalism. Traces the evolution of journalistic practices, business models, and shifting patterns of journalistic cultures that have emerged around the world with the migration of news online. Written and edited by top international researchers and practitioners in the area of online journalism. Features an extensive breadth of coverage, including economics, organizational practices, contents and experiences. Discusses developments in online news in a wide range of countries, from the USA to Brazil, and from Germany to China. Contains original theory, new research data, and reviews of existing studies in the field.

### **Digital Sports Journalism**

Now in its 46th edition, *British Qualifications* is the definitive one-volume guide to every qualification on offer in the United Kingdom. With an equal focus on vocational studies, this essential guide has full details of all institutions and organizations involved in the provision of further and higher education and is an essential reference source for careers advisors, students and employers. It also includes a comprehensive and up-to-date description of the structure of further and higher education in the UK. The book includes information on awards provided by over 350 professional institutions and accrediting bodies, details of academic universities and colleges and a full description of the current framework of

academic and vocational education. It is compiled and checked annually to ensure accuracy of information.

### **Opportunities in Journalism Careers**

This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

### **Who's Who of Canadian Women, 1999-2000**

'Journalism' offers a wide-ranging introduction to journalism, which combines the experience and advice of practising journalists with insights gained by the academic study of journalism.

### **60 Years of Journalism**

The late James M. Cain was a newspaperman, playwright, and novelist. Although best known for his controversial novels (The Postman Always Rings Twice, Double Indemnity, Mildred Pierce, Serenade, The Butterfly, and Past All Dishonor), Cain always considered himself a journalist, a "newspaperman who wrote yarns on the side." The book includes some of

Cain's best articles and essays. The material is sometimes serious, sometimes humorous and provides a unique look at 60 years of history.

### **Foundations of Community Journalism**

### **Press and Advertisers Year Book**

### **Exploring Journalism and the Media**

Today's journalism and communication students need the tools to develop and maintain their own media businesses and freelance careers. In addition to mastering the basics of converged journalism practice, they need training in business entrepreneurship, mass communication and business law, and career and reputation management. The Entrepreneurial Journalist's Toolkit provides a solid foundation of multimedia journalism and also teaches readers to create solid business plans and develop funding proposals while maintaining high legal and ethical standards. This book details the process of pitching and working with clients, managing multi-platform communication campaigns to maximize reach, keeping the books, and filing taxes. It provides everything a new or experienced journalist needs to get started as a media entrepreneur.

### **Basic Radio Journalism**

The Third Edition of Women in Mass Communication

provides a new generation of students with an insightful examination of women in the journalism and mass communication professions. In this seminal volume, editors Pamela Creedon and Judith Cramer offer ideas and directions for improving the status of women—and men— working in the field.

### **Fashion Journalism**

This comprehensively revised and updated second edition of Fashion Journalism examines the vast changes within the industry and asks what they mean for the status, practices, and values of journalism worldwide. Providing first-hand guidance on how to report on fashion effectively and responsibly, this authoritative text covers everything from ideas generation to writing news and features, video production, podcasting, and styling, including advice on how to stay legally and ethically safe while doing so. The book takes in all types of fashion content – from journalism to branded content, and from individual content creation to editorial for fashion brands. It explores their common practices and priorities, while examining journalists’ claim to special status compared to other content producers. In conjunction with expanded theory and research, the book includes interviews with journalists, editors, bloggers, filmmakers, PRs, and brand content producers from the UK, the US, China, and the Middle East, to offer all a student or trainee needs to know to excel in fashion journalism.

