



**Sports Communication**  
COM 205  
Dr. Brian Carroll

Spring 2017  
MWF  
10-10:50am  
LAU 113

## Course Objectives

### 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

Office phone: 706.368.6944 (anytime)

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Home page: <http://www.cubanxgiants.com>

Blog: <http://wanderingrocks.wordpress.com>

Office hours: MWF 2-4pm; Tue 1-5pm | by appointment | walk-ins are welcome

Course website, calendar and syllabus are available:

<http://www.cubanxgiants.com/berry/205>. Memorize this URL, be one with it, and refer to it a lot.

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

Textbook: Billings, Andrew C., Butterworth, Michael L., and Turman, Paul D., *Communication and Sport: Surveying the Field*, 2d edition (London: Sage, 2014).

### 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*  
(<http://www.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:** The professor has planned a combination of dynamic out-of-class activities, a range of media to examine in the classroom, and a bounty of discussion themes and lines of inquiry. Because this is a survey course, class time will typically blend presentation and discussion. Occasionally students might be asked to present to the rest of the class.

## VI. Policies

- **Attendance:** Attendance is a part of your grade. 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 for each unexcused absence and/or late arrival. What is excused is at the instructor's discretion, so you are best served by discussing situations and extraordinary circumstances prior to class whenever possible.
- **Distractions:** This instructor is easily distracted. Ringing, buzzing or vibrating mobiles, therefore, will be lobbed out of the classroom window and/or run over with a truck. Chatter during lecture will result in "professionalism and participation" point deductions, as will Facebooking, texting or any other use of unauthorized devices during lecture or topic presentations, particularly after a warning has been issued. Do homework for other classes somewhere else. Leave your laptop at home. If you have to arrive late or leave early, clear it with the instructor beforehand whenever possible.
- **Preparation:** Complete the assignments, do the readings and be ready to tackle the activities of the day. Be ready to discuss, even to debate.
- **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. For definitions of these terms, please consult the instructor. Additionally, violators will be reported in writing to the Provost. 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, writing responses)	65%
Final Exam	25%
Professionalism, participation, attendance _____	10%
	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: There will be great variety in these assignments, from analyzing sports coverage to posting a comment to a blog post to role-playing, but the vast majority of these will be writing responses. To extend and expand our discussions, the professor will occasionally write to Wandering Rocks (<http://wanderingrocks.wordpress.com>) and invite students to comment on the post. Evaluated here are a student’s creativity, thoughtfulness and questions. This is a Communication course; writing counts. Please spend time crafting your submissions, revising, taking them to the Writing Center, and refining your work. First drafts do not typically fare well.
- B. Exams or projects: To test your recall of history, key terms and concepts, and to test your ability to apply what you’ve learned to real-world situations, the instructor has developed a series of out-of-class projects. A traditional exam also is a possibility.
- C. Note that professionalism is a significant portion of your grade. Attendance, participation, preparation and overall professionalism are aspects of this 10%. Please see the policies section for details on how points are won and lost.

### Deadlines

- **Late submissions:** Because the due dates are known well in advance, there is no reason why they cannot be completed on time. Assignments received from one class period late will be penalized one letter grade. Assignments received

two class periods late will be penalized two letter grades. No assignments will be accepted more than one week late unless arranged prior to due date.

- **Please note:** If a student misses a class when an assignment is due and that student has a legitimate excuse, I will accept the late assignment without penalty at my discretion. I define what constitutes a legitimate excuse and reserve the right not to grant full credit for assignments turned in under these circumstances. The same holds true for exams.

#### **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.

***Finally, I believe we are here for a good time, not a long time, so let's have some fun.***

