

**COURSE DATA****DATA SUBJECT****Code:** 36650**Name:** Sports journalism**Cycle:** Undergraduate Studies**ECTS Credits:** 4.5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	Second quarter
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Optatividad	ELECTIVES
1334 - Degree in Journalism	Optatividad	ELECTIVES

COORDINATION

CLEMENTE DIEGO GUSTAVO

SUMMARY

The course belongs to the optional module and offers a sports journalism workshop that simulates the real functioning of a professional newsroom, using the weekly sports news agenda as raw material to develop the necessary skills in print journalism, radio, television, and social media. Through a practical and participatory approach, students acquire communication tools adapted to different formats and platforms, preparing them for future employment in specialized media outlets. In parallel, theoretical content is provided to broaden students' critical perspective on sport as a social, cultural, and economic phenomenon, promoting a deeper understanding of its impact on contemporary society. Sessions are enriched by the participation of renowned professionals from the sports and media industries, who contribute real-world experiences and insights from the professional environment.

Additionally, the workshop incorporates a transversal focus on several Sustainable Development Goals (SDGs): SDG 4 (Quality Education), by promoting inclusive education based on real-world competencies; SDG 5 (Gender Equality), through analysis of the role of women in sports and the media; SDG 10 (Reduced Inequalities), by highlighting underrepresented groups and minority sports; and SDG 16 (Peace, Justice, and Strong Institutions), by fostering ethical, truthful journalism committed to transparency and public trust.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No specific prior knowledge is required. Students are advised to use journalistic terminology to communicate with clarity and accuracy, apply expressive tools across oral, written and audiovisual formats, and understand the legal and ethical foundations that govern the journalistic profession.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).

Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

DESCRIPTION OF CONTENTS

1. Introduction and History of Sports Journalism

1.1. History of Valencian Sports Journalism and Key Figures

Valencian sports journalism has had prominent figures since the early 20th century. Learning about them helps students develop respect for the profession and its values.



1.2. The Role of the Sports Journalist in the World of Social Media

The overwhelming presence of social media, along with the job opportunities it brings, is a topic covered in class.

2. Sport as an Event

2.1. The Journalist at the Olympic Games and the Football World Cup

What professional path is required to be accredited for the Olympic Games or a World Cup? What is it like to work at such a large-scale event? Throughout the course, professionals who have experienced it firsthand explain it.

2.2. Women's Competitions and Equality in Sport

Women's competitions are gaining media attention and should be treated with the same consideration as men's.

2.3. Sports Journalism Beyond Football

Being open to covering sports other than the dominant one is an effective way to find new professional opportunities.

3. Journalistic Genres in Sports Information

3.1. Objective Reporting in Print Media

Develop skills to write a sports report in a neutral, objective style.

3.2. Creative Reporting in Print Media

Develop skills to write a sports report using a personal, literary style.

3.3. Live Sports Commentary on Radio and Television

Acquiring the necessary skills to narrate live events is essential for any communicator. Sports offer an ideal training ground.

3.4. The Role of the Sports Analyst Journalist

Knowledge of technical and specific aspects of a sport enhances the quality of journalistic analysis.

4. Sources of Sports Information

4.1. Working with Informative Sources and the Journalist's Relationship with Power

An introduction to the routines required to establish and maintain relationships with the sources that feed news reporting.

5. Work Organization for Covering Sports Events

5.1. Creating a Sports Program for Radio



Study of the creation of a live broadcast radio show, or one with a more reflective approach.

5.2. The Sports Journalist on Television

Mastering on-camera presence is a basic tool for any communicator, whether on TV or in other audiovisual formats.

5.3. The Daily Routine of a Journalist at Training or a Match

Introduction to the work routines of journalists who cover a team daily, giving students insight into the professional world.

This content plan will be reflected in the following learning outcomes:

- Adapt journalistic language to sports journalism, as well as to the main sports disciplines, considering their structural differences and media presence.
- Identify the main concepts related to sports news coverage in the written press as a foundation for audiovisual sports journalism.
- Assess the key elements of sports journalism practiced in specialized and general press, on radio and on television, including compositional elements (image, text, etc.).
- Demonstrate knowledge of major sports events and of international and local sports organizations, as well as their structure, organization, and work processes.
- Adapt journalistic writing through formats that modify classical news structures or specialized, interpretative, and/or opinion genres, according to creative and technically proven quality standards.
- Plan journalistic coverage that is respectful of and committed to human rights.
- Integrate a gender perspective as a cross-cutting criterion in the production of journalistic content.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	20,00
Computer classroom practice	25,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES



Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	15,00
Preparation of lessons	30,00
Preparation for assessment activities	22,50
Resolution of case studies	0,00
Total hours	67,50

TEACHING METHODOLOGY

- Theoretical and practical classes.
- Workshops, both in the classroom and outdoors. Conversations with journalists and sports stars invited to class.
- Individual tutorials.

EVALUATION

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

First call

The regular practices conducted during the classes and participation in the classroom will account for 20 % of the final grade. Students who do not attend class and do not complete the regular practices during the course will still have the option to submit special assignments and take the exam.

The special assignments will account for 40 % of the final grade. These will consist of an interview and a report.

The exam will determine the remaining 40 % percent.

If the student has not participated regularly in class, the final grade will be determined by the submission of special assignments (40%) and the exam (60%).

Second call

If the student does not attend the exam in the first session or fails it, and has passed the special assignments, the grade obtained in those assignments will be taken into account for the second session. Similarly, the grade for class participation and regular practical work will also be considered.

If the student has not participated in class (non-recoverable), they must submit the special assignments (40%) and take the theoretical exam (40%).



Academic honesty

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES

Basic

Cosín, R. (2019, 2022). *Referentes deportistas valencianas (I y II)*. Diputació de València.

Gabilondo, I. (2011). *El fin de una época*. Barril Barral.

March, J. R. (2022). *Silla de enea*. NPQ Editores.

Molins, V. (2022). *Club a la fuga*. Barlin Libros.

Montero, J. (2023). *Periodismo deportivo en el cine*. Melusina.

Complementary

Alcoba, A. (2005). *Periodismo deportivo*. Síntesis.

Castañón, J. (2002). *Tendencias actuales del idioma del deporte*. Paraninfo.

Grijelmo, Á. (2000). *La seducción de las palabras*. Editorial Taurus.



Hernández Alonso, N. (2003). *El lenguaje de las crónicas deportivas*. Cátedra.

Puyal, J. M. (2011). *La realidad inversa*. Destino.