SPST: 3175 / JMC: 3183
SPORT AND THE MEDIA
Tuesdays and Thursdays, 11.00-12.15 pm in E220 AJB

Dr. Thomas Oates
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thomas-oates@uiowa.edu, 319.335.0316

Office hours: Tuesdays and Thursdays 9:30-10:30 in w331 AJB, Fridays 1:30-2:30 in 728 JB, and by appointment.

Course description and objectives
This course reviews a variety of scholarly approaches to the convergence of corporate sport and corporate media. We will consider how elite sport is commodified in television, film, journalism, video games, and advertising, and how those patterns privilege certain ways of understanding sport over others. We will learn about the forces shaping sport media production, study the meanings audiences make of them, and consider the ways sport media production and consumption might be reimagined.

This course considers both scholarly and popular readings, with the goal of improving your ability to read and interpret scholarly arguments about sport and media. The course also aims to sharpen your skills in research and in written, verbal, and multimedia expression. To assist this process, students will complete three major assignments and participate in regular class discussions.

Required text: None

Assignments

- **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 for professional behavior:
  - Come ready to class prepared and alert. Do not skip class meetings for trivial reasons. Read the assigned readings before class. Focus carefully on the material when in class.
  - Engage fully to our collective work of learning. Please do not engage in behavior that detracts your (and possibly others’) attention from the course. Cellular phones should be silenced and put away for the entirety of class. Laptops and other screens should be used only to advance learning on the topic at hand.
  - Be courteous and professional in your correspondence for this course, using proper grammar and modes of address.

In the unlikely event that you miss a class, please remember the following:

- Unexcused 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. If you have an excused absence, please consult with me about a make up assignment.
- Never, ever (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: https://registrar.uiowa.edu/absence-class.

• Participation – Participation is an important component of this course and the minimum expectation is to make meaningful contributions to class discussion at least 5 different times in the semester. Each contribution is worth up to 10 points. If you choose not to speak in class, you can still earn up to 10 points by turning in a 150-300 word reflection on the readings and discussion that advances some point of discussion raised in class. A hard copy of this paper is due at the beginning of the next class meeting and will be graded according to criteria detailed separately (see “Files” > “Participation Makeup Guidelines”).

• Alien Anthropologist Paper – In this 500-800 word paper, you will describe some aspect of sports performance or fandom from the vantage point of a cultural outsider. You will need to describe the behaviors you observe and attempt to explain them, accounting for (but not reducing your explanation to) how insiders justify their behavior. Full details will be distributed on September 3.

• Historical Precedents Paper – This paper requires you to identify a recent (since January, 2016) controversy in mainstream sport and identify at least one relevant historical event that is similar to it in some way. In your paper, you should discuss the similarities and differences between the two events. Full details will be distributed on September 26.

• Multimedia Project – For your final project, you have two options: (1) You may identify some area of sport neglected by mainstream sport media and create a Wikipedia page that highlights and provides details on it for interested readers. You must provide any relevant images and produce a draft of your text to be workshopped. This assignment needs to be accompanied by a brief (500-800 word) whitepaper in which you explain how your intervention meaningfully contributes to enriching and expanding information for sports fans, with reference to at least one of the readings from the semester. (2) Alternately, you may create a 3-5 minute video PSA, explaining the current state of knowledge about some important aspect of sport media production or consumption. You must provide relevant images to illustrate your issue and produce a script to be workshopped. You will also submit a short (500-800 word) critical reflection on why you chose your topic and explaining the choices you made. Further details will be distributed on

Course rules and responsibilities

• Registration Deadlines – Last day to drop without a W: August 31. Last day to drop with a W: October 29.

• Class meetings – Meetings are opportunities to review and further develop concepts and themes from the readings and to introduce new concepts, themes, and examples. Lectures will be accompanied by some slides, which I will post on ICON. These slides merely outline the lectures, however, so attendance and careful attention is crucial.

• 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 class period that
passes without a submission. For example, a paper assessed as a B+, but turned in two class meetings late would receive a D+.

- **Studying** — In addition to the time you spend in class, you should spend 5-6 hours per week working on 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. The Writing Center and the Speaking Center are valuable resources for this course.

