

COMM 4250: ADVANCED SPORT COMMUNICATION
Summer 2018
Dr. Gregory A. Cranmer
Clemson University

Textbook and Required Materials:

Various OER, assigned weekly by the instructor.

Course Description: Combination seminar and primary research class that explores contemporary sports communication issues. Students write position papers on seminar topics and conduct primary research on sports communication topics of their choice.

Course Objectives: Upon completion of this course, students will be able to:

- a) Identify key issues in sport as applicable to personal and public health
- b) Discuss and reflect upon salient issues in the modern sporting landscape
- c) Integrate assigned readings and secondary research into coherent lessons to guide the learning of others
- d) Write a concise and cogent essay about a timely issue in media, sport, and/or health
- e) Conduct an original pilot study of phenomena related to course content
- f) Conduct and present original research to peers

National Communication Association Learning Outcomes in Communication (LOCs):

LOC #2: Employ communication theories, perspectives, principles, and concepts

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts
- Apply Communication theories, perspectives, principles, and concepts
- Critique Communication theories, perspectives, principles, and concepts

Course Requirements

1. Course Project: There is an individual research project. You will select a topic of inquiry and conduct a content analysis. This will require you to write a rationale for the project, collect at least 50 articles from news sources on your topic, assess at least 5 variables of interest for each article, write an accounting of the results, interpret those results, and ultimately share your project with your peers. (350 pts.)

2. Exam: You will take a midterm exam on the course readings and any educational documentaries that will may watch. The exams will consist of multiple choice, true/false, and matching questions that will assess your understanding of the readings and course discussions. These exams will also feature short essays that require application of course content to real world situations. (150 pts)

3. Reading Quizzes: There will be 11 brief quizzes (5 questions) on the course readings. Your highest 10 quizzes will be used for this grade. These quizzes are meant to hold you accountable for preparing for each class session. (50 points)

4. Participation: You will be expected to participate during the seminar sessions. This means read, ask questions, and answer the questions of your peers. Not only will this help your peers, it will help you when it is your turn to lead a seminar. (50 pts)

5. Leading Discussion: In pairs of two, you will lead a discussion seminar. This will require you and your partner to not only read the assigned readings, but to develop discussion questions, applications of the readings, connections to recent events, and at least one activity. You will be responsible of for using all of the class time (approximately 70 minutes [after the reading quiz]). You may use additional readings, media, etc. to supplement your seminar provided those sources are relevant and engaging. (100 points)

TENATIVE SCHEDULE:

WEEK 1		Reading/Assignment Due
Jan. 11	Introduction to the Course	

WEEK 2		
Jan. 16	Concussions & Public Discourse	C –Cranmer & Sanderson (in press), Cassilo & Sanderson (2018)
Jan. 18	Political Activism in Sport	C – Sanderson, Frederick, & Stocz (2016), Frederick, Sanderson, & Schlereth (2017)

WEEK 3		
Jan. 23	Performance Enhancing Drugs	C - Denham (1999), Butterworth (2008), Denham (2007)
Jan. 25	Dietary Supplements	C – Denham (2011), Dodge et al. (2011), & Ethan et al. (2016)

WEEK 4		
Jan. 30	Masculinity in Sport	C – Dickerson (2016), Lindemann & Cherney (2008), Trujillo (1991)

Feb. 1	Aggression in Sport	C – Kurtz (online first), Kassing & Sanderson (2010), Kassing & Inante (1999)
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WEEK 5

Feb. 6	Domestic Violence	C – Hill & Fuller (2018), Martin (2017)
Feb. 8	Body Image	C – Smith (2016), Pope et al. (1997), Harrison & Fredrickson (2003)

WEEK 6

Feb. 13	Spectacle and Mega Sport	Kim, Choi, & Kaplanidou (2015), Billings, Burch, & Zimmerman (2015), Bie & Billings (2015)
Feb. 15	Sport Journalism	C – McCarthy (2014), Kian & Hardin (2009), Cranmer et al. (2014)

WEEK 7

Feb. 20	Athlete-Fan Interaction in an Age of Social Media	C – Kassing & Sanderson (2010), Bowman & Cranmer (2014), Browning & Sanderson (2012)
Feb. 22	Exam	

WEEK 8

Feb. 27	Content Analysis – Part I Introduction to the Assignment	Pick a topic & Do a preliminary search
Mar. 1	Content Analysis – Part II	Pick a topic & Do a preliminary search

WEEK 9

Mar. 6	Individual Meetings (4/17 Presentations)	Find & Code Articles
Mar. 8	Individual Meetings (4/19 Presentations)	Find & Code Articles

WEEK 10

Mar. 13	Individual Meetings (4/24 Presentations)	Find & Code Articles
Mar. 15	Individual Meetings (4/26 Presentations)	Find & Code Articles

WEEK 11

Mar. 20-22	SPRING BREAK	
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WEEK 12

Mar. 27	Coding Process	Code your data
Mar. 29	Presentation of Method and Data	Code your Data

WEEK 13

Ap. 3	Individual Meetings (4/17 Presentations)	Finalize your coding, prepare presentation
Ap. 5	Individual Meetings (4/19 Presentations)	Finalize your coding, prepare presentation

WEEK 14

Ap. 10	Individual Meetings (4/24 Presentations)	Finalize your coding, prepare presentation
Ap. 12	Individual Meetings (4/26 Presentations)	Finalize your coding, prepare presentation

WEEK 15

Ap. 17	Presentations	
Ap. 19	Presentations	

WEEK 16

Ap. 24	Presentations	
Ap. 26	Presentations	

WEEK 17

April 30	Projects Due By 3:00 PM	
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