

# 「スポーツ健康学特講（Media Events）」

## 詳細シラバスについて

2019年度の単年度科目として、「スポーツ健康学特講（副題：Media Events）」を開講しますが、WEBシラバスより詳細のものを担当のハンス シュティーラー先生よりいただきましたので、受講のご参考にしてください。

### Sports Health Advanced Lecture

### HANS-JOERG STIEHLER

#### 【Outline and objective】

The seminar is dedicated to the staging of major sporting events by the media. An example of the study will be the final of the 2018 Football World Cup (France vs. Croatia) in versions of Japanese, American and German television.

The seminar will initially deal with the concept of Media Events and will address the specifics of the World Cup (organization, history, course). Based on the international analyses of Horky (2010; Horky et al. 2018), the participants will realize small case studies on the staging of the final of the World Cup in Moscow on July 15, 2018. The necessary skills for empirical analysis will also be part of the seminar.

#### Objectives:

- understanding the importance of global (media) sport events
- knowledge of the relationship between sports and the media
- understanding the basic rules resp. opportunities and limitations of social science research

#### 【Goals】

- experiencing and practicing elementary research and analysis techniques
- practicing searches of relevant information (desk research)

#### 【Default language used in class】 English

#### 【Method(s)】

- lecture/s by the professor
- seminar discussions
- reading of scientific and popular texts
- presentation of (online and offline) search results

#### 【Active learning in class (Group discussion, Debate etc.)】

- group work (creation of a codebook, implementation analysis)
- group discussions

#### 【Fieldwork in class】 conducting a content analysis of TV broadcasts

## 【Schedule】

### 1: Introduction

Media Sports and Spectators Sports (lecture on mediatization of sports and sportification of media resp. the interdependencies between sports and media).

- Introduction of the professor and the participants
- the Seminar's goals and methods
- expectations of the students and the prof.

Supplementary literature: Frandsen 2014 (as PDF)

### 2: FIFA World Cup – History, Organization, Teams

The Fédération Internationale de Football Association (German International Association of Association Football), or FIFA for short, is a private association whose purpose is "to control Association Football in all its forms". The World Football Association is a non-profit-making association within the meaning of Articles 60 et seq. of the Swiss Civil Code, domiciled in Zurich and registered in the Commercial Register. It organizes the men's and women's football World Cup and numerous other tournaments.

In the seminar, the students acquire basic knowledge (online and offline) about the organization and finances of FIFA, its structure and history, and about the 2018 FIFA World Cup in Russia (awarding, participants, schedule, highlights, etc.).

Literature: Stay 2018 (als hardcover)

### 3: Japan, USA, Germany: media systems, soccer leagues, national organizations

The case studies will examine the staging of the World Cup Final on Japanese (NHK), American (FOX) and German (ZDF) television. All three countries have different media systems, different television traditions and a different "proximity" to the World Cup.

In the seminar basic knowledge (online and offline) about the media systems (basic rules, organizations, cultural traditions, most important actors) of the three countries will be developed and provided. On this basis we will discuss whether the particularities of the media systems also give rise to specifics in the reporting on the World Cup.

Literature: online resources

### 4: Media Events: concept and typologies

The groundbreaking work on media events appeared in the early 1990s and focuses on television (Dayan & Katz 1994). Since then, the media have changed fundamentally.

In preparation for the seminar, the students will read selected sections of the book (PDF).

In the seminar itself the basic characteristics of media events will be worked out. In particular, the question of whether and how media events change in the Internet age will be discussed.

Literature: Dayan & Katz (as PDF)

Supplementary literature: Boesch (as PDF resp. <http://ieg-ego.eu/en/threads/european-media/european-media-events/frank-boesch-european-media-events>)

### 5: Television and World Cup: a research example (Horky et al. 2018)

Thomas Horky (Hamburg) and colleagues have carried out several studies on television coverage of major sporting events, in particular on the distribution of air time between the match itself and pre- and post-match coverage.

Their 2014 study (published in can stimulate questions and premises with which we examine the coverage of the World Cup Final in the seminar. The students develop interesting questions and analysis categories for an empirical study on the WC Final 2018.

Literature: Horky et al. 2018 (online and as PDF)

### 6: Introduction to content analysis (lecture)

Content analysis is a method for the systematic and objective description of media products.

The seminar provides an introduction to this social science method (definition, basic rules, procedures).

Literature: Neuendorf 2017

Supplementary literature: online resources (TBN)

#### 7-10: Codebook and analysis (group action)

The content analysis will focus on the analysis categories. Their detailed description leads to a so-called codebook, the instrument for implementing the analysis.

In the four following sessions, students and lecturers develop such a codebook and apply it to the TV recordings.

#### 11-12: Introduction to elementary methods of data analysis (lecture)

As a result of the analysis, data are available on the structure of the reporting. (e. g. the chronological sequence of the various parts of the pre- and post-reporting, their topics, etc.).

In the seminar, the lecturer introduces the basic principles of data handling and demonstrates data processing using the example of the realized case studies.

#### 13: Preparation of research results (tables, graphics - demonstration by lecturer)

Results of data processing can be presented in different ways. In the seminar the lecturer shows different possibilities of the presentation (diagrams, tables etc.). This allows an answer to the research questions.

#### 14: Presenting first analysis' results, Summary

We discuss and evaluate the results of our case studies on the presentation of the WC Final in different countries. At the same time we make a comparison with the current state of research.

Finally, a reflection and critique of the course will take place.

### 【Work to be done outside of class (preparation, etc.)】

- ◆ reading of texts; short written summary of texts
- ◆ searching of relevant information about WC 2018, media systems, research methods

### 【Textbooks】

- ◆ Stay, Shane: *The WorldCup 2018 Book: everything you need to know about the Soccer World Cup*. Garsington: Meyer & Meyer Sport 2018
- ◆ Dayan, Daniel; Katz, Elihu: *Media Events. The Live Broadcasting of History*. Cambridge, Mass. / London: Harvard University Press. 1994
- ◆ Neuendorf, Kimberly A.: *The content analysis guidebook*. Los Angeles: Sage 2017

### 【References】

- Boesch, F.: *European Media Events*. European History Online. (<http://ieg-ego.eu/en>; published 2010-12-03)
- Frandsen, K. (2014): Mediatization of sport. In Lundby, K. (ed.) *The Handbook of Mediatization of Communication*. Mouton de Gruyter: Berlin, pp. 525-543.
- Horky, T.: Examining the Structures of Major Football Tournaments on Television: An Analysis of the Quality of World Cup and European Cup Broadcasts. *International Journal of Sport Communication* Vol. 4/2011, pp. 217-232
- Horky, Thomas, Galen Clavio & Christoph Grimmer (2018): Broadcasting the World Cup: a multinational comparative analysis broadcast quality in the 2014 World Cup, *Soccer & Society*, <https://doi.org/10.1080/14660970.2018.1448794>
- Horne, J.; Manzenreiter, W. (eds.): Sport mega-events: social scientific analysis of a global phenomenon. *Sociological Review* 2006; Suppl. 2

### 【Grading criteria】

- ◆ Short essays (25%)
- ◆ Contribution to the codebook (25%)
- ◆ Research paper (at the end of semester) (50%)