

Issues in Sport and Media

JRSM 4704/6704-501

Fall 2019

Class meeting: MW, 12:40-2:05 p.m., Varnell-Jones 301

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COURSE REQUIREMENTS

Catalog description

Examines the ongoing relationship of sports and media. Students will think more critically about the role of sports in the contemporary media landscape and vice-versa.

Prerequisites

None

Textbooks, Software and Required Materials

No required textbook. Digital proficiency and access to the Internet required.

Classroom format

The class will be presented in discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms.

There will be considerable discussion in this class, so coming prepared for an intellectual exchange of ideas is important. We might discuss current sporting events but this course is not a forum for exchanging sport trivia. We won't spend time in class talking about the latest scores or trades.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4704/6704-501 to enter your course and read the instructions on the welcoming page

Course Requirements

Coming to class well prepared is critical. This means reading the assigned material, completing any work with excellence on or before deadline, and staying informed about current events as they relate to our course content.

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Arrive to each class punctually and prepared;

3. Check campus email each weekday morning by 8 a.m.;
4. Complete all work on deadline and with excellence;
5. Do well on class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate meaningfully in class discussion and activities/exercises.

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted. If a student knows about an absence in advance, students are encouraged to check with professor to see if arrangements may be made to turn the work in early at the professor's discretion.

Grading

The student's final grade will be based on a percentage of the following:

Exams:40%

Activities/Assignments/Quizzes/Participation/Exercises/Projects/Papers: 60%

Generalized Grading Rubric for Assignments:

A (90-100): Professional work. Critical thinking and synthesis of concepts is reflected. No errors in form, grammar or spelling. Adapted to intended audience (public). Meets all assignment requirements.

B (80-89): Near professional work. Lacks polish (style) of A work. No errors in form, grammar or spelling. Adapted to intended audience. Meets all assignment requirements.

C (70-79): Acceptable as a classroom assignment only. Not usable professionally without further editing/corrections. Numerous errors detected [or] not well adapted to intended audience or medium. Does not meet all assignment requirements.

D (60-69): Needs significant work in form and/or style. Riddled with errors [or] shows little consideration of needs/interests of intended audience or medium. Significantly fails to meet all assignment requirements.

F (59 or below): Unacceptable in form and style [or] fails to adapt to intended audience or medium. Significantly fails to meet all assignment requirements.

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

ATTENDANCE:

Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask that if they are going to be late again, not to enter the classroom on that day.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy. Attendance is mandatory. It is

also important not to miss class because unannounced quizzes, exercises and activities will take place periodically.

ASSIGNMENTS:

Undergraduate Assignments:

Earned, Owned, Paid--Brand Image & Consistency Inventory

Four Blogs

Case Study and Presentation

Commodification Reflection Paper

Four Tests

Graduate Assignments:

Earned, Owned, Paid--Brand Image & Consistency Inventory

Four Blogs

Case Study and Presentation

Commodification Reflection Paper

Four Tests

Issues Paper

COURSE SCHEDULE

Week 1, Aug. 26-Sept. 1: Introductions

Review Week 1 Content in eCourseware

Week 2, Sept. 2-8: The Evolution

Review Week 2 Content in eCourseware

Assignments: Begin Earned, Owned, Paid Brand Image & Consistency Inventory

Week 3, Sept. 9-15: Ethics & Professionalism

Review Week 3 Content in eCourseware

Assignments: DUE--Blog 1

Week 4, Sept. 16-22: Gathering the Data--Research

Review Week 4 Content in eCourseware

Assignments: Test 1 / Begin Case Study Assignment & Presentation

Week 5, Sept. 23-29: Planning

Review Week 5 Content in eCourseware

Assignments: DUE--Blog 2

Week 6, Sept. 30-Oct. 6: Communicating

Review Week 6 Content in eCourseware

Assignments: DUE--Blog 3

Week 7, Oct. 7-13: Evaluation

Review Week 7 Content in eCourseware

Assignments: DUE--Case Study Assignment & Presentations

Week 8, Oct. 14-20: Public Opinion & Persuasion

Review Week 8 Content in eCourseware

Assignments: DUE--Case Study Presentations continued

Week 9, Oct. 21-27: Sport--Celebrity, and Commodification

Review Week 9 Content in eCourseware

Assignments: Test 2 / Begin Commodification Reflection Paper (on Approved Athlete)

