

Syllabus: Football Tactical Analysis for Content Creators



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Justification

For the past few years, the rise of social media as a platform for building narratives around sports has shaped the path of communication, generating new communicative horizons. This course offers a perspective on tactical communication in football and the development not only of the object of study but also of the communicator's personal brand and skills to enhance the message.

This project is an opportunity for journalists or those interested in football analysis, with a particular emphasis on the perspective of the game, the use of different tools, and the application of advanced statistics to generate or dismantle narratives.

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

To have a deep and varied perspective on tactical analysis from a communicative standpoint.

Specific objectives

1

Develop a personal perspective on the game

2

Understand and apply advanced statistics in analyses

3

Learn the value of the journalist as a brand

4

Basic notions for generating content on Twitter through a thread

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

1

Group and collaborative work: the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.

2

The capacity of analysis/reflection: the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.

3

Creativity and innovative, knowledge-based solutions: the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

XXX

CONTINUE

Competencies

The competencies defined as generic for graduate programs are as follows:

1

Teamwork and Collaboration

The ability to integrate with peers to achieve shared objectives and create the synergy of a high-performance group.

2

Analytical/Reflective Ability:

The ability to systematically examine various aspects of a reality or situation and take a stance regarding them.

3

Creativity/Innovative Solutions Based on Knowledge:

The ability to provide new alternative solutions to existing problems based on formal knowledge.

Specific competency

Ability to understand the various aspects that make up tactical analysis on social media and its subsequent development.

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Bibliography

Corraze, J. (1987) Las bases neuropsicológicas del movimiento [The neuropsychological basis of movement]. Paidotribo, Barcelona.

Cratty, B. (1974). Motricidad y psiquismo [Motor function and the psyche]. Miñón, Madrid.

Le Boulch, J. (1975). Hacia una ciencia del movimiento humano [Towards a science of human movement]. Paidós, Buenos Aires.

Le Boulch, J. (1989). El deporte educativo; psicokinética y aprendizaje motor [Educational sports; the mind in movement and motor learning]. Paidós, Buenos Aires.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Graduate profile

The course will provide graduates with the ability to perform with knowledge, skills, and competencies in the field of communication in tactical football analysis, equipping them to detect interesting aspects, develop a personal perspective, and learn to use tools that enhance analysis as well as the growth of their own personal brand.

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Aim to

This course is aimed at anyone interested in communication and tactical analysis, especially journalists or communicators creating content on social media, regardless of the platform, with a particular emphasis on Twitter.

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Lesson 9 of 13

Module 1: Tactical Perspective

CONTINUE

Lesson 10 of 13

Module 2: Big Data as a Narrative Engine

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Lesson 11 of 13

Module 3: The Journalist as a Brand

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Module 4: Exploiting Twitter: How to Create a Tactical Thread?

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