# Theory and Methods of Sports Information

## Prof. Giancarlo Padovan

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

There are several course aims.

The main aim is to provide students with adequate tools for understanding sports reporting in Italy and Europe. Beginning with the written press, moving on to radio and television in all its forms, and finally the Internet, including social media platforms.

The course also seeks to identify students who are most inclined and best prepared for journalism, and to launch them in this direction both through the University's own channels and by directing them towards ongoing collaborations, available thanks to the experience and contacts of the lecturer, a professional journalist since 1982, former Director of Tuttosport and, before then, sports correspondent for the *Corriere della Sera* and *Repubblica* newspapers.

The intended learning outcomes are for students to increase and improve their journalistic writing in terms of content and form.

***COURSE CONTENT***

Lectures on sports journalism with the analysis of sports writing.

Headline analysis and composition, based on sports dailies.

Analysis of press conferences with athletes, coaches and/or presidents of sports and football clubs.

Writing an article focusing on beginning, development and conclusion.

Creating the television sports news running order

Simulation of presentation with launch of services.

Simulation of the state exam for professional journalists.

***READING LIST***

There is no required reading. However, the following texts are recommended:

I. Cucci-I. Germano, *Tribuna Stampa. Storia critica del giornalismo sportivo da Pindaro a Internet,* Edizioni Il Minotauro.

G.P. Ormezzano, *I Cantaglorie. Una storia calda e ribalda della stampa sportiva.*

G. Brera, *Il principe della zolla. Grandi partite,* *corse in biciletta, nebbie padane. Cinquant’anni di giornalismo*, Edizioni Il Saggiatore.

E. Currò, *Mario Fossati e la storia del giornalismo sportivo in Italia (1945-2010),* Edizioni Bolis.

M. Fini-G. Padovan, *Storia reazionaria del calcio. I cambiamenti della società vissuti attraverso il mondo del pallone*, Edizioni Marsilio.

***TEACHING METHOD***

Frontal lectures held by the lecturer with the support of his assistant, Valentina Buzzi, and generally without the use of digital tools.

At least four of the lectures will feature guest speakers - information and communication professionals - recounting their experience and engaging with students e.g. Bruno Pizzul (formerly of Rai), Roberto Beccantini (Gazzetta dello Sport, formerly of La Stampa), Federico Buffa (Sky), Christian Buonamano (Sky), Mario Giunta (Sky), Mino Taveri (Sport Mediaset), Silvia Galimberti (General Director and Head of Communication at Briantea) and many others.

***ASSESSMENT METHOD AND CRITERIA***

All students, a week before for the exam, must present an essay, the theme of which is to be agreed with the lecturer, for preliminary assessment. In the exam, students will discuss the topic of the essay. They will be assessed both in terms of content and presentation.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.