Professor: Brian Richardson  
Office: GAB 309F  
Phone: 565-4748 (office)  
Email: richardson@unt.edu  
Office Hours: T-TH 11-12:15 & by appt.

Disability Accommodation:  
The instructor will cooperate with the university's Office of Disability Accommodation to provide reasonable accommodation to students who need it. Students who wish to self-identify and request assistance under this policy should register with the Office (located in the University Union) by the second class day and inform the instructor.

Course Rationale:  
In general, the purpose of this course is to introduce students to the scholarly (and practical) domain of Sport Communication. At the conclusion of this course, students should have a basic understanding of the dimensions of sport phenomena that are of interest to sport scholars and have a rudimentary knowledge of the theoretical and empirical approaches taken toward those phenomena. Specifically, the goals for this course are that students will come to understand sport (communication) research from three perspectives: (1) a practical, or “how to” perspective aimed at improving performance, (2) an interpretive perspective that addresses how sport participants make sense of their participation, and (3) a critical perspective that questions the problematic aspects of sport, including gender, race, and class imbalances.

TEXTBOOK AND READINGS:  

Additional readings will be distributed in class. These are not “optional readings.” They are relevant to the lecture material, the course assignments, and to the exams. **You are responsible for ensuring that you get copies of all class handouts.**

ASSIGNMENTS

I. Required Midterm Exam: All students are required to take a midterm exam that will have an objective format (e.g. multiple choice, true/false, matching). The exam will cover material from the first half of the semester. (100 pts)

II. Required Final Exam: All students are required to take a final exam that will have an objective format (e.g. multiple choice, true/false, matching). The exam will be held during finals week and will cover material from the second half of the semester. (100 pts)

Note: There are no makeup exams for the midterm or final. If you miss an exam, you lose the points associated with it. The only exceptions are due to documented sickness, death
in the family, or some other catastrophe. I am very unlikely to allow you to take an exam after the scheduled time if you do not contact me prior to the exam.

III. Sports film analysis paper: For information about this assignment, please see the Assignment Instructions packet. (80 pts.)

IV. Group documentary film: Students will be assigned to groups and tasked with developing a 9-11 minute documentary on a sports-related issue. A description of this project is included in the Assignment Instruction’s packet (200 points: 150 product, 10 – proposal, 40 – peer evaluations).

V. Pop quiz/homework assignments: On 10 occasions this semester, you will have an opportunity to earn 10 points (100 points total) for successfully completing an assignment that will be introduced in class. Such an assignment could be a pop quiz, an in-class assignment, or a homework assignment. Dates for these assignments are random. These assignments will cover readings from the current day. If you have thoroughly read and thoughtfully considered the readings you should excel. There will be NO make up opportunities for these assignments and any pop quizzes MUST be completed during the first 5 minutes of class. Note: I will give one additional participation assignment and let you drop your lowest score. (10 points ea. = 100 points).

Total points breakdown

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm exam</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Final exam</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Sports film paper</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Doc proposal</td>
<td>10 pts.</td>
</tr>
<tr>
<td>Team documentary</td>
<td>150 pts.</td>
</tr>
<tr>
<td>Peer evaluation</td>
<td>40 pts.</td>
</tr>
<tr>
<td>10 pop quizzes/homework (12 pts. each)</td>
<td>100 pts. (10 x 10)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600 pts.</strong></td>
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</tbody>
</table>

Grade determination

The points in this class are based on the assignments discussed above. Your final grade is based entirely on the sum of those points assigned in the class, and I will adhere rigidly to those points. The points correspond to the following university guidelines: an A is reserved for excellent work; a B is for above average performance; a C is awarded for average work; a D simply means passing, and an F indicates below average, nonpassing work. Points-wise the grades will be categorized as follows: 540-600 = A; 480 – 539 = B; 420 – 479 = C; 360 – 419 = D; 0 – 359 = F

Course policies

Attendance is taken at the beginning of class using a seating chart. A student is expected to arrive on time and be present for the entire class period. To allow for illness or other unforeseen situations, students in the course are allotted 2 absences. Excused and unexcused absences count the same, with the one exception being university-related absences, e.g. debate team, college athletics, etc. Each absence beyond the limit will result in your final course grade being lowered by 10 points per absence (e.g. from 435 to 425 for one excessive absence). Excessive absences caused by serious health problems will be evaluated on a case-by-case basis. You will be counted absent if you do not sign the “sign-in” sheet. If you are too late, and miss the “sign-in” sheet, you will be counted as absent. Cases where someone signs in for another student will be treated as academic misconduct cases.
Please note: If you arrive on campus at 9:15 a.m. and expect to find a parking place near the building, you’re going to be disappointed. So, make the proper adjustments because habitual tardiness will cost you.

