

SPORT MASS MEDIA
SPM 6905

TOURISM, RECREATION AND SPORT MANAGEMENT
UNIVERSITY OF FLORIDA
SPRING 2019

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| Course Information | Section: 04EF Credits: 3 Dates: Monday, January 7 – Wednesday, April 24 Location: Web Based |
| Contact Information | Name: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 306 Phone: 352-294-3567 Email: atavor@ufl.edu Skype: atavor10 Office Hours: Tuesdays and Thursdays 2:00pm – 4:00pm or by appointment Teaching Assistant: TBA |
| Course Website | Canvas https://elearning.ufl.edu |
| Course Communication | For any general course inquiries, please post your question in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to atavor@ufl.edu and include the course prefix and number in the email. |
| Required Books | (1) Schultz, B., Caskey, P. H., Esherick, C. (2013). <i>Media relations in sport</i> (4 th ed.). Morgantown, WV: Fitness Information Technology. (2) Article in Canvas. |

Course Description

This course examines the impact sports and the mass media have had and are continuing to have on each other.

Purpose of Course

This course is designed to examine the various forms (print and electronic) of mass media in sport; the evolution of sport mass media; the relationship of sport and mass media; the modes of communication (i.e., press conferences, news releases, and interviews) sport managers use to communicate with mass media; the role of sports information specialists; sport administrators’ management of public relation crises; and the laws and ethics that impact the relationship between sport managers and mass media.

Course Objectives

After successfully completing this course, students should be able to:

1. Justify the importance of sports to the mass media.
2. Compare and contrast the various forms of media and the functions of these media forms.
3. Discuss the symbiotic relationship between sport and mass media.
4. Describe of the detailed interworking of sport, culture, and mass media.
5. Identify the theories and methodologies for critically examining sport and the mass media.
6. Analyze the ideological frameworks within the mass media in the U.S. operations and how these frameworks shape media representations.
7. Identify and describe the various roles and responsibilities in the sport broadcasting industry.

COURSE INFORMATION AND POLICIES

1. Please be aware that the online learning platform can sometimes present significant challenges. Unlike traditional classroom settings in which each student gets the same class at a set time and day, the online setting is available to you 24 hours a day and gives students the opportunity to tailor class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules and course materials will be available to you. You can view each module's lectures at any time during the dates in which the module is open. However, quizzes, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. All assignments, discussions, quizzes, exams, etc. are to be submitted by 11:59pm ET on the date for which the item is due. Discussions, quizzes, and exams submitted after this time will not be eligible for credit.
4. There may be interactive meeting times schedule throughout the semester. These dates and times will be determined according to student and instructor availability.
5. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy:
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
6. If you experience trouble with Canvas, your browser, access to your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk (352) 392-HELP (4357). In addition, please email me immediately. When available, please be sure to send me a screenshot of the issue. I will attempt to respond to your emails within 24 business hours. Please remember to include the course prefix and number in your emails and that all correspondence must be presented in a professional manner.
7. Students with disabilities requesting accommodations must first register with the Dean of Students Office (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instruction when requesting accommodation. You must submit this documentation prior to submitting assignments for taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
8. You have up to three (3) days after the posting of a grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
9. This syllabus represents the tentative plans and objectives for the course. As we go through the semester, plans may need to change to enhance a course learning opportunity. Such changes will be communicated clearly, and are not unusual and should be expected.

Academic Integrity

Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Honor Code Policy: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding the Honor Code."

U Matter, We Care Information

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Online Profile

Please update your Canvas profile with information and a photo by the end of the first week. This is done to familiarize you with students with whom you will be sharing online time. Click on the *Setting* in the top right of Canvas, then click on *Edit Settings* in the right column, and then click on the profile pic icon to change it. You will then be able to "upload a photo" or "take a photo" and then click *Save*.

Written Paper Policies

1. Written papers are to be submitted via Canvas by 11:59pm ET on the date for which the paper is due. Ten percent will be deducted for each day any paper is late, and the paper is considered late after 11:59pm ET on the due date.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page, as well as, cutting and pasting from a student's own work submitted in another course.
3. Use an APA cover page with: your name, course name, title, and signature.
4. All papers MUST be APA Style. All references must be cited in-text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12 point font.

