

SPORTS MEDIA AND SOCIETY



UF | UNIVERSITY of
FLORIDA

Fall 2025
Instructor: Glenn Geffner

MMC 3703 SPORTS MEDIA AND SOCIETY
UNIVERSITY OF FLORIDA
Fall 2025

Meets:	Online, Asynchronous
Course Website:	https://elearning.ufl.edu
Instructor:	Glenn Geffner
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Cell Phone:	(954) 614-8811
Office Hours:	11 a.m.-Noon, Mondays and Wednesdays via Zoom (other times available by appointment)

COURSE DESCRIPTION/OBJECTIVE

This course explores the history of the relationship between the sports industry, sports media, athletes and the public from the 1800s to the present. We will examine how sports and sports media have shaped—and been shaped by—broader developments in American society, including issues of race, class, gender and technology. The course traces the rise of sports coverage in newspapers, the golden age of radio, the power of television, the explosion of cable TV and sports talk radio and the transformative impact of social media. Students will gain an understanding of how various media outlets and pioneering writers and broadcasters have influenced not just how sports are consumed, but how athletes are perceived and how fans engage with the games, the players and each other.

COURSE FORMAT

Entirely online and asynchronous via Canvas, the course is divided into seven two-week modules, each covering a historical era in chronological order. Each module will be accessible via Canvas at 12 a.m. on the Monday morning of the beginning of its two-week window (except for Module 1, which opens on the first day of classes). At any time before 11:59 p.m. on the Sunday that marks the module's closing, students will be required to watch a brief video introducing the module, complete assigned readings, submit a written assignment related to the module, complete a quiz based on module materials and participate in an online class discussion forum.

ASSESSMENTS

Each module will be worth a total of 100 points, with students being graded on the quality, depth and originality of their written assignments (60 points) and the quality, depth and originality of their participation in the online class discussion (20 points) as well as the end-of-module quiz (20 points). The final exam will be worth 300 points.

COURSE MODULES AND SCHEDULE

<u>MODULE 1 (August 21-31)</u>	<u>1800s: The Birth of Sports Journalism</u>
Opens: 12 a.m., Thursday, August 21	Closes: 11:59 p.m., Sunday, August 31
<u>MODULE 2 (September 1-14)</u>	<u>1900-1920s: The Golden Age of Print and the Rise of Radio</u>
Opens: 12 a.m., Monday, September 1	Closes: 11:59 p.m., Sunday, September 14
<u>MODULE 3 (September 15-28)</u>	<u>1930s-1950s: Radio Dominates, TV Emerges</u>
Opens: 12 a.m., Monday, September 15	Closes: 11:59 p.m., Sunday, September 28
<u>MODULE 4 (September 29-October 12)</u>	<u>1960s-1970s: TV Takes Over</u>
Opens: 12 a.m., Monday, September 29	Closes: 11:59 p.m., Sunday, October 12
<u>MODULE 5 (October 13-26)</u>	<u>1980s-1990s: The Arrival of Cable TV and 24-Hour Sports</u>
Opens: 12 a.m., Monday, October 13	Closes: 11:59 p.m., Sunday, October 26
<u>MODULE 6 (October 27-November 9)</u>	<u>2000s: The Internet Upends Traditional Media Models</u>
Opens: 12 a.m., Monday, October 27	Closes: 11:59 p.m., Sunday, November 9
<u>MODULE 7 (November 10-23)</u>	<u>2010s-Present: The Dawn of Social Media and Streaming</u>
Opens: 12 a.m., Monday, November 10	Closes: 11:59 p.m., Sunday, November 23

ABOUT THE INSTRUCTOR

Glenn Geffner spent more than three decades in Baseball, including 26 seasons in the major leagues, as a senior-level communications executive and broadcaster with the San Diego Padres, the Boston Red Sox and the Miami Marlins. With the Padres, he served as Director of Public Relations before transitioning into the broadcast booth. He served as Vice President of Communications of the Red Sox before making the full-time move to the radio booth and was part of Boston's World Series championship clubs in 2004 and 2007. In 2008, he returned to his native South Florida and spent 15 seasons as radio voice of the Miami Marlins. A graduate of Northwestern University's Medill School of Journalism, Glenn has taught Sports Broadcasting at Florida Atlantic University in Boca Raton, FL since 2021 and teaches at the University of Florida for the first time this fall.

SUMMARY OF ASSIGNMENTS

Detailed explanations of each assignment will be posted in Canvas when each module opens, but below are general descriptions of what will be required for each assignment this semester:

EACH ASSIGNMENT RELATED TO A MODULE MUST BE COMPLETED AND SUBMITTED VIA CANVAS BY 11:59 P.M. ON THE SUNDAY NIGHT ON WHICH THE MODULE CLOSES.

- 1) **VIDEOS:** Each module will begin with a brief introductory video in which the instructor will discuss the era being covered and detail the reading, writing and online discussion assignments associated with the module. Modules may also include additional videos that pertain to the specific topic being covered.
- 2) **READING ASSIGNMENTS:** Each module will include required readings that will be posted or linked within the module in Canvas. There will be an overview packet for each module as well as other pertinent articles, columns, essays, book excerpts, biographies of influential people and more.

