



UNSW
SYDNEY

Australia's
Global
University



MDIA5005

Sports, Media and Culture

Term One // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Sameera Durrani	sameera.durrani@unsw.edu.au	Thursday 2:00 p.m - 3.30 p.m (or by appointment)	Robert Webster Building, Room 231R	Please contact via email.

School Contact Information

Room 312, level 3 Robert Webster Building

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

This course introduces students to the cultural, political and economic role played by sport globally. It aims to develop their understanding of the role played by the media in commercialising sport and in globalising audiences for sport. It will also develop students' understanding of sports media and public relations practice.

Topics include: the cultural, political and economic roles of sport; globalised sports and sports audiences; sports fans; new media impacts on sports reporting and public relations; gender in sports and sports media and public relations; sports branding, promotion and marketing; and research and interview techniques for sports writing.

Course Learning Outcomes

1. Demonstrate a critical understanding of sport media and promotion.
2. Demonstrate a critical understanding of sport communication genres.
3. Demonstrate practical skills in multiple genres of communication

Teaching Strategies

This course will be delivered via face-to-face weekly lectures and tutorials. It reflects the teaching rationale that graduates' practice within the field will require an advanced theoretical and practical understanding of the evolving space of sports media within the fields of media and communications. This course will assist students in developing critical research and communication and teamwork skills that will enhance their practice as media professionals.

Assessment

Both assessments MUST be submitted, or you will automatically fail the course.

Late penalty 5 % per day.

If you would like to discuss the assessments outside of tutorials, please attend the consultation hour: Thursdays 2:00-3:30 pm . Please email beforehand to make an appointment.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Practical Writing Task	50%	22/03/2019 04:00 PM	1,2
Research Essay	50%	29/04/2019 04:00 PM	1,2

Assessment Details

Assessment 1: Practical Writing Task

Start date:

Length: 1200-1500 words

Details: 1,500-word writing task. Feedback provided via LMS.

Additional details:

Please see Moodle for detailed instructions.

Assessment 2: Research Essay

Start date:

Length: 1800- 2,000 words.

Details: 2000 words. Feedback via LMS.

Additional details:

Please see Moodle for detailed instructions.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Lecture	Lecture: Course Introduction and overview Essential reading (see links in Moodle):
	Tutorial	1.5 hour tutorial. Please see timetable for your schedule.
Week 2: 25 February - 3 March	Lecture	Lecture: Sports, Gender and Sexuality Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. Please see timetable for your schedule.
Week 3: 4 March - 10 March	Lecture	Lecture: Crisis Communication and Sports Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. Please see timetable for your schedule.
Week 4: 11 March - 17 March	Lecture	Lecture: Sports, Celebrity and Scandal Essential Readings (links in Moodle)
	Seminar	Tutorial: 1.5 hours Please see timetable for your schedule.
Week 5: 18 March - 24 March	Lecture	Lecture: E-Sports Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. Please see timetable for schedule.
Week 6: 25 March - 31 March	Lecture	Lecture: Fans and Analytics: Digital Fandoms Essential Readings (links in Moodle)

	Tutorial	1.5 hour tutorial. Please see timetable for schedule.
Week 7: 1 April - 7 April	Lecture	Lecture: Lecture: The business of sports in the digital world Essential Readings (links in Moodle)
Week 8: 8 April - 14 April	Lecture	Lecture: Sports Journalism Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. Please see timetable for schedule.
Week 9: 15 April - 21 April	Reading	A reading week, in which you will be expected to work on a draft of Assessment 2, which will be discussed in the tutorials of week 10. No lectures or classes.
Week 10: 22 April - 28 April	Web	Sports & Television: New Challenges There will be no lecture on Easter Monday. Online supplementary materials will be made available on Moodle.
	Tutorial	Tutorial: 1.5 hour Please see timetable for your schedule

Resources

Prescribed Resources

Prescribed Resources

Note: the following prescribed resources are e-books available from the UNSW library

Boyle, R. (2006) *Sports journalism: context and issues* London/Thousand Oaks/New Delhi: Sage Publications.

Hopwood, M., Kitchin, P., & Skinner, J. (Eds). (2010) *Sport public relations and communication*. Sydney: Butterworth-Heinemann.

Hutchins, B. and Rowe, D. (2014) *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport*. London: Routledge

Recommended Resources

Other recommended resources include:

Andrews, P. (2005) *Sports journalism: a practical introduction* London/Thousand Oaks/New Delhi: Sage Publications

Boyle, R. and Haynes, R (2009) *Power Play: Sport, The Media and Popular Culture* (second edition) Edinburgh: Edinburgh University Press

Thorpe, H. (2014) *Transnational Mobilities in Action Sport Cultures* London: Palgrave MacMillan (e-book in UNSW Library)

Rowe, D. (2004) *Critical readings: sport, culture and the media* Maidenhead, Berkshire: Open University Press

Course Evaluation and Development

This course will be evaluated via the MyExperience survey, and through informal feedback in class. As a result of feedback in previous years, I have adapted the course to include more face-to-face contact and group discussion activities.

Submission of Assessment Tasks

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Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

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