NEW MEDIA AND THE FUTURE OF SPORT

JMC:3832 / 019:169

SPRING 2014

Mondays, Wednesdays & Fridays, 11.30-12.20 in E220 AJB

Dr. Thomas Oates
Office: 728 Jefferson Building
thomas-oates@uiowa.edu

Office hours: Mondays and Wednesdays 9:30-11 am, and by appointment

Course description and objectives

New media technologies such as talk radio, video games, web-based journalism, blogs, Twitter, You Tube, and fantasy leagues have fundamentally changed commercialized sport. How sports fans engage, the way advertisers reach audiences, and the very presentation of sports have been reshaped by the new media technologies. This course explores those changes: the economic imperatives driving them and their cultural implications. This course should help you better understand the history of new media’s relation to sport, the marketing strategies applied to new media markets, and the cultural implications of these changes. To help you meet these goals, you will be required to complete three examinations, eight short written and oral discussions, and a 6-10 page essay.

Required texts


Brett Hutchins and David Rowe, Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Sport (Routledge, 2012) $44.95. Available at Prairie Lights and:
http://www.taylorandfrancis.com/books/details/9780415734202/

Course rules and responsibilities

- **Lectures** – Lectures will review and further develop concepts and themes from the readings and will introduce new ideas and examples. The exams will cover both the readings and lectures. Slides from each lecture will be posted on ICON, but these slides will provide mere outlines, so regular attendance is crucial.

- **Discussions** – Eight times during the course, discussions will provide opportunities to review material from the previous week or two, seek clarification about course concepts and other details, and work towards success on exams and the paper. Usually, questions pertaining to the week’s material will be posted on ICON’s discussion board one week before the scheduled discussion. Students can earn ten points by fulfilling two requirements: 1) Posting to the discussion board by 9 pm on the night before the discussion will earn you five possible points. (2) Participating in the in-class discussion will earn you five possible points. Students who miss an in-class discussion may complete a make-up assignment only if they have an excused, properly documented absence. The make-up is due at the next class meeting or, in the case of illness from the flu, whenever you are well enough to return with an “Absence from Class” form (see
• **Reading Quizzes** – Six times this semester, we will have an unannounced quiz. The quiz will consist of 3-5 questions and will cover basic material from the reading assigned for that day. Unless your absence is officially excused or you were ill and have an “Absence from Class” form (see below under “Attendance and Professionalism”) you will not be allowed to make up quizzes you miss due to absence or lateness.

• **Examination** – We will have three examinations during the course of the semester. There will be a final examination, so do not make travel plans for finals week. The date will be announced shortly, but is not yet available. The date will be posted and announced as soon as it is made public.

• **New Media Analysis** – You will conduct an analysis of a single new media product relating to sport. Your analysis will between 1,500-2,500 words long and will explore commercial and cultural factors. See the assignment sheet for more details.

• **Workshops** – Portions of your New Media Analysis paper will be due at the workshops (see schedule below). You must come to workshop with a printed copy of your work to receive credit for the workshop. No late work pertaining to workshops will be accepted.

• **Attendance and professionalism** – You should treat this course with the level of professionalism you would bring to a job. Your do not need to dress up, but please observe the following guidelines (on which you will be assessed):
  - Be courteous and professional in your correspondence for this course, using proper grammar and proper modes of address.
  - Come prepared and be ready to contribute. Do not skip class meetings. Focus on the material when in class.
  - Do not read the newspaper, text, sleep, surf the web, pass notes, or otherwise engage in behavior that detracts your (and possibly others’) attention from the course.

In the unlikely event that you miss a class, please remember the following:
  - Absences from discussion meetings will lower your participation grade. It’s impossible to participate when you are absent, you may be out of the loop in future discussions because of something you missed.
  - Exam questions will frequently be drawn from course lectures and discussions, so it’s your responsibility to obtain notes, assignment sheets and whatever else you might have missed – do not ask me for them if you missed class. It might be a good idea to find a partner and agree to fill each other in when you miss class. Never, ever ask if you missed anything important. Assume that you did and take the necessary steps to catch up.
  - Excepting officially excused absences or other extraordinary circumstances, you will not be allowed to make up work you missed. If you are sick with the flu, please do not come to class until you are well again. You need not bring a doctor’s note in such circumstances. Instead, please use the “Absence from Class” form available here:

• **Studying** —The Center for Teaching recommends a 2:1 ratio of time spent studying per hour in class, which translates to 5-6 hours per week for this course. You should use this time to complete and carefully review the assigned reading, review your notes on readings and lectures, complete written assignments, and prepare for exams. Some weeks
will be more work-intensive than others, so plan ahead and budget your time accordingly. Start your written assignment early.

