

## Programme Specification

### Award and title: BA (Hons) Sports Journalism

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|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <i>School:</i>                                 | School of the Arts                                                                                                                     |
| <i>Subject area:</i>                           | Media Production                                                                                                                       |
| <i>Entry from academic year:</i>               | 2027-28                                                                                                                                |
| <i>in the month(s) of</i>                      | September                                                                                                                              |
| <i>Awarding institution:</i>                   | York St John University                                                                                                                |
| <i>Teaching institution:</i>                   | York St John University                                                                                                                |
| <i>Delivery location:</i>                      | York St John University                                                                                                                |
| <i>Programme/s accredited by:</i>              | Broadcast Journalism Training Council                                                                                                  |
| <i>Exit awards:</i>                            | Certificate of Higher Education in Sports Journalism<br>Diploma of Higher Education in Sports Journalism<br>BA (Ord) Sports Journalism |
| <i>UCAS code / GTTR / other:</i>               |                                                                                                                                        |
| <i>Joint Honours combinations:</i>             | None                                                                                                                                   |
| <i>QAA subject benchmark statement(s):</i>     | Communication, Media, Film and Cultural Studies (2019)                                                                                 |
| <i>Mode/s of study:</i>                        | Undergraduate periods of study <sup>1</sup> for:<br>full time: three years<br>part time: six years                                     |
| <i>Language of study:</i>                      | English                                                                                                                                |
| <i>Paired with Foundation Year</i>             | No                                                                                                                                     |
| <i>Study abroad opportunities:</i>             | Yes                                                                                                                                    |
| <i>Opt-in YSJU Placement Year opportunity:</i> | Yes                                                                                                                                    |

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## Introduction and special features

Sports journalism is one of today's fastest moving industries. Whether you are covering the Olympic Games, the FIFA World Cup, or the League of Legends Championship, at its heart lies the unchanging ability to tell a compelling story about human endeavours that capture the attention of global audiences.

Sports journalism is also a multi-platform, digital-first world and you need to know how to use the tools to tell your story in any format – web, YouTube, podcast, print, magazines, TV, radio, live blogging, social media; and be ready to deliver your story in new platforms as they emerge.

The world of sports media offers a very varied range of jobs opportunities - you are as likely to start your career working in the media team for a sports club or esports publisher as reporting for your local newspaper or radio station. PR and fan communications sectors are particularly important in sport.

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<sup>1</sup> The standard period of study will apply unless otherwise stated; please refer to the Regulations for Undergraduate/Taught Postgraduate/Professional Doctorate Awards <https://www.yorks.ac.uk/policies-and-documents/regulations/> for information on standard periods of study

During your time with us, you'll step up through technical and production stages to become comfortable with multiplatform working - to give you the edge in this exciting and important industry, and to help you get your stories to their audience. You'll also cover sports PR skills and study the sports media industry.

Our programme will teach you to write, record and film for any sports media platform, and our audience-focused teaching will show you how to use analytics and SEO strategies to get your story to the people who will care about it.

But we won't stop there. We'll also get you thinking about where sports journalism might go next and we'll prepare you for a future in which your stories might be experienced in VR or played as games, as well as watched or read. Our aim is to produce creative, flexible, thinking journalists with the confidence to use the tools they need to produce and promote their work to their audience.

We're part of the film, TV and media production department here at York St John, which means that when we say "multimedia" we mean multimedia. As well as dedicated newsrooms and studios, you'll have access to specialist facilities and get real-world production experience.

The strength of our programme lies in the fact that we make everything you do industry led. Right from your first weeks at YSJ, you'll be producing real sports news products for a real audience. In your second and third years, you'll be working on live multimedia sports newscasts to real deadlines and for real, public-facing news outlets.

We strongly believe in learning through doing, but that practical experience will be underpinned by teaching you media law and regulation, as well as the broader critical thinking that will make you a more rounded - and more trustworthy - journalist or communicator.

As well as a dedicated teaching team of experienced former journalists, you'll have guest editors and industry practitioners helping you to build your contacts and knowledge, and you'll spend time on work placement in Level 6. You can also take advantage of our Study Abroad option in Level 5 to broaden your experience in another country.

We host a student awards night at the end of the course, attended and judged by industry practitioners to give extra opportunities to gain valuable contacts across the media industries, and we encourage our students to promote their work by developing their own online portfolio and professional social media.

