



## Introducing your Programme Leader **COLM GRIFFITH**



### Career history and interests

I have been teaching various sports media modules in Higher Education for over 10 years, having previously worked in regional newspapers for 15 years. At the Manchester Evening News, I was responsible for their rugby union coverage but also the development of their digital content strategy. Alongside my interest in sport, I have recently developed an interest in esports and its relationship with the media and education.

### What to expect in your first few weeks

The first few weeks will introduce students to the fundamentals of sports journalism and enable them to build a number of key skill sets. They will also be introduced to academic theory related to media, which will enable them to study the subject in more detail and fully understand the practical elements of the industry.

### Course expectations

Regular attendance for lectures and workshops is very important if students are to develop the skills required to work in sports media. There will be opportunities to work with various clubs or sports organisations so it is important to hit the ground running. All students are expected to get involved with external opportunities such as working within a club's media office and could potentially be working alongside second and third year students for a club from the start of term.

### What you can do to prepare

In order to get off to the best of starts, I would encourage everyone to start reading newspapers on a regular basis. Not only does this inform you about what is happening in the world of sport, but it will drastically improve your writing skills and help towards your first set of assignments. Watch as many sport shows on TV as possible, as well as any sports documentaries. Look closely at how they are constructed and presented. Also take a look at the growing number of podcasts currently available.

### Reading list

Bradshaw, T. and Minogue, D. (2020) Sports Journalism: The State of Play. Abingdon: Routledge.

Lambert, C. (2018) Digital Sports Journalism, Abingdon, Routledge