

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Medijski vidik raziskovanja športa
<b>Course title:</b>	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**

**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:**

**Jeziki / Languages:** **Predavanja / Lectures:**   
**Vaje / Tutorial:**

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

Vpis v doktorski študij

**Prerequisites:**

Enrolment in the doctoral study.

**Vsebina:**

**Content (Syllabus outline):**

Razumevanje športa in medijev: družbeno – zgodovinski pristop  
Discipline športnega novinarstva (v povezavi s športnim občinstvom)  
Zakoni pisanja športnih vsebin  
Zakoni 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

- 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

Galen Clavio (2021) Social Media and Sports. Human Kinetics.

AC Billings, WT Coombs, KA Brown (2016). Reputational challenges in sport: Theory and application, Routledge

AC Billings, JR Angelini, PJ MacArthur (2017) Olympic television: Broadcasting the biggest show on earth, Routledge

### 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.

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**Metode poučevanja in učenja:**

Predavanja, seminarske naloge, raziskovalne naloge

**Learning and teaching methods:**

Lectures, seminar work, research work.

Delež (v %) /

**Načini ocenjevanja:**

Weight (in %)

**Assessment:**

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

Ustni izpit, raziskovalna naloga

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

DOUPONA TOPIČ, Mojca. *Objektivnost v športnem novinarstvu*. Ljubljana: Fakulteta za šport, 2010. 175 str., ilustr. ISBN 978-961-6843-09-6.

BARTOLUCI, Sunčica, DOUPONA, Mojca. He's ours, not yours! : reinterpreting national identity in a post-socialist context. *International review for the sociology of sport*, ISSN 1461-7218, 2020, vol. 55, iss. 4, str. 490-506.

<https://journals.sagepub.com/doi/pdf/10.1177/1012690218819966>,

<https://journals.sagepub.com/doi/full/10.1177/1012690218819966>, doi:

10.1177/1012690218819966.

BON, Marta, DOUPONA, Mojca. Occupational specifics of elite female handball players in relation to injury recovery, social support and environmental factors. *International Journal of Occupational Medicine and Environmental Health*, ISSN 1232-1087, 2021, vol. 31, no. 1, str. 1-10,