

STUDY GUIDE

COMMUNICATION IN SPORT

Organised by

Polytechnic University of Viseu (IPV)

1. IDENTIFYING DATA.		
• Course Name.	Communication in Sport	
• Coordinating University.	Polytechnic University of Viseu (IPV)	
• Partner Universities Involved.	N/A	
• Course Field(s).	Communication Sciences, Sports	
• Related Study Programme.	Communication, Media Studies, Sports	
• ISCED Code.	1014 – Sports 0600 – Information and Communication Technologies	
• SDG.	Quality Education	
• Study Level.	Bachelor, Master	
• EUNICE Key Competencies	• Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all	
	Problem solving	Moderately
	Teamworking	Moderately
	Communication	Strongly
	Self-management	Moderately
	Cognitive flexibility	Moderately
	Digital competence	Strongly
	Technical competence	Strongly

	Global intercultural competence	Strongly
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• Number of ECTS credits allocated.	5
• Mode of Delivery.	Online live, online self-study and onsite
• Language of Instruction.	English
• Course Dates.	6 th October 2025 – 30 th November 2025
• Precise Schedule of the Lectures.	Asynchronous and Synchronous sessions Synchronous: October 2025 – 15 hours Asynchronous: October 2025 – 15 hours On-site: 10 th – 14 th November 2025 – 30 hours
• Key Words.	Communication, Sports, Podcast, Video, Digital Media, Multimedia, Photography
• Catchy Phrase.	Communicating Sports, Connecting the World

• Prerequisites and co-requisites.	B2 English, student from EUNICE
• Number of EUNICE students that can attend the Course.	30
• Course inscription procedure(s).	EUNICE process through the IRO

2. CONTACT DETAILS.

• Department.	DECA – Arts and Communication Department – ESEV/IPV
• Name of Lecturer.	Joana Martins
• E-mail.	jmartins@esev.ipv.pt
• Other Lecturers.	Miguel Midões, Salomé Morais, Samuel Barbosa, Sónia Ferreira, Teresa Gouveia

3. COURSE CONTENT.

This course explores the role of communication in the modern sports context, with a focus on digital media such as podcasts, video and photography. Participants will learn fundamental storytelling

techniques, multimedia content production and institutional communication analysis in sports contexts, including clubs, athletes and organizations. Practical sessions with experts in the field will be included.

4. LEARNING OUTCOMES.

Students should be able to

- Understand the strategic role of communication in sport.
- Develop practical skills in creating audiovisual content (podcast, video, photography).
- Analyze the communication strategies of sports clubs and organizations.
- Work as part of a team in multicultural and digital contexts.
- Critically reflect on the social and media impact of sport.

5. OBJECTIVES.

- Promote theoretical and practical understanding of communication in sport.
- Develop digital skills applied to sport.
- Stimulate creativity and the production of content for multiple platforms.
- Foster collaborative work in an international context.
- Encourage contact with professionals in the sector.

6. COURSE ORGANISATION.

UNITS

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| 1. | Introduction to Communication in Sport |
| 2. | Podcast and Audio Production for Sports Events |
| 3. | Video and Visual Narrative in the Sports Context |
| 4. | Sports Photography: Technique, Aesthetics and Impact |

LEARNING RESOURCES AND TOOLS.

Audio-video recording equipment

Free editing software (Audacity, Canva, Capcut, Affinity)

Collaborative platforms (Moodle, Teams, Google Drive)
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.
Lectures with specialists, group work, seminars and tutorials. The practical work will be developed during sports events in Viseu.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.
Attendance at online sessions with experts – 10%: October Online survey – 30%: October Final Project – 60% Deadline: 30 th November 2025
OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.
Brown, B. (2021). <i>Cinematography: Theory and practice: For cinematographers and directors</i> (4^a ed.). Routledge. Dancyger, K. (2018). <i>The technique of film and video editing: History, theory, and practice</i> (6.^a ed.). Routledge. Katz, S. D. (2019). <i>Film directing: Shot by shot: Visualizing from concept to screen</i>. Michael Wiese Productions. Langford, Michael (2007). <i>Basic Photography. The Guide for serious photographers</i>. Elsevier. Nuzum, E. (2019). <i>Make Noise: a creator's guide to podcasting and great audio storytelling</i>. Workman Publishing. Rowe, D. (2004). <i>Sport, culture and the media</i>. Open University Press Sheppard, N. P. (2019). <i>The smartphone filmmaking handbook: Revealing the secrets of smartphone movie making</i>. Independently Published Spinelli & Dann (2019), <i>Podcasting: The Audio Media Revolution</i>. Bloomsbury. Wanta, W. (2013) "Reflections on Communication and Sport: On Reporting and Journalists", <i>Communication & Sport</i>, 1: 76.

