

New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit Graduate credit Professional credit

1. School/Division School of Journalism 2. Academic Subject Code Jour-J
3. Course Number 620 (must be cleared with University Enrollment Services) 4. Instructor Laucella
5. Course Title Media Coverage of Sports

Recommended Abbreviation (Optional) _____
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2011

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 will study sport policies, trends and issues. From March Madness to
the BCS, to Coach Crean, Coach Calipari, Mark Ingram and Brittney Griner, this
course will examine athletes, coaches, events and sports media coverage. It will
focus on current events and controversies such as amateurism, competitive balance,
debate over school mascots, gambling and problems in recruiting and the ensuing media
coverage.

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 100 percent are expected to be graduate students.

14. Frequency of scheduling: TBD Will this course be required for majors? _____

15. Justification for new course: This course is important for students to understand magnitude and power of sports and media.

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Approved by:

[Signature] Date 5/25/10
Department Chairman/Division Director

[Signature] Date 5/25/10
Dean

Date _____
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.

J620, Media Coverage of Sport

Class Time: Tuesdays and Thursdays, 12:00 – 1:15

Room: IT-157

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

Office Hours: Tuesday, 3:00 – 5:00
Thursday, 3:00 – 5:00
And by appointment or email

Course Description: This course will delve into specific topics in sport media coverage each time it's offered. This semester it will analyze sports journalism's controversies, scandals and compelling 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. Specifically, it will examine sociological, political, ethical and technological issues and evaluate how journalists covered events, issues and individuals. We will do research to analyze whether there are significant patterns and trends in coverage and news judgment, and we will attempt to unearth why those exist. It will consist of lectures, class discussions and debates, and guest speakers' visits.

Course Objectives:

1. Appraise the role of the media in the sport industry.
2. Evaluate the importance of sports journalism in sport.
3. Examine the historical and contemporary treatment of issues in sports journalism.
4. Assess the theories and practices of journalism in sport.
5. Analyze the impact that emerging media platforms, such as social networking, blogging and the proliferation of regional sports channels, are having on the coverage of sports and how news consumers perceive athletes. These platforms are leading to an unprecedented saturation of coverage of teams and athletes.
6. Debate the influences on sports journalism content and the ensuing implications and significance.
7. Discuss and evaluate journalists' work routines, news judgment and ethics in covering specific individuals, events and issues.

8. Judge and evaluate how the dramatically changing economics of the media industry are affecting the coverage of sports, leading to more superficial stories of sports and less investigative reporting.
9. Further develop and manage research, writing, communication and critical thinking skills through in-class presentations and graded assignments.

Course Content and Format: This advanced class will help you apply and analyze knowledge about the sport industry. You will critically evaluate ideas, arguments and points of view and will judge how specific issues were covered and could have been covered. The class sessions will offer a forum for examining and judging the role of sports journalism in society. This will include, but will not be limited to the economic, socio-cultural, historical and legal aspects of sport. We will also evaluate trends and hot issues pertaining to both college and professional sport and will share knowledge with sport and media practitioners. We will debate scandals and provocative issues and how journalists have covered them. The course will help you understand sport and its place in society and will also help you further develop vital skills necessary for success in the sports journalism industry. This class will include discussions of topics in a seminar format integrating lectures, debates and questions, guest speakers and fieldwork.

Required Textbooks:

Armstrong, K., & Perry, N. (2010). *Scoreboard baby: A story of college football, crime, and complicity*. Lincoln: University of Nebraska Press.

Billings, A.C. (2008). *Olympic media: Inside the biggest show on television*. London: Routledge.

Fainura-Wada, M., & Williams, L. (2006). *Game of shadows*. New York: Gotham Books.

Jacobson, S. (2007). *Carrying Jackie's torch: The players who integrated baseball – and America*. Chicago: Lawrence Hill Books.

Robertson, O.P. (2010). *The big O: My life, my times, my game*. Lincoln: University of Nebraska Press.

Recommended Trade Publication:

***Sports Business Journal* – This is an excellent resource for all areas of the sport industry.**

Selected excerpts from books on Oncourse include:

Coakley, J. (2009). *Sports in society: Issues and controversies* (10th ed.). Boston: McGraw Hill.

