

MMC 6936 Sports Media & Society

This course is offered concurrently with the undergraduate course, MM 3703. You will follow the same syllabus with these exceptions for grading:

PAPER:

You will write one 15-page paper on some aspect of sports media, which will be worth 250 points (course for you will be a total of 1,250 points). For the paper, you can use scholarly or mainstream articles to support the theme of your paper. You must have your paper topic approved by the instructor. Do not choose something as overarching as “Twitter and Athletes,” which is too big to handle in one paper. A better topic would be focusing on one athlete or team and examining his/her/its Twitter strategy. You may not do a topic that will be covered in-depth in class (as outlined on syllabus or indicated by instructor).

You must use sources (cited at the end of the paper) to help provide evidence and examples. You will be judged on clarity of theme and argument, supporting evidence, and overall writing quality. The best papers will be ones that provide insight to your chosen topic beyond the basic nuts and bolts of what we already know as sports-media consumers.

It is highly encouraged to run your paper idea by the instructor.

Grade breakdown:

10 points: Originality and specificity of idea:
70 points: Content of paper (thoughtful review, analysis and discussion of topic)
10 points: Writing (mechanics, grammar, clarity)
10 points: Sourcing (minimum of 15 quality sources)

Total x 2.5 to equal 250 points

Paper due date: 11/18 in class

1,150 to 1,250: A
1,125 to 1,149: A-
1,100 to 1,124: B+
1,025 to 1,099: B
1,000 to 1,024: B-
975 to 999: C+
901 to 974: C
875 to 900: C-
850 to 874: D+
775 to 849: D
750 to 774: D-
0 to 749: E