

COMM 2309.001 – Communication and Sport (Velasco)
Spring 2020
Course Syllabus

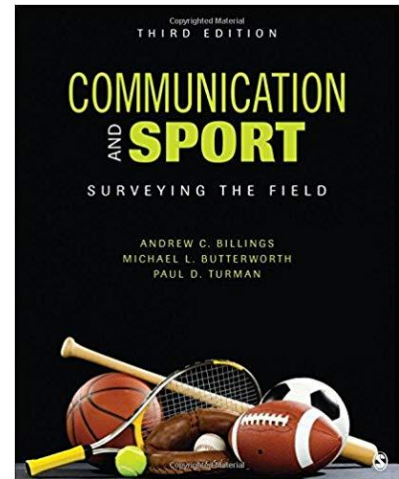
Professor: Joseph Velasco, Ph.D.
Office Hours: Monday through Thursday, 2-2:50pm, or *by appointment*
Office Location: FAB 206B
Telephone: 432-837-8370
Email Address: jvelasco@sulross.edu
Class Schedule: 12:30 p.m. - 1:45 p.m., TTh
Classroom Location: MAB 301
Required Text: Billings, A. C., Butterworth, M. L., & Turman, P. D. (2018). *Communication and sport: Surveying the field* (3rd ed.). London: Sage.

Always bring applicable reading material to class with you.

Introduction

Whether we like it or not, sport plays major roles in the everyday lives of many people across the globe in myriad ways – from the language we speak, the stories we tell, the ways we spend our money, the lessons we teach our children, and on, and on... Certainly, there are several different ways a course on sport communication could be approached. Typically, there is a disciplinary divide in how such courses are approached. Some professors emphasize more of a speech communication approach (a tradition which include interpersonal, organizational, cultural, and rhetorical approaches) while others may focus more on issues centering on mass communication (a tradition which includes media studies and journalism). While this course is designed to provide students with enough breadth that they might have a good grasp of the variety of discourses on sport within the discipline of Communication, it should be noted that this course does lean toward a critical/cultural approach.

As many of my courses, this course takes an approach which emphasizes both theory and practical application. That is, you will learn theory and research as well as skills to help you become a more competent communicator. Specifically, we will work on developing a *critical lens* through which you may continue to analyze communication phenomena for the rest of your lives. Furthermore, this course requires a commitment to engaging yourself and your colleagues in conversation that is deeply rooted in course material. As a professor, I value the process of learning over the product. Therefore, I want to see you push your writing, reading, speaking, and analytic skills throughout this course. I can't say it enough, reading, writing, and class discussion are major components of this course. If you are unwilling to read, speak, or write, you may want to find a different class.



Section I. Student Learning Outcomes

This course is designed to meet one or more of the student learning outcomes applied to all Communication majors:

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

Section II. Course Objectives

The general objectives for this course are to *enhance your competence and knowledge of human communication as affected by and related to sport.*

After successfully completing this course, you will be able to:

1. Identify and explain various theories in the field of sport communication.
2. Comprehend various concepts and discuss them in an intellectual manner.
3. Describe your experience as a participant of, and/or consumer of, and/or otherwise affected by sport.
4. Analyze your communication and the communication of others.
5. Synthesize concepts from multiple readings in conversation with other students.

Section III. Marketable Skills

This course offers you the opportunity to develop the following skills:

- Informative and Persuasive Speaking
- Audience-centered Writing
- Critical Analysis
- Research
- Effective Message Construction Using Technology

Section IV. Course Requirements, Assignments, and Grading

<u>Assignment</u>	<u>Points Possible</u>
Readings, Contributions	300
Article Summaries (3)	300
Sports Crisis Press Release	100
Final Exam	300
Total	1000

Grade Description (Points)

A = 895-1000
B = 795-894
C = 695-794
D = 595-694
F = < 595

Readings and Contributions. In this course **reading is critical**. It may be helpful to think of our class as a reading group. In addition to reading for key terms, you may find it helpful to read for the following information:

- Key ideas and concepts
- Points that you dis/agree with based on other readings (from this course and other courses), scholarly evidence, current events and personal experience
- How the writer's conception of, and/or assumptions about communication may be applied to the analysis of a text or artifact; or how they may relate to a current research project you are working on

Article Summaries. You are required to search the online database (provided by the library) and find three scholarly journal articles that both interest you AND relate to the field of sports communication and come from a peer-reviewed Communication journal. You will then write a one-page summary of each article and **submit one on the designated days in your course calendar**. Please bring a one-page copy of your summary for each of your class colleagues. Basically, you will have to teach the class about the content of the article, informing us of any key concepts, the methods employed, the findings, and discuss the implications of the study. In addition, you will need to prepare two discussion questions to pose to the class concerning your topic. All of this should be included in your handout.

Sports Crisis Press Release. This writing assignment will test your ability to effectively write a press release responding to an actual sports crisis.