Week 10, Oct. 28-Nov. 3: Theories & Critiques--Reputational Threats and Sponsorship Ethics

Review Week 10 Content in eCourseware

Assignments: DUE--Blog 4 Due

Week 11, Nov. 4-10: Corporate Communication in Organizational Contexts

Review Week 11 Content in eCourseware

Assignments: DUE--Commodification Reflection Paper (on Approved Athlete)

Week 12, Nov. 11-17: Globalization, Culture and Sports

Review Week 12 Content in eCourseware

Assignments: Test 3 / Work on Earned, Owned, Paid Brand Image & Consistency Inventory / Presentation

Week 13, Nov. 18-24: Sports Business

Review Week 13 Content in eCourseware

Assignments: DUE--Earned, Owned, Paid Brand Image & Consistency Inventory / Presentations Begin

Week 14, Nov. 25-Dec. 1: Sports Spectacle, Mega Events

Review Week 14 Content in eCourseware

Assignments: DUE--Earned, Owned, Paid Brand Image & Consistency Inventory Presentations Cont...

Week 15, Dec. 2-8: Promoting Sports for Social Goals

Review Week 15 Content in eCourseware

Assignments: Study for Final Exam

ASSESSMENT AND OUTCOMES

Five Pillars in JRSM 4704

- *Critical Thinking:* Students work independently and in groups to critically examine, monitor and discuss various issues in sport media, including the journalistic coverage of ethical and social issues.
- *Media Literacy:* Students learn about the complex interrelationship of sports and the media, including ethical and social questions raised through mediated sports, such as racism, gender issues, nationalism, and journalism ethics.
- *Multimedia:* Students examine multimedia sport coverage and monitor social media throughout the semesters for assignments. They also use creative commons/open-source material for their

classroom presentation.

- *Professionalism*: Students learn about ethical decision-making and proper professional attitudes necessary to work in sport media today.
- *Writing*: Students develop one research paper and write a journalistic profile about someone working in the sport media industry.

Professional Values and Competencies in JRSM 4704

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Recognize the role of media in influencing the sport industry
- Identify social issues in sport media and analyze the manner in which these issues impact both the field and society
- Critically examine, discuss and monitor the "how" and "why" behind the coverage of various issues in sport

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Monitor an assigned current issue throughout the semester and share findings through a research paper and an oral presentation to the class
- Participate in discussions involving issues that are covered in sport media
- Take quizzes over course materials
- Take part in at least one in-class debate on a controversial sport media issue
- Write blog posts over contemporary issues at the intersection of sport, media and society.
- Research, write and present findings related to an approved athlete and team regarding media representations

How assessment of student learning will be met

Awareness

- Deepen knowledge of the sport media industry
- Learn about the various careers in the sport media industry

- Evaluate how much new media technology changes sport
- Be sensitive to the needs of diverse and under-represented groups in sport media

Understanding

- Understand one's own strengths and limitations through team work
- Understand the ways in which sport journalism frames our understanding of sports
- Stimulate critical thinking and healthy classroom debate, with the overall goal of helping all students understand the vital role media play in the sport industry and vice-versa
- Synthesize the difficulties that minor sports face to get media coverage
- Understand the changes taking place in sport media and how those changes impact both the field and society

Application

- Pass quizzes over assigned readings and course materials
- Select a current issue in mass media to follow throughout the semester, and write a detailed paper and do an in-class presentation about it
- Participate in a class or large group debate on a recent issue affecting sport journalism, selected by the instructor. The topic will incorporate ethical decision-making and how both the sport media industry and society were affected by the decision
- Write a paper about commodification and self-commodification use on social media
- Follow an athlete and team on Twitter and IG, and conduct additional secondary research to complete an inventory on brand image and message consistency and present findings to class

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact

- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the

degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.