

Overview

Programme Code	35743
Programme Title	Sports Journalism
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	N/A
Alternative Exit	Certificate of Higher Education - CHE	<p>Demonstrate transferable skills in the areas of written and oral communication</p> <p>Demonstrate transferable skills in the areas of written and oral communication</p> <p>Understand the basic theoretical approaches to the study of sports journalism practices and institutions</p> <p>Understand the basic theoretical approaches to the study of sports journalism practices and institutions</p> <p>Demonstrate basic practical journalistic skills such as writing and reporting</p> <p>Demonstrate basic practical journalistic skills such as writing and reporting</p> <p>Describe the legal and ethical parameters within which sports journalism works</p> <p>Describe the legal and ethical parameters within which sports journalism works</p> <p>Discuss their own original work and the work of peers</p> <p>Discuss their own original work and the work of peers</p>
Alternative Exit	Diploma of Higher Education - DHE	<p>Understand and discuss the connections between sports journalism and the democratic state</p> <p>Develop sports journalism writing and production skills in multi-media journalism and edit newsworthy stories for a variety of platforms</p> <p>Evaluate the relationship between sports journalists and individuals/institutions through an understanding and analysis of ethics, law and journalistic regulation</p> <p>Demonstrate transferable skills in written and oral communication, IT and research</p> <p>Evaluate and criticise their own original work, the work of peers and of professional sports journalists</p> <p>Appraise the ethics and practice of engaging with user-generated content in all areas of sports journalism</p>

Alternate Award Names	
-----------------------	--

External Benchmarks

Subject Benchmark Statement

UG-Communication, Media, Film and Cultural Studies (2019)

Accreditation

Programme Accredited by

PSRB Name	Type of Accreditation	Valid From Date	Valid To Date	Additional notes
National Council for the Training of Journalists (NCTJ)	Accredited by the National Council for the Training of Journalists (NCTJ).			

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

Educational Aims of the Programme	To develop an active interest in UK sports journalism and to guide students towards a critical and historical understanding of the sports journalism industry To enable students to situate the study of sports journalism within the broader debates of media and cultural theory. To facilitate students' understanding and knowledge of sports journalism practice in the multi-platform, multi-media sports journalism. To develop students' multi-media sports journalism skills. To develop the intellectual skills of effective communication and research through media technologies To promote the development of graduates who are critical independent thinkers possessing a range of transferable skills; particularly in the areas of team-working, organisational ability and communications. To encourage students to engage with the development of employability skills.
-----------------------------------	---

Learning Outcomes

Code	Number	Description
PLO1	1	Demonstrate an awareness of the economic forces which frame the media and the role of such industries in specific areas of contemporary political and cultural life;
PLO2	2	Critically evaluate the range of sources and the conceptual frameworks appropriate to research in the chosen area;
PLO3	3	Engage with new and emerging forms and arguments, drawing upon a variety of professional and academic skills;
PLO4	4	Produce work which demonstrates the effective manipulation of sound, image and/or the written word with particular regard to writing news reports and features;
PLO5	5	Utilise a range of research skills; for example research into potential audiences, markets or consumption contexts, as a production tool;
PLO6	6	Demonstrate operational aspects of media production technologies, systems, techniques and professional practices including accurate notetaking and the use of sources;
PLO7	7	Manage time, personnel and resources effectively, by drawing on planning and organisational skills;
PLO8	8	Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic media;

PLO9	9	Experiment, as appropriate, with conventions, techniques and practices;
PLO10	10	Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity;
PLO11	11	Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or in other forms;
PLO12	12	Show understanding of the role of technology in terms of media production, access and use;
PLO13	13	Retrieve and generate information, and evaluate sources, in carrying out independent research;
PLO14	14	Organise and manage supervised, self-directed projects and work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively;
PLO15	15	Communicate effectively in inter-personal settings, in writing and in a variety of media;
PLO16	16	Put to use a range of IT skills from basic competences such as data analysis and word-processing to more complex skills using web-based technology or multimedia.
PLO17	17	Demonstrate knowledge of the social, cultural and political histories from which different media and communication practices have developed, and of key theories about that development;
PLO18	18	Show a knowledge of the legal, ethical and regulatory frameworks which affect media and cultural production, circulation, and consumption;
PLO19	19	Demonstrate an understanding of the student's own creative processes and practice through engagement in one or more production practices;
PLO20	20	Demonstrate an understanding of the narrative processes and modes of representation at work in media and cultural texts;
PLO21	21	Demonstrate awareness of contemporary issues relating to journalism's place in modern society, including debates about diversity, equality and representation in the media workforce and its output;
PLO22	22	Analyse and evaluate their own work and the work of others in a reflexive manner, with reference to academic and/or professional issues, debates and conventions;
PLO23	23	Conduct various forms of research for essays, projects, journalistic output or dissertations involving sustained independent enquiry;

