

**1. General information****Course:** SPORTS JOURNALISM**Type:** ELECTIVE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16341**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** First semester**Second language:** French**English Friendly:** Y**Bilingual:** N**Lecturer:** RUBÉN RAMOS ANTÓN - Group(s): 30

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2. Pre-Requisites

It is important, although not mandatory, to have knowledge and minimum interest in sports.

3. Justification in the curriculum, relation to other subjects and to the profession

The subject is part of the specialization areas of the degree.

4. Degree competences achieved in this course**Course competences**

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E03	Capacity and ability to retrieve, organise, analyse and process information and communication with the aim of disseminating, conveying or processing it for private or collective use through different media and formats, or for the creation of all types of productions.
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E06	Capacity and ability to search, select and classify any type of relevant source or document (whether written, sound, visual, etc.) for the production and processing of information, as well as for use in persuasive communication or in fiction and entertainment.
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
E17	Knowledge of current sciences, capacity to analyse their informative and communicative processing and ability to convey such knowledge and progress to a vast non-specialised public in an understandable and efficient manner.
G03	Adequate oral and written communication skills.
G04	Ethical commitment and professional ethics.
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
G08	Convey ideas, problems and solutions within the field of Journalism and, in general, within the field of Communications, during professional practice in both fields.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.

5. Objectives or Learning Outcomes**Course learning outcomes**

Not established.

Additional outcomes

To argue the different perspectives involved in some ethical dilemmas of the journalistic profession.

To prepare pieces of news in different journalistic styles: articles, reports, interviews and opinion piece adapted to the audience.

To know the language styles and media structure of sports journalism.

To analyse and compare the treatment of journalistic styles in different media.

To distinguish specialized formats and thematic areas.

To acquire the knowledge and skills of informative work in magazines, newspapers, radio, news agencies, televisions, press offices and Internet.

6. Units / Contents**Unit 1: History of sport: from the Olympic Games of antiquity to mass spectacle****Unit 2: The complexity of the sporting landscape****Unit 2.1** Legislation and sport**Unit 2.2** Structure and organisation of Spanish sport**Unit 3: Production and structure of sports journalism**

Unit 3.1 History and evolution of sports journalism

Unit 3.2 Language and genres in sports journalism

Unit 3.3 New trends in sports journalism

Unit 4: Sports journalism and information source

Unit 5: The management of corporate communication in the sports area

7. Activities, Units/Modules and Methodology							
Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Other off-site activity [OFF-SITE]	Practical or hands-on activities	E02 E03 E04 E06 E12 E17 G03 G04 G06 G08 G09	3	75	Y	Y	
Class Attendance (theory) [ON-SITE]	Workshops and Seminars	E03 E04 E06 G04 G06 G08	2.32	58	N	-	
Writing of reports or projects [OFF-SITE]	Reading and Analysis of Reviews and Articles	E02 E03 E04 E06 E17 G08 G09	0.6	15	Y	Y	
Final test [ON-SITE]	Assessment tests	E02 E04 E12 E17 G03 G08	0.08	2	Y	Y	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Portfolio assessment	50.00%	50.00%	Where all the practices carried out during the course are collected.
Final test	25.00%	50.00%	About the theoretical and practical aspects exposed in class
Test	25.00%	0.00%	Tests carried out in the classroom throughout the course
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

The evaluation assumes that the final grade of the subject consists of different written tests that have a validity of 50% (25% corresponding to the final test and 25% to tests carried out in the classroom throughout the course).

The remaining 50% corresponds to the overall participation of the student in the different practical parts of the subject. This part will be assessed taking into account oral participation, presentation and presentation within the expected timeframes of the internship (no work will be accepted 24 hours after the proposed deadline in class), readings, presentations and proposed practices in Class.

If the student obtains a mark lower than a 4 in one of the three main parts of the assessment (Portfolio, Final exam and classroom tests) he/she will not be able to pass the course.

Plagiarism or the use of Artificial Intelligence (AI) applications will be grounds for failure (with a mark of 0).

