Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: Department of Communication and Journalism

2. Course Prefix and Number: JRNL 4430
   3. Effective Term: SPR 13

4. Course Title:
   Sports, Media & Society
   Abbreviated Title (30 characters or less):
   Sports, Media & Society

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   - [ ] Current Course Number:
     - JRNL 4430
   - [ ] Proposed Course Number:
     - JRNL 4430
   - [ ] Type of Revision:

6. Course Credit:
   Contact/Group Hours Schedule Type Weekly or Per Term? Credit Hours Anticipated Enrollment
   Maximum Hours (Repeatability): 3
   | 3 | Lecture/Lab | Term | 3 | 30 |

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   None.

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Cultural and professional implications of the relationship between sports and media.

11. May Count Either:
    N/A or N/A
     (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    - [ ] Program Type
      - (e.g.: minor, major, etc.)
    - [ ] Program Title
      - (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    - [ ] Requirement or Elective?
      - (required or optional?)
    N/A

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [ ] Not Applicable
### 14. Justification:

This course has been offered as a special topics course. We would like to make it a permanent course in the journalism curriculum.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

### 15. Resources:

No additional resources are required.

(Indicate whether existing resources such as library materials, classroom/lab space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

### 16. Student Learning Outcomes:

Course Competencies: After taking this course, a student 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. Be able to discuss professional issues in the relationship between sports and media.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

### 17. Course Content Outline:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Week 5</td>
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Week 9
Mid-term Review and Exam

Week 10
Filmic representations of sports and culture. A 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."
ASSIGN: Final paper proposal.

Week 11

Week 12

Week 13
June 13: Meetings to discuss paper proposals; Sports promotion & Panel of sports promotion experts READ: SSC, Chapter 11.
ASSIGN: Final paper.
DUE: Broadcast coverage evaluation exercise.

Week 14
DUE: Final research paper

Week 15
Final exam

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

CLASS PRESENTATION
Each class member will be responsible for helping to lead a class session, which will include the reading and presentation of a book assigned by the instructor. The presentation will provide the foundation for that day's discussions. Presenters will provide a brief, 1-page outline. You also will complete an evaluation of print and broadcast media coverage.

MID-TERM EXAM
Your midterm exam will cover the first half of the semester, with a variety of questions, objective and essay.

FINAL PAPER
Every class member will produce a 10-page paper on a topic that relates to some aspect of sports, media and society. Papers will be presented the last week of class.

FINAL EXAM
Your final exam will be comprehensive in its essay, but cover only the second half of the semester for the objective part.

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

Grading Scale:
A: 90 to 100
B: 80 to 89
C: 70 to 79  
D: 60 to 69  
F: 59 and below  

GRADES:  
CLASS PRESENTATION: 20%  
MID-TERM EXAM: 20%  
FINAL PAPER: 30%  
FINAL EXAM: 30%  

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences,

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).
Approvals

Department Chair / Head

Date: 9/10/2012

College / School Curriculum Committee

Date: 9/26/2012

College / School Dean

Date: 10/30/2012

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: Jennifer Adams
E-Mail Address: adamsj1@auburn.edu
Telephone: 844-2751
Fax: 844-4573
SPORTS, MEDIA & SOCIETY
JRNL 4430 • Sect. 1
MWF • 1 p.m. to 1:50 p.m.
3 Credit Hours

Instructor: Dr. XXXX
Office: Tichenor Hall XXX
Telephone: 844-XXX
E-mail: XXXX@auburn.edu
Office Hours: Monday & Wednesday, 11 a.m.-12:30 p.m.

Prerequisites: None

Textbooks: The Essentials of Sports Reporting and Writing, by Scott Reinardy and Wayne Wanta; and AP Stylebook (a recent edition).

Course Description: Cultural and professional implications of the relationship between sports and media.

Course Overview: The purpose of this course is to examine the interplay between sports and media. The two institutions have had a synergistic relationship over the years, with the growth of one encouraging growth in the other. We will look at this from two perspectives. We will examine issues such as history, gender, violence, and race from a cultural perspective. But we will also look at professional issues as they relate to sports – whether from a journalism or a public relations perspective.

Course Competencies:
After taking this course, students will 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. Be able to discuss professional issues in the relationship between sports and media.

