

MODULE SPECIFICATION PROFORMA

|                      |                   |               |   |                      |    |
|----------------------|-------------------|---------------|---|----------------------|----|
| <b>Module Title:</b> | Sports Journalism | <b>Level:</b> | 4 | <b>Credit Value:</b> | 20 |
|----------------------|-------------------|---------------|---|----------------------|----|

|                     |        |                              |     |                                       |     |
|---------------------|--------|------------------------------|-----|---------------------------------------|-----|
| <b>Module code:</b> | HUM440 | <b>Is this a new module?</b> | Yes | <b>Code of module being replaced:</b> | N/A |
|---------------------|--------|------------------------------|-----|---------------------------------------|-----|

|                        |      |                    |      |
|------------------------|------|--------------------|------|
| <b>Cost Centre(s):</b> | GAJM | <b>JACS3 code:</b> | P500 |
|------------------------|------|--------------------|------|

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|--------------------------|--------------|
| <b>With effect from:</b> | September 17 |
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|                |               |                       |             |
|----------------|---------------|-----------------------|-------------|
| <b>School:</b> | Creative Arts | <b>Module Leader:</b> | Jon Simcock |
|----------------|---------------|-----------------------|-------------|

|                                       |                |
|---------------------------------------|----------------|
| Scheduled learning and teaching hours | 60 hrs         |
| Guided independent study              | 140 hrs        |
| Placement                             | 0 hrs          |
| <b>Module duration (total hours)</b>  | <b>200 hrs</b> |

| <b>Programme(s) in which to be offered</b> | Core                                | Option                   |
|--|-------------------------------------|--------------------------|
| BA (Hons) Journalism                       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/>            | <input type="checkbox"/> |
|  | <input type="checkbox"/>            | <input type="checkbox"/> |

|                       |
|-----------------------|
| <b>Pre-requisites</b> |
|                       |

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Initial approval: April 17

Date of revision: *Enter date of approval*

Version: 1

Have any derogations received LTQC approval?

Yes  No  N/A

**Module Aims**

This programme of study reflects the converged newsrooms found in much of the UK and the need for journalists to write and create reports for more than one platform during the course of a working day.

Ethics and the way a journalist behaves in reporting a story is central to their skills base. Compared to the travails of news journalism, sports journalism seems on the surface to be fairly benign, yet to the uninitiated it is an ethical minefield. This programme of study will equip candidates with an understanding of the many ethical issues which today confront sports journalists.

It ensures candidates can produce the different types of story required at each point in the sports news cycle; from preview through live report to inquest.

It equips candidates with sufficient understanding of sports politics and sports public affairs to be able to report on a wide range of issues relating to sport - issues that often spill over into the news pages.

It also covers the other main situations in which sports writers operate, including attending press conferences and conducting interviews. Sports features are also covered.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

| At the end of this module, students will be able to |   | Key Skills |     |
|---|---|------------|-----|
| 1   | Understand the role of the sports reporter in providing accurate, accessible stories in a format that engages an appropriate audience and understand the demands which sports reporting places on a media organisation's production process – and vice versa. | KS1        | KS3 |
|   |   | KS5        | KS6 |
|   |   | KS9        |     |
| 2   | Create stories that are 100 per cent accurate, legally and ethically sound, do not breach any codes of conduct/practice/compliance, are grammatically correct, meet style guidelines and are free of ambiguity and inconsistencies.                           | KS1        | KS3 |
|   |   | KS5        | KS6 |
|   |   | KS9        |     |

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|--|---|-----|-----|
| 3  | Understand the importance of live match reporting and being able to file a report at the final whistle, and then a quotes-based report soon afterwards, and be aware of their position in the sports news cycle   | KS1 | KS3 |
|  |   | KS4 | KS5 |
|  |   |     |     |
| 4  | Deal with UGC, blogging, tweeting and other digital platforms.  | KS1 | KS3 |
|  |   | KS4 | KS5 |
|  |   |     |     |
| 5  | Write round-up stories by heavily editing submitted copy and create a range of sports features including profiles, analyses, first person columns and diaries.  | KS1 | KS3 |
|  |   | KS5 | KS6 |
|  |   |     |     |
| 6  | Demonstrate an in-depth knowledge of football, rugby (union and league) and cricket and report on less mainstream sports, whilst gaining a good working knowledge of major sporting organisations including local authority, government departments and independent sporting authorities. | KS1 | KS3 |
|  |   | KS4 | KS5 |
|  |   | KS9 |     |
| Transferable skills and other attributes   |   |     |     |
| <ul style="list-style-type: none"> <li>• Ability to collaborate and plan as a team member</li> <li>• Communication skills</li> <li>• Self-directed learning skills</li> <li>• Contribute proactively to group learning</li> <li>• General knowledge of sports landscape</li> </ul> |   |     |     |
| <b>Derogations</b>   |   |     |     |
| None   |   |     |     |

**Assessment:**

The NCTJ sports journalism exam which consists of a two part exam. Part 1 is a live match report lasting 2hrs and 15mins and Part 2 is a one hour written exam. The exam is set and marked by the NCTJ and delivered under NCTJ exam procedures at the university. Questions cover the NCTJ Sports Journalism programme of study. Both examinations take place on computers. The exam includes watching a full football match as live and filing a report within five minutes of full time; writing a quotes-led reaction piece; writing a round-up from information supplied; submitting questions for a topical sports personality and writing a short piece on a niche sport.

A 2,000 word, referenced essay on an aspect of sport in the media

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1                 | 1-6                         | Examination        | 50            | 135 mins / 60 mins | 2,000                                     |
| 2                 | 1-6                         | Essay              | 50            |                    | 2,000                                     |

**Learning and Teaching Strategies:**

- Formal lectures
- Guest speakers from the world of sports journalism
- Field trips to sports events
- Practical sports reporting exercises
- Opportunities to work for local media organisations (eg covering Chester and Wrexham football matches online)

**Syllabus outline:**

**The course will cover:**

**AN INTRODUCTION TO SPORTS REPORTING**

The unit will outline the roles of the sports reporter, editor and the sports desk; the importance of sport to a media organisation; and the qualities of good sports reporting.

**THE SPORTS NEWS CYCLE; SPORTS REPORTING IN DETAIL**

The unit will cover the sports writing cycle and the functions of different types of sports report in this cycle. It will enable students to develop an understanding of the lifespan of sporting events, and to practise the various types of pre-event and post-event reporting.

**PRESS CONFERENCES AND INTERVIEWING**

This unit covers how to get the best out of press conferences, and a structured approach to interviewing.

**SPORTS KNOWLEDGE, SPORTS PUBLIC AFFAIRS AND SPORTS POLITICS**

Students will gain an in-depth knowledge of three major sports and a working knowledge of a range of other sports.

They will also gain sufficient knowledge of sporting issues, administration, and the workings of major sporting organisations to be able to cover stories away from the field of play and sporting personalities.

**SPORTS FEATURES**

The unit covers the various types of sports feature, and how features differ from news. Candidates will learn what type of feature is most appropriate to a given situation, and how to research, structure and write them.

**Bibliography:**

**Essential reading**

Andrews, P. (2014) *Sports Journalism: A Practical Introduction* 2<sup>nd</sup> ed. London: Sage Publications (Students should buy their own copy)

**Other indicative reading**

Murray, S (2010) *Football for Dummies*. Chichester: John Wiley and Sons  
Marr, A. (2005) *My Trade*. London: Pan Macmillan

Websites:

BBC Sport  
Sky Sport  
The Guardian  
The Daily Mail  
The Times