

#SportsMediaUF

Sports Media & Society



MMC 3703

Semester: Spring 2020

UFOnline

Instructor: Daniel-John Sewell

Email: danieljohn@ufl.edu

Skype: Upon Request

Virtual Appointments: Email to set up a time and platform

Required Readings: Links to readings will be posted on Canvas.

Prerequisites: None

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Course Overview

In this survey course, we will cover the relationships between the sports industry, athletes, media, and audience. We will discuss the evolution of sports media from the early sportswriters to the day when athletes control their own messages via Twitter. We will cover the various mediums— newspapers, magazines, books, radio, TV, online, forums, blogs, and social media—in terms of their history, function, impact, and ethical implications. This course is about developing literacy and critical-thinking skills about the sports industry and its relationship with the media.



Objectives

- To recall important people and moments in the history of sports media
- To recognize the differences between various sports media platforms and functions
- To compare various situations involving the sports media to analyze the practice and ethics of sports media
- To critique and interpret methods and practices in current industry practices of sports media
- To generate skills in news judgment, social media, and critical thinking in relationship to decisions made by those involved in sports media
- To produce social media posts that reflect the current state of sports media
- To analyze various cases in sports media and use those lessons to apply to future careers in sports media

Tweet of the Week

You are not required to have a Twitter account, but you are encouraged to be familiar with the social-media platform, because many current sports-media issues are played out on Twitter. The instructor will use Twitter and Snapchat to extend discussion, post relevant links, or give exam hints. Every week, posts will be eligible to win Tweet/Snap of the Week for extra credit points. On Twitter, use #SportsMediaUF. On Snapchat, save your post and if I ask for it, send me the photo or video in an email. There's no limit to how many times you can win. #boom

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The Grading

You will have the opportunity to accumulate 1,500 points for the semester over the 8 modules.

230 points:	Reading quizzes	A:	1,380 and above
400 points:	Lecture exams (8 exams, 50 points each)	A-:	1,350 to 1,379
440 points:	Discussion contributions	B+:	1,320 to 1,349
50 points:	Introduction assignment	B-:	1,200 to 1,229
30 points:	News Values assignment	C+:	1,170 to 1,199
100 points:	ESPN paper	C:	1,080 to 1,169
100 points:	Social media assignment	C-:	1,050 to 1,079
150 points:	Final paper	D+:	1,020 to 1,049
		D:	930 to 1,019
		D-:	900 to 929
		E:	899 and below

The Modules

Welcome

Module 1:	Role and history of Sports Media
Module 2:	What the Sports Media Covers and Why
Module 3:	The Economics of Sports Media
Module 4:	ESPN's Evolution, Domination, and Future
Module 5:	The Blurring of Journalistic Lines
Module 6:	Social Media in Sports
Module 7:	Race, Gender, Social Issues in Sports
Module 8:	The Fun Of It All

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The Assignments

ASSIGNMENTS: 1,500 points total (see rubrics and deadlines in Canvas)

Reading Quizzes (10 points each) All Modules Total number of reading quizzes: 23 (230 points) For each reading assignment, you will take a short multiple-choice quiz of five questions. These will be timed.

Lecture Quizzes (50 points each): All Modules Total number of lecture quizzes: 8 (400 points) For each module, you will take a quiz that will cover material covered in video lectures and additional videos. It will not cover what is in readings or debate discussions. These quizzes will include open-ended questions to test your command and understanding of the material. These will be timed (length varies by module).

Discussion Contributions (20 points each post): All Modules Total number of discussion questions: 22 (440 points) In every module, you will participate in a number of discussions related to the subjects covered. Some of them will be centered around debate videos, and some will be about major points of the module. Each module will also contain one current events discussion about something that breaks in sports media during the time of that module (which may not necessarily be related to the subject of the module). You are expected to make a minimum of one original reply to the discussion of at least 75 words and one reply to a classmate of at least 50 words.

Introduction Assignment: What Makes Good Sports Storytelling? (50 points): Module 1 In 500 words, describe what makes good sports storytelling using examples from mainstream media (words, photos, video). Describe the characteristics of a strong story—and why audiences may resonate with those stories. You can touch about kinds of stories, lengths, formats, or other story elements. You will be judged on your clarity of thought, writing mechanics, and use of examples to support your points.

Assess News Values (30 points): Module 2 You will be given three scenarios of three different sports stories. You are to decide which of the three stories should be played most prominently given the nature of the story, the media outlet, and the audience. For each scenario, you will rank the stories from 1 to 3 and then explain briefly why you ranked them that way (total of about 100 words for each scenario). You will be graded on your ability to explain your decision using news values you learned about in lecture.

ESPN paper (100 points): Module 4 Who or what is the biggest threat to ESPN's dominance? In no more than 1,000 words, explain the threat, why it has a competitive advantage (or potential), how it might influence the business future of ESPN, and if this is a good or bad thing for sports media in general. Cite sources you use at the end of your paper with author name, title, and links. You must have a minimum of five sources.

Social Media Assignment (100 points): Module 6 When Module 6 opens, you will be presented with a sports scenario (a description of an event, game, or issue). Using the information you will receive, you will create 10 social media posts from the various perspectives of the people involved and using various platforms. These are not live posts, but rather posts that you would make if you were representing various people, teams, or organizations. Details will be described on the assignment sheet. Each post is worth 10 points and will be judged on quality, appropriateness, understanding of the platform, and understanding the POV of the poster.

Final Paper (150 points): Module 8 Pick one case study involving the intersection of sports industry and the media industry. Explain the details of the case, the central conflict, and outcomes and effects of the case. You may not choose one that we have covered in-depth in class. All ideas must be approved by the instructor. Paper length: No more than 2,000 words. You need to use a minimum of eight sources. Cite them at the end with author name, title, and links.

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The Fine Print

UF's Grading Policy

Please read: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Communication

You may email the instructor via Canvas messaging or UF email. Please contact the UF Help Desk to resolve technical issues that might arise with Canvas. <http://helpdesk.ufl.edu>

Makeups

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Academic Integrity

The College of Journalism and Communications at UF is committed to upholding the University's Academic Honor code as detailed on UF's website. Academic dishonesty of any kind is not tolerated in this course. The university's guidelines provide additional details, which you are expected to understand completely. <http://www.dso.ufl.edu/studentguide/studentrights.php#academichonestyguidelines>

UMatter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Resources

The University of Florida is full of resources that can help you in your academic career. You are encouraged to make use of resources such as the library, tutoring, career resource center, etc. A list of useful UF resources can be found here: <http://www.ufadvising.ufl.edu/student-resources.aspx>

Students with Disabilities

Reasonable accommodations will be made for any students with disabilities. If you have a disability, the Dean of Students Office will give you official documentation, which you will give to your instructor. More information is on the Disability Resource Center page from the Dean of Students Office. <http://www.dso.ufl.edu/drc/>