

# Sports Journalism

<b>Final award</b>	BA (Hons)
<b>Intermediate awards available</b>	Cert HE, Dip HE, University Certificate of Higher Education
<b>UCAS code</b>	P502
<b>Details of professional body accreditation</b>	N/A
<b>Relevant QAA Benchmark statements</b>	Communication, Media, Film and Cultural Studies (2008)
<b>Date specification last up-dated</b>	September 2012

## Profile

### The summary - UCAS programme profile

#### **BANNER BOX:**

**From the Olympic and Paralympics stadia to Premier League football grounds, via Lords, Twickenham and Wimbledon – studying Sports Journalism at UEL all is about understanding the influence sport has on our society – and, in turn, that society has on sport. You'll also learn the techniques that journalists use to cover local and global sporting events and report sports news and about developments within the sporting media**

#### ENTRY REQUIREMENTS

The minimum requirements for entry for Level 1 is 280 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate, European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 0. Other qualifications, including overseas, may be considered.

Applicants who do not fulfil the admission requirements for Level 1 may be considered for entry into Level 0. Applicants should have 80 UCAS tariff points from GCE A2 or equivalent.

Applicants who have previous experience and evidence of publication can count this towards their final degree.

We welcome applicants from mature students who do not have formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject. Applicants may be invited for interview.

Students may be admitted through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes. In the case of applicants whose first language is not English, then IELTS 6 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 0 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 1-3. The programme is also highly rated by students who successfully complete the programme. Successful completion of the programme guarantees entry to a range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

More details of the Extended Degree programme can be found [here](#)

## **ABOUT THE PROGRAMME**

### **What is Sports Journalism?**

Studying sports journalism at UEL means you will learn about a range of sports and how to report on them as journalists. The degree will equip you with the skills to write and produce sports reports for sports newspapers and sports magazines. You will be able to analytically evaluate the significance of sports in social, cultural and political contexts. Level 1 modules will give you the skills to theoretically understand the importance of journalism and sports journalism; and the skills to write as a journalist. In levels 2 and 3 you will gain valuable industry experience, and use that knowledge to produce and publish sports articles, and, with fellow students, produce specialised sports articles and magazines. Level 3 also gives you the chance to apply your academic knowledge with a sport-related dissertation.

### **Sports Journalism at UEL**

Students are expected to look critically at the practice of sports journalism and its relationship to society, while acquiring key skills required by professional journalists.

On completing their programme in sports journalism, students will have gained:

- A critical knowledge of sports journalism and its relationship to society, with a focus on London as the host city of the 2012 Olympic and Paralympic Games.
- The skills relevant to sports journalism and other professional activities including the ability to report on local and global sporting events.
- Analytical skills in the workings of editorial processes, including the production of a sports magazine.

### **Programme structure**

Although part-time study is available, Sports Journalism is typically a three-year programme. Level 1 may be preceded by a foundation year (Level 0). Procedures exist for students from other programmes and universities. Throughout all levels, Sports Journalism students are encouraged to submit work for publication, in-house publication, student union newspaper or external publications

### **Learning environment**

Under the guidance of the Journalism team you will be advised and encouraged to go out and get stories. All of the journalism staff are formerly or currently working journalists. You will be taught using a variety of teaching and learning methods. These match the programme's priorities: first, critical approaches to journalism are developed in a traditional academic setting: lectures and seminars with tutorial support; secondly, the acquisition of practical and professional skills occurs in workshops or 'copy clinics' where students try out journalistic writing and other techniques in a demanding but supportive environment. The learning environment will encourage you to be great sports journalists as you practise your writing and re-writing skills whilst contextualizing sports and journalism in contemporary cultural life. Alongside journalistic practices you will be taught how to produce radio programmes, podcasts, news websites and magazines. Under expert guidance you can also develop web sites and be given the skills of on-line sports journalism. You may also get the opportunity to study overseas.

### **Assessment**

Each module is assessed separately. At level 1 there are copy clinic tests, presentations and essays to complete. As you progress through your degree you will be assessed on your skills in writing and editing. You will quickly be producing your own articles and as a team, produce magazines, radio programmes and newspapers. Your reporter's diary/contact book and portfolio of published work is a recurring assessment component, because it shows that you have been out reporting on sporting events.

At the end of your first semester you are examined in writing techniques. Subsequent learning is assessed largely through coursework. On practical modules, you are sometimes required to talk about assignments in a meeting with academic staff and media professionals.