Course Structure

Programme Structure Description	<p>The programme is taught and assessed within the Academic Framework. Students must take 120 credits of Sports Journalism/Journalism modules at each level of the programme (Level 4, Level 5 and Level 6). Each level of the programme should normally be completed in one academic year. Modules are of two types: Core or Option. All Level 4 modules are core. All Level 5 modules are core. At Level 6, students must choose between a dissertation (6031Journ) or Final Project (6042Journ), both of which offer the chance to generate an extended, independently-driven piece of work whether academic or practice-driven. Students will also have the opportunity to select one of four industry-related options at level 6, all of which develop skills in specialist areas as well as verbal and written communication, advanced writing and project work. All students take Journalism Careers (6041) which includes a portfolio of industry engagement. The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module 5040JOURN. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students who started the programme prior to September 2022 will study modules from the previously validated version of the programme</p>
---------------------------------	--

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4043JOURN Understanding Journalism Approved 2022.01 - 20 credit points	
[MODULE] 4044JOURN Introduction to Reporting Approved 2022.01 - 20 credit points	
[MODULE] 4046JOURN Essential Law and Ethics Approved 2022.01 - 20 credit points	
[MODULE] 4048JOURN Introduction to Broadcast Approved 2022.01 - 20 credit points	
[MODULE] 4049JOURN Sports Journalism Skills Approved 2022.01 - 20 credit points	
[MODULE] 4050JOURN Newswriting for Sports Journalists Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 120 credit points	CORE
[MODULE] 5041JOURN Developing Broadcast Skills Approved 2022.01 - 20 credit points	
[MODULE] 5045JOURN Journalism Issues Approved 2022.01 - 20 credit points	
[MODULE] 5046JOURN Magazine Journalism Approved 2022.01 - 20 credit points	
[MODULE] 5047JOURN Sports Media Communication Approved 2022.01 - 20 credit points	
[MODULE] 5048JOURN Sports Journalism for a Digital Audience Approved 2022.01 - 20 credit points	
[MODULE] 5049JOURN Multimedia Sports Reporting Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5040JOURN Study Year Abroad -Journalism Approved 2022.01 - 120 credit points	
Level 6 - 120 credit points	

Level 6 Core - 60 credit points	CORE
[MODULE] 6041JOURN Journalism Careers Approved 2022.01 - 20 credit points	
[MODULE] 6048JOURN Advanced Sports Journalism Practice Approved 2022.01 - 40 credit points	
Level 6 Optional - 60 credit points	OPTIONAL
[MODULE] 6031JOURN Dissertation Approved 2022.01 - 40 credit points	
[MODULE] 6042JOURN Final Project Approved 2022.01 - 40 credit points	
[MODULE] 6043JOURN Features Journalism Approved 2022.01 - 20 credit points	
[MODULE] 6044JOURN Photojournalism Approved 2022.01 - 20 credit points	
[MODULE] 6045JOURN Public Interest Journalism Approved 2022.01 - 20 credit points	
[MODULE] 6047JOURN Business of Sport Approved 2022.01 - 20 credit points	

Approved variance from Academic Framework Regulations

Variance
The Sports Journalism programme has been allowed variance to run the year-long Advanced Sports Journalism Practice module at 40 credits alongside the 40-credit dissertation. As the 40 credit dissertation/ final project is year-long under AF exception, the variance for Advanced Sports Journalism Practice to run as a 40 credit year-long module has been agreed under PSRB requirements.

