Course Number: COMM 7970

Class period: TBA

Instructor: Dr. John Carvalho, Assistant Professor of Journalism

Office: Haley Center 0338

Telephone: Ext. 4-4454 (on-campus), 821-8489 (home – emergencies only!)

E-mail: carvajp@auburn.edu

Office Hours: TBA

Course Overview: The purpose of this course is to examine the interplay between sports and media, especially as reflected by their impact on the culture. You will be introduced to scholarship that examines this topic from several perspectives: historical, professional, and theoretical. In a broader sense, this course will help you to apply these principles in examining how media work with other cultural forces in influencing society.

Justification for Graduate Credit: The level of critical thinking and the contributions expected of students justify this as a graduate-level course. Students will be required to structure a reading list of sufficient rigor with two purposes in mind: 1) to prepare them to contribute at a level appropriate to a graduate student seminar; 2) to inform their development of a conference paper on a sports media topic. The instructor, a member of the graduate faculty, has developed a roster of readings that will both challenge students and stimulate their thinking.

Course Competencies: After taking this course, you should be able to:

1. Describe how changes in sports and media have worked together over the past two centuries;

2. Look at the current status of both media and sport to identify trends that
reflect the changes in both; and

3. Apply these principles in studying the interplay between media and other cultural institutions;

**Course Procedures:** This course incorporates two teaching methods:

1. **Readings/discussion.** This class is taught as a seminar. The emphasis is not on lecture, but on discussion. You will be directed to readings that will prepare you for that day’s class discussions. Your contributions will be most meaningful if you take seriously the challenge of critical, evaluative reading.

2. **Papers and presentations.** Besides the informal contribution of classroom discussions, you will formally present your own insights through papers and class presentations.

**Attendance Policy:** The Tiger Cub gives the basics of the Auburn University attendance policy. As such, students in any class, graduate or undergraduate, are responsible for being aware of it. This professor’s highlights:

*Please be on time.* Beyond attendance issues, lateness is disruptive and a bad personal ethic to tolerate.

*Assignments.* If work is due on a day you are absent, you are responsible to make sure the work is turned in on time. If work is assigned on the day you are absent, you are responsible for picking up a copy of the assignment.

**Plagiarism:** Academic dishonesty is an offense that will be reported to the Academic Dishonesty Committee. The Auburn University Student Academic Honesty Code has this to say about plagiarism:

“Violations . . . [include] the submission of themes, essays, term papers, design projects, these and dissertations, similar requirements or parts thereof that are not the work of the student submitting them. . . . When direct quotations are used, they must be indicated, and when the ideas of another are incorporated into a paper, they must be appropriately acknowledged. Plagiarism is a violation. In starkest terms, plagiarism is stealing – using the words or ideas of another as if they were one’s own.”
For example, if another person’s complete sentence, syntax, key words, or the specific or unique ideas and information are used, one must give that person credit through proper documentation or recognition, as through the use of footnotes.”

**Accommodations for Students with Disabilities:** I am open to working with all students. Students needing accommodations should arrange a meeting the first week of class. Come during office hours or e-mail for an alternate time. Bring the Accommodation Memo and Instructor Verification Form to the meeting. Discuss items needed in this class. If you do not have an Accommodation Memo but need special accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).

**Diversity:** The Department of Communication and Journalism recognizes the importance of both reflecting and teaching diversity. Our policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability, or sexual orientation.

**Cell phones:** The major new source of rudeness in the classroom today. Whether you turn it off and stow it, or don’t bring it at all, follow these two rules: It never appears and it never rings. If a family emergency requires that you bring a cell phone, you are responsible for informing me.

**Grading:** Grading is based on the student’s performance in completing assignments. Please note: The instructor does not accept late work. The only exception to this is instructor error. Late assignments will be critiqued, but you will receive a “0” for a grade.

**CLASS PRESENTATION........................................................................ 25 PERCENT**

Each class member will be responsible for helping to lead a class session. Class members will work in pairs. Their presentation of a topic will provide the foundation for that day’s discussions. Other class members will be responsible for contributing based on their own readings. Presenters will provide a brief outline, along with an annotated bibliography of their topic.

**CLASS PARTICIPATION................................................................. 25 PERCENT**

All class members will be responsible for reading to prepare for each week and
then participating, based on their reading. You will complete a weekly reading list so that your instructor is aware of what you have been reading.

**FINAL PAPER**

Every class member will produce a conference-level paper on a topic that relates to some aspect of sports, media, and culture. The paper can be historical, cultural, or empirical in methodology. Papers will be presented during the last two weeks of class sessions.

**TENTATIVE COURSE OUTLINE**

*--Additional readings to come

**Week 1 -- Introduction**
Syllabus review, housekeeping

**Week 2 -- History I: Roots to 19th Century**


**Week 3 -- History 2: The Jazz Age**


Evensen, Bruce.  “Jazz Age Journalism’s Battle Over Professionalism, Circulation,

Week 4 – History 3: The Television Age
Week 5 – The sports journalism career field
Week 6 -- Race: Issues in Coverage and Employment (plus, an introduction to the final paper project)
Week 7 – Television
Week 8 – Gender: Issues in Coverage and Employment (topics due for final paper project)

Week 9 – Panel discussion – Issues in Sports and Media (Topics returned for final paper projects.)

Week 10 -- Cultural Studies and Sports Media

Week 11 – The Sports Columnist

Week 12 – New media – The Internet, Sports Talk Radio

Week 13 – Filmic Representations of Sport and Culture
As you finish up your papers, we will take a night and look at scenes from movies that depict the relationship between sports, media, and culture. Suggest your own, and the instructor will be offering his own “highlights.”

Week 14 – Presentation of papers
All papers will be due at this class session, even though presentations will take place next week as well.
Week 15 – Presentation of papers
Paper presentations continue