

Issues in Sport and Media

JRSM 4704-M90

Spring 2023

UMGlobal/Canvas

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COURSE REQUIREMENTS

Catalog description

Examines the ongoing relationship of sports and media. Students will think more critically about the role of sports in the contemporary media landscape and vice-versa.

Prerequisites

None

Textbooks, Software and Required Materials

Nicholson, M., Kerr, A., & Sherwood, M. (2015). Sport and the media: Managing the Nexus (2nd ed.). Routledge.

Classroom format

This class is asynchronous online. We will not “meet” at a certain time. However, each week there will be a module that you’ll need to complete. This will include items such as weekly readings from the textbook, articles, podcasts, assignments, quizzes, discussion posts, projects, etc.

Accessing the course website

1. Go to the University of Memphis homepage (www.memphis.edu) and select Canvas at the bottom left of the page.
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4704-M90 to enter your course and read the instructions in the first module.

Course Requirements

Being well prepared is critical. This means reading the assigned material, completing any work with excellence on or before deadline, and staying informed about current events as they relate to our course content.

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Log into our course within Canvas 2-3 times per week;
3. Check campus email each weekday morning by 9 a.m.;
4. Complete all work on deadline and with excellence;
5. Do well on class exams and projects;

6. Be respectful of classmates and professor at all times; and
7. Participate meaningfully in any class discussion and activities/exercises.

DEADLINES:

Meeting deadlines is essential for media professionals. It is important to go through each week's materials and have them all completed by 11:59 p.m. on the Sunday following that week. Deadlines are listed in the modules as well as on the syllabus. You will notice that the final quiz, Quiz 4, is due on the last day of classes, Wednesday, April 26 NLT 11:59 p.m. This is the one exception; everything else is due on Sundays by 11:59 p.m. There is not a final exam.

Please note that just because an assignment might still be open, if it is past deadline and I haven't granted you permission to submit the assignment late, you will likely receive a zero. If something outside of your control occurs (i.e., death in family, hospitalization) that prevents you from completing work on time, please email me ASAP to see if I will accept the work late. Do not wait to reach out about it. If students tell me they have been having a problem weeks after the issue occurred, not much can be done about it. Communication is key.

If you have a Disability Resource Plan, please make sure that DRS sends the accommodations to me. If for instance one of the accommodations is flexibility in deadlines by up to three days past due date, I will use that when I grade that student's work. There would be no need to send me an email about it. However, if the student's situation is not covered by the DRS plan, the student will need to email me to discuss it.

Grading

The student's final grade will be based on a percentage of the following:

Quizzes:60%

Activities/Assignments/Quizzes/Participation/Exercises/Projects/Papers: 40%

Generalized Grading Rubric for Assignments:

A (90-100): Excellent work. Critical thinking and synthesis of concepts is reflected. No errors in form, grammar or spelling. Adapted to intended audience (public). Meets all assignment requirements.

B (80-89): Good work. Lacks polish (style) of A work. No errors in form, grammar or spelling. Adapted to intended audience. Meets all assignment requirements.

C (70-79): Acceptable as a classroom assignment only. Not usable professionally without further editing/corrections. Numerous errors detected [or] not well adapted to intended audience or medium. Does not meet all assignment requirements.

D (60-69): Needs significant work in form and/or style. Riddled with errors [or] shows little consideration of needs/interests of intended audience or medium. Significantly fails to meet all assignment requirements.

F (59 or below): Unacceptable in form and style [or] fails to adapt to intended audience or medium. Significantly fails to meet all assignment requirements.

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

ASSIGNMENTS:

Issues Coverage Inventory Project
Various Blogs or Discussion Board Prompts
Four Quizzes

COURSE SCHEDULE

Week 1, Jan. 17-22: Introductions

Review and Complete Week 1 Content in Canvas
Assignments: Read Ch. 1

Week 2, Jan. 23-29

Review and Complete Week 2 Content in Canvas
Assignments: Begin Issues Coverage Inventory Project (due NLT 11:59 p.m. April 9, 2023) / Read Ch. 2

Week 3, Jan. 30-Feb. 5

Review and Complete Week 3 Content in Canvas
Assignments: Read Ch. 3

Week 4, Feb. 6-12

Review and Complete Week 4 Content in Canvas
Assignments: Read Ch. 4

Week 5, Feb. 13-19

Review and Complete Week 5 Content in Canvas
Assignments: Quiz 1 (due NLT 11:59 p.m. Sunday, Feb. 19) / Read Ch. 5

Week 6, Feb. 20-26

Review and Complete Week 6 Content in Canvas
Assignments: Read Ch. 6

Week 7, Feb. 27-March 5

Review and Complete Week 7 Content in Canvas
Assignments: Read Ch. 7

Week 8, March 6-12

Review and Complete Week 8 Content in Canvas
Assignments: Read Ch. 8

Week 9, March 13-19

Review and Complete Week 9 Content in Canvas
Assignments: Quiz 2 (due NLT 11:59 p.m. March 19) / Continue Working on Issues Coverage Inventory Project (due NLT 11:59 p.m. April 9)

Week 10, March 20-26

Review and Complete Week 10 Content in Canvas

Assignments: Read Ch. 9

Week 11, March 27-April 2

Review and Complete Week 11 Content in Canvas

Assignments: Read Ch. 10

Week 12, April 3-9

Review and Complete Week 12 Content in Canvas

Assignments: Quiz 3 (due NLT 11:59 p.m., Sunday, April 9) / Due—Issues Coverage Inventory Project (due NLT 11:59 p.m. April 9) / Read Ch. 11

Week 13, April 10-16

Review and Complete Week 13 Content in Canvas

Assignments: Read Ch. 12

Week 14, April 17-23

Review and Complete Week 14 Content in Canvas

Assignments: Read Ch. 13

Week 15, April 24-26 (April 26 last day of classes)

Review Week 15 Content in Canvas

Assignments: Quiz 4 (due NLT than 11:59 p.m., Wednesday, April 26)

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JRSM 4704

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Recognize the role of media in influencing the sport industry.
- Identify social issues in sport media and analyze the way these issues impact both the field and society.

- Critically examine, discuss and monitor the how and why behind the coverage of various issues in sports.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Monitor an assigned current issue throughout the semester and share findings through a research paper and an oral presentation to the class.
- Participate in discussions involving issues that are covered in sport media.
- Take quizzes over course materials.
- Take part in at least one in-class debate on a controversial sport media issue.
- Write blog posts over contemporary issues at the intersection of sport, media and society.
- Research, write and present findings related to an approved athlete and team regarding media representations.

How assessment of student learning will be met

Awareness

- Deepen knowledge of the sport media industry.
- Learn about the various careers in the sport media industry.
- Evaluate how much new media technology changes sport.
- Be sensitive to the needs of diverse and under-represented groups in sport media.

Understanding

- Understand the ways in which sport journalism frames our understanding of sports.
- Synthesize the difficulties that minor sports face to get media coverage.
- Understand the changes taking place in sport media and how those changes affect both the field and society.

Application

- Participate in a class or large group debate on a recent issue affecting sport journalism, selected by the instructor. The topic will incorporate ethical decision-making and how both the sport media industry and society were affected by the decision.
- Write a paper about commodification and self-commodification use on social media.
- Follow an athlete and team on Twitter and IG and conduct additional secondary research to complete an inventory on brand image and message consistency and present findings to class.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of

Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and

punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that

respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.