

COMM 326, Sports Journalism
Syllabus, Fall 2017 (revised 9/5/17)

Instructor: Dr. Steve Hill (shill@uwsp.edu), CAC 323, 346-3887
Office Hours: Tue. and Wed., 11 a.m.-12 p.m., and by appointment

The **purpose of the course** is to build on your understanding of fundamental journalism skills learned in COMM 221 and other courses and critically consider sports and media coverage of them from a broader perspective (including social, economic, cultural and political standpoints). If you haven't taken any journalism courses, you'll still be able to function at a high level in this class. The course does place some emphasis on writing well, as we will write several sports stories and analyze a good deal of sports writing. See "Assignments and grading standards" in the D2L content area. Ultimately, we're trying to answer the broader question of whether sports journalism is truly journalism.

Our **projected course learning outcomes** are that students will demonstrate:

1. An understanding of how core journalism skills, such as following AP style, organizing and structuring information, listening and observing, and conducting interviews, are related to sports coverage and employment in sports media;
2. An understanding of basic history and development of sports media in U.S. and other cultures;
3. The ability to critically analyze sports-related media and communicate about major issues in media coverage and public discussion of sport;
4. A critical sociological and cultural understanding of the relationship between media and other social institutions that impact and are impacted by sport;
5. An understanding of the complexity of factors that impact sports and our mediated understanding of sports;
6. An appreciation for the role of new technologies in sports media; and
7. An understanding of the need to adapt to technological changes in sports media.

These outcomes are related to broader learning outcomes for both the Division of Communication and the university as a whole. See the D2L content area and individual assignments for more specific information. We'll measure these outcomes through the skills and knowledge you demonstrate on class assignments, quizzes and exams. See "Assignments and grading standards" in D2L for more details.

Required Texts:

- *Strategic Sport Communication*, 2nd ed., by Paul Pedersen, Pamela Laucella, Ted Kian, and Andrea Guerin. Available for rental at University Bookstore.

Other readings may include handouts, electronic reserves and some materials of your choice from new and classic literature on sports.

My teaching philosophy is based on the concepts of community, excellent language skills and relevance. A short explanation of this philosophy is posted on D2L. I hope you'll read it and understand how respecting this philosophy will contribute to a positive learning experience for our class.

Grading Policy

Your grade will be based on the percentage of 1,000 points that you earn, even though more than 1,000 will be available. Point totals required for grade levels are these:

A: 930 or more	A-: 900-929	
B+: 870-899	B: 830-869	B-: 800-829
C+: 770-799	C: 730-769	C-: 700-729
D+: 670-699	D: 600-669	
F: Fewer than 600 points		

Attendance & participation	220 (22 classes x 10 pts each)
Fantasy league stories	100
Deadline sports coverage OR issue analysis	150 (one game story or one analysis plus report)
Crisis communication exercises	200
Surveys for ranking/feedback	120
Online quizzes	195 (13 total x 15 pts each)
Final online exam	100

Some points may occasionally be shifted to survey scores depending on adjustments to class structure. Please note that the above points total 1,085 points, which has the effect of an upward adjustment of around 6 to 7 percent on the average final grade.

PLEASE NOTE: Any academic misconduct, including misrepresenting any work in any way, will result in a grade of “F” for the course.

Please be familiar with class policies on attendance, late work and assignment standards. All are posted on D2L. You are responsible for following the policies so that your grades are not adversely affected.

Statements of University Policy. You are responsible for understanding university policies, especially regarding academic misconduct. That policy can be found at <http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14.pdf>.

UWSP is committed to providing reasonable and appropriate accommodations to students with disabilities and temporary impairments. If you have a disability or acquire a condition during the semester where you need assistance, please contact the Disability and Assistive Technology Center on the 6th floor of Albertson Hall (library) as soon as possible. DATC can be reached at 715-346-3365 or DATC@uwsp.edu.

- *Students needing special accommodations:* Any student with needing an accommodation or other special assistance in this course because of special circumstances should make an appointment to speak with me as soon as possible.

UWSP 14.01 STATEMENT OF PRINCIPLES.

The board of regents, administrators, faculty, academic staff and students of the University of Wisconsin system believe that academic honesty and integrity are fundamental to the mission of higher education and of the University of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWSP 14.03 ACADEMIC MISCONDUCT SUBJECT TO DISCIPLINARY ACTION.

- (1) Academic misconduct is an act in which a student:
 - (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
 - (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.
- (g) Violates electronic communication policies or standards as agreed upon when logging on initially (See uwsp.edu/it/policy).