New Course Request

1. School/Division: School of Journalism
2. Academic Subject Code: JOUR
3. Course Number: J542 (must be cleared with University Enrollment Services)
4. Instructor: TBD
5. Course Title: Sports Journalism and Society
6. First time this course is to be offered (Semester/Year): Spring 2010
7. Credit Hours: Fixed at 3 or Variable from to
8. Is this course to be graded S-F (only)? Yes No
9. Is variable title approval being requested? Yes No
10. Course description (not to exceed 50 words) for Bulletin publication:
    This course studies sports journalism's key policies, trends and issues. It will focus on the converging worlds of print journalism, electronic media, public relations, advertising, documentary and emerging technologies as expressed in the new commercial reality of sport. It will examine sociological, political, ethical and technological issues, and will focus on current events and controversies in sports journalism and public relations. It will consist of discussions and debates, guest lectures and a case study.
11. Lecture Contact Hours: Fixed at 3 or Variable from to
12. Non-Lecture Contact Hours: Fixed at or Variable from to
13. Estimated enrollment: 10 of which 0 percent are expected to be graduate students.
14. Frequency of scheduling: Each Semester
15. Will this course be required for majors? Yes
16. Justification for new course: Today's successful sports reporters must have advanced writing and reporting skills and know how to speak to people through several platforms.
17. Are the necessary reading materials currently available in the appropriate library? No
18. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
19. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

Submitted by: [Signature]
Date 12-14-09
Department Chairman/Division Director

Approved by: [Signature]
Date 12-14-09
Dean

Dean of Graduate School (when required)
Date
Chancellor/Vice-President
Date
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
Class Time: Wednesday, 6:00 p.m. – 8:00 p.m.

Room: IT-558

The Professor: Pamela C. Laucella, PhD
IU School of Journalism
Room 561
Office Phone: 317.278.5334
Email: plaucell@indiana.edu

Office Hours: Wednesday, 5:00 – 6:00
Thursday, 12:00 – 1:30, 3:00 – 4:00
And by appointment or email

Course Description: This course will study sports journalism’s key policies, trends, and issues. It will approach sport from a socio-cultural-historical perspective as well as from a contemporary position. It will focus on the converging worlds of print journalism, electronic media, public relations, advertising, documentary and emerging technologies as expressed in the new commercial reality of sport. It will specifically examine sociological, political, ethical and technological issues. Additionally, it will focus on current events and controversies in the world of sports journalism and public relations. It will consist of lectures, class discussions and debates, guest lectures and an outside case study.

Course Objectives:

1. To appraise the role of the media in the sport industry.
2. To evaluate the importance of sports journalism and PR in sport.
3. To examine the historical development of public relations and journalism in sport.
4. To assess the theories and practices of public relations and journalism in sport.
5. To judge the importance of technology in sports PR and journalism.
6. To debate the influences on sports journalism content and the ensuing implications and significance.
7. To research, design and present a case study in sports journalism or PR.
8. To further develop and manage research, writing, communication and critical thinking skills through in-class presentations and graded assignments.

Course Content and Format: The class will help you gain factual knowledge about the sport industry. You will learn to analyze and critically evaluate ideas, arguments and points of view.
The class sessions will offer a forum for examining and analyzing the role of sports journalism in society from the early twentieth century to the present. This will include, but will not be limited to the economic, socio-cultural, historical and legal aspects of sport. We will also identify trends and hot issues pertaining to both college and professional sport and will share knowledge with sport and media practitioners. The course will help you understand sport and its place in society and will also help you identify vital skills necessary for success in the sports journalism and public relations industries. This class will include discussions of topics in a seminar format integrating lectures, debates and questions, guest speakers and fieldwork.

**Textbooks:**


**Recommended Trade Publication:**

*Sports Business Journal* – This is an excellent resource for all areas of the sport industry. Street & Smith gives a good student discount, so I encourage you to subscribe either individually or partner up with someone in the class. I will provide further details in class.