Course Format

This course is an online course and all class sessions (including discussion sessions) will be delivered through Canvas. The course is organized around modules, and four units make up each module as follows:

1. Lectures
2. Readings
3. Quizzes
4. Discussion Questions

Lectures, Readings and Quizzes

Key concepts will be presented through very brief lectures at the beginning of each module. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the lecture is to lay the foundation of the various concepts and topics of sport mass media. The primary purpose of the readings is to further explore the specific topics or roles that pertain to sport mass media. A quiz covering the readings for each module will be administered prior to discussions.

Discussion Questions

Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole in order to further develop an understanding of the phenomenon in sport. To successfully complete and fully participate in the discussion questions, students will have to do the following:

- View the lectures
- Read and understand the assigned readings prior to the beginning of a discussion
- Prepare and post answers (**150-200 word limit**) to the posted discussion questions
 - Two of the ten discussion questions must be answered via video (**2-3 minutes**)
 - If not completed, the last two weeks of discussions will be counted as a 0 and cannot be dropped
- Respond to two discussions by supporting/disputing the views of others (**50-100 word limit**)

In summary, each module will include five key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings
3. *Post* written responses to the discussion questions
4. *Complete* the module quiz
5. *Post* your reaction to other student's discussion answer and interact with other students

Evaluation

| <i>Assignment/Quiz</i> | <i>Points</i> | <i>Grade Breakdown</i> | |
|--------------------------------------|---------------|------------------------|----|
| Sport Blog | 20 | 204 – 220 | A |
| Press Conferences | 30 | 197 – 203.9 | A- |
| Social Media Analysis | 30 | 193 – 196.9 | B+ |
| Reading Quizzes (5 points each) | 40 | 184 – 192.9 | B |
| Discussion Questions (5 points each) | 40 | 175 – 183.9 | B- |
| Exams (20 points each) | 60 | 171 – 174.9 | C+ |
| | | 162 – 170.9 | C |
| Total | 220 | 153 – 161.9 | C- |
| | | 149 – 152.9 | D+ |
| | | 131 – 148.9 | D |
| | | 130 or lower | E |

PERFORMANCE EVALUATIONS

Sport Blog

Students will create a blog page on a sport topic of interest and blog one article approximately every two weeks throughout the semester with a total of 5 blogs. The selection of the sport topic must be submitted via the Canvas *Assignment* link by the “Topic for the Sport Blog” due date and receive the instructor’s approval. Each sport blog article must be 300-350 words and professionally written. The sport blog due dates are listed on the course schedule, and the student must post the blog no later than that date but no earlier than a week before the date listed. The students will use Wordpress.com to create a sport blog website which may gain followers or even attention from prospective employers if done well. The link to each student’s blog website will be posted to the *Discussion* link on Canvas by the due date of “Sport Blog 1”. In addition, all students are expected to comment on at least 2 other student blogs per blog week (10 comments total by the end of the semester).

Press Conferences

Students will participate in several press conferences during the semester via the BigBlueButton (BBB) on the *Conferences* link on Canvas. Instructions on how to use this software will be posted on Canvas. Students will be separated into groups, and each student will perform two separate roles during the press conferences. *Role 1:* Each student will select a sport organization to represent, perform a 3-5 minute press conference as a representative of the sport organization, and answer questions from the “media” at the end. A team selection must be submitted via the Canvas *Assignment* link by the “Press Conference Team Selection” due date and receive the instructor’s approval. *Role 2:* Each student will represent a media outlet and ask 2 questions for each press conference performed by the members of your group. The press conferences will be recorded via BBB by the due date. Students will then be required to view all of the press conferences by a specific date and “cover” one team outside of your group by writing a critical analysis blog to report the information the team announced at the press conference. Specific assignment details and requirements will be provided via Canvas.

