Request for CHANGING an Existing Course

**PRESENT COURSE DESCRIPTION**

<table>
<thead>
<tr>
<th>Title</th>
<th>Media, Sport and Culture: Amplifying the Sporting-Ism</th>
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</thead>
<tbody>
<tr>
<td>Semester Hours of Credit</td>
<td>3</td>
</tr>
<tr>
<td>If combination course type, # hrs. of credit for</td>
<td>Lecture: 3</td>
</tr>
<tr>
<td>Repeat Credit Max. (if repeatable)</td>
<td>3</td>
</tr>
<tr>
<td>Graduate Credit?</td>
<td>Yes</td>
</tr>
<tr>
<td>Credit will not be given for this course and:</td>
<td></td>
</tr>
<tr>
<td>Contact Hours Per Week: (Indicate hours in appropriate course type.)</td>
<td></td>
</tr>
<tr>
<td>Lecture</td>
<td>3</td>
</tr>
<tr>
<td>Lab</td>
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<tr>
<td>Seminar</td>
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<td>Recitation</td>
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<tr>
<td>Intern</td>
<td></td>
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<tr>
<td>Res/Ind</td>
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<tr>
<td>Clin/Pract</td>
<td></td>
</tr>
<tr>
<td>Total Weekly Contact Hours:</td>
<td>3</td>
</tr>
<tr>
<td>Grading System:</td>
<td>Letter Grade X</td>
</tr>
<tr>
<td>Pass/Fail</td>
<td></td>
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<tr>
<td>Course Description: (Include course number, title, etc. exactly as it appears in the General Catalog)</td>
<td>MC 2002 Media, Sport and Culture: Amplifying the Sporting-Ism (3) Prereqs: None. Examines how sports media function to define and shape the national, ethnic, and gender identities of athletes and fans.</td>
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</tbody>
</table>

**PROPOSED COURSE DESCRIPTION**

<table>
<thead>
<tr>
<th>Title</th>
<th>Sports &amp; Mass Communication</th>
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<tbody>
<tr>
<td>Short Title</td>
<td>SPORTS &amp; MASS COMM</td>
</tr>
<tr>
<td>Semester Hours of Credit</td>
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<tr>
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<tr>
<td>Graduate Credit?</td>
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<tr>
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<tr>
<td>Contact Hours Per Week: (Indicate hours in appropriate course type.)</td>
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<td>Res/Ind</td>
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<td>Grading System:</td>
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<tr>
<td>Pass/Fail</td>
<td></td>
</tr>
<tr>
<td>Course Description: (Include course number, title, etc. exactly as it appears in the General Catalog)</td>
<td>MC 2002 Sports &amp; Mass Communication (3) Prereqs: None. Examines how mass communication operates within sports and the sports industries.</td>
</tr>
</tbody>
</table>

**THESE QUESTIONS MUST BE ANSWERED COMPLETELY AND ACCURATELY OR PROPOSAL WILL BE RETURNED.**

Has this change been discussed with and approved by all departments/colleges affected? Yes | No | X | N/A
Is this course included in any curricula, concentrations, or minors? Yes | No | X | If yes, please list on a separate sheet.
Is this course a prerequisite or corequisite for other courses? Yes | No | X | If yes, list courses; use separate sheet.
Is this course on the General Education list? Yes | No | X

**JUSTIFICATION/EXPLANATION:** Use separate sheet.
Note: IF COURSE IS OR WILL BE CROSS-LISTED, SEPARATE FORMS MUST BE SUBMITTED BY EACH DEPARTMENT.

**APPROVALS**

Department Faculty Approval Date: April 7, 2017

College Faculty Approval Date: April 7, 2017

Department Chair Signature: [Signature] (date)

Graduate Dean Signature: [Signature] (date)

College Contact: [Name] E-mail: [Email]
MC 2002 Sports & Mass Communication

Change to existing course - Justification

The current MC 2002 has never been taught because the person who created the class, left shortly after its approval. The subject matter was also very specific, focusing on gender identities in sports.