To gain a place on the course you need 280 UCAS points (or equivalent). The course is assessed through academic essays, timed copy clinic tests, multimedia production, match-day reporting and a final dissertation project. In addition you are expected to attend, and report for, the University Sports clubs, cover matches and games outside lectures and attend sports news events and press conferences. You will be expected to gain work experience after the first semester. In return the lecturers will help build your contacts, meet sports journalists, press officers and sports personalities and gain valuable experience

### **Work experience/placement opportunities**

We have strong links with the United States Olympic Committee, Essex and Middlesex cricket clubs, Team GB Basketball, Badminton England and West Ham United, Watford, Millwall, Colchester United, AFC Wimbledon and Leyton Orient Football Clubs. We offer six media internships. Several of our students worked for the Olympic Broadcasting Service and the London Olympic Games Organising Committee (LOCOG) during the Games. Our

recent graduates have secured jobs or freelance work at Metro, BBC World Service and Eurosport. Current students are working for Watford, Leyton Orient, Aldershot and Accrington Stanley football clubs and local newspapers in London and nationwide.

In the UK, our students have reported from Lords, Wembley, Stamford Bridge, White Hart Lane and Craven Cottage, interviewed the likes of Andre Villas Boas, Ray Wilkins, Kanu, Bob Wilson and Dwain Chambers and visited Sky's new studios.

Through our Go Global scheme students have reported from the UEFA Europa final-Dublin, the International Olympic Committee (IOC) 5<sup>TH</sup> Women in Sport conference from Los Angeles; the German Snooker Masters (Berlin), and Camp Nou , Barcelona.

### Project work

Practical modules are often based around production projects. At level two you may take a module involving the production of a journalism portfolio. For this module you write and publish your own articles under the guidance of the lecturing team. You will produce news websites, podcasts or video. You are expected to contribute to an in-house publication. As a Level 3 student you will continue building up a portfolio of published work, and produce a sports magazine with a focus on sport and East London. Working as part of an editorial team, you will successfully create one newspaper and a sports magazine before the completion of the degree, and have evidence of further publications for future employees.

At level 3 you also develop your academic skills through a double dissertation module. This continues throughout semester A and B, and carries twice as many credits as a single module. You have the opportunity to devise a research project/dissertation and bring it to completion with the support and supervision of journalists/academic staff.

### Added value

This is the only three year sports journalism degree in London

### IS THIS THE PROGRAMME FOR ME?

#### If you are interested in...

- Sports Journalism in print, broadcast or multimedia platforms
- The London 2012 Olympics
- The development of various sports and sports journalism, both past and present.
- The social contexts in which sports journalism is produced and consumed

#### If you enjoy...

- Thinking critically about the way Sports Journalism packages and presents sports news
- Working out how and why such journalistic techniques have come to be the norm
- Thinking creatively about improving and adapting new formats and their feasibility for the profession

#### If you want...

- To understand how sports journalism can influence both social and cultural discourses
- To critically evaluate the impact of an Olympics games on a host city
- To learn the skills to write as a sports journalist, and understand the significance of your words.
- To learn the fundamental skills of journalism and sports journalism
- To get published
- To understand the difference between a pundit and a sports journalist

### **Your future career**

National and local newspapers have specialised pages dedicated to sports reporting. In the UK we have two national sports radio stations, and numerous local radio stations reporting on sports as a routine component of news production. With 28 TV stations dedicated to sports reporting and several Premiership clubs with their own TV stations, there are plenty of media companies employing specialist sports journalists. Other careers paths may include PR and marketing, Press officer posts, and Sports Agency promoters. Such roles require an understanding of sports, journalism and the contexts in which these develop.

### **How we support you**

We pass on our expert knowledge and study skills via journalistic writing workshops. We have talks and master classes from visiting journalists and media professionals. Personal tutors, all academics with a background in journalism, have extensive contacts in the professional field.

We have strong links with national newspapers, and with speech and music radio stations. We also have a good working relationship with ITV production companies and contacts across a variety of media platforms. This provides networking opportunities as well as traditional academic guidance.

