

## **COMM 3250: SURVEY OF SPORTS COMMUNICATION**

**Fall 2018**

**Dr. Gregory A. Cranmer**

**Clemson University**

### **Textbook and Required Materials:**

Billings, A. C., Butterworth, M. L., & Turman, P. D. (2018). *Communication and sport: Surveying the field* (3rd Ed.) Thousand Oaks, CA: Sage.

Various OER, assigned weekly by the instructor.

**Course Description:** This course covers fundamentals of communicating in a sports environment. It includes the basics of communicating for print and broadcast news, as well as communicating for public relations and sports information. Also covers ethical considerations and the role of sports in American culture.

**Course Objectives:** Upon completion of this course, students will be able to:

- a) Apply a variety of communication and media theories to increase understanding of sports communication concepts.
- b) Understand how communication theory has shaped sports communication.
- c) Understand the historical development of sports media and the coverage of sports in the United States.
- d) Identify current public relations issues and practices in sports.
- e) Understand how crisis communication and image repair strategies function in sports public relations.
- f) Understand how social media is re-configuring sports communication.
- g) Explain how social media has altered sports media production and consumption processes.
- h) Identify and explain the theoretical underpinnings of fan behavior.
- i) Identify and recognize issues involving interpersonal relationships in sports (e.g., parents, children, coach-athlete, between athletes)
- j) Identify and discuss the role of commodification in sports and recognize ways that commodification occurs in sports.
- k) Identify and explain the ways that emotions function in sports communication.

### **National Communication Association Learning Outcomes in Communication (LOCs):**

*LOC #2: Employ communication theories, perspectives, principles, and concepts*

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts
- Apply Communication theories, perspectives, principles, and concepts
- Critique Communication theories, perspectives, principles, and concepts

## Course Requirements

- 1. Reading Quizzes:** On every day that there is an assigned reading, you will have a reading quiz. These quizzes will consist of 5-10 questions. You will have a total of 11 quizzes, and the highest 10 scores will count towards your final grade. (100 pts.)
  
- 2. Debates:** There will be a series of debates in this class. You will engage in three debates. For each debate, you will be placed in a team of 3 people. You will each deliver a 6-7 minute speech supporting your side of the debate. Afterwards, the class will discuss the topic together. Each debate will be 75 points toward your final grade. (225 pts)
  
- 3. Audience Participation:** You will be an audience member for 7 debates. You will listen to the debaters, complete an assigned worksheet, and have a discussion with the class. Each of your assigned worksheets is worth 15 points toward your final grade. (120 pts)
  
- 4. Exams:** You will have three exams. These exams will be comprised of true/false, matching, multiple choice, and short answer questions. These exams will be based on course readings. This is an introductory course and, as such, the exams will seek to establish a baseline of knowledge of course content. If you complete the course readings, you should be able to do very well on these assignments. (300 pts)
  
- 5. Course Research Papers:** You will research and write a paper on any topic relevant to sport communication that interests you. Your topic needs to be approved prior to beginning the paper. This paper is to be written in APA style and be approximately 1,500 words (excluding your cover page and reference pages). Furthermore, you will need to rely heavily on quality research sources (i.e., peer-reviewed research, academic chapters/books) to build your paper. (100 points)

### TENTATIVE SCHEDULE:

#### WEEK 1

#### Reading/Assignment Due

August 23	Syllabus Introduction to assignments	
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#### WEEK 2

#### Reading/Assignment Due

August 28	Introduction to Sport Communication	BBT – Chapter 1 & 2
August 30	<b>Introduction to the Debate Assignment</b>	

#### WEEK 3

#### Reading/Assignment Due

September 4	Sport Media	BBT – Chapter 3
September 6	<i>Debate: Will ESPN be the worldwide leader in sports in 10 years?</i> <i>Group Practice Debate</i>	

<b>WEEK 4</b>		<b>Reading/Assignment Due</b>
September 11	Sport Fans	BBT – Chapter 4
September 13	<i>Debate: Are sports a unifying force?</i>	

<b>WEEK 5</b>		<b>Reading/Assignment Due</b>
September 18	Commodification of Sport	BBT – Chapter 14
September 20	<i>Debate: Should student-athletes be paid from revenues?</i>	

<b>WEEK 6</b>		<b>Reading/Assignment Due</b>
September 25	Sports Gaming	BBT – Chapter 15
September 27	<i>Debate: Are esports a sport?</i>	

<b>WEEK 7</b>		<b>Reading/Assignment Due</b>
October 2	<b>Exam 1</b>	
October 4	Researching and Citing <i>Introducing Paper</i>	

<b>WEEK 8</b>		<b>Reading/Assignment Due</b>
October 9	Parent-Child Communication	BBT – Chapter 10
October 11	<i>Debate: Should parents coach their own children in sports?</i>	

<b>WEEK 9</b>		<b>Reading/Assignment Due</b>
October 16	Player-Coach Communication	BBT – Chapter 11
October 18	<b>Research Day</b>	

<b>WEEK 10</b>		<b>Reading/Assignment Due</b>
October 23	<b>Research Day</b>	
October 25	<i>Debate: Is winning the most important outcome of coaching?</i>	

<b>WEEK 11</b>		<b>Reading/Assignment Due</b>
October 30	Group and Team Communication	BBT – Chapter 12
November 1	<i>Debate: Does sport teach valuable life lessons?</i>	

<b>WEEK 12</b>		<b>Reading/Assignment Due</b>
November 6	<b>NO CLASS - Fall Break</b>	

November 8	<b>NO CLASS – NCA</b>
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**WEEK 13** **Reading/Assignment Due**

November 13	<b>Exam 2</b>	
November 15	Gender	BBT – Chapter 6

**WEEK 14** **Reading/Assignment Due**

November 20	<i>Debate: Does sex sell women's sports?</i>	
November 22	<b>NO CLASS - Thanksgiving Vacation</b>	

**WEEK 15** **Reading/Assignment Due**

November 27	Race, Ethnicity, & Identity	BBT – Chapter 7 & 9
November 29	<i>Debate: Should the use of mascots associated with particular ethnicities be banned?</i>	

**WEEK 16** **Reading/Assignment Due**

December 4	Politics and Nationalism	BBT – Chapter 8
December 6	<i>Debate: Should athletes attend White House events?</i>	

**WEEK 17** **Reading/Assignment Due**

December 12	<b>FINAL EXAM</b> <b>Final Paper is Due</b>	
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