



Course Syllabus

Course Code	Course Title	ECTS Credits
MCOM-512	Digital Sports health and Lifestyle Communication	10
Prerequisites	Department	Semester
None	Communications	Spring
Type of Course	Field	Language of Instruction
Elective	Digital Media and Communications	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr Nicholas Nicoli	1 st
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- provide students with an opportunity to become acquainted with three growing themes in the field of communications
- develop students' perceptions of sports, health and lifestyle communication both from a production and consumption perspective
- advance students' knowledge in such themes as sports and sponsorships, body and mind perceptions and the role of news
- allow students to conceptualize the above issues within the context of digital media, and the internet in particular
- draw on discourse analysis and a method of analysis.

Learning Outcomes:

After completion of the course students are expected to be able:

1. to be familiar with the main aspects of consumer culture and postmodernity
2. to understand what has led to the growth of sports, health and lifestyle communication
3. to become familiar with mind and body communication
4. to become familiar with key lifestyle themes such as travel, fashion, music, entertainment, and art
5. to be familiar with reception approaches such as fandom and digital fandom, celebrity and cult concepts
6. to be able to produce content in either sport, health or lifestyle themes
7. to be able to analyse critical key readings in sport, health and lifestyle communication

8. to analyse digital content within a discourse analysis methodology framework.

Course Content:

- The communications / media scene
- Digital platforms, sports, health and lifestyle: Case Studies
- Consumer culture and Postmodernity
- Production studies and communication
- Reception studies and communication
- Sport communication – New trends and themes
- Health – Mind and body communication
- Lifestyle Themes

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments, E-learning, case studies

Assessment Methods:

Describing rationales of three analyses, Paper (2000 words)

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lifestyle Journalism	Folker Hanusch	Routledge	2013	0415827523
Sports Sponsorship and Marketing Communication	Wim Lagae	Prentice Hall	2005	0273687069

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Digital Fandom: New Media Studies	Paul Booth	Peter Lang Publishing	2010	1433110709