

1: Introduction to the course

Sport Journalism
Beijing Sport University

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Washington State University
(main area: media & comm in sport)*

INSTRUCTOR

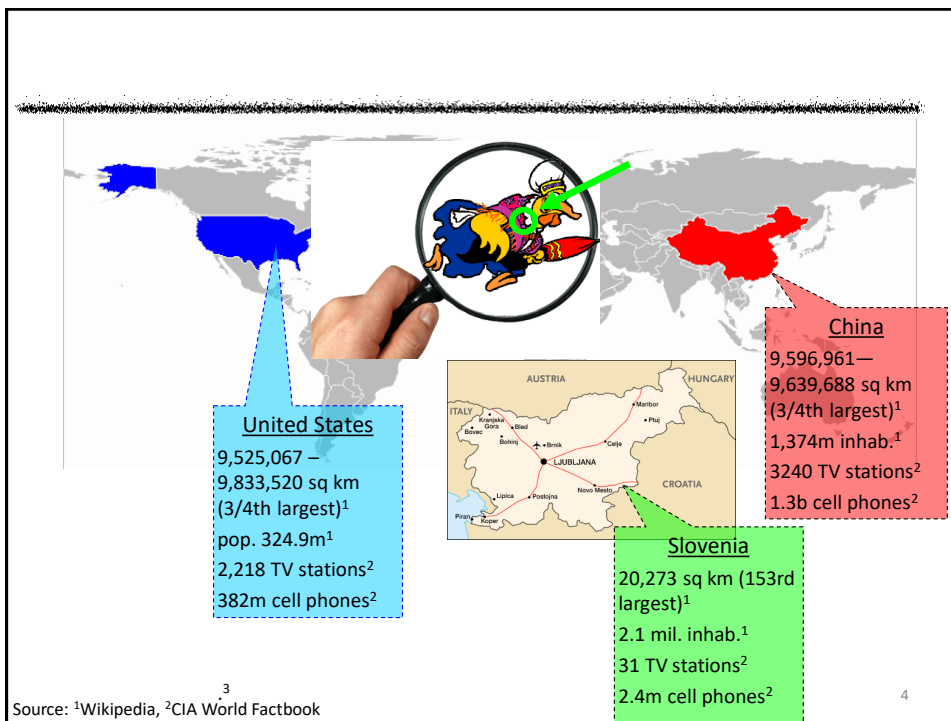
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Originally from *Slovenia*:

- University of Ljubljana:
 - Bachelor, Journalism, 2005
 - PhD, Social sciences/Journalism, 2011
- Home-town: Portoroz/Piran

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Course overview

- Basics of sport journalism (as conceived in the United States + Western Europe)
 - Aspiring sport journalists
 - Aspiring managers, organizers
 - Athletes, coaches
- (Tentative) composition of the grade:
 - 10% attendance
 - 10% participation
 - 20% presentation (TV play-by-play, due **May/June**)
 - 60% exam (*Friday, May 31, 16:30 p.m.?*)

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Presentation

- **Work in pairs**
- **Record** a five-minute TV play-by-play broadcast of a sports game
 - The game will be provided
 - We will listen to (and grade) them during two class meetings late in the semester
- Rubric, details will be provided in class and posted on a dedicated **website**
 - Link coming up

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Course outline (**may be adjusted*)

1. (Mon, 3/11) Course introduction; What is journalism?
2. (Tue, 3/12) Types of news stories
3. (Wed, 3/13) Finding sources and asking questions
- 3+1. (Thu, 3/14) Working with media + Conveying meaning
5. (Fri, 3/15) News values
6. (Mon, 3/18) **Writing** the story (+ “break” assignment desc.)
7. (Tue, 3/19) **Radio** play-by-play
8. (Wed, 3/20) **TV** play-by-play (+ group work sign-up)

--- **BREAK** – may post updates and/or resources on the website ---

Tentative May-June schedule:

9. Recapitulation + discussion of “break” assignment findings
10. Topics and challenges in sport journalism and society, pt. 1
11. Topics and challenges in sport journalism and society, pt. 2
12. Sports photography
13. Group work, exam review
14. Student broadcasts, pt. 1
15. Student broadcasts, pt. 2

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Slides, handouts

- Will be available at <http://sportj.weebly.com> after class
- ***Please, do not*** take pictures of all slides
- ***Please, do*** ask if you do not understand or recognize a word

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Journalism

- **Gathering, processing, and dissemination** of news and information to an audience.
- Through:
 - Newspapers
 - Magazines (print)
 - Radio
 - Television (broadcasting)
 - **Multimedia**
- Conveys information and opinion about public matters


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Ownership/organizational models

- Role: to **inform, educate, entertain**
- Changing consumption practices, changing media sphere:
 - Newsroom staff reduction
 - Declining and fragmented audiences
 - Changing content and delivery format
 - **Sports organizations sidestepping media organizations, producing their own media content:**

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Mission and values



Our mission, vision, and values inform the work of the BBC and are how we promote our public purposes.

The public purposes are set out by the Royal Charter and Agreement, the constitutional basis for the BBC.