### **The Oregana; Year Book of the University**

## **of Oregon**

The Third Edition of *Journalism Next: A Practical Guide to Digital Reporting and Publishing* is the most informed, practical, and succinct guide to digital technology for journalists. Author Mark Briggs' forward-thinking techniques and accessible style prepares today's journalists for tomorrow's media landscape transformations. Readers will learn how to effectively blog, crowdsource, use mobile technology, mine databases, and expertly capture audio and video to report with immediacy, cultivate community, and convey compelling stories. Briggs helps readers quickly improve their digital literacy by presenting the basics and building on them to progress towards more specialized skills within multimedia. Readers will become equipped to better manage online communities and build an online audience. *Journalism Next* is a quick yet valuable read that provides a detailed roadmap for journalists to reference time and time again.

## **The Journalist & 2 Shades of Grey**

How do you decide what is a 'story' and what isn't? What does a newspaper editor actually do all day? How do hacks get their scoops? How do the TV stations choose their news bulletins? How do you persuade people to say those awful, embarrassing things? Who earns what? How do journalists manage to look in the mirror after the way they sometimes behave? The purpose of this insider's account is to provide an answer to all these questions and more.

My Trade, Andrew Marr's brilliant, and brilliantly funny, book is a guide to those of us who read newspapers, or who listen to and watch news bulletins but want to know more. Andrew Marr tells the story of modern journalism through his own experience. This is an extremely readable and utterly unique modern social history of British journalism, with all its odd glamour, smashed hopes and future possibility.

### **Advancing the Story**

Phil Andrews has written a timely and engaging book designed to meet the requirements of the growing number of courses on sports journalism. This text provides both a contextual and practical overview of sports journalism, including the organization and interdependence of broadcast, print, and digital media; how media coverage of sport is structured and prioritized; interviews, sources, and contacts; planning, researching, and covering an event; and writing news, features, profiles, etc.

### **Editor & Publisher International Year Book**

### **British Qualifications 2017**

### **A Handbook of Journalism**

hard-hitting --FILM REVIEW ANNUAL

## **The Mind of a Journalist**

What propels an individual into becoming a professional observer and chronicler of society, joining a group that is often targeted for criticism by the general public? Can a journalist really have an objective view of the world and the way it operates or do journalists each operate from a specific worldview, parts of which are held in common by all journalists? Do journalists feel they can become involved in normal social and civic activities, or is the world a detached storehouse of ideas for stories? Is the journalist most effective on the sidelines of society, or in getting involved in the action, or taking to the field as a referee or field judge? If journalists are so devoted to the ideals of objectivity, detachment, truth, and providing an accurate view of the world, why do so many of them leave journalism and move into public relations, media consulting, and advertising? These are just some of the issues explored in *The Mind of a Journalist: How Reporters See Themselves, Their Stories, and the World*. For students and would-be journalists, this book analyzes the rational processes journalists use in defining themselves, their world, and their relation to that world. Written by veteran journalist and noted professor Jim Willis, with many observations from working and recently retired journalists from both print and broadcast, the goal of the book is to put this discussion of journalist thinking into the classroom (alongside discussion of reporting and writing techniques). Ultimately, the book provides added insights to how journalists think and why they do what

they do. Features & Benefits: Included throughout the book are many observations/interviews from working journalists at such media outlets as: The Los Angeles Times, The Boston Globe, CNN, The Memphis Commercial-Appeal, WRTV Television in Indianapolis, and The Daily Oklahoman. A running single-story example (President's Bush's decision to invade Iraq in 2003) shows how the same story was treated by several different journalist mindsets, and thereby examining how these different mindsets defined the issues of truth, ethics, and legality for this story.

### **Journalism Next**

### **A Desk Book of Style for the Daily Ohio State Lantern**

A first for the world's greatest cartoon reporter, a collection of journalism, including articles on the American military in Iraq that have never been published in the United States Over the past decade, Joe Sacco, "our moral draughtsman" (Christopher Hitchens), has increasingly turned to short-form comics journalism to report from the sidelines of wars around the world. Collected here for the first time, Sacco's darkly funny, revealing reportage confirms his standing as one of the foremost war correspondents working today. In "The Unwanted," Sacco chronicles the detention of Saharan refugees who have washed up on the shores of Malta; "Chechen War, Chechen Women" documents the trial without end of widows in the Caucasus; and "Kushinagar" goes deep into the