Teaching, Learning and Assessment

Teaching, Learning and Assessment

As Sports Journalism is essentially a degree about communication and the understanding of its impact and significance, all teaching and learning activities will aim to develop these skills. Lectures are used to disseminate knowledge, and all aim to involve some element of interactivity. These are backed up by smaller group workshops and seminars for further discussion and active learning. On occasions, learning is taken out of the university and delivered externally, for instance a class may be taken to a sports event to learn about live reporting. Varied assessments are used to measure understanding and knowledge, including formal examination, essay writing and presentations. These skills can also be demonstrated both implicitly and explicitly by the production of artefacts such as publications and programmes, either individually or in groups. Portfolios consisting of both practical work and a reflection on that work are used to promote critical analysis and deep learning. Sports Journalism students are encouraged to engage in both secondary and primary research, often speaking to experts in the field as well as reading their work. The idea of actively learning about a constantly-changing media landscape is a powerful and immersive one that provides a 360 degree view of any issue and encourages critical thought. Nevertheless the formal lecture/workshop and discussion model is also important here, particularly in the early stages of knowledge acquisition and analysis. Again, the Sports Journalism programme melds both practical and theoretical assessment to promote deep learning and avoid the concept of the classroom "silo", in which modules and content are studied in isolation. As many of these intellectual skills develop in tandem with understanding and knowledge, a wide range of assessments is used, from examinations in law and sports writing (professional body requirements) to researching and writing an evaluation to reflect on how practical learning has enhanced employability. The dissertation/final project allows detailed research, evaluation, analysis and criticism at Level 6. Most professional practical skills are taught within a simulated newsroom environment, be that of a broadcast station, website or newspaper/magazine. At Level 4 these are workshop-based and tutor-led, aimed at developing basic skills, but as level 5 and 6 progress students take on much more responsibility for content and output, involving them in actively generating ideas, creating content and managing projects. Main assessments involve the production of artefacts such as publications and programmes, either individually or in groups. Portfolios consisting of both practical work and a reflection on that work are used to promote analysis of professional performance and issues. Time-constrained class tests are also used to measure aspects of professional practice. Again, the newsroom simulation is of use here, as are the more conventional learning methods and the group work. The production of original material for the programme's platforms allows students to experiment in a safe environment with tutor guidance while learning about the constraints and challenges of live working. Group work, while not always formally assessed, gives students experience of communicating and negotiating while developing interpersonal skills. Research projects, Newsdays, presentations and the production of artefacts are the most relevant modes of assessment, although transferable skills are intertwined with assessment at all stages of the programme. In addition to university assessments, students will have the opportunity to sit professional NCTJ exams and obtain their NCTJ diploma during their studies.

Opportunities for work related learning

Opportunities for work related learning

The Sports Journalism programme is firmly embedded in industry practice and developments, and work-related learning is at the heart of the student experience. Students operate as trainee sports journalists, operating in realistic newsroom scenarios as teams working to deadlines to produce multimedia, multi-platform content. Industry professionals are brought in as guest editors to provide feedback on this work to complement that given by lecturers. As part of this work-related learning approach, we run live, public-facing news and sports websites (merseynewslive.com and merseysportlive.com) and associated social media channels, which provide students with the opportunity to operate as trainee reporters publishing multimedia content for wider consumption. Students are encouraged to make contact with sports journalism and sports media outlets and ask for work placements at the beginning of the course. Between the end of Level 5 and the end of Level 6 they are expected to do at least three weeks of placements or comparable work-based learning and the department has a number of long-standing arrangements with the BBC, Everton Football Club and Reach (parent company of the Liverpool Echo) among others. We prefer students to set up placement work for themselves as this involves them in researching media in their chosen area, contacting the newspaper, radio station or sports club and using their skills of negotiation to arrange a work placement. The planning of the placement involves them in the employability skills of negotiation, planning, organisation and interpersonal communication. However, departmental staff offer support and make use of our extensive industry contacts as needed to ensure that as many students as possible secure valuable placements. The work placement coordinator agrees and monitors the placements, and along with the Screen School Student Development co-ordinator, ensures the placement programme complies with the LJMU Placement Learning Code of Practice. In addition, elements of study designed to assist students to learn about themselves and develop their employment skills are spread throughout the programme. Students are encouraged to apply for additional work-based learning opportunities as they arise. Recent examples include undergraduates covering Liverpool FC's Champions League games at Anfield and an ongoing media officer internship with Marine FC.

Entry Requirements

Type	Description
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: <ul style="list-style-type: none"> • Key Skills Level 2 in English/ Maths. • NVQ Level 2 Functional skills in Maths and English Writing and or Reading. • Skills for Life Level 2 in Numeracy/English. • Higher Diploma in Maths/ English. • Functional skills Level 2 in Maths/ English. • Northern Ireland Essential Skills Level 2 in communication or Application of Number. • Wales Essential Skills Level 2 in Communication or Application of Number.
BTECs	112 UCAS points.
Other international requirements	International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 7.5 (minimum 7.5 in each component) or acceptable equivalent.
A levels	112 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
International Baccalaureate	26 IB points.

Programme Contacts

Programme Leader

Contact Name
David Randles

Link Tutor

Contact Name
