

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Medijski vidik raziskovanja športa
Course title: Media Aspect of Sport Research

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Doktorski študijski program		1	1 ali 2
Doctoral study program		1	1 or 2

Vrsta predmeta / Course type

Izbirni/elective

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
15	45			65		5

Nosilec predmeta / Lecturer:

prof. dr. Mojca Doupona Topič

Jeziki /

Predavanja / Lectures: Slovenski/Slovene

Languages:

Vaje / Tutorial:

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Izpolnjevanje pogojev za vpis na doktorski študij Kineziologija

Prerequisites:

General conditions for enrolment into the Doctoral Programme of Kinesiology

Vsebina:

Razumevanje športa in medijev: družbeno – zgodovinski pristop
 Discipline športnega novinarstva (v povezavi s športnim občinstvom)
 Zakonitosti pisanja športnih vsebin
 Zakonitosti športnega poročanja
 Šport skozi fotografove oči
 Odnosi z javnostmi v športu in njihov vpliv na razvoj športa v svetu in Sloveniji
 Prepoznavanje nacionalizma, ksenofobije v športnem tisku

Content (Syllabus outline):

- Understanding of sport and the media: social-historical approach
- Disciplines of sport journalism (in relation to sport audience)
- Laws of writing sport texts
- Laws of sport reporting
- Sport through photographer's eyes
- Public relations in sport and their influence on the development of sport in the world and in Slovenia

Recognition of nationalism and xenophobia in sport press

Temeljni literatura in viri / Readings:

Rowe, D. Sport, Culture and Media. (1999). Open University Press. Buckingham Philadelphia

Wenner, L.A. (1998). Media Sport. London and New York: Routledge

Silk M.L., Andrews, D.L., C.L. Cole (2005). Sport and Corporate Nationalisms. New York: Berg

Cilji in kompetence:

Izobraževalni cilj predmeta je, da študenti pridobijo dodatna, poglobljena znanja na področju medijev in sicer v družbeno refleksijo medijev, športni novinarski diskurz, odnose z javnostmi v športu in druge dejavnike, ki obeležujejo medijski diskurz v športu. V času izvajanja predmeta bodo imeli možnost, da se intenzivneje posvetijo področju, ki jih še posebej zanima.

Objectives and competences:

The educational objective of the course is for students to gain additional, in-depth knowledge in the field of the media, namely the social reflection on the media, sport journalistic discourse, public relations in sport and other factors influencing the media discourse in sport. During the course, students will have the opportunity to focus intensely on the area that is of particular interest to them.

Predvideni študijski rezultati:

Znanje in razumevanje:
Na koncu izvajanja predmeta bodo študenti usposobljeni za:

- Povezovanje znanj in veščin, ki so potrebne za komuniciranje z različnimi javnostmi v športu.
- Razumevanje pomena športnega diskurza na dogajanje v družbi.
- Samostojno izvedbo inovativne raziskave, ki bo prispevala k znanju, pridobljenem v času izvajanja predmeta.

Intended learning outcomes:

Knowledge and understanding:
When completing the course, students will know how to:

- connect knowledge and skills necessary for communication with different publics in sport,
- understand the impact of sport discourse on the development in the society,
- independently conduct an innovative piece of research that will contribute to knowledge gained during the period of the course.

Metode poučevanja in učenja:

Predavanja, seminarske naloge, raziskovalne naloge

Learning and teaching methods:

Lectures, seminar work, research work.

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

Ustni izpit, raziskovalna naloga

Delež (v %) /

Weight (in %)

100 %

Assessment:

Type (examination, oral, coursework, project):

Oral examination, research work.

Reference nosilca / Lecturer's references:

LIČEN, Simon, DOUPONA TOPIČ, Mojca. The imbalance of commentators' discourse during a televised basketball match. *Kinesiology (Zagreb)*. [English ed.], 2008, vol. 40, no. 1, str. 61-68

LAVRINC, Tina, DOUPONA TOPIČ, Mojca. Analysis of newspaper reports on sporting events from the aspect of gender inequality. *Acta Univ. Palacki. Olomuc., Gymn.*, 2006, vol. 36, no. 3, str. 7-12

ANDREJC URŠKA, DOUPONA TOPIČ, Mojca. (2007). *Odnosi z javnostmi v športu*. Ljubljana: Fakulteta za šport

DOUPONA TOPIČ, Mojca. *Objektivnost v športnem novinarstvu*. Ljubljana: Fakulteta za šport, 2010.