**The special features of this programme include:**

- Close industry links with a range of local sports media partners
- Clear focus on future employability and creative citizenship.
- Practical experiential learning in which theory informs journalistic practice.
- Opportunities to collaborate and produce a portfolio of published journalism.
- Access to industry-standard production facilities and equipment.
- Participation in annual Industry Week where you will meet professional journalists
- Attending international and national festivals, events and masterclasses (there will be a cost to attend some fieldtrips, but where possible these will be subsidised by the University).

**Admissions criteria**

You must meet the minimum entry requirements which are published on the programme specific webpage.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

## **Programme aim(s)**

- To develop a strong grounding in key journalistic production processes and professional practices that will enable you to tell an accurate, trustworthy and compelling news story or factual feature across a range of media platforms.
- To understand the diverse needs of different audiences and to engage in the broader ethical and cultural debates around journalism
- To be a creative, critical and analytical thinker in dealing with a range of journalistic tasks and situations

## **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

### **Level 4**

- 4.1 Work productively in a team by collaborating effectively in the production of sports media artefacts and/or completion of group assignments.
- 4.2 Demonstrate ability to deliver work to a given brief and making use of a problem-solving approach to specified tasks
- 4.3 Generate ideas, develop, and realise creative and critical work within different forms of writing and media.
- 4.4 Acquire and employ basic technical skills and industry practices in the creation of original sports journalism and news stories
- 4.5 Reflect upon own work with reference to academic, scholarly and industry conventions.
- 4.6 Demonstrate sound knowledge and understanding of legal, ethical and regulatory restrictions applied to print and broadcast sports journalism in the UK
- 4.7 Engage with core debates and issues within sports journalism and the news media

### **Level 5**

- 5.1 Employ industry-guided journalistic skills, processes and practices to produce sports journalism and reportage to given length, format, brief and deadline.
- 5.2 Demonstrate understanding of and compliance with intellectual property rights; health and safety concerns; ethical considerations; and appropriate ethical, regulatory and legal codes in relation to the development and production of sports media artefacts for specific audiences.
- 5.3 Demonstrate confidence to actively experiment with different media forms, conventions and techniques and exhibit learning through the development and implementation of ideas.
- 5.4 Demonstrate ability to work productively both in a team and as a solo practitioner or journalist, at different times through collaboration and leadership.
- 5.5 Demonstrate a critical understanding of different media platforms, forms, and audiences.
- 5.6 Apply entrepreneurial skills in dealing with audiences, clients, sources, contacts, or collaborators, and in the development of own professional identity.
- 5.7 Critically reflect upon own work and skill development applying academic, scholarly and industry conventions.

5.8 Demonstrate a critical understanding of the role of the journalist in the public interest reporting of national and local government, politics and public affairs as well as sports governance.

## Level 6

- 6.1 Synthesise technical, creative and production management skills in the creation of original sports journalism for broadcast and online audiences
- 6.2 Demonstrate a sophisticated understanding of and engagement in processes linking pre-production, production, marketing, distribution, and reception of media or journalistic artefacts for specific audiences.
- 6.3 Demonstrate ability to plan, organise, manage and complete supervised, self-directed projects (research and/or practice).
- 6.4 Show development of individual proficiencies in aspects of media or sports journalistic production.
- 6.5 Collate, organise and deploy ideas, sources and information to formulate arguments cogently and express them effectively.
- 6.6 Carry out research for dissertations, projects, or creative productions involving sustained independent and critical enquiry using appropriate academic conventions.
- 6.7 Show a sophisticated understanding of your ethical, legal and regulatory responsibilities in relation to working with sources, production and collaboration, dissemination and audience.
- 6.8 Operate in professional media through successful engagement, completion and reflection of time on work placement or work-based/professional setting.