- **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.

- **Absences and Attendance**
  Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

- **Administrative Home of the Course**
  The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

- **Academic Integrity**
  All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

- **Communication and the Required Use of UI Email**
  Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

- **Complaints**
  Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

- **Nondiscrimination in the Classroom**
  UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights
policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

- **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 (https://sds.studentlife.uiowa.edu/). 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.

- **Sexual Harassment**
  Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.

- **Mental Health Resources for Students**
  - http://counseling.studentlife.uiowa.edu
  - http://studenthealth.uiowa.edu/services/psychiatry
  - https://hr.uiowa.edu/livewell/managing-stress-and-behavioral-health
  - https://www.jccrisiscenter.org/24-hour-crisis-line/
  24-Hour Crisis Line via The Johnson County Crisis Center
  Hours: Available 24 hours a day, 365 days a year
  Phone: (855) 325-4296; (319) 351-2726

- **Sexual Assault/Domestic Violence**
  If you have been the victim of a sexual assault or domestic violence on or off campus, or you know someone who has been assaulted and you want to find out more about available resources please contact the Rape Victim Advocate Program (RVAP), or Monsoon United Asian Women of Iowa, the UI Campus Police, or the Domestic Violence Intervention Project (DVIP).
  **Resources:**
  - RVAP: (319) 335-6000 http://www.rvap.org/home/
  - Monsoon: (866) 881-4641 https://monsooniowa.org/programs-services/on-campus-victim-services/
  - DVIP: (800) 373-1043 http://dvipiowa.org/resources/
  - Campus Police: (319) 335-5022 https://police.uiowa.edu/police/reporting-sexual-assault

- **Resources for Students**
  - **Writing Center**: 110 English-Philosophy Building, 335-0188, http://writingcenter.uiowa.edu/
  - **Speaking Center**: 12 English-Philosophy Building, 335-0205, http://clas.uiowa.edu/rhetoric/students/speaking-center
  - **Mathematics Tutorial Laboratory**: 314 MacLean Hall, 335-0810, http://www.math.uiowa.edu/math-tutorial-lab
  - **Campus Inclusion Team** https://inclusionteam.uiowa.edu/
  - **Student Disability Services**: (319) 335-1462 https://sds.studentlife.uiowa.edu/
  - **Office of Sexual Misconduct Response Coordinator**: (319) 335-6200 https://sds.studentlife.uiowa.edu/
  - **CLAS Academic Programs and Student Development**: (319) 335-2633 https://clas.uiowa.edu/students
Academic Resource Center: (319) 335-1497  https://uc.uiowa.edu/student-success/arc
Conversation Center: https://clas.uiowa.edu/rhetoric/conversation-center
TRIO Student Support Services: (319)335-1288 https://diversity.uiowa.edu/unit/trio-student-support-services

Requirements
The schedule of assignments and exams, as well as the credit assigned to each:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Date</th>
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<tbody>
<tr>
<td>Professionalism</td>
<td>25</td>
<td></td>
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<tr>
<td>Participation</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>30</td>
<td>Periodic (unannounced)</td>
</tr>
<tr>
<td>Workshop #1 - Alien Anthropologist</td>
<td>10</td>
<td>September 19</td>
</tr>
<tr>
<td>Alien Anthropologist Paper</td>
<td>50</td>
<td>September 26</td>
</tr>
<tr>
<td>Workshop #2 - Historical Precedents</td>
<td>10</td>
<td>October 24</td>
</tr>
<tr>
<td>Historical Precedents Paper</td>
<td>50</td>
<td>November 5</td>
</tr>
<tr>
<td>Workshop #3 - Multimedia Project Proposal</td>
<td>10</td>
<td>April 5</td>
</tr>
<tr>
<td>Workshop #4 - Multimedia Project Script</td>
<td>15</td>
<td>April 10</td>
</tr>
<tr>
<td>Multimedia Project</td>
<td>100</td>
<td>Exam Week</td>
</tr>
<tr>
<td><strong>Course total</strong></td>
<td><strong>350</strong></td>
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Grading scale
Course grades will be distributed according to the following scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>324 and above</td>
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<tr>
<td>A-</td>
<td>323-314</td>
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<tr>
<td>B+</td>
<td>313-303</td>
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<tr>
<td>B</td>
<td>302-293</td>
</tr>
<tr>
<td>B-</td>
<td>292-279</td>
</tr>
<tr>
<td>C+</td>
<td>278-268</td>
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<tr>
<td>C</td>
<td>267-254</td>
</tr>
<tr>
<td>C-</td>
<td>253-244</td>
</tr>
<tr>
<td>D+</td>
<td>243-233</td>
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</tbody>
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Calendar

