

Subject	Sport Journalism		
Type	Type	Semester	ECTS
	ELECTIVE (E)	II	3
Lecturer	Dr.Sc. Ferid Selimi		
Goals and objectives	To train and prepare graduate students to understand the aims, content and method of working sports journalism. Introducing students to sports systems, leagues and other aspects of racing. In addition to individual monitoring of sports content, students will also prepare for teamwork in attending individual events. The teaching process will also compare the specifics of working in print and electronic media so that the student covers the same topic for print, television, radio and internet.		
Learning outcomes	<p>Notice sports topics and phenomena and position them appropriately in the media.</p> <ul style="list-style-type: none"> ✓ To recognize the appropriateness of using particular journalistic backgrounds and forms. ✓ Differentiate the marketing specifics of the same journalistic content across different media platforms: print, radio, television and internet. ✓ Identify different interest groups that are related to clubs and athletes and are positioned properly for them. ✓ Interpret and protect the public interest in sports institutions and organizations. ✓ Apply ethical principles to media monitoring, especially when it comes to professional sports. ✓ Analyze and review the behavior of sports audiences as well as various sports media. 		
Content	Java	Topics	
	1	Introduction. Review of Syllabus and a brief look at the history of Sports Writing	
	2	Monday-morning Sports writer and how to Watch Sports	
	3	Sports Blog review	
	4	Sports Blog review Profile pre-reporting	
	5	Sports Blog and Profile synopses due	
	6	The Business of Sports and Press conference story	
	7	The business of sports and Roundtable discussion of the week in sports writing	
	8	Mid-exam – 1	
	9	Sports and Police reporting	
	10	Approach to the feature story. Goes over pre-reporting. "Front-loading" the story	
	11	Introduced writing for the web and writing for the web, Ethical issues	
	12	Roundtable discussion of the week in sports writing and blogging as a business	
	13	Multi-platform sports journalism and the convergence	
	14	Convergence story update	
15	Mid-exam – 2		
Teaching/learning methods	Activity		Weight (%)
	Lectures 1.	The total of lectures and excises	30%
	Laboratory		10%
	Research 3.		30%
	Independent and group learning		30%
Methods of Evaluation	Methods of evaluation:		%
	Participation		10%
	a) Medium-term exam-1		30%
	b) Medium term exam - 2		40%
	Course design (developing a training program for a certain group)		20%
Sources	Sources		Number
	Lectures		24
	Presantations		12

	Web of Science	1	
	PubMed	1	
	Scopus	5	
ECTS Workload	Activity	Weekly hours	Workload
	Lectures	1	12
	Lab	1	12
	Course project	n/a	16
	Independent work	n/a	35
Literature	<p>Alan Law, Jean Harvey, Stuart Kemp."The Global Sport Mass Media", University of Ottawa, Canada 2012.</p> <p>Foster, G., O'Reilly, N., & Dávila, A. (2020). Sports business management: Decision making around the globe. Routledge.</p> <p>Marvell, A. (2018). Student experiences of facilitating knowledge exchange: Developing an understanding of responsible events through blog writing. Journal of Hospitality, Leisure, Sport & Tourism Education, 23, 1-9.</p> <p>SELIG, M., Bowers, G., & Mayer, J. (2015). COOKING UP A SPORTS FEATURE STORY.</p> <p>Sheffer, M. L., & Schultz, B. (2010). Paradigm shift or passing fad? Twitter and sports journalism. International Journal of Sport Communication, 3(4), 472-484.</p>		
Ethical standards	<p>This course follows the UBT College Code of Ethics, requiring all students to behave accordingly. Any instance of academic misconduct, including but not limited to fraud, plagiarism, or other forms of dishonesty, will lead to significant penalties like failure of specific assessment or the entire course, as well as further disciplinary measures in line with UBT College's academic integrity policies.</p>		
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