Messner, M. A. (2002). *Taking the field: Women, men, and sports*. Minneapolis: University of Minnesota Press.

Raney, A.A., and Bryant, J. (2006). *Handbook of Sports and Media*. Mahwah, NJ: Lawrence Erlbaum Associates, Publishers.

Stacks, D.W., & Salwen, M.B. (2008). *An integrated approach to communication theory and research*. : Mahwah, NJ: Routledge.

I will also post academic journal articles under resources on Oncourse. These scholars' articles will supplement the books and will provide in-depth knowledge on issues in sports journalism.

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

COURSE REQUIREMENTS:

Final Paper/Project (12/9)	45%
Presentation	10%
Class Leader Assignment	15%
Critical Analysis - 10/14	20%
Participation/Discussion	10%

Paper 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!

Your **paper** will be graded on both content and form. It must be at least 20 pages with a maximum of 25 (30+ citations). Some things I'll look for include organization, flow, writing skills, introduction and all requisite components and significance to sports journalism. 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).

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 be 15-20 minutes.

Class Leader Assignment:

You and your partners 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 – 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 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, 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*, *cnn.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 (academic articles/books, trade publications and books), and the more inquisitive and verbal you are, the more you and your colleagues will gain from this experience. Attendance is built into this grade since you need to be in class to participate. There may be one or two out-of-class events and I will give you notice on each of these. I expect graduate students to attend all National Sports Journalism Center events and panels since they offer opportunities for networking and learning.

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. I can be reached at plaucell@indiana.edu or 317.278.5334 (office) and 317.250.7018 (cell).

Tentative Schedule

I have confirmed some guest speakers and others are TBA, but any changes will be in your favor as far as due dates.

History and Sport

August 24:

**Introduction to Class and Expectations
Coach Wooden Video**

- August 26:** Historical Foundations
Oncourse Article
- August 31:** Broadcast Television and Sport
Oncourse Article
- September 2:** Theoretical Foundations
Handouts – Gatekeeping, Agenda Setting,
Uses and Gratifications
Political communication scholar Lance
Bennett on Oncourse from *News: The
Politics of Illusion*
- September 7:** IN basketball – Crispus Attucks
Oncourse Academic Articles
Guest Speaker
- September 9:** Guest Lecture on Research Databases
Willie Miller, Assistant Librarian
- *September 13:** National Sports Journalism Center Panel
Sports in Pictures
- September 14:** *Carrying Jackie's Torch*
- September 16:** *Carrying Jackie's Torch*
- Social Issues**
- September 21:** Gender and Sport
Title IX, Athletes, Journalists &
Portrayals
Oncourse Articles
Class Leader I

September 23: Athletes and Crime
OJ, Kobe, Vick, Ben, etc.
Oncourse Articles

College Sport

September 28: Niche Sports, Feeding Frenzies & Impact
Duke and UVA Lax
Guest Speakers
Oncourse Articles

September 30: Agents and College Athletes
Oncourse Articles
Class Leader Group II

October 5: *Scoreboard Baby*

October 7: *Scoreboard Baby*

Sport Celebrities as Public Figures

October 12: Celebrities, Entertainment & Journalism
"The Decision"
Oncourse Articles
Class Leader III

October 14: Public Figures, Privacy and AIDS
Oncourse Articles

October 19: Fall Break!

Sex, Sport and Social Media

- October 21:** Coaches and the Media - Pitino
Guest Speaker
Oncourse Articles
- October 26:** Sex, Paparazzi and Sport: Tiger Woods
Oncourse Articles
Group IV
- October 28:** Homophobia and Sport
Sheryl Swoopes Case Study
Caster Semenya
Oncourse Articles
- November 2:** Guest Speaker in Class – Rob King
NSJC Panel at Night at IUPUI
Sports Journalism in Digital Age
- November 4:** Fieldwork

Politics, Internationalism and Sport

- November 9:** *Olympic Media*
- November 11:** *Olympic Media*

Steroids and Doping

- November 16:** *Game of Shadows*
- November 18:** *Game of Shadows*
- November 23:** Fieldwork on Projects
- November 25:** Thanksgiving

November 30: Presentations

December 2: Presentations

December 7: Presentations

**December 9: Presentations
Last Day of Class**