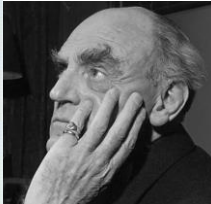
Our mission

To enrich people's lives with programmes and services that inform, educate and entertain.

Our vision

To be the most creative organisation in the world.


Since 1922



**Lord Reith (1889-1971),
founder of the BBC**

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☰ | NBA Games Top Stories Video Standings Stats Players
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Another Series, Another Dominance For Surging Golden State Warriors

May 9, 2017 | by NBA News

SALT LAKE CITY — If you're completely overmatched, as the Jazz just were, as the Blazers were before them, all you can ask for is mercy. With the inevitable about to happen, make it painless and quick.

Well, the Warriors had planned to show such compassion all along. Remember, this is a team that blew a 3-1 lead last summer, and so in these playoffs thus far, they've made a point to remove all suspense and doubt and also most fans in the building by midway in the fourth quarter.

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FOOTBALL ENCORE

2012 Rose Bowl: Oregon vs. Wisconsin ▶
Oregon defeats Wisconsin in the 98th edition of the Rose Bowl; Oregon's first Rose Bowl win in 95 years

BASEBALL Washington at Arizona ▶

BASEBALL UCLA at USC ▶

FOOTBALL

BASKETBALL (M)

FOOTBALL

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Impact of Internet

- More *sources* of information (blogs, social media)
- Increase in *amount* of information
- More people contribute to coverage:
 - [Police brutality in the arrest of an NBA player](#)
 - [Tristan Thompson caught cheating on K. Kardashian](#)
 - [Bleacher Report](#)
- **24-hour news cycle** (?)

24-hour news cycle

- The world is so interconnected that reporting goes on **around the clock**, 24 hours per day.
- Fragmented audience: Media needs to deliver the latest news in an interesting manner to remain ahead of competitors.
- Radio, TV, Internet deliver news around the clock; hence,
- Newspapers, magazines do not just **deliver** news but must provide **interpretation**, so the role of media outlets and media organizations is evolving.

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Fields of journalism

- Arts
- Business
- Data
- Entertainment
- Environment
- Fashion
- Medicine
- Politics
- Science
- **Sports**
- Technology
- Trade
- Traffic
- Weather
- World

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Sport journalism

- Unpredictable: **What** will happen, **when** it will happen?
- Exceptional, unexpected situations are the norm.
- Games are often played in the evening; the deadlines are tight.
- Coaches and players change frequently.
- Relative lack of routine.

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What is sport journalism *about*?

- **International Sports Press Survey 2011**
- 65 newspapers in 22 countries:
 - Australia, Brazil, Canada, Denmark, England, France, Germany, Greece, India, Malaysia, Nepal, New Zealand, Poland, Portugal, Romania, Scotland, Singapore, Slovak Republic, Slovenia, South Africa, Switzerland (French), Switzerland (German), United States
- April-July 2011
- (Thomas **Horky** & Jorg-Uwe **Nieland**, 2013)

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Themes and topics

- **Results and reports** from matches, competitions, or tournaments: **30.9%**
- **Previews** of matches, competitions, or tournaments: **18.3%**
- **Other** coverage related to the **performance/sporting aspects** of athletes, clubs, or sports: **28.5%**
 - Subtotal: **77.7%**. **What else is there?** Which other topics can *you* think of?

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Themes and topics

Topic	%	Topic	%
Financing – private sector	3.0	Sport and social integration/discrimination	0.7
Financing – public sector	0.4	Sport and ecology/environmental iss.	0.1
Doping and anti-doping	1.0	Gender issues in sport	0.2
Betting and bookmaking	0.8	Sports politics	2.8
Local community and amateur sports	1.3	Media aspects of sport	0.9
Children's and youth sports	1.0	Spectators and fan culture	1.8
Sports for elderly and senior citizens	0.1	Sport and technology	0.4
Health-related aspects of sports	0.5	Mega-events	0.5
		Other	6.5

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Sports in focus – Global

Sport	%	Sport	%	Sport	%
Soccer	40.8	Track and field	2.3	Martial arts	0.5
Tennis	7.7	Formula 1	2.2	Kayak/canoe	0.3
Rugby	5.4	Other motor sports	2.1	Sailing	0.3
Other	4.7	Boxing	1.8	Table tennis	0.2
Cricket	4.6	Team handball	1.6	Gymnastics	0.2
Ice hockey	4.6	Baseball, softball	1.5	Dance	0.2
Cycling	3.7	American football	0.8	Sand (beach) volley.	0.1
Basketball	3.5	Badminton	0.7	Fitness, bodybuild.	0.1
Australian rules football	3.1	Swimming and water sp.	0.7	Alpine skiing	0.1
Golf	2.6	Volleyball	0.6	Nordic skiing	0.1
Equestrianism	2.3	Field hockey	0.6		

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Recap (*recapitulate*):

- Course content overview and instructor intro
 - Materials published on <http://sportj.weebly.com>
- Journalism: Gather, process, disseminate info
- Informs, educates, entertains
- Changing world, changing media sphere
- Themes and topics in sports journalism
 - Results & reports, previews, other ath. asp.: 77.5%
- Popularity of individual sports

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