



AYDIN ADNAN MENDERES UNIVERSITY
GRADUATE SCHOOL OF HEALTH SCIENCES
PHYSICAL EDUCATION AND SPORTS
PHYSICAL EDUCATION AND SPORTS
PHYSICAL EDUCATION AND SPORTS MASTER
COURSE INFORMATION FORM

Course Title	Sport and Media Relations								
Course Code	BSÖ565			Course Level		Second Cycle (Master's Degree)			
ECTS Credit	7	Workload	176 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	This course firstly aims to scrutinize the transformations of the relationship between sports and the media in a historical manner. Secondly it aims to focus on the relationship and the reflections of this relationship between association of sports and media and the politics and economy. Lastly this course aims to analyze the ideological role played by sports media.								
Course Content	This course firstly aims to scrutinize the transformations of the relationship between sports and the media in a historical manner. Secondly it aims to focus on the relationship and the reflections of this relationship between association of sports and media and the politics and economy. Lastly this course aims to analyze the ideological role played by sports media.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	1) Türkiye'de Futbol Fanatizmi ve Medya İlişkisi, Ahmet Talimciler, Bağlam Yayınları
2	2) Sporun Sosyolojisi Sosyolojinin Sporu, Ahmet Talimciler, Bağlam Yayınları
3	3) Spor Sosyolojisi, Dieter Voigt, Alkım Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	What is sports? Sports, in historical perspective
2	Theoretical	Sports and social classes
3	Theoretical	The relationship between sports and ideology
4	Theoretical	The relationship between sports and economy
5	Theoretical	The relationship between sports and politics
6	Theoretical	The sociological foundations of sports-media relationship
7	Practice	The progressive process of sports in a historical manner
8	Intermediate Exam	Midterm Exam
9	Theoretical	The association of industrial sports and the media
10	Theoretical	The ideological function of sports media: The usage of a nationalist language
11	Theoretical	The ideological function of sports media: usage of a sexist and slang language
12	Theoretical	The ideological function of sports media: militaristic language and discourses loaded with aggression
13	Theoretical	Sports media around the world
14	Theoretical	Sports/football (soccer) media in Turkey
15	Practice	General evaluation of the term
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	5	140
Individual Work	4	4	4	32
Midterm Examination	1	1	1	2



Final Examination	1	1	1	2
Total Workload (Hours)				176
[Total Workload (Hours) / 25*] = ECTS				7
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to realize the functions sociologically fulfilled by sports in social life.
2	To be able to question the role of media in utilization of sports by political power.
3	To be able to scrutinize the functions fulfilled by media in omitting the industrial sports in circulation.
4	To be able to evaluate the effects of transformations of sports in relation to economy and media on social life.
5	To be able to display the effects of sports media on social life in Turkey.

Programme Outcomes (Physical Education and Sports Master)

1	Uses application and problem solving skills in interdisciplinary studies.
2	Develops basic scientific knowledge and attitude appropriate to body and sport.
3	Interpret the results of test development and measurement for the development of individuals in physical education and sport.
4	Explains the scientific methods in physical education and sports.
5	to follow national and international developments in the field and maintain professional development.
6	Beden eğitimi ve spor örgütlerinin örgüt iklimi ve kültürünü tanımlar.

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	2	4	2	4	3
P2	3	4	3	4	3
P3	2	3	5	2	4
P4	3	3	3	3	2
P5	3	4	3	3	3
P6	4	5	4	4	5