Final Exam. The class will help construct a suitable final exam.

Section V. Policies

Attendance. I expect you to be in class. You are responsible for everything that goes on, including announcements, lecture material, assignments and modifications to the course schedule – *this includes required reading in subsequent class meetings*. Arrange with someone in the class wherein you will notify each other of relevant items in the event that one of you must be absent. Having more than two unexcused absences may result in a lower grade.

Classroom Demeanor. I expect the environment during class meetings to be conducive to learning. I have little tolerance for students talking among themselves when they should be listening to someone else speak. It is particularly disturbing when students talk among themselves when one of their classmates is presenting a speech, giving a report, making a comment, or observing or asking a question. I understand that some comments pertain to class material; I encourage you to share these comments with the class as a whole. Also, I would rather that cell phones, pagers, etc. **not** disrupt class – make sure your communications technology is **shut down** when class begins.

Academic Integrity. I expect and assume that as students you conduct yourselves in accordance with the highest standards of academic honesty. Sul Ross State University reserves the right, through due process, to place on probation, suspend or expel any student who violates academic integrity and regulations by *plagiarism, classroom misdemeanor, or academic dishonesty*. Plagiarism includes doing and/or taking credit for someone else's work, presenting the ideas and work of others as your own, and not citing your sources if you utilize the ideas of others. Classroom misdemeanor includes cheating, allowing others to cheat, and interfering with others' ability to succeed in the course. Academic dishonesty includes procuring examination materials illegally, doing unauthorized group work, and handing in your own work for which you have already received academic credit (see Student Handbook, p. 66).

Late Work. *You are responsible for handing in assignments when they are due.* While I am willing to "hear you out" when unforeseen and/or difficult circumstances impede with your course work, I do not generally accept late work, *and especially* if you have not notified me that you're having problems before the due date arrives. If you miss a due date, you will be given full credit *only* if the assignment was missed because of a University-excused absence – which includes hospitalization or a *serious* medical condition, a family or personal *emergency*, or a University-sponsored activity. In order to be able to make up the assignment, you must notify me beforehand *and* have supporting documentation from a relevant authority that the situation or event occurred. *NOTE: There is nothing in this syllabus that requires me to accept late work; if you submit work late, then receiving credit depends on my allowing you to turn it in. If I do accept late work, it will likely be at half-credit.*

Section VI. Notes on University Programs and Policies

ADA. It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning challenge, please contact the ADA Coordinator in the Counseling office in Ferguson Hall, Room 112. The mailing address is PO Box C-122, Alpine, TX 79832. E-mail: mschwartz@sulross.edu

Calendar

(This calendar is subject to change)

Week	Date	Topic	Reading	Due or To Do:
One	Jan 14	Course Introduction		
	Jan 16	Introduction to Communication & Sport	Chapter 1	
Two	Jan 21	Community in Sport	Chapter 2	
	Jan 23	(Continued)	Chapter 2	
Three	Jan 28	Sports Media	Chapter 3	
	Jan 30	(Continued)	Chapter 3	
Four	Feb 4	<i>In-class Workshop on Research</i>		
	Feb 6	<i>Sports Fan Cultures</i>	Chapter 4	
Five	Feb 11	Sports & Mythology	Chapter 5	
	Feb 13	(Continued)	Chapter 5	
Six	Feb 18	Gender in Sport	Chapter 6	
	Feb 20	<i>Writing Day – No Class</i>		
Seven	Feb 25	Gender in Sport	Chapter 6	
	Feb 27	Article Summary 1		Article Summary 1
Eight	Mar 3	Race & Ethnicity in Sport	Chapter 7	
	Mar 5	(Continued)	Chapter 7	
Nine	Mar 10	SPRING BREAK – NO CLASS		
	Mar 12	SPRING BREAK – NO CLASS		
Ten	Mar 17	Article Summary 2		Article Summary 2
	Mar 19	Article Summary 2		Article Summary 2
Eleven	Mar 24	Politics & Nationalism in Sport	Chapter 8	
	Mar 26	<i>How to Write a Press Release</i>	N/A	
Twelve	Mar 31	Performing Identity in Sport	Chapter 9	
	Apr 2	Sport & Parent-Child Relationships	Chapter 10	
Thirteen	Apr 7	Player-Coach Relationships	Chapter 11	
	Apr 9	Article Summary 3	N/A	Article Summary 3
Fourteen	Apr 14	Crisis Communication in Sport	Chapter 13	Course Evaluations
	Apr 16	The Commodification of Sport	Chapter 14	
Fifteen	Apr 21	Sports Gaming	Chapter 15	
	Apr 23	The Future of Sports Communication		Discuss Final Exam
Sixteen	Apr 28	Present Press Releases		Crisis Press Release
	Apr 30	DEAD DAY – NO CLASS		
FINALS	May 6	Final Exam – 10:15 a.m.-12:15 p.m.		Final Exam

