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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
RUDN University**

**Faculty of Philology**

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educational division (faculty/institute/academy) as higher education programme developer

**COURSE SYLLABUS**

**Sports reporting**

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course title

**Recommended by the Didactic Council for the Education Field of:**

**42.04.02 Journalism**

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field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

**Global and Digital Media**

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higher education programme profile/specialisation title

**2023**

## 1. OBJECTIVE OF THE DISCIPLINE

The goal of the discipline is to teach students the basics of sports reporting studies as one of the most important aspects for an international journalist.

The main objectives are:

- providing theoretical knowledge and mastery of basic concepts and terminology of sports reporting;
- development of ability to apply general and special knowledge in scientific research;
- awareness of the importance of learning sports reporting in modern journalism;
- development of critical thinking.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
GPC-3	Able to analyze the diversity of domestic and global cultural achievements in the process of creating media texts and/or media products and/or communication products	GPC-3.1 Knows the stages and trends of the national and global cultural process
		GPC-3.2 Demonstrates a diverse erudition of domestic and global culture in the texts and/or products he/she produces
GPC-4	Able to analyze societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products	GPC-4.1 Interprets sociological research data on the needs of society and the interests of specific audience groups
		GPC-4.2 Predicts the potential reaction of the target audience to the journalistic texts and/or products produced
PC-3	Able to produce journalistic articles based on an in-depth understanding of their specifics, functions, content, optimal models, knowledge of their production technology and existing professional standards	PC-3.1 Develops all components of the concept and prioritizes creative solutions
		PC-3.2 Draws up an action plan to implement the project

## 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Sports reporting” belongs to the Part formed by participants of educational relations of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Name of competence	Previous discipline	Subsequent disciplines
GPC-3	Able to analyse the diversity of domestic and global cultural achievements in the process of creating media texts and/or media products and/or communication products	-	Modern media text / Современный медиатекст Academic and research work / Научно-исследовательская работа Professional-creative practice / Профессионально-творческая практика Research practice / Научно-исследовательская практика
GPC-4	Able to analyse societal needs and audience interests in order to anticipate and meet demand for media texts and/or media products and/or communication products	-	Media production / Производство СМИ Professional-creative practice / Профессионально-творческая практика Research practice / Научно-исследовательская практика
PC-3	Able to produce journalistic articles based on an in-depth understanding of their specifics, functions, content, optimal models, knowledge of their production technology and existing professional standards	-	Methodology and methods of media research / Методология и методика медиаисследований Academic and research work / Научно-исследовательская работа Professional-creative practice / Профессионально-творческая практика Research practice / Научно-

Code	Name of competence	Previous discipline	Subsequent disciplines
			исследовательская практика

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is 5 credits.

*Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study*

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
<i>Classroom activities, ac. hours</i>					
Including:					
Lectures					
Laboratory activities					
<i>Practical lessons/Seminars</i>	17	17			
<i>Independent work, ac. hours</i>	154	154			
<i>Control, ac. hours</i>	9	9			
<b>Overall workload</b>	ac. hours	180	180		
	credits	5	5		

#### 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

Name of the Unit	Content of the Units (topics)	Type of activity
<b>History of sports journalism</b>	<b>Topic 1</b> Sport journalism, its subject and main problems. Formation of sports journalism in the media  <b>Topic 2.</b> The role of sports journalism in the modern press of traditional media	Seminars.
<b>Popularization of sports and sports journalism</b>	<b>Topic 3.</b> Role of sports journalism in popularizing sports.  <b>Topic 4.</b> Sport TV channels, their role, advantages and problems. The main mistakes in trying to popularize sports. Lack of good sports journalists	Seminars.
<b>Sports journalism and new media</b>	<b>Topic 5.</b> The role of new media in sport. Sports broadcasts. How does the activity of new media affect the live broadcasts of traditional media?  <b>Topic 6.</b> The war of traditional and new media for the audience. Prospects for the development of sports journalism in new media	Seminars.
<b>Features of sports journalism</b>	<b>Topic 7.</b> Sports journalism as a separate branch of modern journalism. Main differences. Influence and interaction of sports journalism with other areas of journalism. The main problems of mutual functioning.	Seminars.