lives of India's untouchables, who are hanging "onto the planet by their fingernails." Other pieces take Sacco to the smuggling tunnels of Gaza; the trial of Milan Kovacevic, Bosnian warlord, in The Hague; and the darkest chapter in recent American history, Abu Ghraib. And on a mission with American troops—pieces never published in the United States—he confronts the misery and absurdity of the war in Iraq. Among Sacco's most mature, accomplished work, Journalism demonstrates the power of our premier cartoonist to chronicle human experience with a force that often eludes other media.

### **Routledge Handbook of Sports Journalism**

Journalism as a discipline is becoming increasingly important today. It has to contend with new challenges such as the explosion of social media, heightened commercial competition in the mainstream media and the emergence of the media as a powerful actor in public policy and governance. The confluence of these factors calls for fresh thinking about the teaching and practice of journalism. A Handbook of Journalism: Media in the Information Age not only helps readers to understand today's media environment but also prepares them to face the existing challenges. Distinguished editors, experts, academics and journalists join to examine these challenges from various angles, including some of the major contemporary trends, issues and processes in governance, institutions, administration and

development, among others. The book fairly and objectively discusses a critical discipline that is at the crossroads.

### **Encyclopedia of Journalism**

The book (Afghanistan: History, Diplomacy and Journalism) you are studying is a summary of my research and work through the continuous years. My aim was to research about the occupation of Afghanistan by Great Britain, Russia and America in the recent centuries & resistance & defeat of Afghan nation journalism and factional publications in Afghanistan and to make research and analysis by using cultural and journalistic method about the historical occurrences from the rise of press up to the contemporary period (twenty first century) to author and publish it. In reality, this book covers the cultural possession of Afghanistan from the end of 19 century 1878/` 1257 up to the 2014, America and NATO forces withdraw from Afghanistan.

### **The Entrepreneurial Journalist's Toolkit**

Provides an overview of the profession, discusses educational requirements, and includes information on salaries, responsibilities, and employment outlook.

### **Women in Mass Communication**

Mass Communication is the process of exchanging information through the large segments of the people, in other words it is the mode of imparting and

exchanging the information to the wide range of people. It is one of the most creative carriers which attract lot of young minds these days. Mass Communication and Journalism mostly covers 3 areas i.e. Advertisements, Media and Public Relations. The revised edition of 'The Ultimate Guide for Journalism & Mass Communication" has been comprehensively designed that covers the syllabi of almost all the Mass Media Institutions/ Universities. The book is divided into 4 sections and each section is further divided into chapters with complete theory that has been synchronized with the syllabus. This book provides Section wise Practice i.e. each section is carried with 2 Section Tests in order to clear all the queries regarding the subjects simultaneously. In order to make candidates acquainted with latest pattern of the examination ample amount of MCQs have been provided in the book moreover, for complete practice Previous Years' Solved Papers [2019-2015] and 3 Practice Sets have been provided in this book. Each question provided in the book is well explained in a lucid language which makes candidates to memorize the concepts easily and quickly. This book is highly useful for Bachelor of Journalism in GGSIPU and other (IIMC, MICA) prestigious Universities Entrance Examination. Thorough preparation done from this book will ensure the selection of the candidates in a good colleges

TABLE OF CONTENT Solved Paper 2019 – 2015, Mass Communication/Media Aptitude, General Awareness, English Language/Comprehension, Reasoning & Logical Deduction, Crack Sets (1-3), Answers to Section Tests & Crack Sets.

