



COM 205 Sports Communication Super Bowl response assignment

Your assignment is to watch the Super Bowl, preferably live, preferably with a group of other human beings. Prepare a written response of no shorter than two double-spaced pages to some, but not all, of the following:

1. Identify the various “communities” of sport on display during the broadcast. Be as specific as you can, and provide a rationale for why what you catalog are in fact “communities.” Manjoo called football “a social occurrence,” and he was referring to the game on the field. How is football spectatorship also a “social occurrence,” or combination of hundreds of occurrences?
2. What “heroic archetypes” were on display in the game and described as such by the broadcasters? (This term is from the Real reading on ‘Spectacle.’) Alternatively, you could describe supposedly “heroic” moments in the game and how these moments/actions were described by the broadcasters.
3. What were the primary “narratives” going into the game? The meta stories? How was the game *framed* by media coverage leading up to game day? These storylines are crafted to contextualize the action on the field for fans.
4. Imagine you are a visitor to America from another country and culture. You know NOTHING about America, and you’ve never heard of the Super Bowl. Describe what you “learn” about America and Americans by watching this “Super Bowl” with some new American friends. Think about the advertising, the party you likely attended to watch the game, the half-time entertainment – the whole experience. How might an American explain this to you and why it’s important? What American “values” did you see on display?
5. We’ve read how the Super Bowl is a quintessential “spectacle.” It’s not “real” in many important ways, but rather is created and produced, scripted and controlled, choreographed and scheduled. Expand on this. How is the Super Bowl first and foremost a *spectacle*: image and entertainment above all else? What does this say about our society and culture?

Formatting: 12-point Times New Roman, 1-inch margins. Writing counts, so proof your work. If you have difficulty spelling, buy a dictionary. If grammar ain’t your thang, get some help. I recommend the Writing Center.

