

## MODULE 11: Sports Journalism

<b>Stage</b>	1						
<b>Semester</b>	2						
<b>Module Title</b>	Sports Journalism						
<b>Module Number</b>	11						
<b>Module Status</b>	Elective						
<b>Module ECTS Credits</b>	5						
<b>Module NFQ level</b>	9						
<b>Pre-Requisite Module Titles</b>	None						
<b>Co-Requisite Module Titles</b>	None						
<b>Capstone Module?</b>	No						
<b>List of Module Teaching Personnel</b>	Tony Cuddihy						
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (hours)</b>
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent Work</b>	
24		12		36		48	120
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage Contribution</b>	100				100%		

### Intended Module Learning Outcomes

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

1. Be able to assume immediate employment as a sports journalist across all relevant media.
2. Be able to complete a series of course-based assignments and essays to a professional standard.
3. Demonstrate analytical skills and critical judgement.
4. Have the skills to 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 explain 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.

## **Reading Lists and other Learning Materials**

### **Recommended**

Andrews, P., 2006. *Sports journalism : a practical guide*, London; Thousand Oaks, Calif.: SAGE.

Boyle, R., 2006. *Sports journalism : context and issues*, London; Thousand Oaks, Calif.: SAGE.

Williams, G., 1995. *The Esquire book of sports writing*, London: Penguin.

### **Secondary reading**

Ford, R., 2006. *The sportswriter*. London: Bloomsbury.

Hornby, N., 2012. *Fever pitch*, London: Penguin.

Hunter, G., 2012. *Barca: the making of the greatest team in the world*, United Kingdom: BackPage Press.

Kimmage, P., 2012. *Engage: the fall and rise of Matt Hampson*, London: Simon & Schuster.

Peace, D., 2007. *The damned Utd*, London: Faber.

### **Websites**

<http://www.football365.com/mediawatch>

<http://www.thescore.ie>

<http://www.guardian.co.uk/sport>

<http://www.dailymail.co.uk/sport>

<http://www.espn.co.uk>

<http://www.balls.ie>

<http://www.bleacherreport.com>

<http://www.rte.ie/sport>

<http://www.youtube.com/sports>

<http://www.irishtimes.com/sports>

<http://www.irishexaminer.com/sport>

<http://www.independent.ie/sport>

<http://www.planetf1.com>

<http://www.goal.com>

<http://www.autosport.com>

<http://www.bbc.co.uk/sport>

## Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking. This is achieved through lectures which are designed to stimulate discussions and questions.

Learners are also supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE).

## Module Teaching and Learning Strategy

This module is supported with structured web-based resources and applies the use of the programme Teaching Learning and Assessment methodologies. Specifically, the module is delivered using:

- Case Studies
- Formal Lectures
- Participative Lectures
- Workshops / Tutorials

The module is taught through a mixture of formal and participative lectures, allowing learner interaction and questioning. Case studies are presented to the class in order to highlight the practical ramifications of the subject matter.

## Module Assessment Strategy

Learners are required to complete a number of tasks to demonstrate the skills required of a sports journalist as well as completing a critical and reflective essay related to sports journalism. Example of tasks required include filing a report based on coverage of a live sports event, and writing a news/feature article based on an interview with a sporting personality. (Continuous assessment, 100%)

Element Number	Weighting	Type	Description
1	25%	Radio/Print Report	Learners are required to cover a live sports event.
2	25%	News/Feature Article	Learners are required to write an article based on an interview with a sporting personality
3	50%	Essay	Learners are required to complete a critical and reflective essay related to sports journalism.