



## UNIVERSITI TEKNOLOGI MARA

### SMG231: INTRODUCTION TO SPORTS REPORTING

<b>Course Name (English)</b>	INTRODUCTION TO SPORTS REPORTING <b>APPROVED</b>
<b>Course Code</b>	SMG231
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is designed to introduce and expose students to the basic principle of communication in a sports environment. It will provide students with knowledge of communicating successfully in their personal, social and workplace interaction. The subject will also expose students to learn the fundamental skills needed to create sports content across all media platforms. Beyond the technical aspects of reporting and writing, the student will learn to think more critically about what it means to be a sports journalist today in the evolving world of sports media
<b>Transferable Skills</b>	Communication skills Writing skills Critical thinking skills
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Journal/Article Critique
<b>CLO</b>	CLO1 1. Apply the fundamental skills needed to create sports content across all media platforms. (C3 - PLO1) CLO2 2. Contrast the basics of news writing and news reporting with the aim for students to have knowledge of sports writing. (C3- PLO6) CLO3 3. Prepare news writing and news reporting for a sporting event. (A4 - PLO11)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Introduction to Sport Reporting</b> 1.1) 1.1 History of sport reporting 1.2) 1.2 Definition of terms 1.3) 1.3 News Value 1.4) 1.4 Fundamentals of Journalism 1.5) 1.5 Ethical Journalism Principles	
<b>2. 2. Traditional Sport Reporting Strategies</b> 2.1) 2.1 Traditional Sources 2.2) 2.2 The Interview 2.3) 2.3 The Observation	
<b>3. 3. Special Story Forms</b> 3.1) 3.1 The Game Story 3.2) 3.2 Essential elements in Sport Writing 3.3) 3.3 Features, Sidebars, and Columns	
<b>4. 4. New Strategies in Sports Journalism</b> 4.1) 4.1 Investigating Reporting 4.2) 4.2 Business and Judicial reporting 4.3) 4.3 The Purpose Of Sports Reporting 4.4) 4.4 The Media's Influence On Sport 4.5) 4.5 Sport's Influence On The Media 4.6) 4.6 Organization And Practice Of Sports Departments And Sports Journalists	
<b>5. 5. Technology and Journalism</b> 5.1) 5.1 The Importance Of Online Journalism 5.2) 5.2 Modes Of Online Content 5.3) 5.3 Online Writing Style And Presentation 5.4) 5.4 Interactivity And Social Media	



Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written two stories cover a sports event, emphasizing the attribute of 'ethics and professionalism' in MQF LOD11. Students should be able to practice a good value during the report writing being proactive while gathering information. The students should display a good work responsibility by completing the task within time and being honest without misconducting any plagiarism	40%	CLO3
	Case Study	Two written case studies related to news writing and news reporting emphasizing the attribute of 'digital skills' in MQF LOD6. The case study will be evaluated based on the list of references provided to support the study. The students should also focus on the relevancy of the case study and developing new ideas in discussing the issues.	20%	CLO2
	Test	Two written tests emphasizing the attribute of 'Knowledge' in MQF LOD1 Test 1 will be covering on chapter 1-2 and Test 2 will be covering on chapter 3-5	20%	CLO1
	Test	Two written tests emphasizing the attribute of 'Knowledge' in MQF LOD1 Test 1 will be covering on chapter 1-2 and Test 2 will be covering on chapter 3-5	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Kathryn T. Stofer; James R. Schaffer And Brian A. Rosenthal 2019, <i>An Introduction To Reporting And Writing</i>, 2nd Ed., 15, Rowman &amp; Littlefield Publishers; Second Edition (January 29, 2019) [ISBN: 978-153811786]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Phil Andrews 2014, <i>Sports Journalism: A Practical Introduction</i>, 2nd Ed., 12, Sage Publications, Ltd [ISBN: 9781446253380]</li> </ul>
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> <li>KIM HUA TAN 2017, Negativity as Criteria for Newsworthiness in Malaysian Newspaper Sports Corpus, <i>Malaysian Journal of Communication</i>, 33(2), 14 [ISSN: 2289-152] <a href="https://ejournal.ukm.my/mjc/article/view/17377/7728">https://ejournal.ukm.my/mjc/article/view/17377/7728</a></li> </ul>
Other References	This Course does not have any other resources	