## Programme structure

| Code     | Level | Semester | Title                                 | Credits | Module status                  |                                         |
|----------|-------|----------|---------------------------------------|---------|--------------------------------|-----------------------------------------|
|          |       |          |                                       |         | Compulsory (C) or optional (O) | non-compensable (NC) or compensable (X) |
| MDP4019M | 4     | 1        | Writing Sports News and Features      | 20      | C                              | X                                       |
| MDP4018M | 4     | 1        | Media Law                             | 20      | C                              | NC                                      |
| MDP4008M | 4     | 1        | Researching Media Industries          | 20      | C                              | X                                       |
| MDP4011M | 4     | 2        | Media Contexts and Debates            | 20      | C                              | X                                       |
| MDP4017M | 4     | 2        | Writing for Digital News Media        | 20      | C                              | X                                       |
| MDP4016M | 4     | 2        | Journalism: Sound and Vision          | 20      | C                              | X                                       |
|          |       |          |                                       |         |                                |                                         |
| MDP5021M | 5     | 1        | Sports Radio Newsdays                 | 40      | C                              | NC                                      |
| MDP5018M | 5     | 1        | Magazine Production                   | 20      | O                              | X                                       |
| MDP5019M | 5     | 1        | PR and Communications                 | 20      | O                              | X                                       |
| MDP5025M | 5     | 2        | Sports Journalism and Society         | 20      | C                              | X                                       |
| MDP5023M | 5     | 2        | Sports TV Newsdays                    | 40      | C                              | NC                                      |
|          |       |          |                                       |         |                                |                                         |
| MDP6013M | 6     | 1        | Research Project                      | 20      | C                              | X                                       |
| MDP6023M | 6     | 1        | Journalism Work Placement             | 20      | C                              | NC                                      |
| MDP6025M | 6     | 1&2      | Multimedia Newsroom Practice (Sports) | 40      | C                              | NC                                      |
| MDP6027M | 6     | 2        | Final Project (Journalism)            | 40      | C                              | NC                                      |

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-

compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

## **Learning, teaching and assessment**

We believe that the best way for you to learn a practical subject like journalism is by doing it. So, while there are some lecture-style sessions, most of your taught time on this course will be spent in seminars and workshops and in news room production sessions, mirroring real-world journalistic practice.

Your learning journey through your programme will be clearly explained to you.

- At Level 4 you will focus on the acquisition of basic production skills and core knowledge around questions of form, context and practice as well as addressing the challenge of working in a group, building personal confidence and becoming more independent in your learning.
- At Level 5 you will have more opportunities for experimentation and creative risk taking as well as improving your skills working in collaboration with other students. You will be supported to create more impactful, ethically informed content that is able to meet diverse audience needs and to think about your emerging professional identity as a journalist or media producer.
- At Level 6 you will enjoy greater freedom to specialise in the skills that make you ready to start your career. These will include the opportunity for work placement, entrepreneurship, participation in live briefs and/or community projects. You will be encouraged to take greater responsibility for understanding and reaching audiences through the completion of a range of self-directed creative and academic projects.

Assessment will be through presentations, essays, the submission of portfolios of practical work and reflective analysis from group work and productions. There is an exam for Media Law at Level 4 that you must pass in order to progress through your studies. You will also be required to complete a 15-day work placement in a relevant media industry at Level 6.

You will have the opportunity to collaborate in producing group work with fellow students. Working together is a vital skill in media industries and central to future employability across a range of graduate pathways. From the very start of your programme you will learn methodologies to enable you to collaborate in the production of media artefacts. This will be supported through workshop sessions where you will be introduced to the theory and practice of effective group working.

Assessment of group work will be carried out through the creation of portfolios in which you will be graded on your individual learning and understanding of relevant production processes and ideas demonstrated through observation, reflection and where appropriate completed projects, artefacts or action plans.

Much of the time you will be producing work for real products – public websites, printed publications, live briefs for clients, live productions, work experience and so forth. And throughout your studies and practical work you will be supported and guided by an experienced team of academics and media practitioners, and our dedicated media technical team.

In each module you will be provided with a formal moment of formative assessment in which a tutor will provide detailed feedback on a piece of work. This may be written, recorded or verbal and will enable you to identify areas for improvement and development ahead of the final submission.

You will also be required to engage in individual and small group tutorials and seminars which will provide support and on-going critique. Workshop/newsday sessions are characterised by a dialogical approach in which students are encouraged to seek feedback through collaborative approaches to learning and teaching including peer-to-peer.

## **Progression and graduation requirements**

The University's [general regulations for](#) undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensable.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University for Social Impact Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Broadcast Journalism Training Council](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

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*Date written / revised:*

*Programme originally approved:*