



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|---|---|----------------------------------|---|------------|---|
| Course Title | | Sport And Media Relationship | | | | | | | |
| Course Code | | HIT248 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 (Hours) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The aim of the course is to give the students basic information about communication, media, mass communication and to define the relationship between sports and media and to explain its relationship with sports management. | | | | | | | |
| Course Content | | What is sport ?, Relations between sport and social classes, Relationship between sport and ideology, Economic dimension of sport, Political dimension of sport, What are the basics of sport and media? I said. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Problem Solving | | | | | |
| Name of Lecturer(s) | | Ins. Recep ÖZÇELİK | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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|---|---|
| 1 | Football Fanaticism and Media Relations in Turkey, Ahmet Talimci on, Context Publications |
| 2 | Exact Offside; Television Football and Football Media, Ümit Kıvanç, İletişim Yayınları |
| 3 | Ball on the screen, Bilal Arik, Snail Broadcasts |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | What is Sports? Sport in historical process |
| 2 | Theoretical | The agenda setting process of the media |
| 3 | Theoretical | Agenda setting and sports |
| 4 | Theoretical | Sociological foundations of Sport-Media relationship |
| 5 | Theoretical | Historical development of Sports Media |
| 6 | Theoretical | Elements of sports news |
| 7 | Theoretical | Ethics in the context of sports journalism |
| 8 | Theoretical | Ethics in the context of sports journalism |
| 9 | Theoretical | The process of public relations in sports |
| 10 | Theoretical | The role of media in sports |
| 11 | Theoretical | Sports events and television |
| 12 | Theoretical | Mass media and sports |
| 13 | Theoretical | Sports media in the world |
| 14 | Theoretical | sports / football media in Turkey |
| 15 | Theoretical | A General Evaluation |
| 16 | Final Exam | Final exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 3 | 12 | 3 | 45 |
| Midterm Examination | 1 | 12 | 1 | 13 |
| Final Examination | 1 | 16 | 1 | 17 |
| Total Workload (Hours) | | | | 75 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

| | |
|---|---|
| 1 | Explain the basic concepts of media. |
| 2 | Will be able to discuss the subjects of mass communication. |
| 3 | To realize the importance of the sociological functions of sports in social life. |
| 4 | To examine the effects of the transformation of sports in the context of economic and media relations on social life. |
| 5 | Will be able to evaluate the effect of media on sports. |

Programme Outcomes (*Public Relations and Publicity*)

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|---|--|
| 1 | 1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field. |
| 2 | 2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field. |
| 3 | 3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field. |
| 4 | 4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules. |
| 5 | 5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders. |
| 6 | 6. To be competence on computer softwares about the field and on the other communication technologies. |
| 7 | 7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization. |
| 8 | 8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field. |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 |
|----|----|----|----|----|----|
| P1 | 3 | 3 | 3 | 4 | 3 |
| P2 | 3 | 4 | 3 | 5 | 3 |
| P3 | 3 | 4 | 5 | 5 | 5 |
| P4 | 4 | 4 | 5 | 4 | 3 |
| P5 | 1 | 2 | 1 | 2 | 2 |
| P6 | 5 | 4 | 5 | 3 | 4 |
| P7 | 5 | 5 | 4 | 5 | 5 |
| P8 | 4 | 5 | 4 | 4 | 4 |

