MDIA5005

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Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter Roberts	p.roberts@unsw.edu.au	Monday Midday - 2.00pm or by Appointment	Robert Webster Building, Room 231P	Please contact via email.

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington Campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located. ‰ Website.

Course Details

Credit Points 6

Summary of the Course

This course introduces students to the cultural, political and economic role played by sport globally. It aims to develop their understanding of the role played by the media in commercialising sport and globalising audiences for sport. It will also develop students' understanding of sports media and public relations practices.

Topics include: the cultural, political and economic forces of sport, globalised sports and sport audiences/sports fans/new media impact on sport reporting and public relations/gender in sports and sports media and public relations/sport branding, promotion and marketing/and research and review techniques for sports writing.

Course Learning Outcomes

1. Demonstrate a critical understanding of sport media and promotion.
2. Demonstrate a critical understanding of sport communication genres.
3. Demonstrate practical skills in multiple genres of communication.

Teaching Strategies

This course will be delivered via face-to-face weekly lectures and tutorials. It reflects the teaching rationale that graduates for practical work within the field who require an advanced theoretical and practical understanding of the evolving space of sports media within the field of commercial media and marketing. This course will assist students in developing critical research and communication and teamwork skills that will enhance their practical assessment as media professionals.

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