

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

SPORT MEDIA

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SPORT MEDIA	YMİ4210481	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Journalism Workshop				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yusuf ÖZKIR				
Name of Lecturer(s)					
Assistant(s)					
Aim	The Sports Media course provides students with significant learning outcomes regarding the impact of sports on media and vice versa. This course primarily teaches the fundamental principles of sports journalism, equipping students with a range of skills from news writing and interviews to live broadcasting techniques and social media usage. It also covers how sports events are presented in the media, the influence of media on sports, as well as ethical and legal issues. Students develop their skills in analyzing sports events and critical thinking, while also contemplating topics such as the role of sports in society and the representation of athletes in the media. This course is a valuable resource for those considering a career in sports media or seeking a broader understanding of the sports industry.				
Course Content	This course contains; The agenda setting process of the media,Agenda setting theory,Agenda setting and sports,Sports journalism,Weeks Ethics in the context of sports journalism,Weeks Elements of sports news, Analyzing sports events,Public relations process in sports,The role of media in sports,Sports events and television,Week Mass media and sports,Sports services in the media and New Media,Historical processes of Turkish sports media,General Assessment.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explain the basic concepts of media.			10, 16, 9	A	
Discuss the issues that make up mass communication.			10, 16, 9	A	
Analyze case studies related to media.			10, 16, 9	A	
Evaluate the effect of media on sports.			10, 16, 9	A	
Explain the relationship between media, politics and sports			10, 16, 9	A	
Evaluate the role of sport in agenda setting			10, 16, 9	A	
Discuss the stance of sports media			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	The agenda setting process of the media	Köktener, A. (2013). Spor Gazeteciliği Örneğinde İnternet Gazeteciliğinin Geleneksel Gazeteciliğe Etkisi. Selçuk İletişim, 8(1), 233-250.			
2	Agenda setting theory				
3	Agenda setting and sports				
4	Sports journalism				
5	Weeks Ethics in the context of sports journalism				
6	Weeks Elements of sports news				
7	Analyzing sports events				
8	Public relations process in sports	BOZKURT, H., & KARTAL, R. (2008). SPOR PAZARLAMASINDA HALKLA İLİŞKİLER VE SPONSORLUK İLİŞKİSİ. Beden Eğitimi ve Spor Bilimleri Dergisi, 2 (1), 23-33.			
9	The role of media in sports				
10	Sports events and television				
11	Week Mass media and sports				
12	Sports services in the media and New Media				
13	Historical processes of Turkish sports media				
14	General Assessment				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
Volkan Ekin, Türkiye'de spor ve medya, Köprü KitabeviLecture Notes					