

Introducing your programme leader: Andreas Charalambous



<p>Career history and interests</p>	<p>Andreas is a widely-experienced media academic who has enjoyed great success lecturing across all aspects of media studies and at a variety of levels – from philosophy, to practice of traditional and emerging media technologies.</p> <p>He is currently conducting original research in a field within media studies as part of his doctorate, and has received regular invitations to speak at related academic conferences, and having his original academic work published.</p>
<p>What to expect in your first few weeks</p>	<p>An introduction to the constantly evolving global industry of football, its popularity and revenues – that distinguishes football from other industries.</p> <p>You will also gain an understanding of the multi-faceted world of modern sports media and its relationship with sports – by examining this relationship at both a practical and academic level.</p>
<p>Course expectations</p>	<p>Sport has been transformed by media investment and emergent technologies that range from the latest English Premier League television and radio broadcast deals to the huge growth of online media. The football industry is supported by all media platforms including print, broadcast and online media technologies – at multiple levels as a source of content, as well as a competitive business tool in the pursuit of audiences and as a forum and environment for social media discussion. Football media is a multi-faceted environment and this programme provides you with a contextual degree on how public relations and journalism relate to the business of football.</p> <p>This programme will allow you to study the contemporary inter-dependence of football business and the media – and how it has developed to become central to understanding either industry. What was</p>

	<p>once back page news is now regularly seen on the front, and often before readers see any of this content they have seen or heard live coverage of games, wherever they are in the world, via television or the internet.</p> <p>Industry stakeholders are ever more conscious of image rights and of controlling the flow of content to external media, so there will also be opportunity to study the more contemporary football business-media practices such as off-field endorsements of football clubs and players within other popular industries, such as which internationally-known player graces the front cover of this year's licenced football video game and how does such popularity affect their image and commercial power.</p>
<p>What you can do to prepare</p>	<p>All prospective students should immerse themselves in as much quality sports media content as possible – from both traditional broadcast and online media platforms. They should maintain an up-to-date knowledge of developments within football and other sports industries as this would be extremely useful to have upon starting the programme. The football match may end, the transfer window may be closed, and the season may be over but the industry never stops – so follow as much social media as possible and consider how these platforms aid the development of major sports news stories and how they impact all stakeholders involved within the industry.</p>
<p>Reading list</p>	<p>Andrews, P. (2013) <i>Sports Journalism: A Practical Introduction</i>. 2nd ed. London: Sage</p> <p>Beech, J. & Chadwick, S. (2013) <i>The Business of Sport Management</i>. Pearson Education Limited.</p> <p>Byers, T. (2016) <i>Contemporary issues in Sport Management</i>. Sage Publications Ltd.</p> <p>Curran, J. and Seaton, J. (2009) <i>Power without Responsibility: The Press, Broadcasting and New Media in Britain</i>. Abingdon: Routledge</p> <p>Foster, G., O'Reilly, N., Davila, A. (2016) <i>Sports Business Management – Decision making around the globe</i>. Routledge Publishing.</p> <p>Harris, G. and Spark, D. (2009) <i>Practical Newspaper Reporting</i>. Oxford: Focal Press</p> <p>Hoye, R., Nicholson, M., Smith, A., Stewart, B., (2015) <i>Sport Management – Principles and Applications</i>. Routledge Publishing.</p> <p>Trenberth, L. and Hassan, D., (2012) <i>Managing Sport Business – An Introduction</i>. Routledge Publishing.</p>