

Journalism 377.1

SPORTS COMMUNICATION

Spring, 2020 John Sweeney, Carroll 235

This course will examine the new world of communication by focusing on sports. The intention of the instructor is to look at the converging worlds of journalism, public relations, marketing, advertising, documentary and fiction as expressed in the new commercial reality of sports.

Students will be expected to work on a professional communication assignment for the Washington Nationals as well as follow the conventional readings and lecture format of a college course.

Readings for the Course

Students will be expected to read and discuss the following books during the term:

The Blind Side by Michael Lewis

Holding Court by Chris Gorrage

Invictus by John Carlin

The Big Drop Edited by John Long

The Making of the Masters by David Owen

Workbook—Available at Student Stores

Professional Assignment for the Course

Students will participate in an assignment from the Washington Nationals on finding and establishing a title sponsor for the Nationals field. Alexandra Cruz, sponsorship manager for the Nationals, will travel to Chapel Hill to critique your work.

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AEJMC Standards Included in this course:

- Principles of Freedom of Expression
- History and Role of Media
- Diverse Society and Audiences
- Global Cultural Perspectives
- Ethical Principles for Communication
- Critical and Creative Thinking
- Data, Numbers and Statistics
- Evolving Communication Technology

Evaluation for the Course

Your grade will result from the following evaluations:

Event Analysis	17%	Due: Thursday, January 30
February Test	25%	Due: Tuesday, February 18
Presentation and Portfolio NATIONALS Assignment	25%	Due: Thursday, April 9
Final Exam	33%	Monday, April 27 12:00—3:00

There will be take-home and in-class sections to the Final. Details later.

Schedule of Events

Note: Attendance is required at the Entrepreneurial Event on Friday, March 27. As compensation, there will be no class on Thursday, March 5.

January 9	Perspective 1: The Arts (Event Analysis assignment given out)
January 14	BOOK: <u>The Blind Side</u>
January 16	Perspective 2: Marketing

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January 21	Book: <u>Holding Court</u>
January 23	Perspective 3: Public Relations
January 28	Book: <u>Invictus</u>
January 30	Event Analysis
February 4	Perspective: 4 Journalism
February 6.	Book: <u>The Big Drop.</u>
February 11	Perspective 5: Integration
February 13	Guest
February 18	Test
February 20	Washington Nationals Brief
February 25	Nationals #1
February 27	Nationals #2
March 3	Nationals #3
March 5	Entrepreneurial Event—no class

SPRING BREAK: MARCH 9-13

March 17	Nationals #4
March 19	Nationals #5

NEXT MEDIA WORKSHOP, March 27, 9:00—12:00

March 24	Nationals #6
March 26	Nationals #7
March 31	Nationals #8
April 2	Nationals #9

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April 7 Nationals #10
April 9 Washington Nationals Presentation

(April 9-12 Watch 2 hours of Masters Tournament)

April 16 Book: Making of the Masters
April 18 Wide World of Sports
 (Take-home Exam section given out)

April 23 Tokyo Olympics---360 degrees
April 25 Three current issues in sports communication
 Take-home Exam Section due

Final Exam: Monday, April 27 12:00—3:00