



MDIA5005

Sports, Media and Culture

Term One // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter Roberts	p.j.roberts@unsw.edu.au	Monday Midday - 2.00 p.m (or by appointment)	Robert Webster Building, Room 311H	Please contact via email.

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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 (including weekends).

If you would like to discuss the assessments outside of tutorials, please attend the consultation time: Mondays, Midday - 2:00pm . Please email beforehand to make an appointment.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Practical Writing Task	50%	19/03/2021 04:00 PM	1, 2
Research Essay	50%	23/04/2021 04:00 PM	1, 2

Assessment Details

Assessment 1: Practical Writing Task

Length: 1500 words (10% leeway under/over the wordcount)

Details:

1,500-word writing task.

Feedback provided via LMS.

Additional details:

Please see the course Moodle site for detailed instructions.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Research Essay

Length: 2000 words (10% leeway under/over the wordcount)

Details:

2000 words.

Feedback via LMS.

Additional details:

Please see the course Moodle site for detailed instructions.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

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: 15 February - 19 February	Lecture	Lecture: Sports, Media and Soft Power Essential reading (see links in Moodle):
	Tutorial	1.5 hour tutorial. <i>Sports, Media and Soft Power</i>
Week 2: 22 February - 26 February	Lecture	Lecture: Sports, Media and the making of Celebrity Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. <i>Sports, Media and the making of Celebrity</i>
Week 3: 1 March - 5 March	Lecture	Lecture: Sports, Media and Scandal Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. Sports, Media and Scandal
Week 4: 8 March - 12 March	Lecture	Lecture: Sports, Gender and Sexuality Essential Readings (links in Moodle)
	Seminar	Tutorial: 1.5 hours Sports, Gender and Sexuality
Week 5: 15 March - 19 March	Lecture	Lecture: Sports, Media and the art of Leadership Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. <i>Sports, Media and the art of Leadership</i>
Week 6: 22 March - 26 March	Reading	Lecture: There is NO lecture or tutorials this week. Please ensure you keep up-to-date with

		your course readings.
Week 7: 29 March - 2 April	Lecture	Lecture: Sport Fandom in the Digital Age Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial <i>Sport Fandom in the Digital Age</i>
Week 8: 5 April - 9 April	Lecture	Lecture: <i>Business of Sport in the disruptive age</i> Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial. <i>Business of Sport in the disruptive age</i>
Week 9: 12 April - 16 April	Lecture	Lecture: Sporting Mega-Events Essential Readings (links in Moodle)
	Tutorial	1.5 hour tutorial Sporting Mega-Events
Week 10: 19 April - 23 April	Lecture	Lecture: The Advent of Lifestyle Sports
	Tutorial	1.5 hour tutorial. <i>The Advent of Lifestyle Sports</i>

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

Pedersen, M.P. (Ed). (2013) *Routledge Handbook of Sport Communication*. 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

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

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

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, we have adapted the course to include more face-to-face contact and group discussion activities.

Submission of Assessment Tasks

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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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.