

Academic Year: ( 2023 / 2024 )

Review date: 29-03-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: LÓPEZ IGLESIAS, VICTORINO

Type: Electives ECTS Credits : 6.0

Year : Semester :

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Sport journalism is part of the fourth year of the Degree of Journalism. The subject is humanistic, integrative and interdisciplinary. It's recommended that the student has passed all subjects in previous courses. Special attention to:

Skills of oral and written expression

Informative radio

Informative television

**OBJECTIVES**

Within the journalism specialisation, sports has special importance. This type of journalism has achieved such force that it is essential to know its features as well as the guidelines of behaviour that the professional sports journalist should follow. Two examples are enough to ratify its importance: according to the last EGM ( first survey of EGM for 2022) on hearings of broadcasting and written press, the newspaper with more readers is a sports newspaper: Marca, with 855.000 daily readers; two, in Spain every weekend almost 5.000.000 millions of people listen to the sports programs of radio.

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. History and evolution of sports.
2. Treatment of sports contents in the mass media.
3. Sports journalism in the media.
4. Sources of the sports journalism.
5. Information, opinion and interpretation.
6. Sports newsroom. Organisation and method

**LEARNING ACTIVITIES AND METHODOLOGY**

Combination of theoretical educations (3ECTS) and practical cases (3ECTS). The first one will be orientated in a double meaning: magisterial classes and conceptual work on the part of the pupil from the instructions given in the same ones and the conceptual transmitted digests. The above mentioned conceptual work implies the production and public exhibition, followed by a debate, by a work of analysis and / or investigation of some aspect of the sports journalism.

The practical cases will consist of the production of journalistic texts of informative, interpretive nature of sports subject matter, attending as the generic morphology like to the documentation processes, as well as its adjustment to the different channels: press, radio, TV and Internet.

**ASSESSMENT SYSTEM**

During the course several projects will be done to increase understanding of the subject. These projects will count 60% of the final grade which will be given after taking the final exam. There will be 2: production of contents for written press, radio and television, a work of investigation related to the sports journalism (40 %). A theoretical - practical final examination (60 %) will complete the final grade of the subject.

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 40

**BASIC BIBLIOGRAPHY**

- BERELSON, Bernard Content analysis in communication research, Hafner, cop, New York 1952

- GRATTON, Chris y SOLBERG, Harry The Economics of Sport Broadcasting, Routledge , Abingdon, Oxon, 2007
- PAYNE, Michael Olympic Turnaround, Praeger, Londres, 2006
- PEDERSEN, Paul M. Routledge Handbook of Sport Communication, PEDERSEN, Paul M (ed.).

#### ADDITIONAL BIBLIOGRAPHY

- BARRERO MUÑOZ, JOSÉ Periodistas Deportivos: contra la violencia en el fútbol, al pie de la letra, FRAGUA, 2008
- BRIAN GLANVILLE HISTORIA DE LOS MUNDIALES DE FUTBOL, T&B EDITORES, 2009
- GERARDO MOLINA EL PODER DEL MARKETING DEPORTIVO. PASIÓN Y DINERO, UNICORNIO AZUL, 2010
- VILLORO, J. Dios es redondo, Barcelona, Anagrama, 2006