** I would prefer you not text or surf the internet during class. Doing so would be the equivalent of you visiting me in my office about an issue important to you and watching me pick up my phone and start reading texts while you discuss something important. Pretty rude, right! And, if I see you texting or surfing the internet, there’s a very good chance I’m going to call on you with a question.

**Late work.** Except under the most extreme circumstances (and documentation of those circumstances is required), no late work will be accepted. If you encounter an emergency situation of some kind, it is best to communicate with me about it earlier rather than later. It is not fair to others who met the deadlines if I accept yours late. Also, no longer are printer troubles and computer problems reasonable excuses for late papers. I suggest knowing the equipment well enough and allowing ample time in case of problems. Before attempting any of the written assignments, please see the course packet for instructions and grading criteria. All written assignments are due at the beginning of class or they will be considered late. Late papers on either the case studies or the final project will be graded for half credit. This is a severe penalty, but it is better than zero points (plus, you get the feedback on the paper). It is not fair to others who met the deadlines if I accept your’s late. I will not accept any papers more than one week late.

**Academic Dishonesty.** All persons shall adhere to the Code of Student Conduct regarding academic honesty, including acts of cheating and plagiarism. Of particular concern in a course with written and oral assignments is the issue of plagiarism. Plagiarism is defined by Webster’s (1989) as “the appropriation or imitation of the language, ideas, and thoughts of another author, and representation of them as one’s original work” (p. 1100). In other words, plagiarism is stealing. You must cite your sources accurately and consistently in both your oral and written assignments. Penalties for plagiarism will vary according to severity and will range from a failing grade to prosecution through the University System.

**Writing quality assumptions.** Every paper you turn in must be of quality, both in content and style. I will not accept papers with grammatical and typographical errors. I expect you to take advantage of the programs that guard against such errors; however, there is no substitute for good proofreading. All papers must conform to APA standards.

**Crisis Contingency.** In the event of the university closing for weather-related reasons or illness outbreak, e.g. flu, please visit the course website on Blackboard. I will provide instructions on how to turn in assignments and how the class will proceed utilizing Blackboard’s Announcements function.

**Completing the Course.** Students are expected to complete all assignments for this course during the semester. Assigning a grade of “incomplete” is rare, and in order to request an “I,” the student must meet these requirements: a) The student must have completed at least 75% of the course assignments; b) The student must be passing the course; c) There must be an unforeseen and compelling reason why the course cannot be completed on time (usually a medical or military reason); and d) The student must present a plan for completing the assignments within the time period specified in the catalog.

**The Communication Studies Library Hours** are Monday (8-5); Tues. (11-5); Wed. (1-5); Thurs. (11-5); and Friday (8-5). Our current catalog of books and handbooks is located on the communications Studies Website: https://communication.unt.edu/research/library
SEXUAL DISCRIMINATION, HARASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources](http://deanofstudents.unt.edu/resources). Renee LeClaire McNamara is UNT’s Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

First day drops: The instructor reserves the right to drop students not in attendance on the first class day, if other students are attempting to add the course.
Tentative Course Schedule

We’ll generally follow the pattern of the book, and I’ll keep you abreast of what to read prior to each class through in-class announcements and Blackboard postings.

- **Introduction to Communication and Sport** (read Ch. 1 for Thursday, January 19)
- Community in Sport
- Sports Media
- Sports Fan Cultures

  - Video: *America’s Parking Lot*

- Sports and Mythology
- Gender in Sports

  - Video: *The Price of Gold*

- Race and Ethnicity in Sport
- Politics and Nationalism in Sport

  - Video: *The Pat Tillman Story*

- Performing Identity in Sport

  - Video: *Murderball*

- Communication and Sport in Parent-Child Interactions

  - Video: *State of Play-Trophy Kids* (or *The Marinovich Project*)

- Player-Coach Relationships in Sport
- Crisis Communication in Sports Organizations

  - Video: *One Day in September*

- The Commodification of Sport
- Sports Gaming
- Communication and Sport in the Future

Key dates:
2/21 – Group proposals due
3/9 – Midterm Exam
3/13 – 3/19 – Spring Break
4/17 – 5/4 - SPOT course evaluation dates
4/27 – Documentary premieres
5/2 – Peer evaluations due
5/4 – Last class day
5/11 (8 – 10 a.m.) – Final Exam