

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Business and Economics
Programme:	BA (Hons) International Sports Management
FHEQ Level:	5
Course Title	Sports Journalism
Course Code:	SPT 5225
Course Leader:	TBC
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning :	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course analyses the challenges of writing for sports journalism and explores the implications of a diverse and rapidly evolving media culture and its role in society. Through the development of theoretical and practical skills, students will engage with different activities to produce a divergent range of critical writing for sports journalism - these include the reporting of live sports action, radio broadcast interview and online publishing. Students are also encouraged to consider the social context and cultural values of sports journalism in the twenty-first century.

Prerequisites: ARW 4195

Aims and Objectives:

- Develop critical writing skills for sports journalism
- Understand the different environments of sports journalism
- Reflect upon the social contexts and cultural practices of writing for sports journalism

Programme Outcomes (*Compliant with BA International Sports Management programme goals, as outlined in the programme specification*)

A1, A5, A6

B4

D1, D2, D3, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

- 1. Develop critical writing skills for sports journalism.**
- 2. Understand the different environments of sports journalism.**
- 3. Reflect upon the social contexts and cultural practices of writing for sports journalism.**

Indicative Content:

1. Introduction to critical writing for sports journalism, historical and cultural perspectives;
2. Overview of different sports journalism writing platforms and practices;
3. Introduction to context and settings of sports journalism environments.
4. Media markets and audience awareness;
5. Sport's cultural significance.
6. Introduction to the culture and practices of sport print media.
7. The significance of sports journalism in print journalism; the sport editor's role; the diary; processing copy
8. Practical workshops in sports print journalism, and interviewing techniques
9. Introduction to broadcast and new digital media industries;
10. Radio broadcast practice, Radio Broadcast Interviews and News Scripts
11. Using Wordpress and Tumblr
12. Practical activities in the principles of writing broadcast news scripts;
13. The language of broadcasting; the direct style; accuracy in language; writing intros

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and practical workshops, on-site writing activities and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

Practical activities will develop skills in the principles of writing broadcast news scripts, as well as print journalism, and interviewing techniques.

Powercampus will be used to upload lecture notes and other essential course-related information.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

Toney, J. (2012) *Sports Journalism: The Inside Track*. Bloomsbury Sport.
(ISBN 9781408178324)

Andrews, P. (2005) *Sports Journalism: A Practical Introduction*. Sage Publications.
(ISBN 9781412902717)

Boyd, A. (2008) *Broadcast Journalism: Techniques of Radio and Television News*.
Focal Press.

(ISBN 978-0240810249)

Hutchins, B. (2012) *Digital Media Sport: Technology and Power in the Network Society*. Routledge.

(ISBN 9780415517515)

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus
