

RTV 4930: Communicating Soccer Globally

Summer 23 Study Abroad

College of Journalism and Communications
University of Florida

Class meets on location in the United Kingdom

Instructors

Eric Esterline @ericesterline eeesterline@jou.ufl.edu (317) 703-4739
--

Course Text: NONE

Readings and Resources will be posted and available online.

Course Overview

Late Scottish manager Bill Shankly once commented: “Some people think football is a matter of life and death. I assure you, it's much more serious than that.” Indeed, the beautiful game has a profound hold on billions of people around the world, which has prompted scholars, including Franklin Foer, to argue that soccer can “explain the world.” Communicating Soccer Globally examines the most popular sport in the world from media, business and social perspectives through readings, videos, lectures, class discussion, and international speakers. We will explore soccer’s global influence and how it is communicated around the world. Case studies will include nationalism during major events (World Cup, Euro, Copa América, etc.), fan support and identity, the business economics of football, and the state of women’s soccer outside of North America.

Course Objectives

1. Develop critical thinking skills in relation to the impact media have had on societies (and vice-versa) through a unique lens: soccer
2. Explain and think critically about international issues, including but not limited to the influence of media on societies, migration, the global economy, capitalism and other political systems, etc.
3. Demonstrate understanding of the careers that are available in the global sport industry
4. Demonstrate ability to generate content, including effective writing and multimedia skills, from a global perspective

5. Understand the ways in which sports journalism frames our understanding of sports.
6. Be able to critically analyze the impact of globalization on their domestic sports media industry, and have developed an understanding of the international diversity in coverage of soccer (futbol/football)

Course Grades

The following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	% of Total Grade
Class and Excursion Attendance, Participation and Citizenship	20 points	20%
Online Discussions	20 points	20%
Soccer History Project	20 points	20%
Supporters/Rivalry Project	20 points	20%
Football, Sports & Culture Reflection Essay	20 points	20%
Total	100 points	100%

Assignment Descriptions

Class and Excursion Attendance, Participation and Citizenship (4 weeks, 5 pts per week)

– This includes, but is not limited, to the following: regular and on-time attendance for class and required group excursions; serious preparation of the assigned texts; active listening, including note-taking; involvement in classroom and outside of classroom activities; posting relevant content to Canvas, questions & comments on the course forums; being respectful of others; and, a program-long sustained effort at contributing to the program discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed.

The following rubric will be employed to assign participation points:

Preferred (5 pts)	Acceptable (4 pts)	Needs Improvement (2-3 pts)	Unacceptable (1pt)	Will Ask You To Leave (0pts)
Arrives on time Comments are	Arrives on time Comments are	Arrives no more than 5 minutes late	Arrives more than 5 minutes late	Absent Disruptive or rude

relevant and reflect understanding and good preparation	mostly relevant, but understanding may be slightly lacking	Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation	No comments are made	comments are made
Clear enthusiasm	Not overly enthusiastic, but positive	Demeanor is sluggish	Sleeping, texting, disengaged	Drawing others into disrespectful behaviors (showing texts, shopping online, etc)

Online Discussion (4 weeks, 5pts per week) – Through our class portal on Canvas we will hold online discussions surrounding various topics. You will be required to post your thoughts and respond to classmates as well. There will be a rubric for you to follow to ensure you participate properly.

Points	5	4-3	2	1	0
Quality of Post (5 pts)	Appropriate comments: thoughtful; reflective, and respectful of others posting	Appropriate comments and responds respectfully to others postings	Responds with average effort providing obvious information without further analysis	Responds, but with minimum effort. (e.g. "I agree with Bill)	No Posting
Relevance of Post (5 pts)	Post topics related to discussion topic; prompts further discussion of topic	Post topics that are related to discussion content	Posts topics which do no relate to the discussion content	Makes short or irrelevant remarks	No Posting
Contribution of the Learning Community (5 pts)	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Makes little effort to participate in learning community as develops	Does not make effort to participate in learning community as it develops	No feedback provided to fellow students (s)

Projects - All projects will be expected to be of high quality work. On days projects are due, students will present a report on their work in class and receive feedback from the instructor and classmates.

Projects will be posted on the course website.

- **History Project (20 points)** - Students will create a digital timeline about the history of soccer in a given area of the UK.
- **Supporters/Rivalries Group Project (20 points)** - Students will be assigned a group of supporters or a rivalry to research and present about in class.

Grading (grades are rounded up or down to the nearest whole number for grading purposes)

93-100 points	= A	90-92 points	= A-		
87-89 points	= B+	83-86 points	= B	80-82 points	= B-
77-79 points	= C+	73-76 points	= C	70-72 points	= C-
67-69 points	= D+	63-66 points	= D	60-62 points	= D-
0-59 points	= E				

Course Outline

Week 1	<ul style="list-style-type: none"> ● History of Football <ul style="list-style-type: none"> ○ Lecture/Discussion In Class - 5/15, 5/16, 5/19 ○ Online Discussion Due (5/21) ○ History Project Due (5/21)
Week 2	<ul style="list-style-type: none"> ● Media Coverage <ul style="list-style-type: none"> ○ Lecture/Discussion In Class - 5/22, 5/24 ○ Online Discussion Due (5/28)
Week 3	<ul style="list-style-type: none"> ● Fan Support <ul style="list-style-type: none"> ○ Lecture/Discussion In Class - 5/30, 6/1, 6/2 ○ Online Discussion Due (6/4) ○ Supporters/Rivalry Project Due (6/4)
Week 4	<ul style="list-style-type: none"> ● Politics <ul style="list-style-type: none"> ○ Lecture/Discussion/Reflection - 6/5, 6/6, 6/9 ○ Online Discussion Due (6/11) ○ Football, Sports & Culture Essay Due (6/21)

Policies

Academic Integrity

Academic Integrity UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the [Honor Code](#).” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor

received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Also, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me. Violations can result in a failing grade for the course and referral to the dean of students.

In-Class Recordings

The official UF policy regarding in-class recording, to comply with a 2021 Florida law can be found [here](#).

Online Privacy Policy

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting the [get-started page](#). It is important to share any accommodation letter with me and discuss access needs as early as possible in the semester.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Diversity

The College of Journalism and Communications embraces an intellectual community enriched and enhanced by diversity along several dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class, and religion. Each course is expected to help foster an understanding of

the diversity of peoples and cultures and of the significance and impact of mass communication in a global society. To that end:

1. Please let me know if you find any material in the course violates that expectation.
2. Please alert me if you have a name or preferred pronouns that differ from the class roll information, which is my only source of information about you.
3. If you have any concerns involving diversity in this course that you feel uncomfortable discussing with me, I encourage you to contact Professor Joanna Hernandez, CJC director of inclusion and diversity, at jhernandez@jou.ufl.edu.

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care [website](#) to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center [website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center [website](#).
- University Police Department: Visit UF Police Department [website](#) or call 352-392- 1111 (or 911 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville. Visit the UF Health Emergency Room and Trauma Center [website](#).

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk [website](#), or phone 24/7 at 352-392-4357, or email helpdesk@ufl.edu.
- Career Connections Center: Career assistance and counseling services. Visit the [website](#). Reitz Union Suite 1300, 352-392-1601.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Visit the [website](#).
- Teaching Center: General study skills and tutoring. Visit the [website](#). Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.
- On-Campus Student Complaints: Details are available through the Student Honor Code and Student Conduct Code, also known as the [Orange Book](#).

***NOTE: Topic schedule subject to change based on guest availability and other factors. There will be no change in project due date or the midterm examination.**