## **Journalism**

“An eminently useful text for television and Web journalism. No other text does such thorough job of integrating new media into traditional TV reporting. The authors' blog is a great way to keep updated and introduce current material into the class, and the online interactive workbook has some truly inventive exercises.” - Michael Cremedas, Syracuse University

This fully updated Third Edition of *Advancing the Story*, by Debora Halpern Wenger and Deborah Potter, builds on the essential strengths of the original text by providing clear instruction on reporting and producing for multiple platforms, real-world examples, advice from professional journalists and exercises to stimulate additional conversations. By focusing on the skills journalists need to leverage social media and capitalize on the use of mobile devices, the authors explore the role data-driven journalism is playing in the profession. Throughout the book, new screen shots, images, research and examples of broadcast and multimedia reporting bring concepts to life. Additionally, a greater emphasis on journalism ethics permeates the book, with each chapter now including a series of discussion starters to ensure that students consider the ethical implications of their journalistic decisions.

## **Understanding Journalism**

Now in its 47th edition, *British Qualifications 2017* is the definitive one-volume guide to every qualification on offer in the United Kingdom. With an equal focus

on vocational studies, this essential guide has full details of all institutions and organizations involved in the provision of further and higher education and is an essential reference source for careers advisors, students and employers. It also includes a comprehensive and up-to-date description of the structure of further and higher education in the UK. The book includes information on awards provided by over 350 professional institutions and accrediting bodies, details of academic universities and colleges and a full description of the current framework of academic and vocational education. It is compiled and checked annually to ensure accuracy of information.

### **Sports Journalism**

Understanding Journalism provides an indispensable guide through the processes and decisions required to produce quality journalism. Starting from 'What is news?' and moving on to consider decisions about public interest, accuracy and reliability of sources, and ethics, this book provides a model for practice centering on developing skills in critical self-reflection. It will help answer the question of 'Where to begin?' - examining the processes used by journalists to define, identify, evaluate and create journalism.

Understanding Journalism offers a guide to: Finding news - exploring the nature of news and the factors influencing news judgement Choosing news - considering the power journalists exercise in selecting the issues that become news and examining the ethical implications of these decisions Gathering news - focusing on primary research - specifically interviews

Constructing news - explores the processes used in deciding what to omit and what to include in the news depending on a targeted audience Working With Words - explores the role of editing in journalism and how it affects media messages Understanding Journalism will be essential reading for all students of journalism.

### **Digital Transformation in Journalism and News Media**

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 chapter to encourage critical reflection and notes on further reading, Sports Journalism is the ultimate insider's guide and an invaluable student companion.

### **AFGHANISTAN: History, Diplomacy and Journalism**

"... 'never give up, my dear. Run for your life; people are chasing' said my mom. ... 'we can never expect what would happen to us in this cruel world. It's about something happening in our society, which we don't want to happen to our child' said my dad ... 'I wanted to be in your life and I want you to be in my life till we make that final kiss before we die' said Sameer... I wanted that cock sucker Sameer and that bitch to be dead...! Now.., Arya, a budding Journalist, saves Sameer from an attempted murder. With a question about next breath of his life, he regrets every passing minute for saving Sameer and realizes every single second that how lucky his life is. Life is not always left to us, to sketch it how we want them. Sometimes, for few people life doesn't give a chance! "

### **Journalism and Mass Communication 2020**

### **International Year Book Number**

The encyclopedia of the newspaper industry.

### **The Elements of Journalism**

## **The Handbook of Global Online Journalism**

Digital Sports Journalism gives detailed guidance on a range of digital practices for producing content for smartphones and websites. Each chapter discusses a skill that has become essential for sports journalists today, with student-friendly features throughout to support learning. These include case studies, examples of sports journalism from leading global publications, as well as top tips and practical exercises. The book also presents interviews with leading sport and club journalists with wide-ranging experience at the BBC, Copa90, Wimbledon Tennis, the Guardian and BT Sport, who discuss working with new technologies to cover sports stories and events. Chapters cover: live blogging; making and disseminating short videos; working for a sports club or governing body; finding and transmitting stories on social media; podcasting; longform online journalism. The job of a sports journalist has altered dramatically over the first two decades of the 21st century, with scope to write content across a new variety of digital platforms and mediums. Digital Sports Journalism will help students of journalism and professionals unlock the potential of these new media technologies.