- **Deadlines** – Deadlines are to be treated with the utmost seriousness. Papers are due at the start of class on the date marked in the syllabus. Any late paper will be penalized one letter grade, and will be penalized an additional letter grade for each day that passes without a submission. For example, a paper assessed as a B+, but turned in two days late would receive a D+.

- **Computer responsibilities** — You are responsible for knowing how to use a computer. This includes maintaining back-up files of your work. Losing an assignment due to failure to back up a file will result in a “zero” for the assignment. You must have an uiowa.edu account and be able to receive e-mail there. Check this account regularly and forward to your primary account if necessary. All email communication for the course (both sent and received mail) must move through your uiowa.edu account. Course announcements will also be posted on ICON, so be sure to check in regularly.

- **Academic Fraud** – We are bound by the Code of Academic Honesty, in which each of us agreed to do “my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge [http://thechallenge.uiowa.edu/meet/index.html]. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty.” Attempting to disguise another’s work as your own is therefore strictly forbidden. Words that are not your own must be clearly identified by the use of quotation marks. Paraphrased material must be properly cited. We examine papers carefully for signs of plagiarism and will prosecute offenders to the fullest extent of university policies. Consciously or unconsciously plagiarizing is lazy, foolish, self-defeating, and extremely ill advised. The University provides penalties for plagiarism ranging from disciplinary probation to dismissal from the University. We will review the proper techniques to research and write papers and tests correctly to avoid even accidental plagiarism. If you are in doubt as to whether you may be plagiarizing, ask me for help. Ignorance or indifference to these guidelines is not a defense. For more details, see www.clas.uiowa.edu/students/academic_handbook/ix.shtml.

- **Office hours** – You should feel free to stop by during office hours to receive clarification about course concepts or assignments, discuss ideas for projects relating to the course, or just to talk about the course topic in an unstructured way. Come alone or if you prefer, with a group of classmates. Don’t be a stranger.

- **Reacting Safely to Severe Weather** – If the warning system indicates severe weather, we should immediately seek shelter in the innermost part of the building, if possible at the lowest level. Stay clear of windows and freestanding expanses. The class will reconvene after the severe weather has ended.

- **Special accommodations** – I want to hear from anyone who has a disability that may require some modification of seating, testing or other class requirements. Please contact me during my office hours, by e-mail or after class. Special academic arrangements for students with disabilities are handled in cooperation with Student Disability Services (www.uiowa.edu/~sds/). Students who feel they need special accommodations for any aspect of the course are encouraged to contact SDS and to speak with the instructor and/or TAs early in the semester, so that accommodation can be made as soon as possible.

- **Conflict resolution** – Should conflict arise, please seek to resolve them with me directly. Students seeking to resolve a conflict should first contact myself, then, should the issue remain unresolved, Julie Andsager (Director, School of Journalism and Mass
Communication). For more information, see the CLAS Student Academic Handbook at: www.clas.uiowa.edu/students/academic_handbook/ix.shtml.

- **Sexual harassment policy** – Sexual harassment will not be tolerated. We all have a duty to report incidents of sexual harassment immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy. Immediately report any concerns to Professor Oates or to Julie Andsager, Director of the School of Journalism.

Requirements:

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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Date</th>
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<tr>
<td>Professionalism</td>
<td>20</td>
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<tr>
<td>Reading Quizzes</td>
<td>30</td>
<td>Periodic (unannounced)</td>
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<tr>
<td>Exam #1</td>
<td>50</td>
<td>February 28</td>
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<td>Exam #2</td>
<td>50</td>
<td>April 9</td>
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<tr>
<td>Workshops</td>
<td>30</td>
<td>Periodic (3 @ 10 points each)</td>
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<td>Sport and New Media Analysis</td>
<td>75</td>
<td>May 7</td>
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<tr>
<td>Discussion Participation</td>
<td>70</td>
<td>Periodic (7 @ 10 points each)</td>
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<tr>
<td>Final Exam</td>
<td>75</td>
<td>Exam Week</td>
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**Course total** 400

Grading scale:

