

Module	Sports Journalism
Course code	BAJH-SJ
Credits	10
Important Notes	This is an elective module and runs subject to demand.
Allocation of marks	100% continuous assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Assume employment as a sports journalist across relevant media.
2. Complete a series of course-based assignments and essays to a professional standard.
3. Demonstrate analytical skills and critical judgement.
4. Work to a professional standard during live sporting events.
5. Demonstrate the confidence to seek accreditation to sporting events and set up interviews with sporting personalities..

Module Objectives

This module aims to:

- Develop knowledge of the essential tools required to enter the field of sports journalism, applicable across all areas of the sports media.
- Enhance skills relevant to sports journalism: near instantaneous reporting, interviewing, bulletin compiling and feature writing, and other transferable journalistic skills.
- Impart the skills required to write material to an advanced professional standard, ready for broadcast/print/electronic publication.

Module Curriculum

Indicative Syllabus

Topic One: What is sports journalism?

This topic introduces learners to the genre of sports journalism. As part of the introductory lecture the pace of change in modern sports coverage is explored. Learners are also introduced to the principles of sports journalism and the extent to which these relate to the values and skills of news reporting is discussed.

Topic Two: Sports Journalism and the Digital World

This section examines how social media has changed the face of sports reportage.

Learners are introduced to sports news aggregation sites and the effect of these sites on traditional news websites is examined. The role of blogging in relation to sports journalism is also explored and as part of this topic learners examine a typical style guide that is used for a rolling sports news website. This topic examines the conflicts that have shaped the current age of sports writing and explore the differences between new media v old media, broadsheets v tabloids, features v blogs, in relation to sports journalism.

Topic Three: Coverage of a live event

This section of the module concentrates on the skills necessary to report on a live event and covers the definitions and skills involved in compiling minute-by-minute reports, full-time reports, and feature reports. This section also teaches learners how to seek journalist accreditation to cover a live sports event.

Topic Four: Sports Journalism and minority sports

This topic examines and critiques how sports without mass appeal are covered by the media and explores reasons behind both their lack of popularity and their relationship with the media.

Topic Five: Developing interview skills

This topic covers how to set up, and conduct, an interview with a sporting personality. This section also explains what should be done and avoided when interviewing and explore the particular skills required when interviewing a person immediately following their sporting event.

Topic Six: Writing and Reporting on Sports

This topic covers how to avoid clichés in sports writing/reportage. Learners are also taught how to write sports bulletins for radio and television. Particular emphasis is placed on the importance of the press conference and the need to develop skills to both participate in a press conference and to write an article on the basis of one. Due to the speed of news stories breaking, emphasis is also placed in this section on how to write accurately but speedily in order to keep up with breaking sports new stories. Learners are also introduced to the genre of sporting biographies and to a selection of work from renowned sports writers.