**Selected excerpts from books on Oncourse include:**


Methods of evaluating Student Performance: Course grade will be based on class participation, case study, homework, critical analysis paper and final paper/presentation.
COURSE REQUIREMENTS:

Final Paper/Project   30%
Presentation     10%
Case Study      20%
Class Leader Assignment    15%
(10% project, 5% presentation)
Critical Analysis     15%
Participation/Discussion 10%

Paper or Project and Presentation:
This will be a large part of your grade and I will fully discuss requirements in class. This will help you gain writing, analytical, and research skills that you can use in your professional lives. I encourage you to follow your passion! You can choose between a traditional academic paper or a creative project based on your interests.

Your paper will be graded on both content and form. It must be at least 15 pages with a maximum of 20 (plus citations). Some things I'll look for include organization, flow, writing skills, introduction and all requisite components and significance to sports journalism and PR. Additionally, the paper needs to be free from grammatical and spelling errors. The writing should be clear and understandable and the citations/reference list must be complete. I will not grade your paper/project without a bibliography and you will receive an automatic F (50).

In both options you will also need to include a justification (Who cares? So what? Why do this? Whom does it benefit?); a review of past work (what else has been done in popular and scholarly publications---position your product in the context of what has been done so you can highlight your original contribution); medium (for what medium will you create this content? Justify choice and describe audience); availability of resources (where you’ll get info, who you will use, finances for project); and schedule of your work (timeline so I know you’re working on it throughout semester).

The second, non-paper option is a creative project. This option is flexible and includes, but is not limited to, a series of articles, a broadcast program, an advertising or public relations campaign, a CD-ROM multi-media project, a web creation or a photo-journalism project. As with the paper option, gear this towards your interests and career aspirations. You must also present your work and you must exert the same amount of effort to this as a major paper.

Your work on the creative option will be graded on your mastery of a variety of information-gathering techniques and content creation styles. Creativity and professionalism count! A wide array of sources must be used, including both documentary and human sources. At least some interviews must be conducted in-person. There is no length requirement since this project varies in form and style, but it must be substantive and it must show depth of research and commitment.

Your presentation will be graded on delivery (eye contact, projection, creativity/interest, substance and time management) as well as supporting materials and technology used to
effectively communicate your ideas (Powerpoint, videos, etc). Presentations should not exceed 20 minutes plus time for questions. Depending on class size, we can either extend or shorten times.

**Case Study:**
You will turn in a creative document on an area sports organization that includes content on the organization’s objectives, key players/executives, its place in the sport industry and future considerations. You MUST interview key decision makers at the organization (at least two) and you MUST use at least 10 outside sources from varied outlets (not just Internet). I will pass out additional information in class. You will present your findings in class also. Potential organizations include U.S. Synchronized Swimming, IRL, NCAA (choose certain area/division), Indianapolis Indians, Indiana Fever, Pacers, Colts, IUPUI athletic department, Indiana Sports Corporation, and Black Coaches Administrators.

**Class Leader Assignment:**
You will lead class discussion on content for the day you select. You have the freedom to lecture, initiate discussion and dialogue, and incorporate any outside materials and references into your class. Oral communication skills are important in all areas of journalism and PR – this will enable you to show your knowledge and skills while engaging in productive discussions with your classmates. You will not need to turn in anything written. This is an oral exercise.

**Critique:**
Critiques should clearly identify the author and article and focus on engaging the ideas in the reading, not regurgitating and merely summarizing them. A very brief summary (1/4 of the paper) is acceptable, but you need to spend most of the paper discussing the basic theme/premise, use of evidence, coherence of argument, strongest/ weakest elements of article and your overall impressions of how it contributes to the field of sports journalism. You should also incorporate any theories and class content relevant to your paper.

Your analysis is a review of any sport text, film, or program. You will need to turn in the title to me prior to the assignment’s due date. I want this to be enjoyable, so choose from any genre as long as it deals with compelling issues in sport. This assignment should not exceed 4-5 pages and should offer a critical review. I will pass out further information, so you know how to approach this assignment.