### **Outcasts**

"An encyclopedia designed especially to meet the needs of elementary, junior high, and high school students."

## **American Journalist and Author Blue Book**

Foundations of Community Journalism: A Primer for Research is the first and only book to focus on how to understand and conduct research in this ever increasing field. With chapters written by established journalism academics and teachers, the book provides students and researchers with an understanding of the multiple and interdisciplinary approaches to the study of community journalism, with what community journalism is as a research concept, and with a range of different methods and theories that can be applied to community journalism research. While there are numerous 'how-to' community journalism manuals for students and newspaper editors, none contains the focus on how to conduct research into community journalism - a focus needed in this era of accountability.

## **Sports Journalism**

Basic Radio Journalism is a working manual and practical guide to the tools and techniques necessary to succeed in radio journalism. It will be useful both to students starting a broadcasting career as well as experienced journalists wishing to develop and expand their skills. Based on the popular Local Radio Journalism, this book covers the core skills of news gathering, writing, interviewing, reporting and reading with extensive hints and tips. It outlines working practices in both BBC and commercial radio. There are revamped legal and technical sections as well as

a new chapter on the journalist as programme producer. For the student, there is extensive advice about getting a job, marketing yourself and dealing with job interviews. The Foreword is by Lord Ryder of Wensum, vice chairman of the BBC.

### **The College Blue Book**

Introduce your students to the exciting world of journalism using the hands-on, relevant approach of EXPLORING JOURNALISM AND THE MEDIA. The instructional model presents timeless concepts and applications using examples of good writing techniques. Author Lorrie Lynch's experience as a USA Today journalist gives a unique perspective absent from most other journalism textbooks. Her engaging writing style will inspire your students to connect to the curriculum. Current issues such as convergence and editorial ethics are presented in a meaningful context. EXPLORING JOURNALISM AND THE MEDIA will not only help students to perform better in the classroom but will also help to improve standardized test scores because of the many connections to academics.

### **British Qualifications 2016**

Who's Who of Canadian Women is a guide to the most powerful and innovative women in Canada. Celebrating the talents and achievement of over 3,700 women, Who's Who of Canadian Women includes women from all over Canada, in all fields, including agriculture, academia, law, business,

politics, journalism, religion, sports and entertainment. Each biography includes such information as personal data, education, career history, current employment, affiliations, interests and honours. A special comment section reveals personal thoughts, goals, and achievements of the profiled individual. Entries are indexed by employment of affiliation for easy reference. Published every two years, *Who's Who of Canadian Women* selects its biographees on merit alone. This collection is an essential resource for all those interested in the achievements of Canadian women.

### **Journalism**

In July 1997, twenty-five of America's most influential journalists sat down to try and discover what had happened to their profession in the years between Watergate and Whitewater. What they knew was that the public no longer trusted the press as it once had. They were keenly aware of the pressures that advertisers and new technologies were putting on newsrooms around the country. But, more than anything, they were aware that readers, listeners, and viewers — the people who use the news — were turning away from it in droves. There were many reasons for the public's growing lack of trust. On television, there were the ads that looked like news shows and programs that presented gossip and press releases as if they were news. There were the "docudramas," television movies that were an uneasy blend of fact and fiction and which purported to show viewers how events had "really" happened. At