POLICY STATEMENTS
ATTENDANCE
The journalism program is a “professional” program and professionalism is expected in this class. Attendance is mandatory, for as in the real world, work is done by those who show up. Not showing up for class will greatly affect your ability to succeed in this course. If you don’t show up for work, you will get fired – if you don’t show up for class, your grade will be lowered. Regular and timely attendance
is crucial in this class. Class attendance is required and I will take attendance at
every session. If you need an excused absence, notify me by email before the class
you are going to miss. You will be responsible for all material covered in your
absence, and your assignments will still be due at their scheduled times. Students
are allowed two unexcused absences. After two unexcused absences, each
unexcused absence will result in a five-point reduction in your final grade.
- The AU Classroom behavior policy is strictly followed in the course; please
  refer to the Tiger Cub for the details of this policy.
- You must be in class on time. Class starts promptly at XXX. If you miss class,
you missed the explanation of the material. The material covered during
class will not be reviewed or repeated at a later time.
- **Excused Absences:** Students are granted excused absences from class for
  the following reasons: Illness of the student or serious illness of a member of
  the student’s immediate family, the death of a member of the student’s
  immediate family, trips for student organizations sponsored by an academic
  unit, trips for University classes, trips for participation in intercollegiate
  athletic events, subpoena for a court appearance and religious holidays.
  Students who wish to have an excused absence from this class for any other
  reason must contact the instructor in advance of the absence to request
  permission. The instructor will weigh the merits of the request and render a
decision.
  - When feasible, the student must notify the instructor prior to the
    occurrence of any excused absences, but in no case shall such
    notification occur more than one week after the absence. Appropriate
    documentation for all excused absences is required. Please see the AU
    Student Policy eHandbook for more information on excused absences.
- **Make-Up Policy:** Arrangement to make up missed major examination (e.g.
  mid-term exams) due to properly authorized excused absences must be
  initiated by the student within one week from the end of the period of the
  excused absences. Except in unusual circumstances, such as continued
  absence of the student or the advent of University holidays, a make-up exam
  will take place within two weeks from the time that the student initiates
  arrangements for it. Except in extraordinary circumstances, no make-up
  exams will be arranged during the last three days before the final exam
  period begins.

**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 getting a copy of the assignment.

**Academic Honesty Policy:** All portions of the Auburn University student academic
honesty code (Title XII) found in the Student Policy eHandbook will apply to
university courses. All academic honesty violations or alleged violations of the SGA
Code of Laws will be reported to the Office of the Provost, which will then refer the
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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."

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.

E-mail policy: My goal is to respond to e-mails within 24-48 hours.

Emergency Contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.

Withdraw: Students may withdraw (although with a W on their transcript) until midsemester.
Grading Scale:
A: 90 to 100
B: 80 to 89
C: 70 to 79
D: 60 to 69
F: 59 and below

Grading:
Grading is based on the student's performance in completing assignments. Realize that your perception of your own effort does not factor into grading. Please note: As is the case with newspaper reporting, 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. Please note, too, that misspellings and style errors are not acceptable in completing assignments and will be graded down aggressively. Note: Misspelled names result in 25 points off on a 100-point scale.

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GRADES:
CLASS PRESENTATION: 20 percent
MID-TERM EXAM: 20 percent
FINAL PAPER: 30 percent
FINAL EXAM: 30 percent

CLASS PRESENTATION
Each class member will be responsible for helping to lead a class session, which will include the reading and presentation of a book assigned by the instructor. The presentation will provide the foundation for that day's discussions. Presenters will provide a brief, 1-page outline. You also will complete an evaluation of print and broadcast media coverage.

MID-TERM EXAM
Your midterm exam will cover the first half of the semester, with a variety of questions, objective and essay.

FINAL PAPER
Every class member will produce a 10-page paper on a topic that relates to some aspect of sports, media and society. Papers will be presented the last week of class.
FINAL EXAM
Your final exam will be comprehensive in its essay, but cover only the second half of the semester for the objective part.

Evaluation criteria for letter grades:
Excellent or A
Professional quality work. An insightful, relevant, newsworthy subject. Story involves the reader in its drama, humor, ethos or pathos. Technique is flawless with perfect content, organization and mechanics. Information supporting the story is complete and accurate. Wording is precise. The writing explores the story at different levels and does not simply make the same point from different perspectives. Publishable and distinguished.

Good or B
Competent, functional story-telling. Journeyman journalism. Publishable. Clean copy that makes a significant point efficiently in support of the story. Appropriate expression of active, believable, moments that reveal a key person, place or event. Details are thorough and accurate. Writing mechanics and organizational technique are of a high order. The story is balanced.

Acceptable or C
Average, run-of-the-mill story-telling. Probably publishable, but undistinguished. Properly written, but the content is average quality that may or may not be publishable. A feature story about a person, place or event, but which offers little insight into why the subject is newsworthy. Content is adequate to identify the subject, but poorly organized. Mechanics are good. Minimally acceptable work on presentations and pop quizzes, if any.

Poor or D
Unpublishable work. A combination of flaws in conceptualizing, researching, organizing and writing render the work unsatisfactory. This is work, which with better planning and extra effort, might have been publishable. Less than acceptable work on presentations and pop quizzes, if any.

Unacceptable or F
Not publishable. Decidedly unprofessional. Weaknesses in journalistic thinking, feature writing technique, and/or professionalism have resulted in a failure on this assignment. Inaccuracies and other content errors, poor mechanics, unpublishable organization, and/or missed deadlines have reduced the assignment to failure.

0 — Project is turned in late or not at all.

COURSE OUTLINE

Week 1

Week 2

Week 3

Week 4

Week 5
Sports journalism as media.* ASSIGN: Print coverage evaluation exercise.

Week 6
Sports journalists talk.

Week 7
DUE: Print coverage evaluation exercise.

Week 8

Week 9
Mid-term Review and Exam

Week 10
Filmic representations of sports and culture. A 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.”
ASSIGN: Final paper proposal.

Week 11

Week 12

Week 13
June 13: Meetings to discuss paper proposals; Sports promotion & Panel of sports promotion experts READ: SSC, Chapter 11.
ASSIGN: Final paper.
DUE: Broadcast coverage evaluation exercise.

Week 14
DUE: Final research paper

Week 15
Final exam and final exam review.