New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit ☑ Graduate credit ☐ Professional credit ☐

1. School/Division: Journalism

2. Academic Subject Code: JOUR-J

3. Course Number: 152 (must be cleared with University Enrollment Services)

4. Instructor: Franklin, Timothy A

5. Course Title: Introduction to Sports in Society

Recommended Abbreviation (Optional): Intro to Sports in Soc

(Limited to 50 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2009

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 offer an overview of sport and its societal influence. It will focus on the converging worlds of print journalism, electronic media, public relations, advertising, documentary and emerging technologies.

11. Lecture Contact Hours: Fixed at ___ 3 ___ or Variable from ___________ to ___________

12. Non-Lecture Contact Hours: Fixed at ___ 0 ___ or Variable from ___________ to ___________

13. Estimated enrollment: ___ 50 ___ of which ___ 0 ___ percent are expected to be graduate students.

14. Frequency of scheduling: Fall/Spring ☑ Will this course be required for majors? Yes in sports track ☑

15. Justification for new course: No course like this exists and it will introduce students to expansive field in sports.

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:

Department Chairman/Division Director

Date

Dean of Graduate School (when required)

Date

Approved by:

[Signature]

Date 2-25-09

Chancellor/Vice-President

Date

University Enrollment Services

Date

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.

UPS 724

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White
J152-“Introduction to Sports in Society”
Fall 2009

Class Time: Tuesday, Thursday 1:00 p.m. – 2:15 p.m.

Room: IT254

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

Office Hours: Tuesday, 11:00 – 1:00
Thursday, 2:30 – 5:00
And by appointment or email

1. **Course Description:** This course will examine sports journalism’s societal influence. 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.

2. **Course Objectives:** This course will help you gain factual knowledge about the sport industry and specifically the symbiotic relationship between sport and the media. You will analyze and critically evaluate ideas, arguments, and perspectives. You will develop oral and written communication skills through assignments and in-class discussions.

3. **Course Content and Format:** You will study and analyze sports journalism institutions, texts and audiences. You will be required to watch sport shows like *SportsCenter*, *PTI*, and *The Sports Reporters*, and you will read local sports pages, national sport magazines and online sports sites. Additionally, you will write a critique on one article and you will write a book review on the sport media text of your choice. 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 class will include discussions of topics in a seminar format integrating lectures, debates, and questions. Each class, you will be expected to discuss current events in the sporting world. I will allow 20 minutes for this, so I expect you to initiate and participate in lively discussions. Nothing is out-of-bounds, and I encourage constructive, considerate and provocative debates.
4. Textbook:


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

6. Specific Course Requirements: There are four major evaluated elements to this course.

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<th>Course Requirements</th>
<th>Final Exam</th>
<th>Critical Analyses (Two—Each 15%)</th>
<th>Mid-term</th>
<th>Media Journal</th>
<th>Participation/Discussion</th>
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**Final Exam**
This will be cumulative and will include multiple-choice questions and a few essay questions. I will pass out a review sheet two weeks prior to the exam and will have a review session during class.

**Critical Analyses**
For your first analysis, you will select one article to critique in three pages. 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.

Your second analysis is a book review of any sport text. You will need to turn in the title to me a month prior to turning in the assignment. 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 2-3 pages and should offer a brief summary of text and your critical review. I will pass out published reviews to give you an idea of how to approach this.

**Media Journal (6 total)**
Include (6) 1-2 page entries on a sport show or article in any media outlet. Consider the content, the anchors’ or hosts’ presentation style if it’s a show (articulation, knowledge of sport, humor, intellect, nonverbal/verbal gestures), the depth of coverage, and any other issues you observe. This will be turned in at the middle of the semester and at the end of the semester.

**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 in sports journalism.
J152-Sports Journalism in Society, Fall 2009

You will be required to keep abreast of current events by reading the Indianapolis Star, Sports Illustrated, espn.com, cnnsi.com, 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.

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. We start class on time. Since late arrivals disrupt classes and discussions, do not be late.

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 for your use, in addition to any additional reading assignments I may make outside of the assigned textbook. In addition, all email communication will be by standard IUPUI e-mail addresses. If you do not use yours, either start, or set up your address to automatically forward to the address you normally use.

Tentative Course Schedule

WEEK 1: Introduction to Class: Chapter 1
WEEK 2: Careers in Sport: Chapter 2
WEEK 3: Historical Foundations: Chapter 3
WEEK 4: SCCM Model: Chapter 4
WEEK 5: Personal Sport Communication: Chapter 5
WEEK 6: Organizational and Leadership in Sport: Chapter 6
WEEK 7: Sport Publishing and Print: Chapter 7
WEEK 8: Electronic and Visual Sport: Chapter 8
WEEK 9: Online Sport and Sport Media: Chapter 9
WEEK 10: Sport Advertising: Chapter 10
WEEK 11: PR and Crisis Communication in Sport: Chapter 11
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<td>WEEK 14:</td>
<td>Legal Issues of Sport: Chapter 14</td>
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<td>WEEK 15:</td>
<td>Sports Film: <em>Friday Night Lights</em></td>
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<td>WEEK 16:</td>
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<td>WEEK 17:</td>
<td>Exam Review Session</td>
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