Social Media Analysis

Students will assume he/she works for a consulting firm and was hired by a sport organization to analyze their website and social media effectiveness. The selection of sport organization must be submitted via the Canvas *Assignment* link by the “Selection of the Sport Organization for Social Media Analysis” due date and receive the instructor’s approval. The student will analyze the social media and online activity of the organization for 4 weeks. After collecting the data (FB posts, Tweets, etc.), assess the team’s use of the online media platforms and engagement with fans. Prepare a final report analyzing and discussing the findings in relation to effectiveness (strengths, weaknesses) and current research (minimum of 3 peer-reviewed articles). The paper should be 8-10 pages in length, include at least 6 references (3 peer-reviewed), and be submitted via the *Assignment* link on Canvas. Specific assignment details and requirements will be provided via Canvas.

Reading Quizzes

There will be ten reading quizzes throughout the semester, and the two lowest grades will be dropped. Reading quizzes will consist of 5 questions and you will have 5 minutes to complete them. Reading quizzes will be available Wednesday to Saturday via Canvas and are due by 11:59pm ET Saturday; however, you only get one opportunity to complete it. Reading quizzes are *open* notes. We are not responsible for computer/connection errors, so please make sure you use a reliable computer with a secure connection and take the quizzes earlier in the day to leave you more time in case there is an issue. If you do have technical difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

Discussion Questions

There will be ten discussion questions throughout the semester, and the two lowest grades for each student will be dropped. The discussion questions will pertain to both lecture and reading materials for that week. The discussion questions will be available to you and answered in the *Discussions* link via Canvas. For every week discussion questions are due, each student must answer the questions in 150-200 words in combined length by Friday and post reactions that are 50-100 words in length each to at least two other students’ posts by Sunday. For two of the discussions, the discussion questions (not reactions) must be answered by recording a 2-3 minute video recording via the “Upload/Record Media” icon in the *Discussions* link via Canvas. If not completed, the last two discussions will be counted as a 0.

Exams

There will be two exams throughout the semester. The exams will consist of 5-7 short answer questions and you will have 30 minutes to complete them. Exams will be available for a four day period via Canvas and are due by 11:59pm ET on the due date; however, you only get one opportunity to complete it. Exams are *closed* notes. Please make sure you use a reliable computer with a secure connection and take the exams earlier in the day in case there is an issue because we cannot be responsible for technology errors. If you have technical difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

SPM 6905 SPRING 2019 COURSE SCHEDULE

| Module I | | |
|--------------------------|---|------------------------|
| Week 1 | | |
| Watch | Introduction Lecture | Wednesday, January 9 |
| Read | Articles | Wednesday, January 9 |
| Post | Student Introduction Video in Canvas <i>Discussions</i> | Friday, January 11 |
| Watch | Student Introductions | Sunday, January 13 |
| Week 2 | | |
| Watch | Lecture 1 – Mass Communication | Wednesday, January 16 |
| Read | Chapter 1 & Articles | Wednesday, January 16 |
| Post | Discussion Question 1 Response | Friday, January 18 |
| Complete | Reading Quiz 1 | Saturday, January 19 |
| Post | Reaction to Other Student's Discussion Answer | Sunday, January 20 |
| Submit | Topic for Sport Blog | Sunday, January 20 |
| Week 3 | | |
| Watch | Lecture 2 – The Print Media | Wednesday, January 23 |
| Read | Chapter 2 & Articles | Wednesday, January 23 |
| Post | Discussion Question 2 Response | Friday, January 25 |
| Complete | Reading Quiz 2 | Saturday, January 26 |
| Post | Reaction to Other Student's Discussion Answer | Sunday, January 27 |
| Submit | Sport Blog 1 to Wordpress.com | Sunday, January 27 |
| Week 4 | | |
| Watch | Lecture 3 – The Broadcast Media | Wednesday, January 30 |
| Read | Chapter 3 & Articles | Wednesday, January 30 |
| Post | Discussion Question 3 Response | Friday, February 1 |
| Complete | Reading Quiz 3 | Saturday, February 2 |
| Post | Reaction to Other Student's Discussion Answer | Sunday, February 3 |
| Submit | Selection of the Sport Organization for Social Media Analysis | Sunday, February 3 |
| Week 5 | | |
| Watch | Lecture 4 – Online Communication and Technology | Wednesday, February 6 |
| Read | Chapter 4 & Articles | Wednesday, February 6 |
| Post | Discussion Question 4 Response | Friday, February 8 |
| Complete | Reading Quiz 4 | Saturday, February 9 |
| Post | Reaction to Other Student's Discussion Answer | Sunday, February 10 |
| Submit | Sport Blog 2 to Wordpress.com | By Sunday, February 10 |
| Week 6 – Module 6 | | |
| Complete | Exam 1 | Wednesday, February 13 |
| Module II | | |
| Week 7 | | |
| Watch | Lecture 5 – News Releases | Wednesday, February 20 |
| Read | Chapter 7 & Articles | Wednesday, February 20 |
| Post | Discussion Question 5 Response | Friday, February 22 |
| Complete | Reading Quiz 5 | Saturday, February 23 |
| Post | Reaction to Other Student's Discussion Answer | Sunday, February 24 |
| Submit | Sport Blog 3 to Wordpress.com | By Sunday, February 24 |