- **A** 94% and up
- **A-** 90-93%
- **B+** 87-89%
- **B** 84-86%
- **B-** 80-83%
- **C+** 77-79%
- **C** 74-76%
- **C-** 70-73%
- **D+** 67-69%
- **D** 64-66%
- **D-** 60-63%
- **F** 59% and below
<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture Title and Details</th>
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<tbody>
<tr>
<td><strong>Wednesday, January 22</strong></td>
<td>Introductions</td>
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<td><strong>Friday, January 24</strong></td>
<td>Michael Oriard, “Football Narrative and the Daily Press”</td>
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<td><strong>Wednesday, January 29</strong></td>
<td>Erik Malinowski, “December 7, 1963: Video Instant Replay Comes to TV”</td>
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<td><strong>Friday, January 31</strong></td>
<td><strong>Discussion #1</strong></td>
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<td><strong>Monday, February 3</strong></td>
<td>Turow, <em>The Daily You</em>, Introduction and Chapter 1 (The Power Under the Hood)</td>
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<td><strong>Wednesday, February 5</strong></td>
<td>Turow, <em>The Daily You</em>, Chapter 2 (Clicks and Cookies) and Chapter 3 (A New Advertising Food Chain)</td>
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<td><strong>Friday, February 7</strong></td>
<td><strong>Discussion #2</strong></td>
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<tr>
<td><strong>Monday, February 10</strong></td>
<td>Turow, <em>The Daily You</em>, Chapters 4 (Targets or Waste) and Chapter 5 (Their Master’s Voice)</td>
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<td><strong>Wednesday, February 12</strong></td>
<td>Turow, <em>The Daily You</em>, Chapter 6 (The Long Click) &amp; Chapter 7 (Beyond the “Creep” Factor)</td>
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<tr>
<td><strong>Friday, February 14</strong></td>
<td>Amanda Hess, “Why Women Aren’t Welcome on the Internet”</td>
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<tr>
<td><strong>Monday, February 17</strong></td>
<td><strong>Discussion #3</strong></td>
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<tr>
<td><strong>Wednesday, February 19</strong></td>
<td>Brett Hutchins &amp; David Rowe, <em>Sport Beyond Television</em>, Chapters 1</td>
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<tr>
<td><strong>Friday, February 21</strong></td>
<td>Brett Hutchins &amp; David Rowe, <em>Sport Beyond Television</em>, Chapters 2</td>
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<td><strong>Paper Assignment Distributed</strong></td>
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<td><strong>Monday, February 24</strong></td>
<td>Brett Hutchins &amp; David Rowe, <em>Sport Beyond Television</em>, Chapter 3</td>
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<tr>
<td><strong>Wednesday, February 26</strong></td>
<td>Review</td>
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<td><strong>Friday, February 28</strong></td>
<td><strong>Exam #1</strong></td>
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<tr>
<td><strong>Monday, March 3</strong></td>
<td>Greg Pollock, “The Evil Genius of Fantasy Football”</td>
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<tr>
<td><strong>Wednesday, March 5</strong></td>
<td>Brett Hutchins &amp; David Rowe, <em>Sport Beyond Television</em>, Chapter 5</td>
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Friday, March 7  
**Discussion #4**

Monday, March 10  
Brett Hutchins & David Rowe, *Sport Beyond Television*, Chapter 4

Wednesday, March 12  
Brett Hutchins & David Rowe, *Sport Beyond Television*, Chapter 6

Friday, March 14  
Joe Eskanazi, “Top Five Ways Bleacher Report Rules the World”

Monday, March 24  
John Branch, “Confronting an Enduring Taboo”

Wednesday, March 26  
Caleb Hannan, “Dr. V’s Magical Putter” & Cyd Zeigler, “How ESPN and Grantland Desperately Failed the Trans Community”

Friday, March 28  
**Discussion #5**

Monday, March 31  
**Visit with Cyd Zeigler, co-founder of Outsports.com**

Wednesday, April 2  
Brett Hutchins & David Rowe, *Sport Beyond Television*, Chapter 7

Friday, April 4  
Ian Bogost, “What Are Sports Video Games?”

Monday, April 7  
Review for Exam #2

Wednesday, April 9  
**Exam #2**

Friday, April 11  
**Discussion #6**

Monday, April 14  
Tracey Lien, “No Girls Allowed”

Amy O’Leary, “Sexual Harassment in Online Gaming Stirs Anger”

Wednesday, April 16  
Mia Consalvo, “Women, Sports, and Videogames”

Friday, April 18  
**Workshop #1**

Monday, April 21  
**Discussion #7**

Wednesday, April 23  
Brett Hutchins & David Rowe, *Sport Beyond Television*, Chapter 8

Friday, April 25  
Markus Stuaff, “Sports on YouTube”

Monday, April 28  
David Leonard, “Eye Candy and Sex Objects: Gender, Race and Sport on YouTube”

Wednesday, April 30  
**Workshop #2**
Friday, May 2  
Discussion #8

Monday, May 5  
Workshop #3

Wednesday, May 7  
Wrap-up

Sport and New Media Analysis due

Friday, May 9  
Review

Exam Week Date (TBA)  
Final Examination