

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Communications
<b>Programme:</b>	International Sports Management
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Sports Journalism
<b>Course Code:</b>	COM 5101
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall, Spring, Summer
<b>Credits:</b>	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 socio-cultural values and perspectives of sports journalism within twenty-first century contexts.

### **Prerequisites:**

GEP 4180

### **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:**

Communications: Media Studies: 5A(i), 5B(i), 5C(i), 5C(ii), 5D(i), 5D(ii)  
International Sports Management: 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 Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**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:**

- Introduction to critical writing for sports journalism, historical and cultural perspectives;
- Overview of different sports journalism writing platforms and practices;
- Introduction to context and settings of sports journalism environments.
- Media markets and audience awareness;
- Sport's cultural significance.
- Introduction to the culture and practices of sport print media.
- The significance of sports journalism in print journalism; the sport editor's role; the diary; processing copy
- Practical workshops in sports print journalism, and interviewing techniques
- Introduction to broadcast and new digital media industries;
- Radio broadcast practice, Radio Broadcast Interviews and News Scripts
- Popular blogging platforms
- Practical activities in the principles of writing broadcast news scripts;
- The language of broadcasting; the direct style; accuracy in language; writing
- Intros

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**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.

**Indicative Text(s):**

Andrews, Phil. 2014. *Sports Journalism: A Practical Introduction*. London: Sage Publications.

Billings, Andrew. 2016. *Routledge Handbook of Sport and New Media*. London: Routledge.  
Bradshaw, Tom., and Minogue, Daragh. 2020. *Sports Journalism: The State of Play*. London: Routledge.  
Steen, Rob. 2015. *Sports Journalism: A Multimedia Primer*. London: Routledge.  
Steen, R., Novick, J., and Richards, H. (eds). 2021. *Routledge Handbook of Sports Journalism*. London: Routledge.

**Journals**

The Journal of Sports Media  
Communication and Sport  
Digital Journalism

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services