

Liverpool John Moores University

Title: The Sports Media
Status: Definitive
Code: **5024SPOBUS** (120662)
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Louise Williams	Y
Track Dinning	
Sarah Nixon	

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Seminar	27
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Ass 1	Essay (1500 words)	25	
Report	Ass 2	Report (3000 words)	50	
Reflection	Ass 3	Case Study (1500 words)	25	

Aims

This module aims to provide a detailed insight into the multi-platform sport media industry. It will analyse both historical and contemporary perspectives of the role of media in sport, exploring online and offline offerings.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the relationship between sport and the variety of media forms.
- 2 Contextualise how the media is used to engage sports fans across a broad spectrum of commercial and non-commercial sports.
- 3 Understand how different media platforms can be used to enhance the viewing experience of live and televised sporting events.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay (1500 words)	1
Report (3000 words)	2
Case Study (1500 words)	3

Outline Syllabus

History of the sports media.
Media owners and sports rights.
Social media and its application for sport.
Gamification.
Sport media nexus.

Learning Activities

Students will participate in lectures, seminars and on-line learning introducing real life case studies and theoretical constructs. Students will be supported through group and individual tutorials.

Notes

This module will be taught through lectures workshops and case studies.