In that case you will have to carry out or submit the corresponding work in the extraordinary call for evaluation.

Written evidence and practices may be suspended for misspellings according to the criteria of the Faculty of Communication. In written tests and internships, the student will be evaluated on:

1. All theoretical material displayed and proposed by the teacher in class.
2. The topics that appear in the course of the subject.
3. The basic and complementary literature.
4. Recommended and mandatory books and reading articles.

In addition, the work and exercises presented in class by the teacher and the students will be assessed in the written tests with the aim of demonstrating the student's knowledge, competences, learning results, readings, degree of assimilation, the rigour of their reasoning and their capacity for personal contribution.

This planning may be adapted and slightly modified in the event of any extraordinary measures related to the health pandemic of the COVID-19 HEALTH PANDEMIC. However, even in an unforeseen scenario, we will try to maintain the assessment rates as closely as possible to what is outlined in this guide.

Non-continuous evaluation:

The non-continuous evaluation consists of the following tests:

Final test (50%). Evaluation on the theoretical contents of the subject.

Practical test (50%). In this test it will be compulsory to submit four practices (with a diversity of journalistic genres and at least one report, one chronicle and one interview among them) with the same requirements as the tests carried out during the course in the continuous assessment.

Any student may change to the non-continuous assessment mode as long as he/she has not participated during the period of classes in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached this 50% of assessable activities or if, in any

case, the period of classes has ended, he/she will be considered in continuous assessment without the possibility of changing assessment mode.

In order to pass the course it will be necessary to obtain a minimum of 4 in each of the tests (practical and theoretical).

Plagiarism or the use of Artificial Intelligence (AI) applications will be grounds for failure (with a mark of 0).

The written and practical tests may be failed for spelling mistakes in accordance with the criteria of the Faculty of Communication. Plagiarized exercises, works and practices will be failed.

It is recommended that students who intend to sit this route contact the subject's teacher prior to the date of the test, to consult the characteristics and requirements of the practical test.

COVID-19. However, even in an unforeseen scenario, we will try to maintain the evaluation percentages as closely as possible to what is indicated in this guide

Specifications for the resit/retake exam:

In the extraordinary call the student will be examined in a final test of the theoretical contents discussed in class and in the subject. The same criteria apply as in the ordinary call. In order for the student to be able to submit for the extraordinary evaluation, he must submit all suspended or unsubmitted work in class two weeks before the examination of the extraordinary call, otherwise he will get a zero in that part. This part will make up 50% of the extraordinary evaluation, and the final test will involve 50%, and will consist of current tests, readings, theory and practice.

The criteria regarding spelling mistakes or the anti-plagiarism policy of the ordinary exam (continuous and non-continuous call) are maintained.

Specifications for the second resit / retake exam:

It is recommended that those students interested in attending this call contact the teacher before 30 September.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	10
Unit 1 (de 5): History of sport: from the Olympic Games of antiquity to mass spectacle	
Activities	Hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	13
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	14
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	3
Unit 2 (de 5): The complexity of the sporting landscape	
Activities	Hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	13
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	11
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	3
Unit 3 (de 5): Production and structure of sports journalism	
Activities	Hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	13
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	11
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	3
Unit 4 (de 5): Sports journalism and information source	
Activities	Hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	13
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	11
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	3
Unit 5 (de 5): The management of corporate communication in the sports area	
Activities	Hours
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	13
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	11
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	3
Final test [PRESENCIAL][Assessment tests]	2
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Workshops and Seminars]	58
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	15
Final test [PRESENCIAL][Assessment tests]	2
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	75
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Blanco Pont, Joseph María	Las retransmisiones deportivas: Técnicas de narración radiofónica	CIMS	Madrid		2002	
Cagigal, José María	Deporte, pedagogía y humanismo	Comité Olímpico Español	Madrid		1966	
Cagigal, José María	Deporte: espectáculo y acción	Aula Abierta Salvat		84-345-7936-7	1983	