| Week 8 | | |
|-------------------|---|-----------------------|
| Watch | Lecture 6 – Managed News Events | Tuesday, February 26 |
| Read | Chapter 9 (p. 169-175) & Articles | Tuesday, February 26 |
| Post | Discussion Question 6 Response | Thursday, February 28 |
| Complete | Reading Quiz 6 | Thursday, February 28 |
| Post | Reaction to Other Student’s Discussion Answer | Friday, March 1 |
| Week 9 | | |
| Enjoy | <i>No Classes – Spring Break</i> | Saturday, March 2-9 |
| Week 10 | | |
| Watch | Lecture 7 – Interviews | Wednesday, March 13 |
| Read | Chapter 6 & Articles | Wednesday, March 13 |
| Post | Discussion Question 7 Response | Friday, March 15 |
| Complete | Reading Quiz 7 | Saturday, March 16 |
| Post | Reaction to Other Student’s Discussion Answer | Sunday, March 17 |
| Week 11 | | |
| Complete | Exam 2 | Wednesday, March 20 |
| Submit | Press Conference Team Selection | Sunday, March 24 |
| Module III | | |
| Week 12 | | |
| Watch | Lecture 8 – Sport Information Specialists | Wednesday, March 27 |
| Read | Chapter 5 & Articles | Wednesday, March 27 |
| Post | Discussion Question 8 Response | Friday, March 29 |
| Complete | Reading Quiz 8 | Saturday, March 30 |
| Post | Reaction to Other Student’s Discussion Answer | Sunday, March 31 |
| Submit | Sport Blog 4 to Wordpress.com | By Sunday, March 31 |
| Week 13 | | |
| Watch | Lecture 9 – Game Management | Wednesday, April 3 |
| Read | Chapter 9 (p. 153-169) & Articles | Wednesday, April 3 |
| Post | Discussion Question 9 Response | Friday, April 5 |
| Complete | Reading Quiz 9 | Saturday, April 6 |
| Post | Reaction to Other Student’s Discussion Answer | Sunday, April 7 |
| Submit | Sport Blog 5 to Wordpress.com | By Sunday, April 7 |
| Week 14 | | |
| Watch | Lecture 10 – Public Relations Dilemmas | Wednesday, April 10 |
| Read | Chapter 11 & Articles | Wednesday, April 10 |
| Post | Discussion Question 10 Response | Friday, April 12 |
| Complete | Reading Quiz 10 | Saturday, April 13 |
| Post | Reaction to Other Student’s Discussion Answer | Sunday, April 14 |
| Submit | Social Media Analysis | Sunday, April 14 |
| Week 15 | | |
| Post | Press Conference | Wednesday, April 17 |
| Watch | All Press Conferences | Sunday, April 21 |
| Post | Critical Analysis Blog | Sunday, April 21 |
| Week 16 | | |
| Complete | Exam 3 | Wednesday, April 24 |