



SPORTS COMMUNICATION

COM 205

SPRING 2022
MWF 10-10:50am
LAU 113

DR. BRIAN CARROLL
Department of Communication

Course Description

An introduction to and overview of the sports communication field, including media organizations, marketing and advertising firms, and team and leagues. Topics covered include sports journalism; digital media, including social media; broadcast and publishing; team and league media relations; college sports information; and marketing, promotions and advertising.

Learning Outcomes

By the end of the course, students will

- Understand the evolution and development of sports as an industry
- Become aware of the various careers in sports communication
- Understand the history and development of sports journalism
- Appreciate the ethical issues specific to sports that face the communicator and/or journalist covering sports
- Understand the agency of U.S. media with regards to race and gender
- Better understand crisis management specific to sports industries

Assessment of progress toward these learning outcomes will occur in the conversation that is discussing, responding, writing, submitting, receiving feedback, revising, and further discussing the themes and questions of the course. In empirical or numeric terms, this assessment will become manifest in the grading of submitted work by applying the rubrics appended to this syllabus. The minimum threshold or standard for all submitted work for the course is 70%.

Stuff you need to know

Instructor: Dr. Brian Carroll, Laughlin 100
Office phone: 706.368.6944
Email: bc@berry.edu | Twitter: @tarheelblue
Home page: cubanxgiants.berry.edu/205
Blog: wanderingrocks.wordpress.com
Office hours: MW noon-2 pm, 3-5 pm; Thur. 1-3 pm | or stop in any time

What you need (required)

- Access to a stable internet connection capable of streaming video.

- Access to a webcam with microphone.
- Internet browser able to access websites with HTML5 videos.

>>If you cannot meet these requirements, contact IT through email (computing@berry.edu) and the instructor to determine potential solutions.

What you may want (recommended, not required)

- A subscription to *Sports Business Daily* (sportsbusinessdaily.com/Daily.aspx)
- Roger Caillois, *Man, Play, Games*
- Eduardo Galeano, *Soccer in Sun and Shadow*
- Allen Guttman, *From Ritual to Record: The Nature of Modern Sports*
- Gustave LeBon, *The Crowd*

Class format

We will rely on each other, especially in discussion, and there will be a lot of discussion. So, come to class with an attitude, mindset and disposition to discuss, debate, participate, and interact. In other words, lean in to the course, not back. Do NOT come to class in passive mode, as a lurker or mere observer. This course is a verb.

Covid/technology caveats

We will attempt to meet face-to-face as much or as often as we possibly and safely can. At the time of this writing, Omicron is storming across the country. We will need to be flexible. The classroom is outfitted with a webcam, so authorized remote attendance will be possible. Authorization can come from the instructor, provost, dean of students, or Academic Success Center. Non-authorized remote “attendance” will not count as attendance; you will be recorded as having been absent. Attendance will be recorded and archived on Canvas, which is the primary learning platform for the course. If you cannot be physically present and either have authorization not to be present OR have been assigned to virtual attendance, you do need to synchronously “attend” via Zoom.

Dr. Carroll's Course Policies

- Attendance: Be here every class day on time, just as you would for a job, surgery, or even a haircut. Everyone gets one unexcused absence or late arrival, maybe two, with no questions asked. Stuff happens. After that, unexcused and/or unexplained absences (and/or lateness) will result in point deductions from the “professionalism and participation” portion of your grade – one point per instance. What is excused is at the instructor’s discretion, so you are best served by discussing situations and extraordinary circumstances prior to their occurrence whenever possible. Chronic tardiness and/or absenteeism will result in whole letter grade deductions for the course, with “chronic” defined as five or more (lates and/or absences). If a student misses six or more class and/or lab sessions, that student might be administratively dropped from the course.
- Professionalism in the classroom: The instructor needs your attention and your respect, as do your peers. And this instructor is easily distracted. This means zero

unauthorized device use, including Apple watches for texts. Put your phones away, and make sure they are silent. Do homework for other classes somewhere else. If your phone goes off on class, or if you are seen texting or reading texts, etc., you will be treated as absent, with appropriate point deductions. This is about respect. Be polite, civil, engaged, on time, flexible and reasonable. Do this, and we will all get along.

