**Communication and Sport Journalism Credits: 4**

**Language of instruction:** Italian

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**Objectives**

The course aims to develop a critical reflection on the role and pervasiveness of communication in contemporary society. Special focus is placed on the link between the emergence and evolution of communication media and the main cultural and institutional transformations of the modern world, with specific reference to sports.

A theoretical and historical reconstruction of the transformation of sports journalism is provided, analyzing its current state within the context of networked society, new protagonisms, and emerging professional realities.

The course delves into theoretical knowledge regarding communication theories and sports journalism by analyzing traditional and new competencies as well as professions that are evolving on digital platforms.

The course seeks to develop analytical skills and mastery of:

* The lexicon and theoretical models of communication;
* The reconfiguration of the media environment following the digital revolution;
* The evolution of sports narratives, from the first newspapers to the Internet and social media platforms;
* User experience in the production and nonlinear consumption of journalistic content (print and/or audiovisual).

The acquired knowledge provides a robust foundation for understanding the transformations in communication, sports, and journalism in the era of media convergence.

The course fosters the development of critical thinking and autonomy in judgment on key issues in sports communication, as well as specific competencies related to roles and professions across journalism and sports event management. It emphasizes familiarity with major communication theories—particularly those applied to sports—through critical analysis of paradigms, definitions, communication models, and core elements of the communication process.

The course also addresses the mechanisms of **“sportivization”** of society and the **“desportivization”** of sports.

**Syllabus**

The course, **“Sports Communication and Journalism,”** is worth **4 CFU** (University Educational Credits), corresponding to approximately **100 hours of study**. It is delivered through pre-recorded audio-video lectures, slides, course handouts, and additional educational materials.

**Study load includes:**

* **80 hours of delivered content** (lectures and self-study);
* **20 hours of interactive teaching** (e-tivities).

**Module Breakdown**

**Module 1 > Communication**  
(6 pre-recorded theoretical lectures + self-study + self-assessment test, ~25 hours, Week 1)

1. Introduction
2. The Narrative of Sport
3. Communication: What Are We Talking About?
4. Interpersonal Communication
5. Mass Communication?
6. The Informational Society

**Module 2 > Communicating Sport**  
(6 pre-recorded theoretical lectures + self-study + self-assessment test, ~25 hours, Week 2)  
7. The Functions of Sports Language  
8. Organized Communication  
9. Communicating “Play”  
10. Communicating the “Game”  
11. Performance vs. Spectacle  
12. The Twentieth Century: Sport and Media

**Module 3 > Mediations**  
(6 pre-recorded theoretical lectures + self-study + self-assessment test, ~25 hours, Week 3)  
13. Mediated Sport  
14. A Pervasive Phenomenon  
15. Tell Me a Story, Hero  
16. Public Service Media  
17. When Reporting Becomes Fiction  
18. The Competition as News Product

**Module 4 > Sports Journalism**  
(6 pre-recorded theoretical lectures + self-study + self-assessment test, ~25 hours, Week 4)  
19. Many Stories to Tell  
20. Sport and Propaganda  
21. Postwar Era and Rai Broadcasting  
22. Reporting: A Foretold Death  
23. A Marriage of Convenience  
24. The Digital Revolution

Didactic Materials

Course materials, developed by the instructor and hosted on the platform, are divided into four modules, fully covering the syllabus. For each module, handouts, slides, and video lectures are provided, alongside additional texts for further study, all accessible on the platform.

The handouts are presented in **hypertext format**, with in-depth sections and links to multimedia resources, encouraging online usage. A bibliography of recommended and utilized texts for further study is also included.

### Learning Objectives

* Theoretical understanding of communication and sports journalism techniques;
* Ability to analyze communication dynamics within sports and the social changes driven by media;
* Capacity to evaluate communicative aspects of everyday sports practices and professional roles;
* Acquisition of specialized terminology to clearly articulate acquired knowledge.

Examination

The examination comprises either a **written or oral test**, assessing analytical skills, language proficiency, and the ability to apply acquired concepts.

* The **written test** includes single-choice and/or open-ended questions.
* The **oral exam** involves an interview to verify the level of preparation and critical understanding.

The final thesis assignment is based on a discussion with the instructor, allowing the student to express specific interests for further investigation. No minimum grade average is required for thesis eligibility, and there are no topic restrictions.