



## Sports Communication COM 205

DR. BRIAN CARROLL

Fall 2019

MWF  
10-10:50am  
LAU 113

### I. Introduction

**Catalog Description:** An introduction to and overview of the sports communication field, including media organizations, marketing and advertising firms, and team and leagues. Topics covered include sports journalism; digital media, including social media; broadcast and publishing; team and league media relations; college sports information; and marketing, promotions and advertising.

**Learning Outcomes:** By the end of the course, students will

- Understand the evolution and development of sports as an industry
- Become aware of the various careers in sports communication
- Understand the history and development of sports journalism
- Appreciate the ethical issues specific to sports that face the communicator and/or journalist covering sports
- Understand the agency of U.S. media with regards to race and gender
- Better understand crisis management specific to sports industries

### II. Stuff you need to know

Instructor: Dr. Brian Carroll, Laughlin 100

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Home page: cubanxgiants.com

Blog: wanderingrocks.wordpress.com

Office hours: MWF 2-4pm; Tue 1-5pm | or stop in any time

Course website, calendar and this syllabus available: [cubanxgiants.com/berry/205](http://cubanxgiants.com/berry/205). Memorize this URL, be one with it, and refer to it a lot. It will change.

### III. What you will need (required)

Textbook: Billings, Andrew C., Butterworth, Michael L., and Turman, Paul D., *Communication and Sport: Surveying the Field*, 3d edition (London: Sage, 2018).

### IV. What you may want (recommended, not required)

- A subscription to *Sports Illustrated*
- Daily access to ESPN's SportsCenter
- A subscription to *Sports Business Daily* ([sportsbusinessdaily.com/Daily.aspx](http://sportsbusinessdaily.com/Daily.aspx))
- Roger Caillois, *Man, Play, Games*
- Eduardo Galeano, *Soccer in Sun and Shadow*
- Allen Guttman, *From Ritual to Record: The Nature of Modern Sports*
- Gustave LeBon, *The Crowd*
- Orin Starn, *The Passion of Tiger Woods*

**V. Class format:** Because this is a survey course, class time will typically blend presentation and discussion. Come to class with an attitude, mindset and disposition to discuss, even debate, participate and interact. Lean in, not back. Do NOT come to class in passive mode.

**VI. Policies**

- **Attendance:** Be here every day on time, just as you would for a job, surgery or even a haircut. Everyone gets one unexcused absence or late arrival, maybe two, with no questions asked. Stuff happens. After that, unexcused and/or unexplained absences (and/or lateness) will result in point deductions from the "professionalism and participation" portion of your grade – one point per instance. What is excused is at the instructor’s discretion, so you are best served by discussing situations and extraordinary circumstances prior to their occurrence whenever possible. Chronic tardiness and/or absenteeism will result in whole letter grade deductions for the course, with “chronic” defined as five or more (lates and/or absences). If a student misses six or more class and/or lab sessions, that student might be administratively dropped from the course. An absence for medical reasons with documentation does not count toward this threshold.
- **Professionalism in the classroom:** The instructor needs your attention and your respect, as do your peers. And this instructor is easily distracted. So, no unauthorized device use, therefore, including Apple watches for texts. Put your phones away, and make sure they are silent. Do homework for other classes somewhere else. If your phone goes off on class, or if you are seen texting or reading texts, etc., you will be treated as absent, with appropriate point deductions. It’s a respect thing.
- **Academic integrity:** Because academic integrity is the foundation of college life at Berry, academic dishonesty will result in automatic failure on the assignment in question. Academic dishonesty includes, but is not limited to, the following: cheating, unauthorized collaboration, plagiarism, fabrication, submitting the same work in multiple courses, and aiding and abetting. Students who are sanctioned for violating the academic integrity policy forfeit the right to withdraw from the class with a grade of “W.”

**VII. How your course grade will be computed**

Dailies (quizzes, takeaways/residuals, writing responses)	90%
Professionalism, participation, attendance	10%
	<hr/> 100%

For dailies, grades of check plus, check, check minus, and zero will be awarded. Roughly translated, check plusses = As; checks = Bs; and check minuses = Cs. To compute your final grade, add up your point totals, apply the appropriate percentages, then refer to the Berry College Communication Department suggested grading system, summarized here:

A = 93-100	A-= 90-92	B+=88-89	B=83-87
B- = 80-82	C+= 78-79	C=73-77	C-=70-72
D= 60-69	F=59 and below		

Definitions of the grades can be found in the Berry College Catalog. “A” students will demonstrate an outstanding mastery of course material and will perform **far above**

that required for credit in the course and **far above** that usually seen in the course. The “A” grade should be awarded sparingly and should identify student performance that is relatively unusual in the course and that **demonstrates mastery**.

### **VIII. Viking Honor Code**

It is not just policy. It is foundational to the academic environment we enjoy and in which scholarship thrives. It is in force in this classroom and during all lab sessions. For the complete Viking Code, please consult the student handbook. In short, each student is “expected to recognize constituted authority, to abide by the ordinary rules of good conduct, to be truthful, to respect the rights of others.” The College’s mission, in part, commits to a community of integrity and justice. During an era when ethics are sometimes suspect, there seems no higher goal toward which students ought to strive than that of personal honor.

### **IX. Assignments**

- A. Dailies: The vast majority of these will be writing responses, one- to two-page responses to assigned readings. To extend and expand our discussions, the professor will occasionally write to the blog Wandering Rocks ([wanderingrocks.wordpress.com](http://wanderingrocks.wordpress.com)) and invite students to comment on the post. Components to your grade on this sort of assignment are demonstrated engagement with the reading, creativity, quality of insights and questions, and writing quality. Writing counts a lot, so spend time revising and editing, and consider taking your work to the Writing Center. First drafts do not fare well.
- B. Occasional quizzes: To test your recall of history, key terms and concepts, and to make sure you’re doing the reading.
- C. Note that professionalism is a significant portion of your grade. On-time attendance, active participation, demonstrated preparation and overall professionalism are aspects of this 10%. Please see the policies section for details on how points are won and lost.

**Late submissions:** Get the assigned work in on time. Missing a deadline means losing points. Quizzes cannot be made up. Allowances for medical situations require documentation. If your work is going to be late, let the professor know or risk that work not being accepted and, therefore, receiving zero points for the assignment.

### **X. Students with special needs**

If you have special needs of any kind, including learning disabilities and/or medications, please let me know. Let us discuss it and work together to overcome. In addition, *“students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Center in Memorial Library as soon as possible to ensure that such accommodations are implemented in a timely fashion.”* – Academic Support Center.