

SPRING 2024 SPORTS MEDIA AND SOCIETY SYLLABUS

Professor Melodi Smith

Welcome to Sports Media

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Please allow 24-hours for a response by text or email.

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 social media. 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.

Class Format

Most of the class will be asynchronous—meaning that you will do readings, watch videos, etc... on your own time and at your own pace.

The course content will be delivered in 7 main modules (not including an introduction one).

Each module will include:

- Reading(s)
- Multiple PPT slides (to read, not listen to a lecture with them)
- Overview and recap video from me about major points for each module
- Other media, like videos or social media links
- Assessment on the material in the module

Assessments

The assessments are open book/notes, but they will require critical thinking. If you are not familiar with the material, you will not be able to flip through material and find it in the time allotted for the assessments

Honor Code

Violations of the UF Honor Code will result in a failing grade and reported to the Honor Court. See the Department of Journalism web site, as well as UF guidelines, for specific outline of Honor Code violations.

Course Module and Dates

Introduction Module: Course Introduction

Opens Jan. 8

Module 1: Sports Media Basics

Opens Jan. 8

Assessment Jan. 21

Module 2: Case Studies of Conflict

Opens Jan. 8

Assessment Jan. 21

Module 3: A Brief History (and Look into the Future) of Sports Media

Opens Jan. 22

Assessment Feb. 4

Module 4: Race, Gender, and Speech in Sports Media Opens

Open Jan. 22

Assessment Feb. 4

2024 Olympics Coverage Plan: March 8 by 11:59 p.m.

Module 5: Social Media in Sports

Opens Feb. 5

Assessment Mar. 25

Spring Break: March 9-March 16

Module 6: Olympics and International Sports Media

Opens Feb. 27

Assessment Mar. 24

Module 7: Sports Media in Times of Crisis

Opens Mar. 25

Assessment Apr. 14

Assignment Breakdown

840 points: 7 module assessments (120 points each); drop lowest score

20 points: Intro post

20 points: Final post

20 points: 5 discussion points with 2 replies

100 points: 2024 Olympics Coverage Plan

Details of each assignment in Canvas.

Inclusion, Diversity and Equity Statement

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion and culture. Your suggestions are encouraged and appreciated. We will be discussing topics within the course and in current-events discussions that will look at many of these issues. I will attempt to foster an environment in which each class member is able to hear and respect each other. It is critical that each class member show respect for all worldviews expressed in class. It is expected that some of the material in this course may evoke strong emotions — please be respectful of others' emotions and be mindful of your own. Please let me know if something said or done in the classroom, by either myself or other students, is particularly troubling or causes discomfort or offense.

Grading

You will be graded on a 1,000-point scale:

A: 925–1,000

A-: 900–924

B+: 875–899

B: 825–874

B-: 800–824

C+: 775–799

C: 725–774

C-: 700–724

D+: 675–699

D: 625–674

D-: 600–624

E: 0–599

About Professor Smith

Melodi Smith worked as a journalist in Atlanta, Georgia. She has written about news and entertainment--a passion for communicating and breaking news. She now resides in Florida and teaches in the school system during the day.

Olympics Coverage Plan

Let's plan for Paris 2024 Olympics coverage.

Part 1

Please choose **TWO** sports that you are unfamiliar with and write one background research paragraph. The research will be **ONE** paragraph of at least seven sentences for each sport.

Remember, we need the **5 Ws (who, what, where, when, why)**.

Part 2

Select **ONE** athlete from each of your chosen sports and write **TWO profile pieces** for radio or television. You will write **TWO** paragraphs and include all of the items mentioned below.

Items needed:

Locations of the shoots

Visual and audio elements required for the shoot

Questions to the athletes

Background history of the athlete

Statistics of the athlete's overall performance.

What's next for them after the Olympics?

Part 3

Craft 3 social media posts for your chosen Olympic sports for X, Facebook, and Snapchat.

Add photos, filters, and writing content. Please remember that these need to be submitted to be published.

Part 4

Reflection

Write a **ONE** paragraph reflection with seven sentences about what you learned from this project.

Rubric:

Part 1 20 points

Part 2 50 points

Part 3 20 points

Part 4 10 points

Discussion Posts

Please remember that for each discussion post, you must have your original reply and reply to at least TWO classmates for total points. You need at least seven sentences for the intro and final discussion posts.