

Journalism 540

Media, Sports and Society

Fall 2019

Instructors:

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Note: For detailed information about the course, visit our web site at:
<http://courseware.ku.edu/?bbatt=Y>

Course Goals

- Students will be able to explain the role of mass media in shaping and influencing sports and popular culture.
- Students will think critically about currently accepted media and sports practices, particularly at the Division I college level.

Texts:

The System: The Glory and Scandal of Big Time College Football—Jeff Benedict and Armen Keteyian

Optional student subscription to Street and Smith's Sports Business Journal
<http://www.sportsbusinessjournal.com/page.cms?featureId=102>

Subscriptions to free e-mail newsletters

GRADED ASSIGNMENTS

Playbook/Game Plan (Current Events Scrapbook)	ungraded
Skull Session (Directed Discussion participation) 4@10	40
Two-Minute Drill (thesis development) 4@5	20
Game Plan (Directed Discussion Synthesis Paper)	40
WONDERLIC Test (Essay Exam)	100
Scrimmage (Twitter Dee, Twitter Dumb Presentation)	40
PT (Attendance/Participation/Professionalism)	10
TOTAL	250

Late work will carry a 10% *per school day* penalty.

GRADING WILL FOLLOW THE BASIC STANDARD OF:

99-93% A, 92-90% A-: (Excellent)--professional quality needing no changes to submit to clients or editors. These papers and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and flawless writing.

89%-87 B+, 86-83% B, 82-80% B-: (Good)--needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. They don't necessarily have anything wrong, but they could be better, *usually with a stronger topic*, a more artistic presentation, better information, or improved writing.

79-77% C+, 76-73% C, 72-70% C-: (Adequate)--needs major revisions before submitting to client or editor. These papers and presentations do the job AFTER the revisions. They wouldn't meet the client or editor's expectations. They have weak ideas, concepts and/or presentations and/or writing problems. They draw attention because they *don't do the job*.

69-67% D+, 66-63% D, 62-60% D-: (Below Standard)--unacceptable for submission as a graduate student. Shows a lack of pride in your work.

59% and below F: (Unacceptable)--inability to finish the work in a professional, timely way. Usually caused more by personal/time management/work habit problems than a lack of skills or understanding of the research, writing, or production process.

CLASS SCHEDULE—Fall 2019

(subject to change)

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|----------------|---|
| Aug. 27 | Get Acquainted |
| Aug. 29 | Review Syllabus. Group meetings for Twitter Dee, Twitter Dumb Read Chapters 1, 2 of "The System"

Assign: Discussion Q#1
Assign For Thursday, Sept. 12 (or sooner) come up with a Twitter Dee, Twitter Dumb subject/topic. Post under your group name in Blackboard. In case of duplicate ideas, earliest posted takes precedence. |
| Sept. 3 | Title IX, Gender Equity, The Rise of Women's Sports and The New Implications of the Law. Read Chapters 1,2 of "The System" |
| Sept. 5 | Dr. Max Utsler explains structure and purpose of group assignments (Twitter Dee, Twitter Dumb), with hopeful time for group meetings and |

discussion. Al Wallace leads discussion of Chapters 1, 2 of "The System".

- Sept. 10** Cable TV \$\$\$/ Possible Group Work (Scrimmage), and 2-Minute Drill (Thesis Development).
- Sept. 12** College Sports \$\$\$ intro. by Dr. Max Utsler Discuss Early Chapters of "The System"
- Sept. 17** College Sports \$\$\$--part II by Dr. Max Utsler/ O'Bannon/Shoe Contracts Database on BB NOTE: due by midnight of September 19th, Group Work topic (Twitter Dee, Twitter Dumb)
- Sept. 19** It's Fun to Play at the NCAA. Discuss Early Chapters of "The System"
Also: due by midnight, Group Work topic in team folder
- Sept. 24** Skype-- Amy Perko, Executive Director, Knight Commission/Group Work. <https://knightcommission.org/finances-college-sports/> Read <https://www.knightcommission.org/2019/05/to-speed-reform-knight-commission-calls-for-more-transparency-in-college-basketball/>
- Due: End of Discussion Q#1 at midnight Sept. 24
Assign: Start of Discussion Q#2
Assign: Directed Discussion Synthesis Paper over Discussion Q#1 due Thursday, Oct. 10
- Sept. 26** Review and Catch Up/One Minute Report from each Twitter Dee/Twitter Dumb group has been moved to Thursday, October 3rd. Read: Chapters 9, 10, 11, 12 of "The System".
- Oct. 1** Guest Speakers: Blair Kerkhoff, college sports beat writer, Kansas City Star/ Dennis Dodd, College Beat Writer, CBSSports.com. Read Chapters 12, 13, 14 of "The System"
- Oct. 3** My Solution. Lecture by Max Utsler/Group Work and One Minute Report for Twitter Dee/Twitter Dumb. Read Chapters 15,16 of "The System"
- Oct. 8** Guest Speaker: Mike Swanson, VP Communications and Broadcasting, Kansas City Royals.
- Oct. 10** Academic Fraud: St. Bonaventure Transfer. NCAA and Ricky Clemens case.

Directed Discussion Synthesis Paper due in class, 2 to 2 1/2 pages. Go to: Assignments, and then Directed Discussion/Synthesis Paper for more guidance and instructions. Also Read: Blooms Taxonomy.
Read: Chapters 17, 18, 19 of "The System"

- Oct. 15** NO CLASS, FALL BREAK
- Oct. 17** Academic Fraud II/Academic Reform. Read Chapters 20, 21, 22 of "The System"
- Oct. 22** Boys Behaving Badly/Violence
 Due: End of Skull Session Discussion Question #2 at Midnight
 Assign: Skull Session Discussion Question #3 (Discussion on Blackboard ends Midnight, Nov. 7)
 Read: Chapters 23, 24 of "The System"
- Oct. 24** Guest Speakers for J-School Generations: B.J. Rains/Sportswriter, Idaho Press, and Victoria Baldwin/Senior Strategist at Octagon. Both are KU Alums
 Read Chapters 25, 26, 27 of "The System"
- Oct. 29** Race, Power and American Sports (video)/Mizzou Discussion. Assign: Twitter Dee, Twitter Dumb Project outlines due Nov. 7 at midnight
- Oct. 31** Guest Speaker: Jeff Chadiha, NFL Network. Assign: Essay Exam over readings, discussions and class sessions.
- Nov. 5** Gambling Due: End Discussion Question #3, Midnight Nov. 6.
 Assign: Begin Discussion Question #4. Due: Twitter Dee/Twitter Dumb Project Outlines
- Nov. 7** Guest Speaker: Jeff Long, Athletic Director, University of Kansas.
 WONDERLIC/ESSAY EXAM - hard copy due, start of class.
- Nov. 12** Guest Speaker TBA
- Nov. 14** Guest Speaker TBA
- Nov. 19** Steroids/Violence/Celebs in Marketing
- Nov. 21** Guest Speaker TBA
 Due: End of Discussion Question #4 at midnight
- Nov. 26** TBA - Possible time spent for Final Group Work
- Nov. 28** Thanksgiving, NO CLASS

Dec. 3 Student Presentations for Scrappers, White Caps, Mudcaps

Dec. 5 Student Presentations for Lugnuts, Tin Caps, Shorebirds

Dec. 10 Student Presentations for River Dogs, Spikes, Crawdads

Dec. 12 Student Presentations for River Bandits, Kernels

Dec. 13 STOP DAY

Dec. 19 Final Exam Period 7:30-10am (Student Presentations as needed/hand back graded assignments)