### **Bonus factors**

As you report on London's Olympic legacy, you will gain first-hand experience of how the Games can impact on a city. You will be able to train in our new £7 million multi-sport centre opened in 2012 and used by US Olympic athletes including basketball stars such as Kobe Bryant and LeBron James. Our Docklands campus is just four miles (six kilometers) from the Olympic site at Stratford, and even closer to the Olympic venues at the O2, Excel, and Greenwich, meaning you will be able to cover future events at the velodrome and bmx track, the aquatic centre and other facilities used during the Games.

We have a Premiership and Championship football club as neighbours. You will be part of an already established relationship with both West Ham and Charlton Football clubs. UEL are the proud sponsors of the Leyton Orient Advanced Soccer School FC.

UEL's Sports Journalism team has almost a hundred years of national and international experience of the industry. We have a wide range of industry contacts, including connections to the entertainment and production departments at ITV, and strong working relationships with national and regional newspapers, as well as national radio stations and international media houses.

# Outcomes

## Programme aims and learning outcomes

### What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Study the role of sports journalism and its institutions, in print, broadcast and electronic media (single, major and joint)
- Learn the leading theories and methodologies currently constituting the field of journalism and sports journalism studies. (single, major, joint, minor)
- Acquire the journalistic production skills to write and edit articles. (single, major, minor, joint)
- Develop a critical approach to the practices of sports journalism. (single, major, joint)

### What will you learn?

#### Knowledge

- Theories and concepts with which to understand journalism and sports journalism as a representations of the world around us
- Theories and concepts of the sociology and political economy of journalism in the 'information age'
- Theories and concepts of the relations between sports journalism and the public sphere

#### Thinking skills

- Evaluation of journalism and sports journalism in its professional contexts
- Analysis of journalism and sports journalism in its social context
- Expression, argument and synthesis in written and oral forms

#### Subject-Based Practical skills

- Sports journalistic writing
- Production for print and/or broadcasting and/or online
- Publication
- Work-based learning
- Networking

#### Skills for life and work (general skills)

- Time management
- Strategy for personal development
- Individual responsibility
- Team work
- Project management
- Networking

# Structure

## The programme structure

### Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

### Credit rating

The overall credit-rating of this programme is 360 credits.

### Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 5 years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

### How the teaching year is divided

The teaching year begins in September and ends in June but some programmes also allow students to join at the start of Semester B, in February.

A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 80 credits in any academic year.

### What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules (or fewer, if any are 40 credit modules) per

year . An honours degree student will complete modules totalling 120 credits at level one, modules totalling 120 credits at level 2 and modules totalling 120 credits at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

Single 120 credits at levels one, two and three

Major 80 credits at levels one, two and three

Joint 60 credits at levels one, two and three

<b>LEVEL</b>	<b>UEL MODULE CODE</b>	<b>TITLE</b>	<b>SKILLS MODULE</b>	<b>CREDITS</b>	<b>STATUS SINGLE</b>	<b>STATUS MAJOR</b>	<b>STATUS JOINT</b>	<b>STATUS MINOR</b>
1	CC1501	Introduction to Journalism	Y	20	Core	Core	Core	n/a
1	CC1509	Olympics and Paralympics in context		20	core	core	option	n/a
1	CC1502	Radio Journalism		20	core	n/a	option	n/a
1	CC1503	Sports Journalism		20	core	core	core	core
1	CC1504	Journalism Writing		20	Option	Option	Option	n/a
1	MS1304	Introduction to New Media		20	Option	Option	Option	n/a
1	MS1401	The Rise of the Mass Media		20	Option	Option	Option	n/a
1	MS1403	Media Production		20	Option	Option	Option	n/a
1	MS1407	Media and Gender		20	Option	Option	Option	n/a
2	CC2501	Understanding the Culture Industries		20	core	core	core	option
2	CC2509	Reporting Football		20	core	core	option	core
2	CC2508	Working in the culture industries	Y	20	core	core	option	n/a



2	CC2511	Multimedia Sports Reporting		20	core	core	core	option
2	CC2502	Photojournalism		20	option	option	option	option
2	CC2504	Online Journalism		20	option	option	option	option
2	CC2507	Journalism Portfolio 1		20	option	option	option	option
2	CC2103	News Reporting and Creative Non-fiction		20	option	option		
2	CC2503	Transforming audiences		20	option	n/a	option	
2	MS2105	Understanding News and the Newspaper Industry		20	option	option	option	
3	CC3001	Dissertation	Y	20	option	option	option *	n/a
3	CC3000	Dissertation	Y	40	core	option	option *	option
3	CC3503	Media Law, ethics and regulation		20	core	option	core	core
3	CC3507	Reporting East		20	core	core	core	n/a
3	CC3506	Reporting the Olympics		20	core	option	option	n/a
3	CC3502	Magazine Media		20	option	option	option	
3	CC3505	Journalism Portfolio 2		20	option	option	n/a	n/a
3	MS3102	PR and Promotion		20	option	n/a	n/a	n/a
3	MS3305	New Media		20	option	n/a	n/a	n/a
3	MS3408	Television and Cultural Change		20	option	n/a	n/a	n/a
3	CC3501	News Reporting/ Multimedia News production		20	option	option	option	n/a