Now, with the Manship School looking to expand its Sports Communication offerings, the faculty wants to adjust the existing class to make the class broader in scope and better fit with the school’s other sports communication course offerings.

The school’s other offerings include MC 4041 Sports Writing & Production, where students write and produce sports stories and information for multimedia platforms, as well as MC 4042 Mass Media, Sports & Society which is an in-depth look the political, economic and cultural roles of sports institutions and the social roles of professional athletes.

MC 2002 will serve as an introductory class to these other sports offerings. This adjusted class will focuses on how mass communication operates within sports and the sports industries. The course will detail the intersection of the history of sports and mass media and look ahead to what mass communicators can expect in the future in the sports context. The course will look at sports-related careers and operations in journalism, public relations, advertising and political communication.

The faculty is looking to eventually turn this class into a general education class as part of an expanded list of sports communication offerings.
MC 2002 – Sports & Mass Communication
Fall 2018 – Section 1
Monday, Wednesday, & Friday, Time, Room

Instructor:
Email:
Office:
Office phone:
Office hours:

MC 2002 is designed to explore how sports work within journalism, public relations, advertising and political communication. Through scholarly research, industry leaders’ guest lectures and current news events, we’ll detail the history of sports and mass media and where their relationship will head in the future.

To summarize:

Course goals
Students will:
- Identify how sports influences mass media
- Identify how various media influence sports
- Identify potential sports-related careers in mass media
- HAVE FUN!

Course objectives
Students will:
- Demonstrate how sports became an indelible part of the media landscape
- Demonstrate how sports and business are linked together
- Demonstrate how sports is connected to potential mass media careers

Course Materials

Required materials
- Documents I post on Moodle.

Recommended materials
- The Elements of Style by William Strunk Jr. and E.B. White
Webster’s New World College Dictionary, Fifth Edition

General Course Practices

- Each class session we will discuss the readings. This will factor into your participation grade (See “Grading” section).
- Contacting me can be done in class, phone or email. Email me at XXXX@lsu.edu. Please put MC 2002 in the subject line. I shall try to respond within 24 hours Monday through Friday. Do not expect me to reply to any emails sent after 5 p.m. Friday until Monday morning. Also, use some common letter writing practices when emailing me. Emails with salutations such as “Yo” will not merit a response; neither will messages riddled with errors.

- Attendance is vital to your success. I will not take class time to review material for those who decide to surf the Web or not attend class.

- It is expected that the students have read the assigned chapters or pages prior to class for the background necessary to properly participate in the discussion and think critically about the concepts addressed. As a general policy, for each hour you are in class, you (the student) should plan to spend at least two hours preparing for the next class. Since this course is for three credit hours, you should expect to spend around six hours outside of class each week reading or writing assignments for the class.

Grading

Students can earn a maximum 1,000 points in this class. They will be evaluated on the following:

- Weekly responses – 140
  There will be 14 weekly response papers during the semester worth 10 points each. The questions will be found on Moodle and will always be based on the assigned readings. Due dates can be found in the course schedule portion of the syllabus. Each paper should be between 300-350 words.

- Exams – 600
  There will be four exams essays worth 150 points each. The exams will be based upon class readings and discussions. Each exam will cover one of four media areas: journalism, public relations, political communication and advertising.

- Final exam – 210
  The final exam will encompass all the material you’ve learned in the semester.

- Attendance – 25
  You will sign in each class period. Students who miss more than two classes will receive half a letter grade penalty in their attendance grades for each additional class missed. For example if you miss three classes, an A grade would likely become an A-; if you miss four classes, an A grade would likely become a B.
• Participation – 25
You must participate in class and on our class discussion board. Each week you
must say something in class and make two posts in our weekly discussion board.
Successful completion of these tasks results in a weekly grade of 100. If you do
two of three tasks (66), and one of three (33). Zero equates to 0.

