Journalism 540
Media, Sports and Society
Fall 2017

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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 2017
(subject to change to accommodate guest speakers)
Revised 8/24/17

Aug 22  Get Acquainted/Sports for Sale (PBS Video)

Aug 24  Review Syllabus/Sports for Sale/Group meetings on Twitter Dee, Twitter Dumb
Read: Ch. 1, 2
Assign: Discussion Question #1
Assign: For Thursday, Sept. 15 m(or sooner), come up with a possible Twitter Dee, Twitter Dumb topic. Post under your group name on Blackboard. In case of duplicate ideas, earliest posted takes precedence.

Aug 29  Title IX, Gender Equity, The Rise of Women’s Sports and The New Implications of the Law(Prezi)/Gender and Race Scorecard web page/Group work
Read: Ch. 3, 4

Aug 31  TV Sports: The Dream Marriage/ Bloom’s Taxonomy/Thesis statements
Read: Ch. 5, 6

Sept 5  Cable TV $$$/Group Work

Sept 7  College Sports $$$ Intro
Read: Ch. 7, 8

Sept 12  College Sports $$$--part II/ O’Bannon/Shoe Contracts Database on BB

Sept 14  Skype--Amy Perko, Executive Director, Knight Commission/Group Work
Due: Post possible topic for Twitter Dee, Twitter Dumb on the Discussion Board at Blackboard in your team folder
Read: Ch. 9, 10

Sept 19  Blair Kerkhoff, college sports beat writer, Kansas City Star/ Dennis Dodd, College Beat Writer, CBSSports.com/ Steve Wieberg, former reporter, USA Today, current member of the College Football Playoff Committee
Due: End of Discussion Q#1 at midnight September 20
Assign: Start of Discussion Q #2
Assign: Directed Discussion Synthesis Paper over Discussion Question #1 due Oct. 6

Sept 21  Social Media and Sports (Prezi)/One-minute report from each Twitter Dee group
Read: Ch. 11, 12
Sept 26  Academic Fraud

Sept 28  Academic Fraud II/Boys Behaving Badly/Violence ppt.
One-minute report from each Twitter Dee Group
Read: Ch. 13, 14

Oct 3  Guest—Richard Konzem, Championship Consulting President, former college athletics director

Oct 5  Guests, Jenni Carlson, Matt Gardner, Mike Miller

Oct 10  It’s Fun to Play at the NCAA/Academic Reform
Read: Ch. 15, 16
Due: Directed Discussion Synthesis Paper iver /discysuin /qystuin #1 hard copy due in class

Oct 12  Paul Buskirk, KU Associate AD—APR and Graduation Rates/Sports For Sale
Assign: Twitter Dee, Twitter Dumb Project outlines due Nov. 5
Assign: Discussion Question #3
Due: End of Discussion Question #2 at midnight, Thurs, Oct. 13

Oct 17  No class, Fall Break
Sports For Sale/Boys Behaving Badly
Read: Ch. 17, 18

Oct 19  Brian Hanni, Voice of the Jayhawks
Read: Ch. 19. 20

Oct 24  Sports Talk Radio—Guests: Danny Clinkscale, 810 WHB; Frank Boal, KSHB-TV; Tim Robisch, Great Plains Media
Assign: Essay Exam over readings, discussions, class sessions

Oct 26  Gambling
Read: Ch. 21, 22

Oct 31  My Solution
Read: Ch. 23, 24

Nov 2  Race, Power and American Sports (video)/Mizzou discussion
Due: End Discussion Question #3 midnight Nov. 5
Assign: Begin discussion Question #4
Due: Twitter Dee, Twitter Dumb Project outlines
Read: Ch. 25, 26, 27

Nov. 7  Guest—Dr. Jerry Jerry Crawford, HBCU’s
**Nov 9**  Catch Up Day  
Due: Essay exam, hard copy at start of class

**Nov 14**  Guest—Roger Twibell, former ABC sportscaster

**Nov 16**  Guest—Mike Swanson, VP of Communication and Broadcasting, Kansas City Royals

**Nov 21**  Steroids/Violence  
Due: End of Discussion Q #4, midnight Nov. 21

**Nov 23**  No class—Thanksgiving

**Nov 28**  Student Presentations for Scrappers, Whitecaps

**Nov 30**  Student Presentations for Lugnus, Tin Caps, Shorebirds

**Dec 5**  Student Presentations for River Dogs, Spikes, Crawdads

**Dec 7**  Student Presentations for River Bandits, Kernels

**Dec 8**  Stop Day

**Dec xx**  Final Exam period 7:30-10a (Student Presentations as needed/hand back graded assignments)