

Journalism 540

Media, Sports and Society

Fall 2018

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Note: For detailed information about the course, visit our web site at:
<http://courseware.ku.edu/?bbatt=Y>

Course Goals

- Students will be able to explain the role of mass media in shaping and influencing sports and popular culture.
- Students will think critically about currently accepted media and sports practices, particularly at the Division I college level.

Texts:

The System: The Glory and Scandal of Big Time College Football—Jeff Benedict and Armen Keteyian

Optional student subscription to Street and Smith's Sports Business Journal

<http://www.sportsbusinessjournal.com/page.cms?featureId=102>

Subscriptions to free e-mail newsletters

GRADED ASSIGNMENTS

Playbook/Game Plan (Current Events Scrapbook)	ungraded
Skull Session (Directed Discussion participation) 4@10	40
Two-Minute Drill (thesis development) 4@5	20
Game Plan (Directed Discussion Synthesis Paper)	40
WONDERLIC Test (Essay Exam)	100
Scrimmage (Twitter Dee, Twitter Dumb Presentation)	40
PT (Attendance/Participation/Professionalism)	10
TOTAL	250

Late work will carry a 10% *per school day* penalty.

GRADING WILL FOLLOW THE BASIC STANDARD OF:

99-93% A, 92-90% A-: (Excellent)--professional quality needing no changes to submit to clients or editors. These papers and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and flawless writing.

89%-87 B+, 86-83% B, 82-80% B-: (Good)--needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. They don't necessarily have anything wrong, but they could be better, *usually with a stronger topic*, a more artistic presentation, better information, or improved writing.

79-77% C+, 76-73% C, 72-70% C-: (Adequate)--needs major revisions before submitting to client or editor. These papers and presentations do the job AFTER the revisions. They wouldn't meet the client or editor's expectations. They have weak ideas, concepts and/or presentations and/or writing problems. They draw attention because they *don't do the job*.

69-67% D+, 66-63% D, 62-60% D-: (Below Standard)--unacceptable for submission as a graduate student. Shows a lack of pride in your work.

59% and below F: (Unacceptable)--inability to finish the work in a professional, timely way. Usually caused more by personal/time management/work habit problems than a lack of skills or understanding of the research, writing, or production process.

CLASS SCHEDULE—Fall 2018

(subject to change to accommodate guest speakers)

Revised 8/20/18

Aug 21 Get Acquainted/Sports for Sale (PBS Video)

Aug 23 Review Syllabus/Sports for Sale/Group meetings on Twitter Dee, Twitter Dumb
Read: Ch. 1, 2

Assign: Discussion Question #1

Assign: For Thursday, Sept. 15 (or sooner), come up with a possible Twitter Dee, Twitter Dumb topic. Post under your group name on Blackboard. In case of duplicate ideas, earliest posted takes precedence.

Aug 28 Title IX, Gender Equity, The Rise of Women's Sports and The New Implications of the Law(Prezi)/Gender and Race Scorecard web page/Group work

Read: Ch. 3, 4

Aug 30 TV Sports: The Dream Marriage/ Bloom's Taxonomy/Thesis statements

Read: Ch. 5, 6

Sept 4 Cable TV \$\$\$/Group Work

Sept 6 College Sports \$\$\$ Intro
Read: Ch. 7, 8

Sept 11 College Sports \$\$\$--part II/ O'Bannon/Shoe Contracts Database on BB

Sept 13 Guest—Richard Konzem, Championship Consulting President, former college athletics director
Read: Ch. 9, 10

Sept 18 Skype--Amy Perko, Executive Director, Knight Commission/Group Work
Assign: Read: Go to: <http://www.knightcommission.org/> Read Div. I Model and Governance Review. Read Promoting Changes in Revenue Distribution Model. Click on **College Sports 101**. Then read the report, **Restoring the Balance**.
Due: Post possible topic for Twitter Dee, Twitter Dumb on the Discussion Board at Blackboard in your team folder
Due: End of Discussion Q#1 at midnight September 20
Assign: Start of Discussion Q #2
Assign: Directed Discussion Synthesis Paper over Discussion Question #1 due Oct. 10

Sept 20 Social Media and Sports (Prezi)/One-minute report from each Twitter Dee group
Read: Ch. 11, 12

Sept 25 Blair Kerkhoff, college sports beat writer, Kansas City Star/ Dennis Dodd, College Beat Writer, CBSSports.com/ Steve Wieberg, former reporter, USA Today, current member of the College Football Playoff Committee
Read: Ch. 13, 14

Sept 27 Guests—Sam Mellinger, Kansas City Star.
Read: Ch. 15, 16

Oct 2 Academic Fraud
One-minute report from each Twitter Dee Group
Read: Ch. 17, 18

Oct 4 Academic Fraud II/Boys Behaving Badly/Violence ppt.
Read: Ch. 19, 20

Oct 9 It's Fun to Play at the NCAA/Academic Reform
Due: Directed Discussion Synthesis Paper on DQ #1, hard copy due in class
Read: Ch. 21, 22

Oct 11 Race, Power and American Sports (video)/Mizzou discussion
Assign: Twitter Dee, Twitter Dumb Project outlines due Nov. 7
Assign: Discussion Question #3
Due: End of Discussion Question #2 at midnight, Thurs, Oct. 12
Read: Ch. 23, 24

Oct 16 No class, Fall Break

Oct 18 Collin Kaepernick documentary by Jeff Chadiha

Read: Ch. 25, 26, 27

Oct 23 Guest—Jeff Chadiha, NFL Network

Oct 25 Guest—Mike Swanson, VP of Communication and Broadcasting, Kansas City Royals

Assign: Essay Exam over readings, discussions, class sessions

Oct 30 Boys Behaving Badly???

Nov 1 Guest--Paul Buskirk, KU Associate AD—APR and Graduation Rates/Sports For Sale

Due: End Discussion Question #3, midnight Nov. 5

Assign: Begin discussion Question #4

Due: Twitter Dee, Twitter Dumb Project outlines

Nov. 6 Sports Talk Radio

Nov 8 My Solution

Due: Essay exam, hard copy at start of class

Nov 13 Guest—Roger Twibell, former ABC sportscaster

Nov 15 Gambling

Nov 20 Career Panel

Due: End of Discussion Q #4, midnight Nov. 21

Nov 22 No class—Thanksgiving

Nov 27 Student Presentations for Scrappers, Whitecaps, Mudcats

Nov 29 Student Presentations for Lugnuts, Tin Caps, Shorebirds

Dec 4 Student Presentations for River Dogs, Spikes, Crawdads

Dec 6 Student Presentations for River Bandits, Kernels

Dec 7 Stop Day

Dec 11 Final Exam period 7:30-10a (Student Presentations as needed/hand back graded assignments)