

SPORT MASS MEDIA SPM 6905

DEPARTMENT OF SPORT MANAGEMENT
COLLEGE OF HEALTH AND HUMAN PERFORMANCE
UNIVERSITY OF FLORIDA
SPRING 2021

Course Information	Section: 04EF Credits: 3 Dates: Monday, January 11 – Wednesday, April 21 Location: Web Based
Contact Information	Name: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 308 Phone: 352-294-3567 Email: atavor@ufl.edu Office Hours: Tuesdays and Thursdays 12:00pm – 2:00pm 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, weekly content, and course materials will be available to you. You can view each week's lectures at any time during the dates in which the weekly content 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, discussion questions, quizzes, exams, etc. are to be completed individually (unless otherwise noted) and submitted by 11:59 PM ET on the date for which the item is due. Discussion questions, quizzes, and exams submitted after this time will not be eligible for credit.
4. 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>.
5. 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) or helpdesk@ufl.edu. 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.
6. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting <https://disability.ufl.edu/students/get-started/>. The DRC will provide documentation to the student who must then provide this to the instruction when requesting accommodation. You must submit this documentation prior to submitting assignments and completing 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.
7. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Evals can be completed through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.
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 stealing, misquoting, insufficiently paraphrasing, or patch-writing, submitting materials from any source without proper attribution, submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author, and self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the faculty to whom it is submitted.
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 weekly content, and four units make up each weekly content 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 weekly content. Each lecture will provide an overview of the central ideas associated with specific concepts for each weekly content. 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 combined**) 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 graded as a 0 and can't be dropped
- React to two discussions by supporting/disputing the views of others (**50-100 word limit each**)

In summary, each weekly content will include five key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings
3. *Complete* the reading quiz
4. *Post* written responses to the discussion questions
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+
<i>More information on the Graduate School grading policies may be found at:</i>		140 – 148.9	D
<i>https://catalog.ufl.edu/graduate/regulations/</i>		131 – 139.9	D-
		130.9 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. 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 Sport Organization/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. Instructions to record the press conference will be available on Canvas and the link must be posted to the Canvas *Assignment* 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 8 minutes to complete them. Reading quizzes 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. Reading quizzes are *open* note but to be completed individually. 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 (not uploading) a 2-3 minute video recording via the “Record Media” icon in the *Discussions* link via Canvas. If not completed, the last two discussions will be graded as a 0 and cannot be dropped.

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 the UF Help Desk and email me immediately with a screenshot of the issue.

SPM 6905 SPRING 2021 COURSE SCHEDULE

Module I		
Week 1		
Watch	Introduction Lecture	Wednesday, January 13
Read	Articles	Wednesday, January 13
Post	Student Introduction Video in Canvas <i>Discussions</i>	Friday, January 15
Watch	Student Introductions	Sunday, January 17
Week 2		
Watch	Lecture 1 – Mass Communication	Wednesday, January 20
Read	Chapter 1 & Articles	Wednesday, January 20
Post	Discussion Question 1 Response	Friday, January 22
Complete	Reading Quiz 1	Saturday, January 23
Post	Reaction to Other Student's Discussion Answer	Sunday, January 24
Submit	Topic for Sport Blog	Sunday, January 24
Week 3		
Watch	Lecture 2 – The Print Media	Wednesday, January 27
Read	Chapter 2 & Articles	Wednesday, January 27
Post	Discussion Question 2 Response	Friday, January 29
Complete	Reading Quiz 2	Saturday, January 30
Post	Reaction to Other Student's Discussion Answer	Sunday, January 31
Submit	Sport Blog 1 to Wordpress.com	By Sunday, January 31
Week 4		
Watch	Lecture 3 – The Broadcast Media	Wednesday, February 3
Read	Chapter 3 & Articles	Wednesday, February 3
Post	Discussion Question 3 Response	Friday, February 5
Complete	Reading Quiz 3	Saturday, February 6
Post	Reaction to Other Student's Discussion Answer	Sunday, February 7
Submit	Selection of the Sport Organization for Social Media Analysis	Sunday, February 7
Week 5		
Watch	Lecture 4 – Online Communication and Technology	Wednesday, February 10
Read	Chapter 4 & Articles	Wednesday, February 10
Post	Discussion Question 4 Response	Friday, February 12
Complete	Reading Quiz 4	Saturday, February 13
Post	Reaction to Other Student's Discussion Answer	Sunday, February 14
Submit	Sport Blog 2 to Wordpress.com	By Sunday, February 14
Week 6 – Module 6		
Complete	Exam 1	Wednesday, February 17
Module II		
Week 7		
Watch	Lecture 5 – News Releases	Wednesday, February 24
Read	Chapter 7 & Articles	Wednesday, February 24
Post	Discussion Question 5 Response	Friday, February 26
Complete	Reading Quiz 5	Saturday, February 27
Post	Reaction to Other Student's Discussion Answer	Sunday, February 28
Submit	Sport Blog 3 to Wordpress.com	By Sunday, February 28

Week 8		
Watch	Lecture 6 – Managed News Events	Wednesday, March 3
Read	Chapter 9 (p. 169-175) & Articles	Wednesday, March 3
Post	Discussion Question 6 Response	Friday, March 5
Complete	Reading Quiz 6	Saturday, March 6
Post	Reaction to Other Student's Discussion Answer	Sunday, March 7
Week 9		
Watch	Lecture 7 – Interviews	Wednesday, March 10
Read	Chapter 6 & Articles	Wednesday, March 10
Post	Discussion Question 7 Response	Friday, March 12
Complete	Reading Quiz 7	Saturday, March 13
Post	Reaction to Other Student's Discussion Answer	Sunday, March 14
Week 10		
Complete	Exam 2	Wednesday, March 17
Submit	Press Conference Sport Organization/Team Selection	Sunday, March 21
Submit	Group Partner(s) for Press Conference (optional)	Sunday, March 21
Module III		
Week 11		
Watch	Lecture 8 – Sport Information Specialists	Wednesday, March 24
Read	Chapter 5 & Articles	Wednesday, March 24
Post	Discussion Question 8 Response	Friday, March 26
Complete	Reading Quiz 8	Saturday, March 27
Post	Reaction to Other Student's Discussion Answer	Sunday, March 28
Submit	Sport Blog 4 to Wordpress.com	By Sunday, March 28
Week 12		
Watch	Lecture 9 – Game Management	Wednesday, March 31
Read	Chapter 9 (p. 153-169) & Articles	Wednesday, March 31
Post	Discussion Question 9 Response	Friday, April 2
Complete	Reading Quiz 9	Saturday, April 3
Post	Reaction to Other Student's Discussion Answer	Sunday, April 4
Submit	Sport Blog 5 to Wordpress.com	By Sunday, April 4
Week 13		
Watch	Lecture 10 – Public Relations Dilemmas	Wednesday, April 7
Read	Chapter 11 & Articles	Wednesday, April 7
Post	Discussion Question 10 Response	Friday, April 9
Complete	Reading Quiz 10	Saturday, April 10
Post	Reaction to Other Student's Discussion Answer	Sunday, April 11
Submit	Social Media Analysis	Sunday, April 11
Week 14		
Post	Press Conference	Wednesday, April 14
Watch	All Press Conferences	Sunday, April 18
Post	Critical Analysis Blog	Sunday, April 18
Week 15		
Complete	Exam 3	Wednesday, April 21