Castañón, Jesús	El lenguaje periodístico del fútbol	Universidad de Valladolid		1993
Coca, Santiago	El hombre deportivo	Alianza	Madrid	1993
Durantez, Conrado	Olimpia y los juegos olímpicos antiguos	Comité Olímpico Español		1975
Duránte, Conrado	Las olimpiadas modernas	Pearson Educación		2004
Fernández, Luis	El periodismo en el ámbito del deporte: un análisis desde 2001 al 2011	Fragua		2012
Gifford, Clive	La enciclopedia de los Juegos Olímpicos	Ediciones SM		2004
Gisondi, Joe	Field guide to covering sports	CQ Press		2011
González-Palencia, Rafael	Marca: libro de estilo: todo lo que hay que saber para informar y escribir con propiedad sobre el mundo del deporte	La Esfera de los Libros		2012
Hernández Alonso, Néstor	El lenguaje de las crónicas deportivas	Cátedra		2003
Castañón Rodríguez, Jesús	Diccionario terminológico de los deportes	Trea		2004
Castañón Rodríguez, Jesús	Términos deportivos en el habla cotidiana	Universidad de la Rioja, Servicio de Publicaciones		2006
Fernández Peña, Emilio	Juegos olímpicos, televisión y redes sociales	UOC		2016
Pasolini, Pier Paolo	Sobre el deporte	Contra		2015
Ferrer Molina, Vicente	Buenas noches y saludos cordiales: José María García, historia de un periodista irrepitible	Córner		2016
Carroggio, Marc	Patrocinio deportivo: del patrocinio de los juegos olímpicos	Ariel		1996
Baker, Joe y Farrow, Damian	Routledge handbook of sport expertise	Routledge		2015
Potrac, Paul, Gilbert, Wade y Denison, Jim	Routledge handbook of sports coaching	Routledge		2013
Nicholson, Matthew	Sport and the media: managing the nexus	Routledge		2015
Rivera, Almudena	Superhéroes de incógnito : 15 historias de superación a través del deporte	Cydonia		2016
Billings, Andrey C. y Hardin, Marie	Routledge handbook of sport and new media	Routledge		2016
Berasategi Zeberio, Miren	Las mujeres deportistas en la prensa: los Juegos Olímpicos	UOC		2015
Peris, Francesc	Pequeña historia de los Juegos Olímpicos	Mediterrània		1985
Pérez, Alberto	La Retransmisión del fútbol en la radio	Fundación CIDIDA		2014
Pedersen, Paul M.	Routledge Handbook of Sport Communication	Routledge		2015
Hernández Alonso, Néstor	Tendencias en el lenguaje deportivo actual	Vision libros ebook	Madrid	2012
Hernández, Manuel	Antropología del deporte en España	ESM	Madrid	2003
Paniagua Santamaria, Pedro	Información deportiva: especialización, géneros y entorno digital	Fragua		2003
Herranz de la Casa, José María	Los géneros: del papel a la web	Tirant Humanidades		2017
Huizinga, Johan	Homo ludens	Alianza		2015
Malaret i García, Elisenda	Público y privado en la organización de los Juegos Olímpicos	Civitas		1993
Malvar, Luis	La radio deportiva en España: (1927-2004)	Pearson Educacion		2005
Manfredi, Juan Luis; Rojas, José Luis y Herranz, José María	Innovación en el periodismo emprendedor deportivo. Modelo de negocio y narrativas		Madrid	2015
	https://www.academia.edu/12777474/Innovación_en_el_periodismo_emprendedor_deportivo._Modelo_de_negocio_y_narrativas			
Marrero Rivera, Omar	Fundamentos del periodismo deportivo	Terranova		2011
Marín Montín, Joaquín	Comunicación y deporte: nuevas perspectivas de análisis	Comunicación social		2011
Molina, Gerardo	El poder del marketing deportivo: pasión y dinero	Librerías Deportivas Esteban Sanz		2014
Morgagas, M.	Los Juegos de la comunicación. Las múltiples dimensiones comunicativas de los Juegos Olímpicos	Fundesco	Madrid	1992
Rojas Torrijos,		Aconcagua		