newspapers and magazines, celebrity was replacing news, newsroom budgets were being slashed, and editors were pushing journalists for more "edge" and "attitude" in place of reporting. And, on the radio, powerful talk personalities led their listeners from sensation to sensation, from fact to fantasy, while deriding traditional journalism. Fact was blending with fiction, news with entertainment, journalism with rumor. Calling themselves the Committee of Concerned Journalists, the twenty-five determined to find how the news had found itself in this state. Drawn from the committee's years of intensive research, dozens of surveys of readers, listeners, viewers, editors, and journalists, and more than one hundred intensive interviews with journalists and editors, *The Elements of Journalism* is the first book ever to spell out — both for those who create and those who consume the news — the principles and responsibilities of journalism. Written by Bill Kovach and Tom Rosenstiel, two of the nation's preeminent press critics, this is one of the most provocative books about the role of information in society in more than a generation and one of the most important ever written about news. By offering in turn each of the principles that should govern reporting, Kovach and Rosenstiel show how some of the most common conceptions about the press, such as neutrality, fairness, and balance, are actually modern misconceptions. They also spell out how the news should be gathered, written, and reported even as they demonstrate why the First Amendment is on the brink of becoming a commercial right rather than something any American citizen can enjoy. *The Elements of Journalism* is already igniting a national

dialogue on issues vital to us all. This book will be the starting point for discussions by journalists and members of the public about the nature of journalism and the access that we all enjoy to information for years to come.

### **The World Book Year Book**

"Written in a clear and accessible style that would suit the needs of journalists and scholars alike, this encyclopedia is highly recommended for large news organizations and all schools of journalism." —Starred Review, *Library Journal* Journalism permeates our lives and shapes our thoughts in ways we've long taken for granted. Whether we listen to National Public Radio in the morning, view the lead story on the Today show, read the morning newspaper headlines, stay up-to-the-minute with Internet news, browse grocery store tabloids, receive Time magazine in our mailbox, or watch the nightly news on television, journalism pervades our daily activities. The six-volume Encyclopedia of Journalism covers all significant dimensions of journalism, including print, broadcast, and Internet journalism; U.S. and international perspectives; history; technology; legal issues and court cases; ownership; and economics. The set contains more than 350 signed entries under the direction of leading journalism scholar Christopher H. Sterling of The George Washington University. In the A-to-Z volumes 1 through 4, both scholars and journalists contribute articles that span the field's wide spectrum of topics, from design, editing, advertising, and marketing to libel, censorship, First

Amendment rights, and bias to digital manipulation, media hoaxes, political cartoonists, and secrecy and leaks. Also covered are recently emerging media such as podcasting, blogs, and chat rooms. The last two volumes contain a thorough listing of journalism awards and prizes, a lengthy section on journalism freedom around the world, an annotated bibliography, and key documents. The latter, edited by Glenn Lewis of CUNY Graduate School of Journalism and York College/CUNY, comprises dozens of primary documents involving codes of ethics, media and the law, and future changes in store for journalism education. Key Themes Consumers and Audiences Criticism and Education Economics Ethnic and Minority Journalism Issues and Controversies Journalist Organizations Journalists Law and Policy Magazine Types Motion Pictures Networks News Agencies and Services News Categories News Media: U.S. News Media: World Newspaper Types News Program Types Online Journalism Political Communications Processes and Routines of Journalism Radio and Television Technology

### **The World book encyclopedia**

The Routledge Handbook of Sports Journalism is a comprehensive and in-depth survey of the fast-moving and multifaceted world of sports journalism. Encompassing historical and contemporary analysis, and case studies exploring best practice as well as cutting edge themes and issues, the book also represents an impassioned defence of the skill and art of the trained journalist in an era of unmediated

digital commentary. With contributions from leading sports-media scholars and practising journalists, the book examines journalism across print, broadcast and digital media, exploring the everyday reality of working as a contemporary reporter, editor or sub-editor. It considers the organisations that shape output, from PR departments to press agencies, as well as the socio-political themes that influence both content and process, such as identity, race and gender. The book also includes interviews with, and biographies of, well-known journalists, as well as case studies looking at the way that some of the biggest names in world sport, from Lance Armstrong to Caster Semanya, have been reported. This is essential reading for all students, researchers and professionals working in sports journalism, sports broadcasting, sports marketing and management, or the sociology or history of sport.

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