Name of the Unit	Content of the Units (topics)	Type of activity
	<b>Topic 8.</b> Financing of sports journalism. How expensive is the promotion of sports and the work of a sports journalist?	
<b>Language of sports journalism</b>	<b>Topic 9.</b> Features of language and terminology of sports journalist <b>Topic 10.</b> Sports text - the basics and details. The main problems in the work of a sports commentator	Seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Computer classroom	A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request.	The computer has to be equipped with licensed and up-to-date software. Each computer has broadband Internet access. All computers are connected to RUDN University corporate computer network and are located in a single domain.

*\* The classroom for students' independent work **MUST be indicated!***

## 7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Main readings*

1. Andrews P. (2005) - Sports Journalism: A Practical Introduction: Kindle Edition – 186 p.
2. Billings A. (2017) - Communication and Sport: Surveying the Field: SAGE Publications – 378 p.
3. Boyle R. (2006) - Sports Journalism: Context and Issues: SAGE Publications Ltd – 208 p.
4. Newman T. (2017) - Social Media in Sport Marketing: Routledge – 216 p.
5. Reinardy, S., & Wanta, W. (2015). The essentials of sports reporting and writing. Routledge.

### *Other recommended readings*

1. Boyle R. Sports journalism: Changing journalism practice and digital media //Digital Journalism. – 2017. – T. 5. – №. 5. – C. 493-495.
2. Eastman S. T., Billings A. C. Sportscasting and sports reporting: The power of gender bias //Journal of Sport and Social Issues. – 2000. – T. 24. – №. 2. – C. 192-213.
3. Favorito J. (2012) - Sports Publicity: A Practical Approach (Sport Management in Practice): Routledge – 385 p.
4. Fried G. (2013) - Sport Finance: Human Kinetics – 432 p.
5. Gisondi J. (2010) - Field Guide to Covering Sports: CQ Press – 334 p.

6. Hedrich T. (2012) - The Art of Sportscasting: How to Build a Successful Career: Taylor Trade Publishing – 337 p.
7. Horky, T., & Stelzner, B. (2013). Sports reporting and journalistic principles. In Routledge handbook of sport communication (pp. 132-141). Routledge.
8. Hums M. (2017) - Governance and Policy in Sport Organizations (Sport Management): Routledge – 440 p.
9. Kirby T. (2013) - The Sportscaster's Notebook: Amazon Digital Services LLC – 116 p.
10. Mullin B. (2014) - Sport Marketing 4th Edition With Web Study Guide: Human Kinetics – 504 p.
11. Owens J. (2015) - Television Sports Production: Focal Press – 294 p.
12. Schultz B. (2015) - Sports Media: Reporting, Producing, and Planning: Routledge – 244 p.
13. Steen R. (2007) – Sports journalism: A Multimedia Primer: Routledge – 224 p.
14. Stofer, Kathryn T., Schaffer, James R., Rosenthal, Brian A. (2009) - Sports Journalism: An Introduction to Reporting and Writing: Rowman & Littlefield Publishers – 297 p.
15. Thompson W. (2015) - The Best American Sports Writing 2015 (The Best American Series): Mariner Books – 402 p.
16. Toney J. (2012) - Sports Journalism: The Inside Track: Bloomsbury Sport – 168 p.
17. Zumoff M. (2014) - Total Sportscasting: Performance, Production, and Career Development: Focal Press – 329 p.

*Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:  
[УНИБЦ \(НБ\) РУДН \(rudn.ru\)](http://rudn.ru)
2. Databases and search systems:
  - <https://www.researchgate.net/>
  - [Publons](http://publons.com)
  - [Directory of Open Access Journals – DOAJ](http://doaj.org)
  - [JURN : search millions of free academic articles, chapters and theses](http://jurn.org)
  - [Digital Library Of The Commons \(indiana.edu\)](http://indiana.edu)

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, test assignments.

\* - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

## **8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

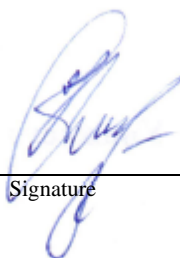
The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.

**AUTHOR OF THE PROGRAM:**

**PhD in Philology, Associate  
Professor of the Mass  
Communication Department**

Position, Department



Signature

**Natalia V. Poplavskaya**

Full Name

**HEAD OF THE DEPARTMENT:**

**Mass Communication  
Department**

Name of the Department



Signature

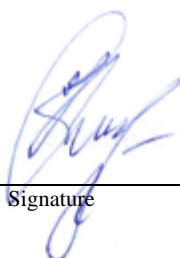
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