



STUDY ABROAD  
LONDON  
GREECE 2024

# JOU4930 INTERNATIONAL SPORTS MEDIA

Professor Spiker [tspiker@ufl.edu](mailto:tspiker@ufl.edu)  
3 Credit Hours

**THE WEEK TO WEEK SYLLABUS IS UNDER CONSTRUCTION  
FOR MORE INFORMATION CONTACT PROFESSOR SPIKER**

## Course Description

This course will explore the sports-media industry through an international lens, focusing primarily on sports journalism in the UK and Greece. Students will study the differences between American and international sports media in terms of their culture, norms, principles, and practice. Students will critically analyze case studies, and they will produce a piece of content related to international sports media (journalism or strategic communication, depending on the career goals of the student). Students will also interact with sports-media professionals in UK and Greece.

## Course Outcomes

- Explore the culture of sports in an international community through the skill of storytelling
- Communicate to audiences by using a variety of storytelling skills
- Use reporting and communication techniques with members of the international community to effectively produce sports-media content
- Explore an issue involving international sports-media, looking at the ethics and cultural factors involved
- Interviews with members of international community to tell story of sports, person, or culture

## Assignments

- 30% Presentation: Case study presentation on event/issue on international sports media
- 30% Content: Produce short piece of international sports content: options include written story, video, audio, social based on your skills/interests (parameters TBD)
- 25% Mini Assignments: Two mini assignments
- 15% Engagement/Discussion
- Reflection: Graded on completion of reflection assignment