José Luis	La información y el deporte: libro de estilo para la prensa http://www.slideshare.net/JosLuisRojasTorrijos/la-informacin-y-el-deporte	libro		84-96178-11-0	2005
Rojas Torrijos, José Luis	Libros de estilo y periodismo global en español: Origen, evolución y realidad digital	Tirant Humanidades		978-84-939316-6-7	2011
Rojas Torrijos, José Luis	Periodismo deportivo de calidad: propuesta de un modelo de libro de estilo panhispánico para informadores deportivos	Fragua		978-84-7074-459-4	2011
Rojas Torrijos, José Luis	Periodismo deportivo. Hacia la innovación y el emprendimiento en la red	Fragua	Madrid	978-84-7074-555-3	2013
Rojas Torrijos, José Luis (coord.)	Periodismo deportivo de manual	Tirant Humanidades	Valencia	978-84-16786-57-2	2017
Rojas Torrijos, José Luis y Cuenca Villarán, María Helidora	Guía de pronunciación para la cobertura periodística de grandes eventos deportivos internacionales	Liber Factory	Madrid	978-84-9949-215-5	2013
Sanz Garrido, Begoña (coord.)	Las mujeres deportistas en la prensa: los Juegos Olímpicos de Londres 2012	UOC		978-84-9064-558-1	2015
Seguro, Santiago	Héroes de nuestro tiempo: 25 años de periodismo deportivo	Debate		978-84-9992-143-3	2012
Steen, Rob	Sports journalism : a multimedia primer	Routledge, Taylor & Francis Group		978-0-415-74214-6 (p)	2015
Toney, James	Sports journalism: the inside track	Bloomsbury		978-1-4081-7832-4	2013
Tucker, Diana L. y Wrench, Jason S.	Casing sport communication	Kendall Hunt Publishing Company		978-1-4652-8822-6	2016
Verdú, Vicente	El fútbol, mitos, ritos y símbolos	Alianza Editorial	Madrid		1981
Etapé, José	Gran historia de las Olimpiadas y de los deportes	EDP editores		84-7368-186-X	2001
Agencia EFE	El idioma español en el deporte	Fundación EFE			1994
Agulló, Recadero	Diccionario de Términos deportivos	Espasa	Madrid		2003
Alcoba López, Antonio	Cómo hacer periodismo deportivo	Paraninfo		84-283-2033-0	1993
Alcoba López, Antonio	La prensa deportiva: tratamiento inédito sobre el género específico del deporte y cómo hacer una publicación deportiva ideal	Universidad Complutense de Madrid		84-95215-03-9	1999
Alcoba López, Antonio	Periodismo deportivo	Síntesis		84-9756-273-9	2011
Andrews, Phil	Sports journalism: a practical introduction	SAGE		978-1-4462-5338-0	2014
Arcia Ferrando, Manuel	Aspectos sociales del deporte. Una reflexión sociológica	Alianza	Madrid		1990
Barrero Muñoz, José	Periodistas deportivos: contra la violencia en el fútbol, al pie de la letra	Fragua		978-84-7074-255-2	2008
Barrero Muñoz, José	Protagonistas contra la violencia en el deporte	Fragua		978-84-7074-297-7	2009
Bernárdez, Julio	El deporte correctamente hablado	Universidad de Oviedo, Servicio de Publicaciones		84-8317-054-X	1998
Billings, Andrew C.	Defining sport communication	Routledge		978-1-138-90960-1	2017
Billings, Andrew C.	La Comunicación en el deporte	Aresta UOC		978-84-9788-915-5	2010
Alcántara, Manuel; León-Gross, Teodoro y Rivera, Agustín	La edad de oro del boxeo. 15 asaltos de leyenda	Libros del KO		9788416001125	2014
Cedeño Zamora, María José	Influencia de la mujer periodista en el ámbito deportivo radial	Editorial Académica Española		978-620-2-15078-1	2018
Montero, Javier	Periodismo deportivo de cine. Ética la profesión aa través de su reflejo en la pantalla y sus códigos deontológicos	Melusina		978-84-18403-76-7	2023