Below is a table for converting your points into letter grades

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>975 – 1,000</td>
<td>A+</td>
</tr>
<tr>
<td>935 – 974</td>
<td>A</td>
</tr>
<tr>
<td>895 – 934</td>
<td>A-</td>
</tr>
<tr>
<td>865 – 894</td>
<td>B+</td>
</tr>
<tr>
<td>825 – 864</td>
<td>B</td>
</tr>
<tr>
<td>795 – 824</td>
<td>B-</td>
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<td>765 – 794</td>
<td>C+</td>
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<td>735 – 764</td>
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<td>695 – 734</td>
<td>C-</td>
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<tr>
<td>665 – 694</td>
<td>D+</td>
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<td>635 – 694</td>
<td>D</td>
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<tr>
<td>595 – 634</td>
<td>D-</td>
</tr>
<tr>
<td>599 or below</td>
<td>F</td>
</tr>
</tbody>
</table>

Deadlines/Late Submissions & Making up work

• I will treat you as adults who take full responsibility for their actions and have the utmost
integrity.
• If you know you are going to miss class, please notify me in advance.
• Out-of-class assignments are due in the relevant Moodle folder by the beginning of class
on the due date. Late submissions will receive a 10-percentage point penalty per date that
it is late, i.e., if you are more than 10 days late you receive a zero.
• If you miss a graded assignment or exam, 10 percentage points will be deducted for each
late day. To make up the assignment, the student will make arrangements with me.
NOTE: It must be a timely makeup (i.e., likely within 48 hours) to have an opportunity to
receive any credit.
• From Policies and Procedures / 22: “Class attendance is the responsibility of the student.
The student is expected to attend all classes. A student who finds it necessary to miss
class assumes responsibility for making up examinations, obtaining lecture notes, and
otherwise compensating for what may have been missed. The course instructor will
determine the validity of a student’s reason(s) for absences and will assist those students
who have valid reasons.
Valid reasons for absences include:

1. Illness
2. Serious family emergency
3. Special curricular requirements such as judging trips or field trips
4. Court-imposed legal obligations such as subpoenas or jury duty
5. Military obligations
6. Serious weather conditions
7. Religious observances. See the interfaith calendar website (www.interfaithcalendar.org) for an updated calendar of holidays and primary holy days of the various religions. Faculty members are expected to be sensitive to the different religious traditions represented in the LSU community, and to assist students in making up examinations or other assigned work that may be missed due to absences required by religious observances.
8. Participation in varsity athletic competitions or university musical events

The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence. Should the instructor and student disagree over the validity of a reason for an absence, the student has the right to appeal the instructor’s decision according to the general appeal procedure in PS-48.)""

Grade Appeals

Grade appeals for any course work must be made in writing within two weeks after the grade is posted on Moodle. The appeal must be typed and must include the assignment, due date, date it was turned in and the specific issue that warrants consideration of a grade change. A copy of the appeal must be provided to the instructor in person – NOT VIA E-MAIL- and in advance of an in-person meeting. All discussions of grades will take place in person – NOT VIA E-MAIL. Any appeals turned in late will not be considered. Any appeal of a final grade may be based only on assignment appeals. All appeals must be accompanied by the original graded assignment.

Extra Credit

You will have the opportunity to receive one percentage point of extra credit by participating in ongoing research in the Manship School, or by completing an alternate assignment in lieu of a research participation opportunity (https://lsu-manship.sona-systems.com). These studies must be ongoing studies in the Manship School and may not be one conducted for this class by a
classmate or one conducted by students in other sections of this course. Please note that to earn this credit, you must earn 1 MEL point.

**Instructor Evaluations**

Please fill out the university forms for instructor evaluations. It is important for maintaining your high-level of instruction. Your voices are important in terms of knowing what elements of a course are working well and what areas need improvement. Additionally, the evaluations help an instructor improve, too.

**Academic Integrity**

Excerpt taken from the LSU Code of Student Conduct, Section 8.0, page 18:

"8.1 Academic Misconduct

A. High standards of academic integrity are crucial for the University to fulfill its educational mission. To uphold these standards, procedures have been established to address academic misconduct.