- Academic integrity: Because academic integrity is the foundation of college life at Berry, academic dishonesty will result in automatic failure on the assignment in question and possibly the course. Academic dishonesty includes, but is not limited to, the following: cheating, unauthorized collaboration, plagiarism, fabrication, submitting the same work in multiple courses, and aiding and abetting anyone else in these activities. Plagiarized work gets a zero, and its author is reported to the provost, as College policy demands.

How your course grade will be computed

Dailies (quizzes, takeaways/residuals, writing responses)	85%
(Note that some work is weighted double, or counted twice)	
Professionalism, participation, attendance _____	15%
	100%

For dailies, grades of check plus, check, check minus, and zero will be awarded. Roughly translated, check plusses = As; checks = Bs; and check minuses = Cs. To compute your final grade, add up your point totals, apply the appropriate percentages, then refer to the Berry College Communication Department suggested grading system, summarized here:

A = 93-100	A-= 90-92	B+=88-89	B=83-87
B- = 80-82	C+= 78-79	C=73-77	C-=70-72
D= 60-69	F=59 and below		

Definitions of the grades can be found in the Berry College Catalog. “A” students will demonstrate an outstanding mastery of course material and will perform **far above** that required for credit in the course and **far above** that usually seen in the course. The “A” grade should be awarded sparingly and should identify student performance that is relatively unusual in the course and that **demonstrates mastery**.

A theory about human nature with respect to grades: Most human beings turn out average work most of the time. Many can do superior work. Of that “many,” most can and sometimes do excellent work. The factors involved are obvious: native intellect, gifts from the Creator, interest, desire to succeed, desire to learn, discipline, and sheer hard work. The first two are beyond anyone’s control. The others, however, are entirely within our control.

Assignments

- A. Dailies: The vast majority of these will be writing responses, one- to two-page responses to assigned readings. To extend and expand our discussions, the professor will occasionally write to the blog Wandering Rocks (wanderingrocks.wordpress.com) and invite students to comment on the post. Components to your grade on this sort of assignment are demonstrated engagement with the reading, creativity, quality of insights and questions, and

writing quality. Writing counts a lot, so spend time revising and editing, and consider taking your work to the Writing Center. First drafts do not fare well.

- B. Occasional quizzes: To test your recall of history, key terms and concepts, and to make sure you're doing the reading.
- C. Note that professionalism is a significant portion of your grade. On-time attendance, active participation, demonstrated preparation and overall professionalism are aspects of this 10%. Please see the policies section for details on how points are won and lost.

Late submissions: Submit on time. Missing a deadline means losing points. Quizzes cannot be made up. Allowances for medical situations require documentation. If your work is going to be late, let the professor know or risk that work not being accepted and, therefore, receiving zero points for the assignment.

Academic Success Resources

The Academic Success Center provides free peer tutoring and individual academic consultations to all Berry College students in both in The Commons (located on the first floor of Memorial Library) and online. ASC Sessions (drop in question-and-answer sessions with our student staff) are available. The schedule is posted on the ASC website: berry.edu/asc. Individual academic consultations are an opportunity for students to meet one-on-one with an Academic Consultant to work on study skills and strategies. The goal of these meetings is to help students study smarter, not harder. Students can sign up for an individual academic consultation at the same URL. Questions about these resources can be directed to Kinsey Farmer, coordinator for peer-to-peer programs, kgfarmer@berry.edu.

Students with special needs

The Academic Success Center provides accessibility resources, including academic accommodations, to students with diagnosed differences and/or disabilities. If you need accommodations for this or other classes, please visit berry.edu/asc for information and instructions. You may also visit the ASC offices in Evans Hall 106 or reach out at 706-233-4080.

I believe we are here for a good time, not a long time, so let's have some fun.