August 27  Introductions

Unit I: Sport Media Fan Cultures

August 29  David, Rowe, “Understanding Sport and Media: A Socio-Historical Approach”

September 3  Michael Serazio, “Just How Much is Sports Fandom Like Religion?”

September 5  Ben Bryant and Thomas Frymorgen, “Football Lads Alliance: We Could Have a Civil War in This Country”

“Who Are the Football Lads Alliance?”

September 7  Joanna Widner, “Why Portland Loves Women’s Soccer Like No Other City”

September 10  Nickolas Davis and Margaret Carlisle Duncan, “Sports Knowledge is Power”

September 12  Michael Serazio & Emily Thorson, “Sports Were Already Politicized, And Sports Culture is Deeply Conservative”

Chantal Mouffe, “Society is Always Divided”

September 17  Michael Butterworth, “Ritual in ‘The Church of Baseball’: Suppressing the Discourse of Democracy”

September 19  Alien Anthropologist workshop

Unit II: Sport Media in History

September 24  Jack Slack, “The War on Jack Johnson: Boxing’s First Black Heavyweight Champion Versus the World”

September 26  “The Nazi Games: Berlin, 1936”

Alien Anthropologist paper due

October 1  Taylor Branch. “The Shame of College Sports”

October 8  Andrew Maraniss, “The Mexico City Olympics Protest and the Media”
再引用《BBC Witness History: Olympic Protest of 1968》

October 10  Harry Edwards, “Sports in the Mass Media”
再引用《Moments of Change: Harry Edwards》

October 15  Jaime Schultz, “The Physical Activism of Billie Jean King”

October 17  Leola Johnson and David Roediger, “Hertz, Don’t It: Becoming Colorless and Staying Black in the Racial Crossover of OJ Simpson”

October 22  Jeffery A. Bennett, “Diving Into the Past: Greg Louganis, Queer Memory, and the Politics of HIV Management”

October 24  **Historical Precedents workshop**

**Unit III: Contemporary Issues**

October 29  Michael Serazio, “Power Play: The Transformations in Sports Journalism”

October 31  Cheryl Cooky, Michael Messner & Michela Muston, “It’s Dude Time!: A Quarter Century of Excluding Women’s Sports in Televised News and Highlight Shows”

November 5  Shannon Ryan, “For Women in Sports Journalism, Social Media ‘Can be an Ugly Place’”

Suzanne Enck-Wanzer, “All’s Fair in Love and Sport: Black Masculinity and Domestic Violence in the News”

**Historical precedents paper due**

November 7  Carol Stabile, “Nike, Social Responsibility, and the Hidden Abode of Production”

November 12  Alexander Wolff, “The Revolution [Will Not be Televised]”

November 14  *High Flying Bird*

November 19  *High Flying Bird*

Final Project Proposal

November 21  Hua Hsu, “Should We Keep Politics Out of Sports?”


Samantha N. Shappard, “Give and Go: The Double Movement of Shut Up and Dribble”
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>December 3</td>
<td>Mia Fischer and Jennifer McCleanren, “Transgender Athletes and the Queer Art of Athletic Failure”</td>
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<tr>
<td>December 5</td>
<td>C. Richard King, “Toward a Radical Sport Journalism: An Interview with Dave Zirin”</td>
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<tr>
<td>December 10</td>
<td><strong>Workshop for final project</strong></td>
</tr>
<tr>
<td>December 12</td>
<td>Wrap up</td>
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