**Participation/Discussion:**
Since communication skills and current events knowledge are important for careers in journalism and PR, I expect you to contribute and initiate discussions of key issues. You will be required to keep abreast of current events by reading the *Indianapolis Star, Sports Illustrated*, espn.com, cnnsi.com, *Sports Business Journal* and a wide variety of sports journalism outlets. All of you bring a variety of life experiences and background that should be shared in our discussions. You will do a lot of reading, and the more inquisitive and verbal you are, the more you and your colleagues will gain from this experience. There will be quizzes based on current events and lecture material.
Grading:
93.5 - 100  A
89.5 - 93.4  A-
86.5 – 89.4  B+
83.5 – 86.4  B
79.5 – 83.4  B-
76.5 – 79.4  C+
73.5 – 74.5  C
69.5 – 73.4  C-
59.5 – 69.4  D
0 – 59.4  F

ATTENDANCE
You are expected to attend all classes. A free flow of ideas and information will bolster learning and will enable you to communicate with your peers in a team-oriented environment. Just as sporting events rely on attendance, our class needs your ideas and participation! If you must miss one, discuss the circumstances with me in advance. This allows you to work out how you will meet the class objectives. As a matter of firm policy, unexcused late work will not be accepted. If you will be absent from any class where work is due, you MUST contact me IN ADVANCE.

SCHOOL WRITING STATEMENT
Writing performance and language usage proficiency are essential to the satisfactory completion of journalism courses. Moreover, writing and speaking skills are essential to the successful practice of journalism. Therefore, I will monitor writing performance and language usage and you will be graded on your writing, including spelling, punctuation and sentence structure.

SCHOOL POLICY ON DIVERSITY
The Department of Journalism is committed to creating an awareness of diversity issues as they relate to society, to the workplace and to the classroom.

DISABLED STUDENT POLICIES
If you need course adaptations or accommodations because of a disability, or if you have any emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please discuss with me ASAP.

ACADEMIC HONESTY
It is expected that all students will adhere to University standards of honesty. Plagiarism will not be tolerated. Nor will cheating of any kind. All appropriate text citations must be appropriately annotated and properly credited with in-text citations, footnotes/endnotes and bibliographic references. Discovery of any instances of academic dishonesty will be immediate grounds for failure in this class.
COMMUNICATION AND E-MAIL
I will use Oncourse extensively, including the Gradebook, so you can track your success. I will post assignments and supporting documents on Oncourse, so please be sure you're receiving emails through Oncourse.

**Tentative Schedule**

**Week 1:** Introduction to Class and Expectations

**Week 2:** Historical Development, Theories, and Perspectives – Raney & Bryant, Chs. 2, 8; Pedersen et al. article

**Week 3:** Media Management: Consolidation & Convergence – Read Bagdikian book

**Week 4:** The Super Bowl & Advertising
Michael Real journal article
Pedersen, Miloch & Laucella, Ch. 10

**Week 5:** Politics, Internationalism and Sport
The Olympic Games
Discussion of *Invictus*
Coakley and other Oncourse articles

**Week 6:** Race and Sport
Raney & Bryant, Chs. 27, 31
Posted Oncourse articles

**Week 7:** Gender and Sport Media
Raney & Bryant, Chs. 14, 29
Messner, Cahn articles

**Week 8:** High School Sport
Read *Friday Night Lights*
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<th>Week 9:</th>
<th>Privacy and Sports Media</th>
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<td>Ashe &amp; Rampersad Book</td>
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<td>Week 10:</td>
<td>Nike, IMG and Sport Celebrities</td>
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<td>Selection of Articles on Oncourse</td>
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<td>Week 11:</td>
<td>PR &amp; Sport Tools and Techniques</td>
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<td>Pedersen, Miloch &amp; Laucella, Ch. 11</td>
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<td>Critical Analysis Due</td>
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<td>Week 12:</td>
<td>Crisis Communication - Controversies,</td>
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<td>Violence and Legal Issues and How to Respond</td>
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<td>Raney &amp; Bryant, Chs. 21, 22</td>
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<td>Coakley, Ch. 7</td>
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<td>Week 13:</td>
<td>Online Sport Communication</td>
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<td>Technology and New Sport Media</td>
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<td>Raney &amp; Bryant, Chs. 10, 25</td>
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<td>Week 14:</td>
<td>Sport Film and Documentaries</td>
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<td>Read <em>The Blind Side</em></td>
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<td>Week 15:</td>
<td>Career Roundtable</td>
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<td>Speakers from Indy Sport Organizations</td>
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<td>WEEK 16:</td>
<td>Final Presentations</td>
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