As a guiding principle, the University expects Students to model the principles outlined in the University Commitment to Community, especially as it pertains to accepting responsibility for their actions and holding themselves and others to the highest standards of performance in an academic environment. For example, LSU students are responsible for submitting work for evaluation that reflects their individual performance and should not assume any assignment given by any professor is a “group” effort or work unless specifically noted on the assignment. In all other cases, students must assume the work is to be done independently. If the student has a question regarding the instructor’s expectations for individual assignments, projects, tests, or other items submitted for a grade, it is the student’s responsibility to seek clarification.

Any Student found to have committed or to have attempted to commit Academic Misconduct is subject to the disciplinary sanctions set forth in Section 9.0.

B. An instructor may not assign a disciplinary grade, such as an ‘F’ or zero on an assignment, test, examination, or course as a sanction for admitted or suspected Academic Misconduct in lieu of formally charging the student with Academic Misconduct under the provisions of this Code. All grades assigned as a result of accountability action must be approved by the Dean of Students or designee.”

**Note to students with disabilities**
From Disability Services:

"LSU remains strongly committed to providing appropriate accommodations for students with disabilities.

Our office works to provide individualized services to ensure that all students have equal access to learn and live at LSU.

Getting started –

A student who has not yet registered with LSU Disability Services or provided documentation of an eligible disability can find information on registering and types of eligible accommodations.

To receive accommodations, the request you submit to us must include documentation of your disability and how it impacts you. Visit our Students section for more information.

For those already registered with LSU Disability Services --

Each semester, you must complete a Request for Accommodation Letter Form (myLSU login required). Look for common resources under Forms and the Semester Checklist."

Diversity Statement

The pledge of the Manship School of Mass Communication is to establish an intellectually-diverse environment and an educational experience designed to cope with and improve an interconnected, modern world.

Through its students, faculty, curriculum, and culture, the school will create, maintain and support a supportive climate for learning and working among faculty, students and staff who are diverse with respect to race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socio-economic status, disability, family status, experiences, opinions, and ideas.

STUDENTS: We will develop a diverse student body that brings a broad range of backgrounds, goals, points of view, and learning objectives to the program.

FACULTY: We will actively seek out, hire, and support a faculty with strong academic and professional credentials with an emphasis on diversity.

CURRICULUM: We will facilitate conversations about diversity both inside and outside the classroom to further an understanding and tolerance among students, faculty and staff.

CULTURE: We will establish a culture of diversity to supplement and inform the Manship curriculum and personnel.
Course schedule (subject to change)

Week 1: Overview of Sports and Media

Reading:


Weekly Response 1 due

Week 2: Sports and Public Relations

Reading:


Weekly Response 2 due

Week 3: Sports, Public Relations & Society, Part I

Reading:


Weekly Response 3 due

Week 4: Sports, Public Relations and Society, Part II

Reading:


Weekly Response 4 due

Week 5: Sports and Advertising

Exam 1: PR

Reading:


Weekly Response 5 due
Week 6: Sports, Advertising and Society

Reading:


*Weekly Response 6 due*

Week 7: Sports, Advertising and Technology

*Weekly assignment readings. Assignment due 10/9*


*Weekly Response 7 due*

Week 8: Sports Journalism History

*Exam 2: Advertising

Reading:


*Weekly Response 8 due*

Week 9: Sports Journalism: Practice and Theory

Reading:


*Weekly Response 9 due*

Week 10: Bypassing Sports Gatekeepers?

Reading:


*Weekly Response 10 due*

Week 11 (11/6-11/11): Future of Sports Journalism

Reading:

**Weekly Response 11 due**

**Week 12: Sports and Political Communication**

*Exam 3: Sports Journalism*

**Reading:**


**Weekly Response 12 due**

**Week 13: Sport and Policy, Part I**

**Reading:**


**Weekly Response 13 due**

**Week 14: Sport and Policy, Part II**

**Reading:**


**Weekly Response 14 due**

**Week 15**

*Exam 4: Political Communication and Policy*

*Review for final exam*

**Week 16**

Final exam

*I reserve the right to modify this syllabus. If changes are made, a revised syllabus will be uploaded to Moodle.*