Notes:

\* May be taken in other combined programmes

Minor =40 credits at levels one, two and three.

Modules are defined as:

Core Must be taken

Option Select from a range of identified module within the field

University Wide Option Select from a wide range of university wide options

The following are the core and optional requirements for the single, major, joint and minor routes for this programme

**The Skills Modules listed in the Joint Route are Core, unless the equivalent Skills Modules are taken in your other combined subject.**

### **Requirements for gaining an award**

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

### **Degree Classification**

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

The arithmetic mean of the best 100 credits at level 3  $\times 2/3$  + The arithmetic mean of the next best 100 credits at levels 2 and/or 3  $\times 1/3$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours  
60% - 69% Second Class Honours, First Division  
50% - 59% Second Class Honours, Second Division  
40% - 49% Third Class Honours  
0% - 39% Not passed

### **Foundation degree classification**

Where a student is eligible for a Foundation degree, the award classification is determined by calculating the arithmetic mean of all marks obtained for modules at level 1 or higher contributing to the programme and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% Distinction  
55% - 69% Merit  
40% - 54% Pass  
0% - 39% Not passed

## **Assessment**

### **Teaching, learning and assessment**

#### **Teaching and learning**

#### **Knowledge is developed through**

- Theories and concepts through which to understand journalism and sports journalism
- Theories and concepts of the sociology and political economy of journalism in the 'information age'
- Theories and concepts of the relations between sports journalism and the public sphere

#### **Thinking skills are developed through**

- Evaluation of journalism and sports journalism in its professional contexts
- Analysis of journalism and sports journalism relation to social contexts
- Expression, argument and synthesis in written and oral forms

#### **Practical skills are developed through**

- Sports journalistic writing
- Production for print and/or broadcasting and/or online
- Publication
- Work based learning
- Networking

**Skills for life and work (general skills) are developed through**

- Time management
- Strategy for personal development
- Individual responsibility
- Team work
- Project management

**Assessment**

**Knowledge is assessed by**

- Seminar discussions
- Academic essays
- Coursework
- Thesis
- Dissertation
- project work

**Thinking skills are assessed by**

- Presentations
- Seminar discussions
- Written self-reflection assignments
- Critical Analysis exercise

**Practical skills are assessed by**

- Formative Assessment via weekly copy clinics
- Workshops
- Summative assessment via portfolio work
- Editorial project work

**Skills for life and work (general skills) are assessed by**

- Establish effective working relationships
- To work independently and as a team
- Improved communication and presentation skills

## **Quality**

**How we assure the quality of this programme**

## **Before this programme started**

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the appropriateness of accreditation by professional/statutory bodies to the requirements of the programme;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

## **How we monitor the quality of this programme**

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the University's Quality Standing Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

## **The role of the programme committee**

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the University's quality assurance procedures.

## **The role of external examiners**

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;

- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

### **Listening to the views of students**

The following methods for gaining student feedback are used on this programme:

- End of Module evaluations
- Student representation on programme committees (meeting 6 times year)
- Student/Staff consultative committee (meeting 3 times a year)

Students are notified of action taken through:

- circulating the minutes of the programme committee
- a newsletter published three times a year
- providing details on the programme notice board

### **Listening to the views of others**

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- National Student Survey
- Questionnaires to former students
- Industrial liaison committee
- Placements Officer
- Colleagues within the School

## **Further Information**

### **Where you can find further information**

Further information about this programme is available from:

- The UEL web site
- The student handbook
- Module study guides
- UEL Manual of Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- Guide to Single & Combined Honours Programmes

- *ADI web pages* <http://www.uel.ac.uk/adi/index.htm>
- Visit our gallery of student work  
here: <http://www.uel.ac.uk/adi/showcase/studentwork/>