It will be necessary to complete the assigned reading and to watch the assigned videos to answer most of the questions on the end-of-module quiz.

- 3) **WRITTEN ASSIGNMENTS:** For each module, students will write a minimum of 500 words (unless otherwise specified) on an assigned topic. Each written assignment is worth up to 60 points. Independent research is encouraged. **While students are not required to footnote or attribute line-by-line, at the end of their assignment, they ***MUST*** specifically list any research sources (books, websites, articles, etc.) used in order to receive full credit.**

Written assignments must be submitted via Canvas before the module closes at 11:59 p.m. on the specified Sunday night.

- 4) **ONLINE DISCUSSION:** For each module, there will be 3 online discussion requirements. Each student will:
 - a) Post a thoughtful and original reply to the question posed in the discussion forum by the instructor **AND...**
 - b) Post a separate thoughtful and original comment or question in **bold** pertinent to the module that might inspire conversation among classmates **AND...**
 - c) Reply thoughtfully and with originality to at least one comment or question posted by another classmate. You may respond to more than one, but there is no extra credit for doing so.

The three online discussion elements in each module combined are worth up to 20 points, based upon quality, originality and depth of thought.

All three discussion posts must be completed before the module closes at 11:59 p.m. on the specified Sunday night.

- 5) **QUIZ:** Each module will conclude with a timed 10-question multiple-choice quiz that will be administered via Canvas. The quiz will be based upon the materials covered in the readings and videos associated with that particular module.

The quiz must be completed before the module closes at 11:59 p.m. on the specified Sunday night.

- 6) **FINAL EXAM:** An end-of-semester written final exam will be assigned following Thanksgiving. Students will be asked to thoughtfully and originally answer a series of questions related to the course. The final exam will be worth up to 300 points.

LATE WORK: Any work turned in after a module closes without advance permission from the instructor will only be eligible to receive half credit. For example, an assignment worth up to 60 points will be eligible to receive a maximum of 30 points. A grade that would have been a 54, for example, becomes a 27.

GRADING

Your grade in this course will be cumulative, based upon your performance on a variety of assignments on each module throughout the semester as well as on the final exam.

ASSIGNMENT	MAX. POINT VALUE
<u>Module 1 Written Assignment (1800s)</u>	60 points
<u>Module 1 Online Discussion (1800s)</u>	20 points
<u>Module 1 Online Quiz (1800s)</u>	20 points
<u>Module 2 Written Assignment (1900s-1920s)</u>	60 points
<u>Module 2 Online Discussion (1900s-1920s)</u>	20 points
<u>Module 2 Quiz (1900s-1920s)</u>	20 points
<u>Module 3 Written Assignment (1930s-1950s)</u>	60 points
<u>Module 3 Online Discussion (1930s-1950s)</u>	20 points
<u>Module 3 Quiz (1930s-1950s)</u>	20 points
<u>Module 4 Written Assignment (1960s-1970s)</u>	60 points
<u>Module 4 Online Discussion (1960s-1970s)</u>	20 points
<u>Module 4 Quiz (1960s-1970s)</u>	20 points
<u>Module 5 Written Assignment (1980s-1990s)</u>	60 points
<u>Module 5 Online Discussion (1980s-1990s)</u>	20 points
<u>Module 5 Quiz (1980s-1990s)</u>	20 points
<u>Module 6 Written Assignment (2000s)</u>	60 points
<u>Module 6 Online Discussion (2000s)</u>	20 points
<u>Module 6 Quiz (2000s)</u>	20 points
<u>Module 7 Written Assignment (2010-present)</u>	60 points
<u>Module 7 Online Discussion (2010-present)</u>	20 points
<u>Module 7 Quiz (2010-present)</u>	20 points
<u>Final Exam</u>	300 points
	1,000 points

FINAL GRADING SCALE

A	=	925 points – 1,000 points
A-	=	900 points - 924 points
B+	=	875 points - 899 points
B	=	825 points - 874 points
B-	=	800 points - 824 points
C+	=	775 points - 799 points
C	=	725 points – 774 points
C-	=	700 points – 724 points
D+	=	675 points – 699 points
D	=	625 points - 674 points
D-	=	600 points - 624 points
F	=	Fewer than 600 points

LATE WORK: Any work turned in after a module closes without advance permission from the instructor will only be eligible to receive half credit. For example, an assignment worth up to 60 points will be eligible to receive a maximum of 30 points. A grade that would have been a 54, for example, becomes a 27.

TECHNICAL ISSUES WITH CANVAS: If, at any time during the semester, you have trouble accessing any of the required documents or links via Canvas, please notify the instructor IMMEDIATELY via email at glenn.geffner@ufl.edu so he can rectify the situation. Technical difficulties that likely could easily have been taken care of ahead of time by reaching out to the instructor are not a valid reason to not submit an assignment on time.

UNIVERSITY OF FLORIDA ACADEMIC POLICIES AND RESOURCES

The university's Academic Policies and Resources are available via the link below.

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>