

MMC 6936 Sports Media & Society

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

PAPER:

You will write one 10-page paper (double-spaced) on some aspect of sports media, which will be worth 250 points (the 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. 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. Or choose a case study that reflects on a bigger picture issue. So instead of saying you want to write about how soccer is covered in the U.S., it would be better to focus on, say, the portrayal of Messi in U.S. media compared to international media (or something like that).

You may not do a topic that will be covered in-depth in class (as outlined on syllabus or indicated by instructor). It is highly encouraged to run your paper idea by the 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. I do not care about what style you use for your paper or citations, but I do care that you are consistent with your style and you do cite your material (footnotes, endnotes, etc...).

Grade breakdown:

- 10 points: Originality and specificity of idea
- 70 points: Content of paper (thoughtful review, analysis, discussion of topic)
- 10 points: Writing (mechanics, grammar, clarity)
- 10 points: Sourcing (minimum of 12 quality sources)

Total x 2.5 to equal 250 points

Paper due date: Thursday, Nov. 29, in class (printed copy turned in and a digital copy sent via email)

Grade breakdown

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