New Course Request

Indiana University

Check Appropriate Boxes: Undergraduate credit [✓] Graduate credit [ ] Professional credit [ ]

1. School/Division: Journalism
2. Academic Subject Code: JOUR-J
3. Course Number: 360 (must be cleared with University Enrollment Services)
4. Instructor: Laucella, Pamela
5. Course Title: Issues in Sports Journalism
   Recommended Abbreviation (Optional): Issues in Sports Jour
   (Limited to 32 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 study sports journalism's key policies, trends and issues. It will approach sport from a socio-cultural -historical perspective as well as a contemporary position. It will examine sociological political, ethical and technological issues. Additionally it will focus on current events and controversies in the world of sports journalism.

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: 30 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: Part of proposed new sports journalism curriculum, no course like this currently exists.
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:

Date

Department Chairman/Division Director

Date

Dean

Approved by:

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.

UPS 724 University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White
J360—“Issues in Sports Journalism”  
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

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.

1. 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.

2. 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 sport in society from the early twentieth century to the present. This will include, but 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 industry. This class will include discussions of topics in a seminar format integrating lectures, debates, and
questions. Nothing is out-of-bounds, and I encourage constructive and considerate debates.

3. Textbooks:


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

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

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Final Paper/Project</th>
<th>Presentation</th>
<th>Critical Analyses (Two—Each 15%)</th>
<th>Media Journal</th>
<th>Participation/Discussion</th>
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**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.

Your paper will be graded on both content and form. It must be at least 8 pages with a maximum of 10. Some of the 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.
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. 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), schedule of your work (timeline so I know you’re working on it throughout semester).

Your work 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, time management) as well as supporting materials and technology used to effectively communicate your ideas (Powerpoint, videos, etc). Presentations should not exceed 15 minutes including questions (10 minutes for your presentation, 5 minutes for questions).

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. 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:**

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<tr>
<th>Score Range</th>
<th>Grade</th>
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<tr>
<td>93.5 - 100</td>
<td>A</td>
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<tr>
<td>89.5 - 93.4</td>
<td>A-</td>
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<tr>
<td>86.5 - 89.4</td>
<td>B+</td>
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<tr>
<td>83.5 - 86.4</td>
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<tr>
<td>79.5 - 83.4</td>
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<td>76.5 - 79.4</td>
<td>C+</td>
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<td>73.5 - 74.5</td>
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<td>69.5 - 73.4</td>
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<td>59.5 - 69.4</td>
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<td>0 - 59.4</td>
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**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.

**DEPARTMENT 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.

**DEPARTMENT 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
Historical Foundations of Sports Journalism

WEEK 2: Discussion of Boys of Summer


WEEK 4: Arledge, Rozelle, Monday Night Football,
Wide World of Sports, Super Bowl discussion
Read selections from Oriard

WEEK 5: Political Considerations of Coverage, The Olympic Games: Berlin, Mexico City, Munich, and Salt Lake City

WEEK 6: Cable Television: ESPN and SportsCenter Freeman book

WEEK 7: Sports Celebrities, Athletes, Coaches, and Journalists
Reilly book

WEEK 8: Ethics and Privacy

WEEK 9: Race, Gender, and Ethnic Diversity

WEEK 10: Controversies in Sports Coverage: Doping, Steroids, Gay/Lesbian/Transgender Issues

WEEK 11: Sports Films – Friday Night Lights (Discussion of book, film, television show)

WEEK 12: Sports PR and Media

WEEK 13: Technology and Sports Journalism

WEEK 14: Guest Speaker from Industry

WEEK 15: Guest Speaker from Industry

WEEK 16: Presentations Begin

WEEK 17: Presentations Conclude